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Gender Considerations and Influence in the Digital Media and Gaming Industry

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Gender Considerations and Influence in the Digital Media and Gaming Industry

Julie Prescott and Julie Elizabeth McGurren

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Julie Prescott (University of Bolton, UK) and
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Occupational segregation is an important issue and can be detrimental to women. There is a strong need for more women in science, engineering, and information technology, which are traditionally male dominated fields. Female representation in the computer gaming industry is a potential way to increase the presence of women in other computer-related fields.

Gender Considerations and Influence in the Digital Media and Gaming Industry provides a collection of high-quality empirical studies and personal experiences of women working in male-dominated fields with a particular focus on the media and gaming industries. Providing insight on best methods for attracting and retaining women in these fields, this volume is a valuable reference for executives and members of professional bodies who wish to encourage women in their career progression.

Topics Covered:

- Computer Games Industry
- Digital Media Industry
- Female Game Workers
- Gender and Identity
- Male-Dominated Occupations
- New Technologies
- Occupational Segregation

Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners. Ideal for classroom use.

Julie Prescott (CPsychol, PhD, MA, BSc) is a lecturer in Psychology at the University of Bolton. Julie gained her PhD from the Faculty of Health and Life Sciences at The University of Liverpool, UK, in 2011. Julie has a research career spanning over ten years in academic and public sector environments. Julie's background is in psychology and women's studies; she has a particular interest in women's careers, especially in terms of barriers and drivers, occupational segregation, and the experiences of women working in male dominated occupations/industries, in particular the computer games industry. Julie has published one book entitled *Gendered Occupational Differences in Science, Engineering, and Technology Careers* (co-authored with Jan Bogg).

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