Exploring Gender Differences in Gaming Culture – A Comparative Analysis of Comments about Male and Female Streamers on Twitch.tv

Thema:
> Exploring Gender Differences in Gaming Culture – A Comparative Analysis of Comments about Male and Female Streamers on Twitch.tv

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> BA

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Hintergrund

Video games have been around for years, offering a wide variety of experiences across different platforms such as computers, smartphones, and consoles. However, female characters are still significantly underrepresented and frequently sexualized within game narratives and designs. Female characters are frequently depicted with less complexity compared to their male counterparts, exemplified by characters like Princess Peach, whose roles often revolve around being rescued or supporting male protagonists. Additionally, they are commonly portrayed wearing scanty attire and featuring unrealistic body proportions.

Furthermore, research consistently shows the higher levels of harassment and hate speech directed towards women in online gaming communities, in contrast to their male counterparts. This troubling trend extends to popular streaming platforms such as Twitch.tv, where female streamers often encounter similar forms of discrimination.

Zielsetzung der Arbeit

This thesis investigates communication on the streaming platform Twitch.tv in relation to gender roles in gaming culture. A comparison will be drawn between German comments about female streamers

and those about male streamers. What differences emerge in the language about male and female streamers on platforms like Twitch regarding gender roles in gaming culture, and how do they reflect the dynamics of the community? Chat messages will be explored with topic modeling and compared using statistical measures for text analysis.

Konkrete Aufgaben

1. Research of related works (1-2 weeks)
2. Collection of a data set of chat messages on Twitch.tv (1-2 weeks)
3. Annotation and analysis of the data: Identifying trends, topics, and interactions in the comments (1-2 weeks)
4. Comparison of comments from female streamers with those from male streamers (1-2 weeks)
5. Written elaboration (2-3 weeks)

Erwartete Vorkenntnisse

Weiterführende Quellen

- Cote, A. C. (2020). Gaming Sexism: Gender and Identity in the Era of Casual Video Games. United States: NYU Press.
- Fox, J., & Tang, W. Y. (2017). Sexism in video games and the gaming community. New perspectives on the social aspects of digital gaming (pp. 115-135). Routledge.
- Lopez-Fernandez, O., Williams, AJ., Griffiths, MD., & Kuss, DJ. (2019). Female Gaming, Gaming Addiction, and the Role of Women Within Gaming Culture: A Narrative Literature Review. Front. Psychiatry 10:454. doi: 10.3389/fpsyt.2019.00454
- Paaßen, B., Morgenroth, T., & Stratemeyer, M. (2017). What is a True Gamer? The Male Gamer Stereotype and the Marginalization of Women in Video Game Culture. Sex Roles, 76(7), 421–435. https://doi.org/10.1007/s11199-016-0678-y