

Making games and saving the world

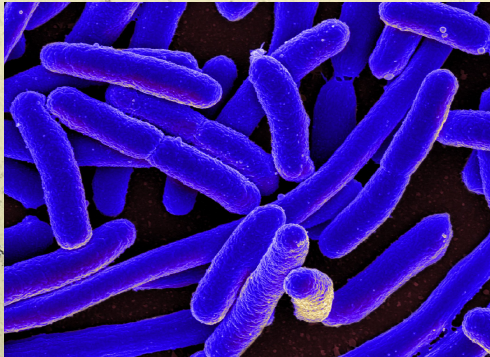
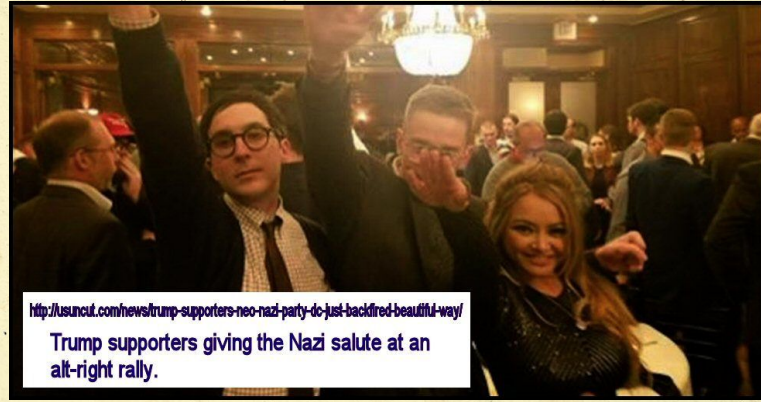
How do we make games that matter?

Anna Jenelius

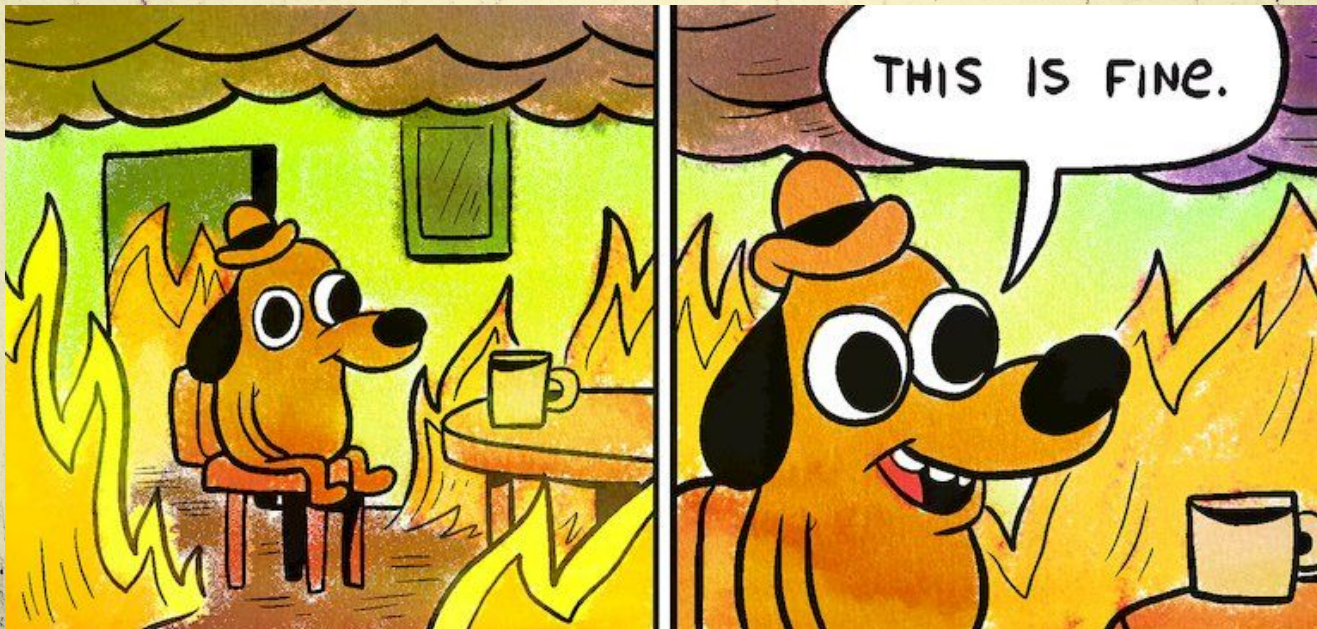
Independent Game Developer
Writer



The world is a scary place



And we are... making... games...



