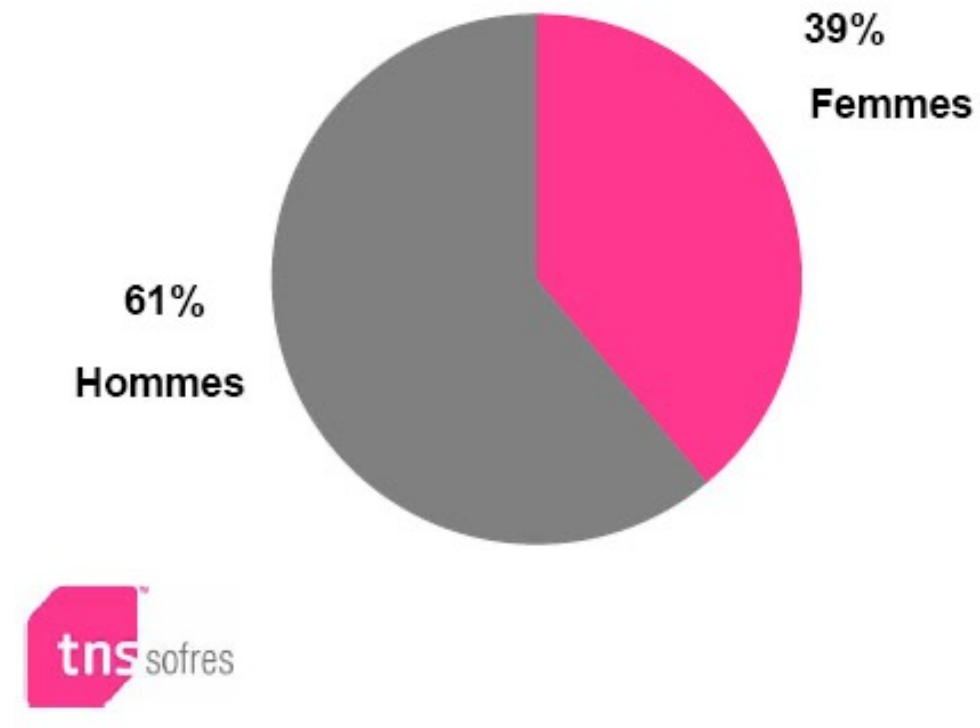


How to take into account
the female public with
serious game?

ALE'07 Toulouse
5 June 2007

Julian Alvarez & Olivier Rampnoux

Significant figure



Figures 2006 from Sofres about video games and users.



Several observations

- An imbalance between boys and girls around video games practices.
- Girls preferences are rather role playing games, simulation games, casual games...
- Majority of game designer are men (For instance 95% at Electronic Arts)
- Graphic and sound charts address themselves to boys



The goal of the research

- As the study context is mixed, how can we:
- use the video games as a pertinent tool in active learning?
- avoid a demobilization of the female public vis-a-vis to this teaching method?



Some points to take into account

- How can we propose something else than thundering adventures to boys?
- How can we offer to girls something else than denied video games?
- How can we create innovative video games with modern conception society and female's values ?



A first track of browsing : Serious game

- The vocation of Serious Game is to invite the user to interact with a data-processing application whose intention is to combine at the same time teaching, training, communication, or information aspects, with ludic mechanisms based on video game.
The purpose of such an association is thus to give attractive shapes or plots (Game) to didactic contents (Serious).

J. Alvarez and O. Rampnoux (2007)

A first track of browsing : Serious game

- The movie : “Boys meet girls around Serious Games”

