



Are video games sexist?



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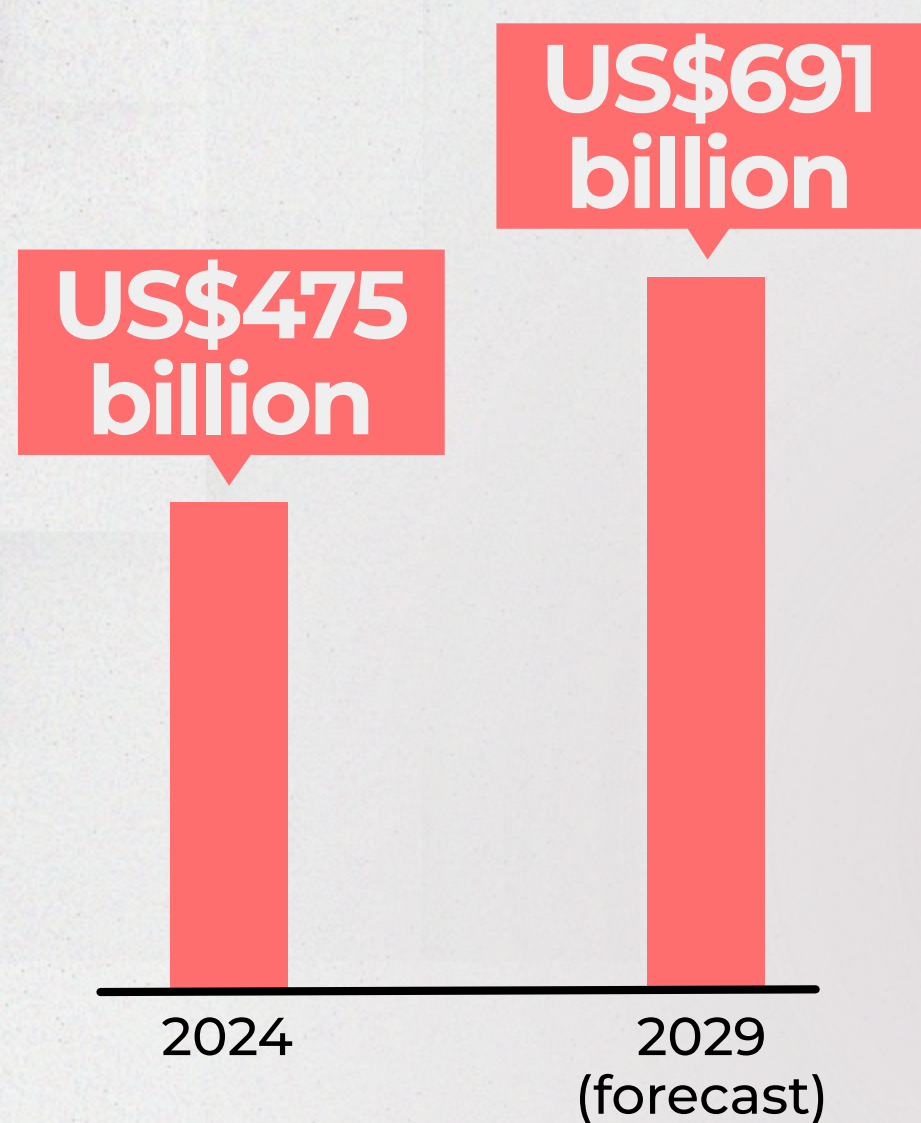