Let's look at us



155 million

Americans play video games

There are an average of

TWO GAMERS

in each game-playing U.S. household



FOUR OUT OF FIVE

U.S. households own a device used to play video games

Let's look at us

VICE

VICE VS VIDEO GAMES

Sales Figures for 2015 Show That Video Gaming Is Bigger Than Movies and Music In the UK



MIKE DIVER

Jan 8 2016, 9:34am



Let's look at us

WORLDWIDE

The global video games market consumer spending amounts to USD 99.6 billion in 2016, according to Newzoo, an annual growth of 8.5 per cent.

= 880 000 000 SEK

...Which is more than Sweden's government budget.

Sveriges statsbudget för 2015 [redigera | redigera wikitext]

Inkomsterna under budgetåret beräknas till **854 miljarder kronor**. Utgifterna beräknas till **887 miljarder kronor**. Lånebehovet till **32 miljarder kronor**. ^[4]

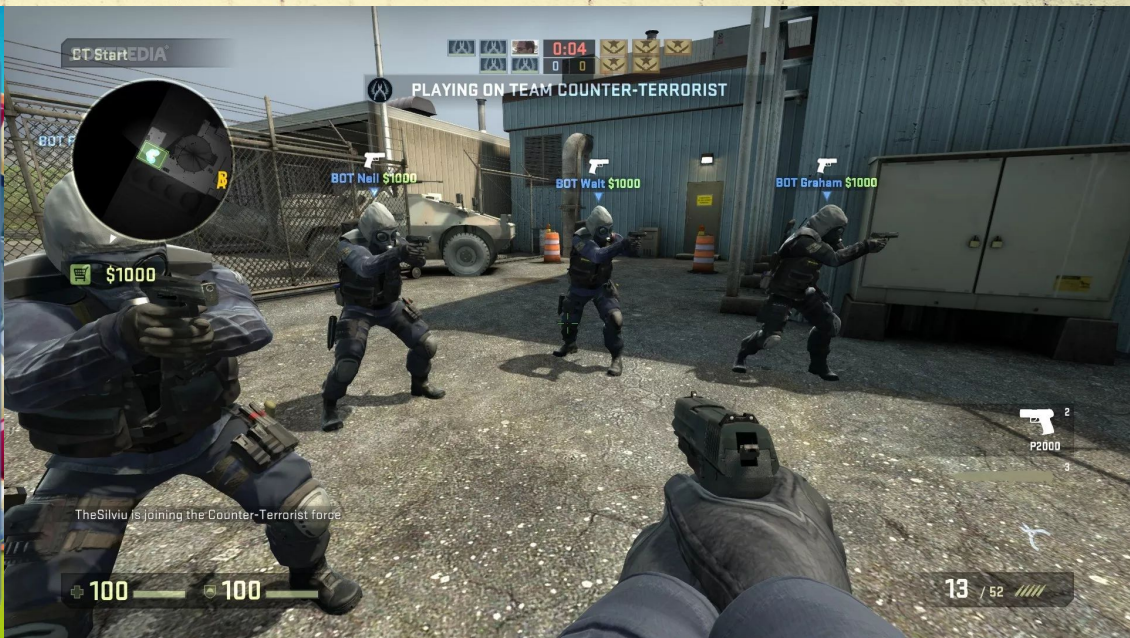
We have a voice!



What do we use it for?

Escapism is fine





...but not everything should be escapism.

...able individuals that are
faded away again and instead
of the Party stood out in bold capitals:
WAR IS PEACE
FREEDOM IS SLAVERY
IGNORANCE IS STRENGTH.
face of Big Brother seemed to persist for
the screen, as though the impact of
everyone's eyeballs was too vivid
The little sandy-haired
over the back of
s murr...



THIS WAR OF MINE



A screenshot from the game 'This War of Mine' showing an M.O.A. (Ministry of Administration) office. A character is standing at a desk, and a large crowd of people is visible in the background. The office contains several documents and a computer terminal.

ARSTOTZKA
Entry Permit

GIVE THIS PAPER TO APPLICANT

M.O.A. IDENTITY RECORD

NAME: Katya Hussong
ALIAS: No known aliases

DOB: 13.07.1
SEX: F
ISS: Lomda
EXP: 26.10.1
0B105-FPPB

Applicant's fingerprints and claimed name/alias must match this record.

