

Making games and saving the world

How do we make games that matter?



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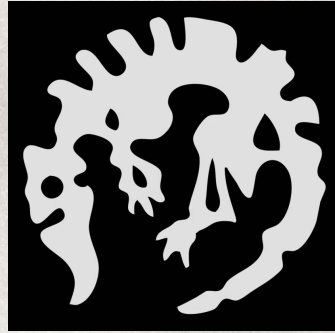
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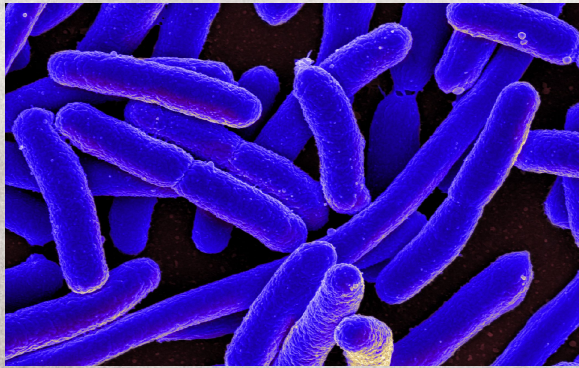


LION  BITE

Anna Jenelius

SWE
DEV









You can't change the whole world on your own,



but you can make your corner of it a little bit better.





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

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



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.

...more than Sweden's
yearly government spending.

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]

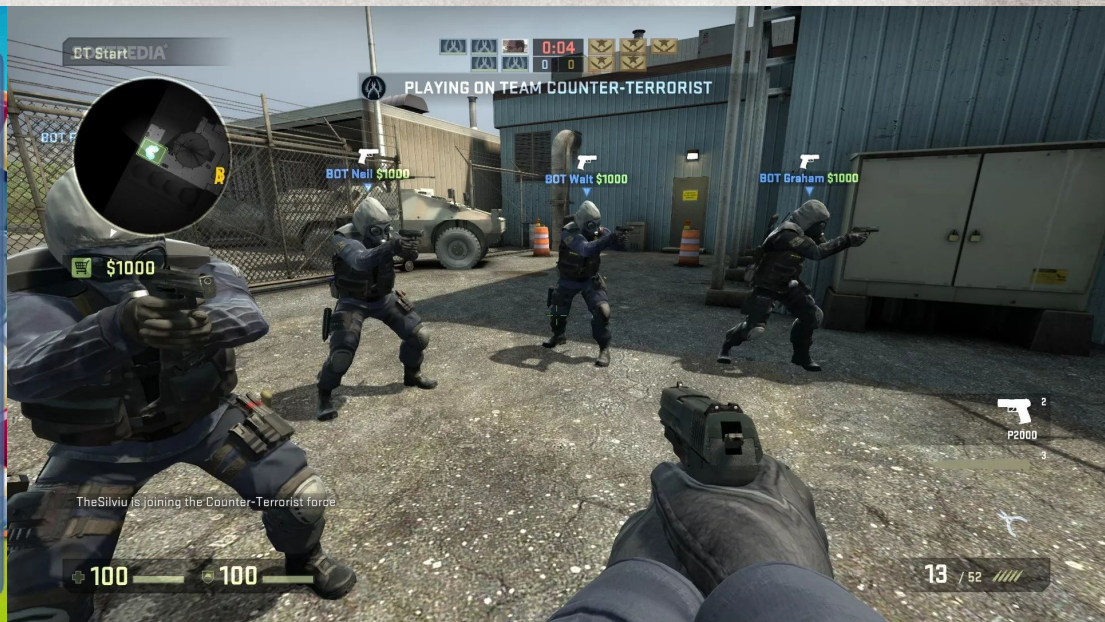




What do we use our voice for?



Transformers, and Urban Fantasy books



Candy Crush, and Counter Strike

...words that are
...individually b
...spoken. Then
...again and instead
...Party stood out in bold capitals:
WAR IS PEACE
FREEDOM IS SLAVERY
IGNORANCE IS STRENGTH.
...the face of Big Brother seemed to persist for
...on the screen, as though the impact th
...everyone's eyeballs was too vivid th
...7. The little sandy-haired
...rd over the back of
...ous murmur



1984, and Schindler's List



This War of Mine, and Papers, Please

Two types of Fiction



Genre



Literary





The background of the page is a light, textured grey. In the top-left and bottom-right corners, there are faint, stylized floral or leaf-like patterns in a slightly darker shade of grey. The text is centered horizontally and vertically on the page.

It's our responsibility.

OK, how tho?



