<https://www.thegamingeconomy.com/2019/05/15/one-billion-female-gamers-how-the-demographics-of-play-are-shifting/>

<https://www.marieclaire.co.uk/entertainment/women-gamers-525859>

<https://www.headstuff.org/topical/female-representation-in-video-games-history/>

<https://www.youtube.com/watch?v=jNkwzrM6t18>

<https://www.youtube.com/watch?v=T0-pHyJrzMI>

Notes from article: One billion female gamers: how the demographics of play are shifting.

Answer questions on PPT (slide 4)

Notes from article: Women gamers are on the rise and expected to spend over £1 billion on the industry this year.

Answer questions on PPT (slide 5)

Cultural & Historic Contexts

How have female characters historically featured within video games?

How have these representations / character types evolved through time?

How have women been misrepresented/under-represented within the video game sector?

Consider the interrelationship between media technologies and patterns of consumption and response:

Explain the use of technology has been used to reach & target new audiences.

Explain how the use of technology has been used to change audiences gaming habits or the way in which they consume media products.

Appealing to female audiences

How has the main protagonist been constructed to appeal to a female audience?

What about a male audience/mainstream/mass audience? Why would they be attracted to the gameplay/character?

How does the main protagonist reinforce and/or challenge pre-existing stereotypes/dominant ideologies?

Social & Cultural Contexts

How have female characters been historically featured in video games and why?

How has the demographic of gamers changed over the years?

How does ACIII:L appeal to female gamers with it’s blend of hybrid genre?