ARSTOTZKA
Entry Permit

Passport number: B105-FPPBJ

VISIT: 14 DAYS

02.01.1983

Ministry of Administration

M.O.A. CITATION

Otherwise...?



It's our responsibility.

OK, how tho?



0. “It’s just a game”



- Degrading to developers.
- Downplaying games' importance.
- Not taking players seriously.

1. The stories we tell



Someone else's shoes



Representation. Matters.

Sep 8 at 8:03am · 🌐

When I opened the 5th Edition D&D Player's Handbook to find a black woman as the "Human" entry, I teared up. I'm betting to many that's a tiny thing. To me it's actually a big deal. Representation matters, and after more than thirty years of life, I can finally see myself mirrored in the worlds I love the most.



👍 🗣️ 🧑 2.6k

38 Comments 1.4K Shares

We do affect people

...Whether we like it or not.

Do you want to make a **positive** impact,
or a **negative** one?



“Keep politics out of games”



Neil Druckmann 
@Neil_Druckmann

No can do. Writers work off of their views of the world. For example, the ending of TLoU is very much inspired by my "personal politics."

Christoff Coen @ChristoffCoens

@Neil_Druckmann TLoU is my favorite game of all time. Please try to keep your personal politics out of Part 2. Thank you very much.

1/23/17, 12:22 AM

“No politics” is just politics you agree with

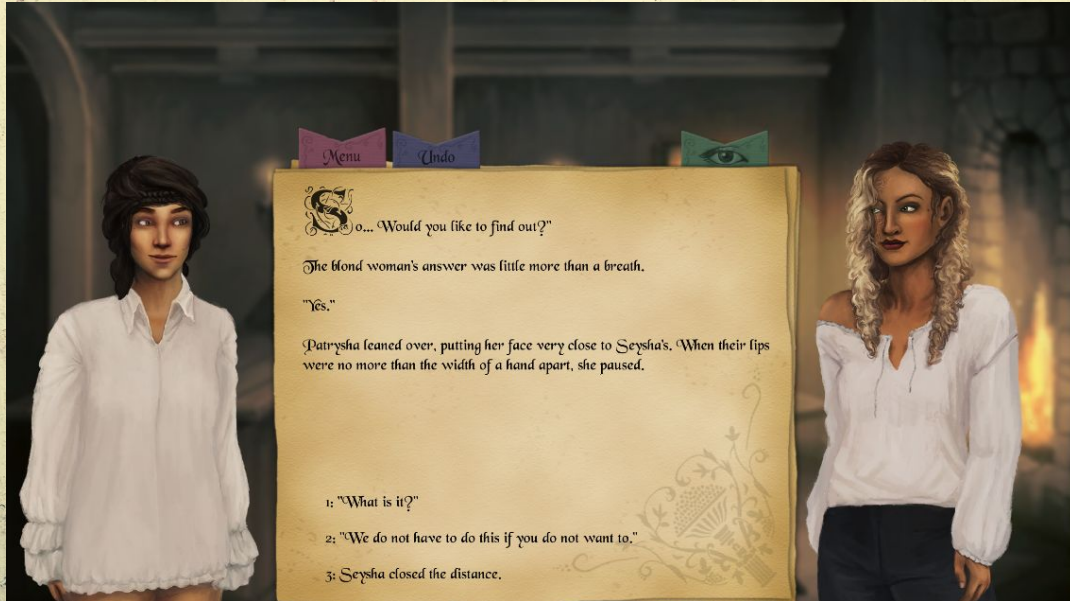


2. The players we reach



Kicking in open doors, just to preach to the choir

- People who play my game will probably already agree with me.
- How do you reach out to the people who need to hear your story?