0. "It's just a game"



Saying “it’s just a game” is

- Degrading to us as developers.
- Downplaying games’ importance.
- Not taking our players seriously.

Gamer culture has already done plenty of harm...

GamerGate to Trump: How video game culture blew everything up

What began as a backlash to a debate about how video games portray women led to an internet culture that ultimately helped sweep Donald Trump into office. Really.

BY IAN SHERR, ERIN CARSON / JULY 8, 2017 5:00 AM PDT



**...But we have the power
to do great things as well.**

HOW GAMES SAVED MY LIFE

Testimonials about the positive, life-changing power of video games.



We do affect people

...Whether we like it or not.

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



1. The stories we tell



Someone else's shoes



Empathy



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

Twice the number of women play Overwatch than any other FPS

Overwatch is the most gender-diverse first-person shooter on the planet, according to research firm QuanticFoundry. In fact, the proportion of its players who are women equals more than double that of the closest FPS.

Women make up 16% of Overwatch's playerbase. That's around five million female players, generating over \$250 million in revenue for Blizzard.

Why does this out of all the shooters appeal to women the most? Well, it's mostly down to the setting, the diverse cast, and the powers, according to research scientist Nick Yee.



Show other realities, don't just reskin your hero



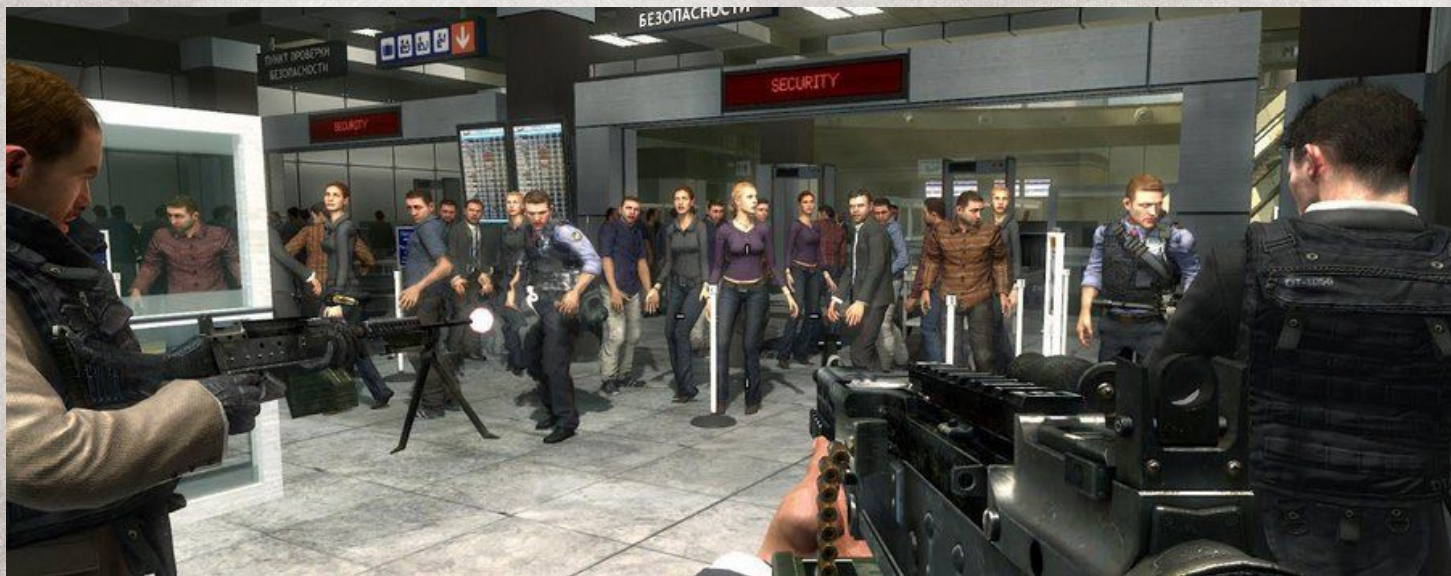
Consider when and how to portray bad stuff



Be aware of tropes



Consequences







“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."

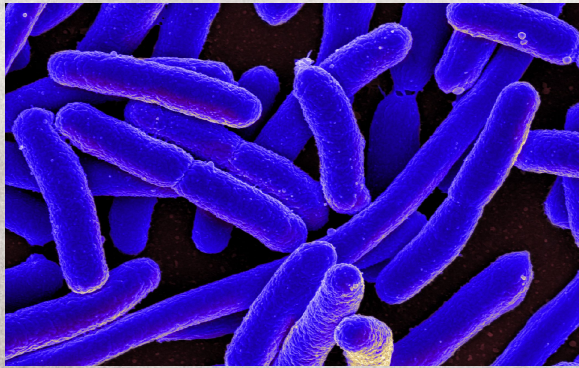
Christoff Coen @ChristoffCoens

@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.