EDHEC
BUSINESS SCHOOL



The video game industry

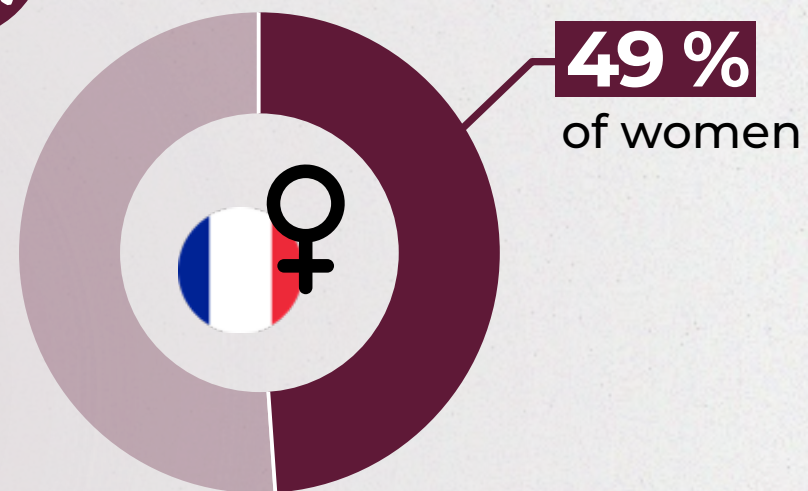
Huge revenues



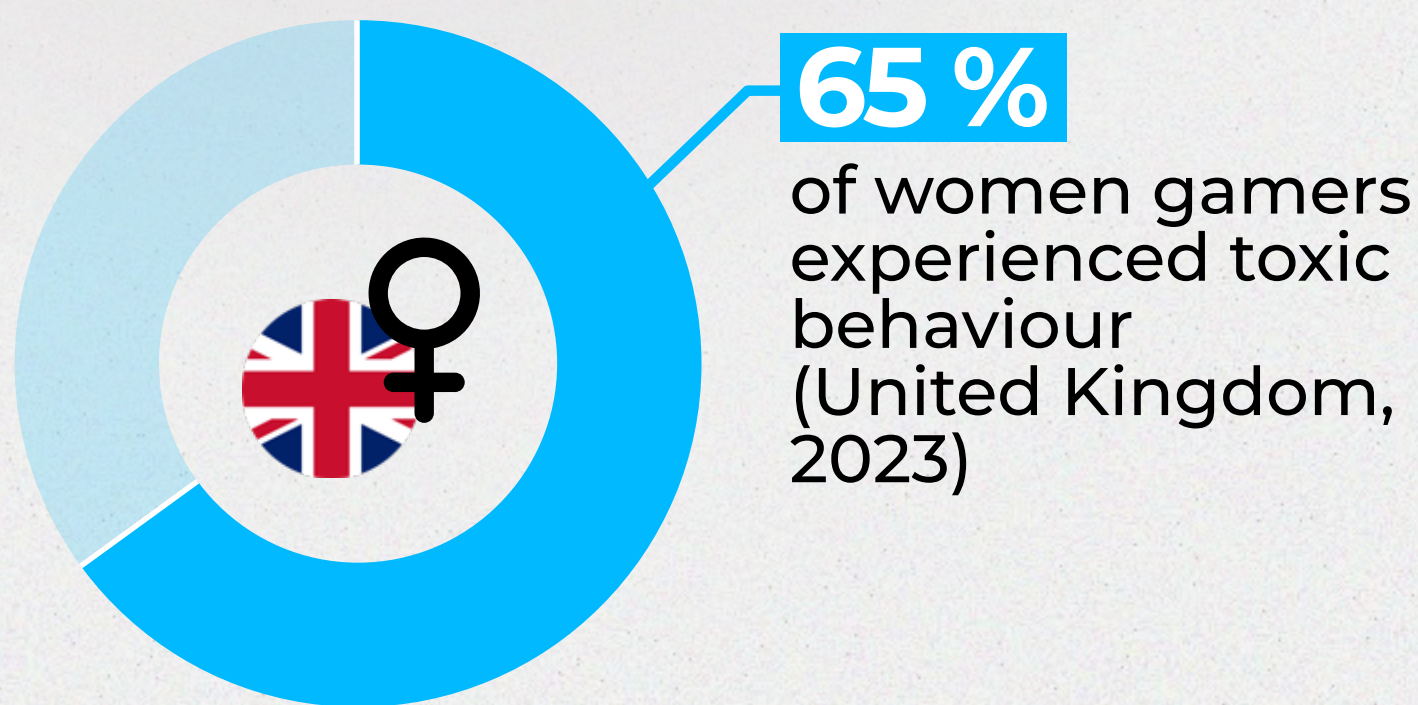
Billions of players

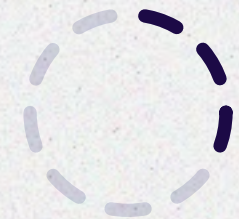
 **1.9 billion players** worldwide in 2024

 **40 million** in France,



Persistent sexism





EDHEC researchers measured gender parity in video games

A large sample of video games (1988 > 2024)...