Are SJW's gonna go anytime soon? I'm getting kinda tired of this shit. Not even in a militant fashion. (self.KotakuInAction)

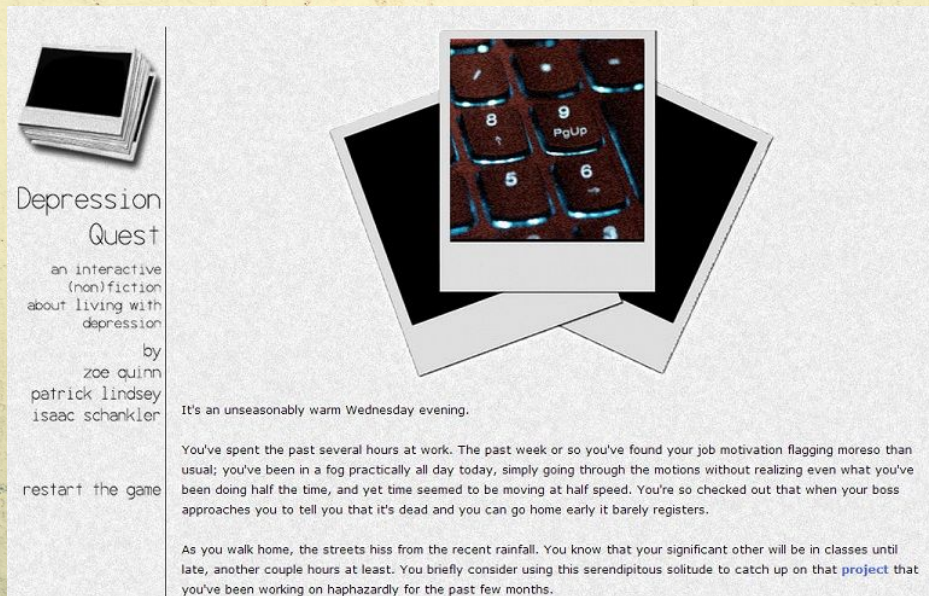
inlagd för 2 dagar sen av rottenhuman_

I'm just worn out. I pull up Steam and look at the list of games, and simply realize that not only I don't want to buy anything - I can't even find anything worth pirating. Games have become unbearably underwhelming, to the point where every game that I find enjoyable I end up playing past the 1000 hour mark.

At the same time, I'm working on my own game and I have to constantly fight my doubts about how successful my game is going to be, since I'm including a shit-ton of gore, idealized female characters, and boob physics, among other "problematic" things.

It probably doesn't help that I have military-grade depression and no professional help for it, either, but frankly videogames are one of the most important things to me - I haven't had a single speck of doubt about wanting to work in the industry since I was 13. I just don't want to see my world crumble. I keep waiting for the SJW's to crawl back into the shadows but it just doesn't seem to be happening.

Thoughts?



Depression
Quest

an interactive
(non)fiction
about living with
depression

by
zoe quinn
patrick lindsey
isaac schankler

restart the game

It's an unseasonably warm Wednesday evening.

You've spent the past several hours at work. The past week or so you've found your job motivation flagging moreso than usual; you've been in a fog practically all day today, simply going through the motions without realizing even what you've been doing half the time, and yet time seemed to be moving at half speed. You're so checked out that when your boss approaches you to tell you that it's dead and you can go home early it barely registers.

As you walk home, the streets hiss from the recent rainfall. You know that your significant other will be in classes until late, another couple hours at least. You briefly consider using this serendipitous solitude to catch up on that [project](#) that you've been working on haphazardly for the past few months.

Reach the right audience





3. Looking beyond in-game content





#RESISTJAM

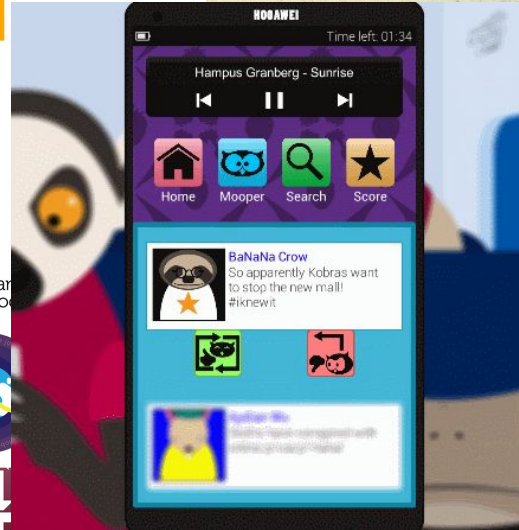
MARCH 3 - MARCH 11, 2017

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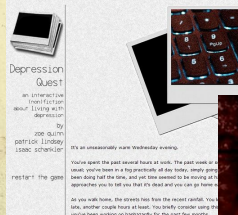


D I V E R S I



Recap

- The world's a scary place.
- We have a voice.
- Let's use it!



Thank you!

Any questions?

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anna@talecore.com