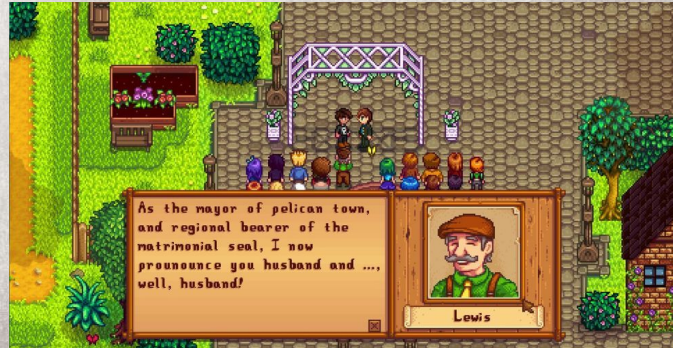
1/23/17, 12:22 AM

“No politics” is just politics you agree with





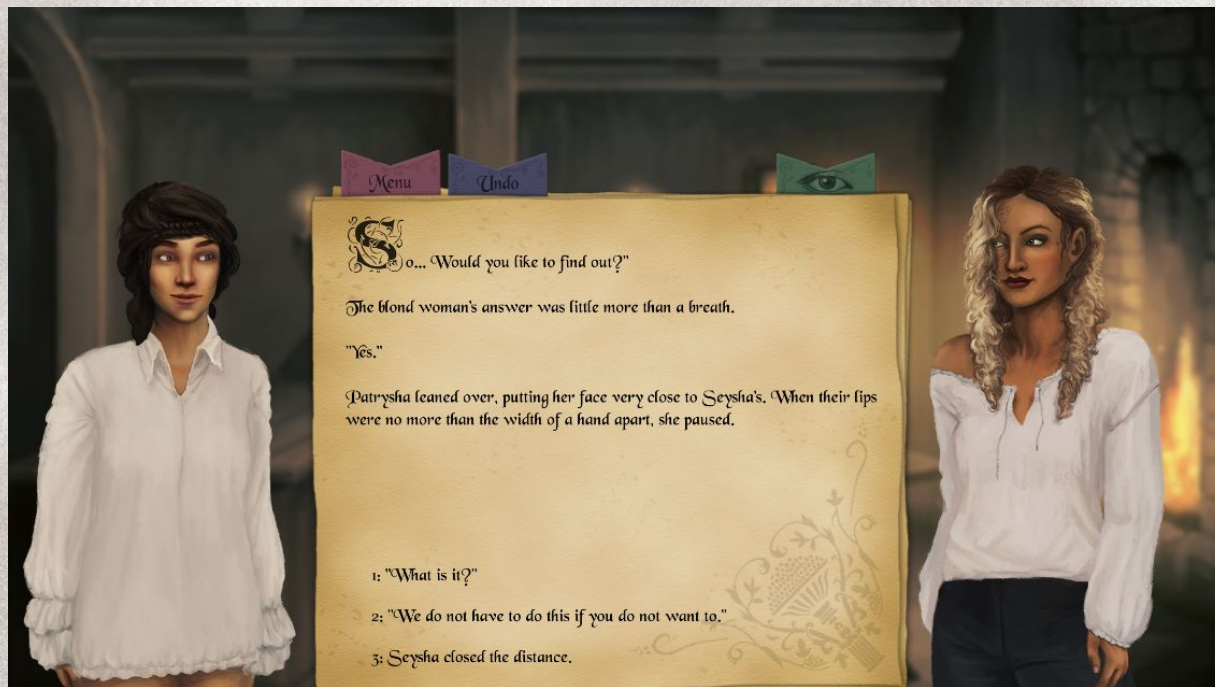
Don't make story-based games?



2. The players we reach



Kicking in open doors, just to preach to the choir



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 around me. I don't want them 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





*Have not been sighted in civilized areas for decades.
If they still exist, they dwell in the most remote of mountains.*

Giants



Orcs



Goblins



Elves



Dwarves



Humans

The balance - too obvious...



...or too subtle



I always wondered why the symbol "ゆ" (said "yu") was on the door to the bath house. I asked my Japanese teacher, and he wasn't too sure so I did a little research.

The symbol is used on the entrance to 温泉 (onsen) and 銭湯 (sentō), or Japanese bath houses. The word "yu" is translated to "hot water". So, makes sense to be on a bath house, yes?