 **129 titles**

77 action-adventure games and 52 role-playing games (RPGs)

across **17 major franchises**



Credits : The Witcher



8,566 characters



381,808 lines of dialogue



4,660,002 words spoken

... examined through 4 questions

Does the script include an equal number of female and male characters?

Vu ✓

... and an equal number of named characters?

Vu ✓

Do characters speak an equal number of words?

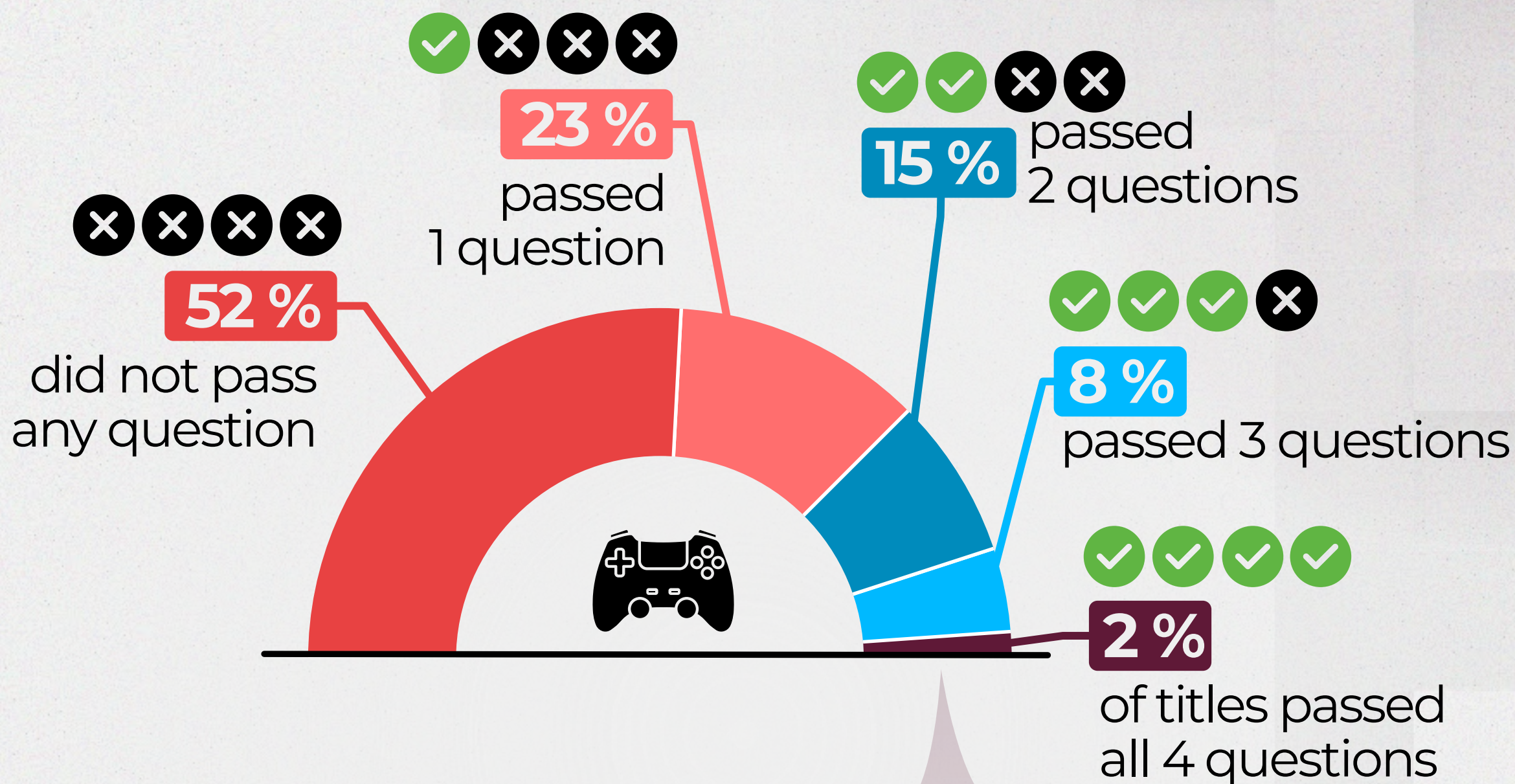
Vu ✓

Does the game include an equal number of playable female and male characters?

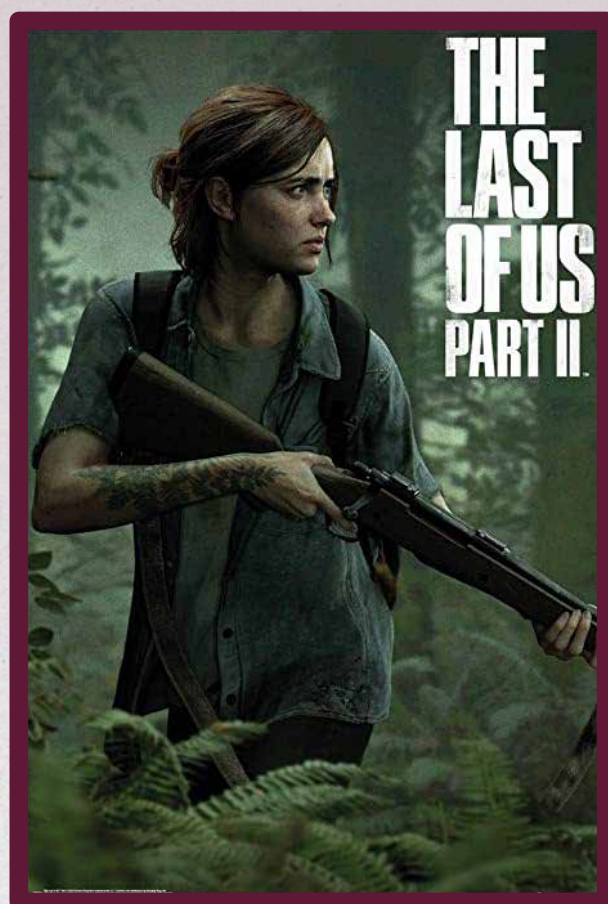
Vu ✓



Only 2% of video games meet parity



2% means just 3 titles out of 129...
Here are the winners:



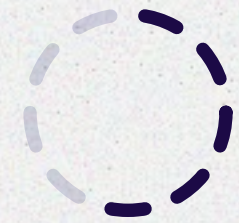
The Last of Us Part II



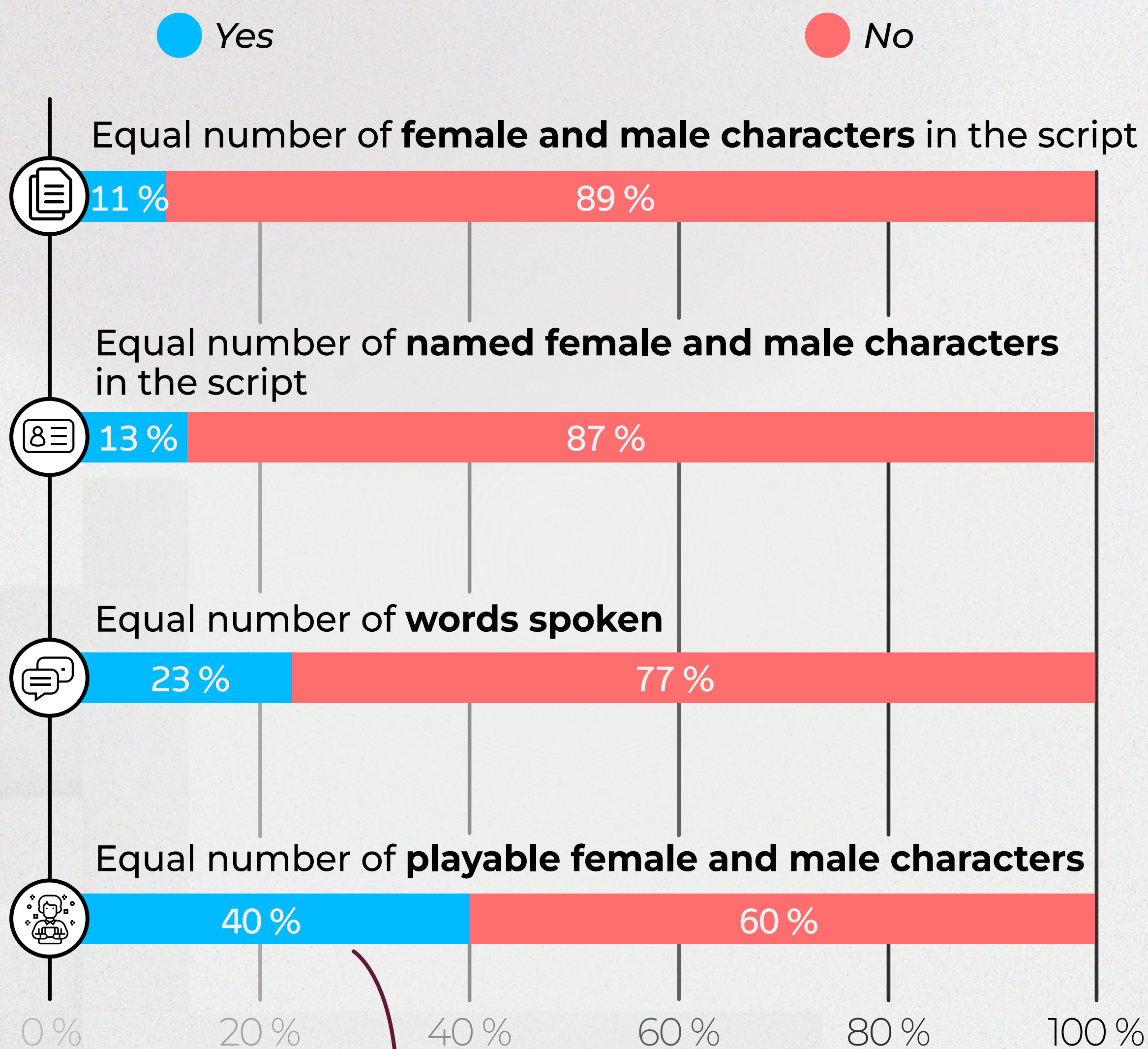
Fire Emblem Fates



Fire Emblem Engage



Only 1 game in 10 achieves parity in the script



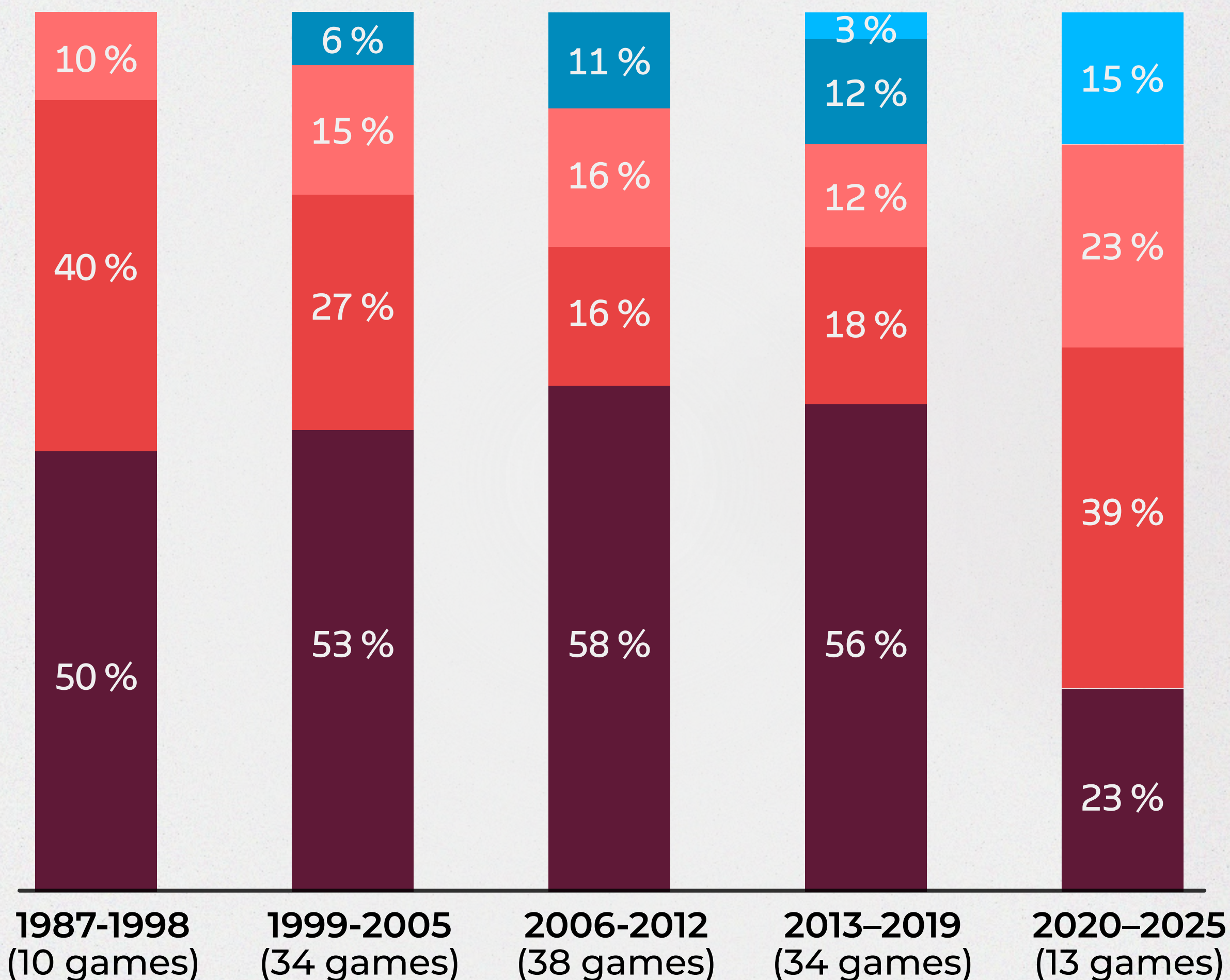
Q Focus

While this figure may appear relatively balanced, it is strongly influenced by certain RPG franchises, which often feature large rosters of playable characters.



Gender parity in video games has only recently begun to improve

● 0 criteria ● 1 criteria ● 2 criteria ● 3 criteria ● 4 criteria



Q Focus

The latest generation marks a notable shift in the representation of female characters in video game dialogue. Among the 13 titles, 77% meet at least one criterion of the Gender Parity Test.



Gender representation in games: from awareness to action



- To take concrete action in favour of gender equality, the industry must establish clear metrics.
- To do so, it can use the **Gender Parity Test**: it helps quantify representation, identify gaps, track progress, and implement targeted strategies.



And that is only the first step



Credits : The Last of Us Part II

Source : EDHEC



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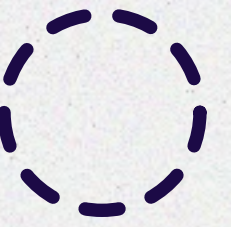
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Video game developers and publishers must take responsibility, but public authorities and players alike have a crucial role to play in driving meaningful change



Hager Jemel-Fornetty's hearing
before the French Senate (Dec. 2025)



Retour aux sources

EDHEC

EDHEC Business School is a leading business school gathering 190 professors and various centres and chairs. One of these is the Chair in Diversity and Inclusion, which has been working on these issues for over a decade.

The research work behind this carousel has been conducted by Guergana Guintcheva and Hager Jemel-Fornetty:

"Insights on measurement of gender diversity in creative industries: a Gender Parity Test in video game narratives (2026)"