## Young women/non-male gamers’ views towards pursuing careers within the gaming industry and other creative ICT fields

Through an online survey, the paper sets out to investigate to what extent gaming and gaming experiences influence the views of young non-male individuals towards future careers within game development or other creative ICT fields. The paper should only be regarded as an indicator on what needs further investigation, regarding how non-male players' experiences and/or gaming interests influence their interest in possibly pursuing a career within game development or fields of creative ICT-work?

The survey language was English. It was open from February 15th, to March 8th, 2022. The project team contacted both schools and organizations that are partners in the Nordplus Horizon project, as well as schools and organizations in their own professional and personal networks. The survey was also shared on the social-networking apps Facebook and Discord. 256 individuals responded to the survey, of which 89,5% identified as female, 6,3% as male and 3,5% as other (0,8% (2 individuals) chose “prefer not to say”). 17-18 year olds were the largest age group in the survey, 24,2%.

83,2% of the respondents reported playing games. There was a clear correlation between playing games and willingness to consider a career within game development. Furthermore, the more years they had played games, the more likely (correlation coefficient: 0,54) that they would consider a career within game development or other creative IT. As for possible future plans, there was a correlation between playing certain game genres and willingness to consider a career within game development or other creative IT: storydriven games (0,41), MMORPG (0,31), first person shooter games (0,26).

As for competitive gaming (Esport), 10,3% of the respondents had played games competitively, 11,5% would like to play games competitively and 45,1% (sometimes) attend e-sports events to watch others play. There was a notable correlation (0,35) between having played games competitively and having considered a career within game development, between being interested in playing games competitively and having considered a career within game development (0,33) and between sometimes attending e-sports events to watch others play and having considered a career within game development (0,4).