Then I did more reading. During the Edo period, these public baths became popular for men because of women who started working at these communal baths, washing men and selling sex. These bath houses were called "yuna baro". The women were known as 湯女, or "yuna". This directly translates to "hot water woman". So basically, they were brothels. Guess what the woman who ran this bath house would be called?

ゆばば。

Yubaba. (translates directly to "hot water old woman")

Yubaba is the name of the woman who runs the bath house in Spirited Away. If you watch Spirited Away in Japanese, the female workers are referred to as yuna.

Chihiro was forced to change her name to Sen. Kinda like how strippers get names like "Candy".

カオナシ/No-Face keeps offering Chihiro money. He "wants her".

THEN I read interviews with Miyazaki. This was all put in intentionally. As we all know, Miyazaki's stories are weaved with different themes and metaphors. He said he was tackling the issue of the sex industry rapidly growing in Japan, and that children being exposed to it at such early ages is a problem.

This can be frustrating because so much gets lost in translation, and people see it as this cute children's movie and this "master piece of animation" (which it definitely is) instead of the real statement that it is.



REASON of Justice

WANTED CRIMINALS

IDENTITY SUPPLEMENT

HT	171cm
WT	71kg
DESCRIPTION	BALD
THUMB	

Keep on parson

EXP. 12.22.1982

3/4

RULES

Entrant must have a

REASON FOR DENIAL

ENTRY DENIED

OBRISTAN

Hendrowski, Jordan

DOB. 12.11.1927
SEX M
ISS. Skal
EXP. 01.11.1984

UMJEG-P3MGS



RULES

- No weapons or contraband
- Diplomats require authorization
- Foreigners require an id supplement
- No entry from Import

DRUG DOCUMENTS HERE










3. Looking beyond in-game content




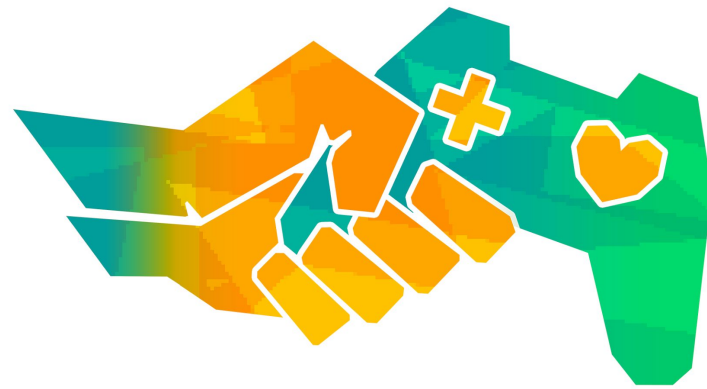
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-  [DRM-free books](#)

 2 0 1 5 1 8 Bundles sold



#RESISTJAM

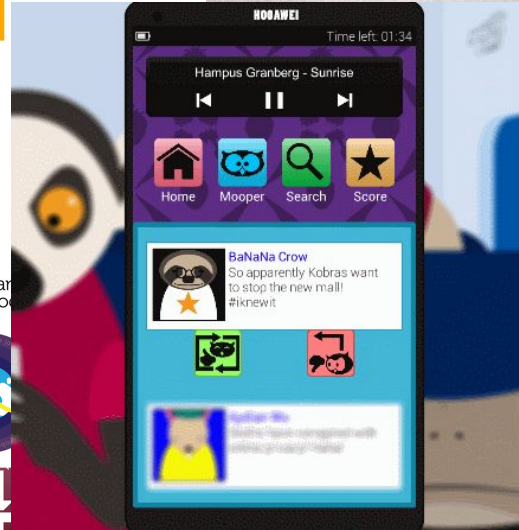
MARCH 3 - MARCH 11, 2017

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DEC
2

Games for the Many - a political game jam

Public · Hosted by Games For The Many

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🕒 December 2 – December 3
2 Upcoming Times

[See Times](#)

📍 Red Gallery
1-3 Rivington Street, EC2A 3DT London, United Kingdom

[Show Map](#)



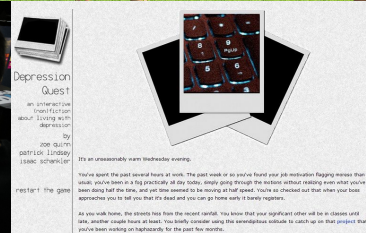


D I V E R S I



Recap

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



Thank you!

Questions?

Slides will be available at: www.anaka.se



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