

# ATLAS.ti Report

## Interview Study

### Code groups(selection)

Report created on Apr, 2025


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#### RQ2::Commercial and Market Factors


##### 59 Members:

- **acknowledge that morality in game development often conflicts with business objectives**

##### Used In Documents:


 25 P25.docx

##### Quotations:


 25:26 ¶ 35, acknowledge that morality in game development often conflicts with business objectives in P25.docx

- **As a cultural product, games must succeed commercially to justify the investment.**

##### Used In Documents:

 31 P31.docx

##### Quotations:


 31:9 ¶ 29, As a cultural product, games must succeed commercially to justify the investment. A failed project c... in P31.docx

- **as long as selling the game as honest as possible, be able to actually advocate for ethically friendly games**

##### Used In Documents:


 11 P11.docx

##### Quotations:


 11:13 ¶ 26, As long as we keep our method of selling the game as honest as possible, we will be able to actually... in P11.docx

- **believe should stay true to our values rather than compromise for market acceptance**

##### Used In Documents:


 25 P25.docx

##### Quotations:


 25:13 ¶ 23, I believe we should stay true to our values rather than compromise for market acceptance. in P25.docx

- **commercial focus heavily influences game design**

##### Used In Documents:

 19 P19.docx

##### Quotations:

 19:14 ¶ 21, the commercial focus heavily influences these decisions. So, I often compromise. in P19.docx

- **commercial pressure always comes first**

**Used In Documents:**

📄 29 P29.docx 📄 30 P30.docx

**Quotations:**

🕒 29:7 ¶ 20, To be honest, commercial pressure always comes first. in P29.docx 🕒 30:10 ¶ 15, From my experience, there's little balance. Commercial pressures almost always take precedence. in P30.docx

- **commercial pressure didn't really have any impact on ethical considerations in the development of games**

**Used In Documents:**

📄 16 P16.docx 📄 17 P17.docx

**Quotations:**

🕒 16:1 ¶ 5, Commercial pressures didn't really have any impact on ethical considerations in the development of t... in P16.docx 🕒 17:4 ¶ 5, Commercial pressures didn't really have any impact on ethical considerations in developing games, si... in P17.docx

- **Commercial pressures**

**Used In Documents:**

📄 23 P23.docx

**Quotations:**

🕒 23:12 ¶ 17, There's no real balancing act. Any ethical requirements from Ubisoft or Tencent's central department... in P23.docx

- **Commercial pressures: no balance, all ethical requirements are implemented without question - but not interfere with commercial objectives**

**Used In Documents:**

📄 23 P23.docx

**Quotations:**

🕒 23:12 ¶ 17, There's no real balancing act. Any ethical requirements from Ubisoft or Tencent's central department... in P23.docx

- **companies are more focused on financial success than pushing controversial content**

**Used In Documents:**

📄 18 P18.docx

**Quotations:**

🕒 18:9 ¶ 14, Companies are more focused on financial success than pushing controversial content. in P18.docx

- **company - market-driven, changes are often made based on player reception rather than internal concerns**

**Used In Documents:**

📄 30 P30.docx

**Quotations:**


🕒 30:24 ¶ 23, The company's decisions are heavily market-driven, so changes are often made based on player recepti... in P30.docx

- **Concerns not directly impacting revenue or key players' experiences might not be taken seriously. They consider cost and conversion rates more heavily than ethical concerns**

**Used In Documents:**


 20 P20.docx

**Quotations:**


 20:22 ¶ 23, To be honest, I'm not very confident. Concerns not directly impacting revenue or key players' experi... in P20.docx

- **considerations aren't prioritized because they don't align with the preferences of target audience.**

**Used In Documents:**


 27 P27.docx

**Quotations:**


 27:23 ¶ 27, These considerations aren't prioritized because they don't align with the preferences of our target... in P27.docx

- **current trends in gaming community change frequently and rapidly - unensured on how to cater towards the issues in modern days**

**Used In Documents:**

 11 P11.docx

**Quotations:**

 11:6 ¶ 15, The current trends in the gaming community change so frequently and rapidly that we are unsure on ho... in P11.docx

- **depends on what makes the most revenue for the company**

**Used In Documents:**

 3 P3.docx

**Quotations:**


 3:4 ¶ 5, It depends on what would make the most revenue for the company. in P3.docx

- **developers cater to audience demands**

**Used In Documents:**


 30 P30.docx

**Quotations:**


 30:11 ¶ 15, Developers cater to audience demands, even if the content lacks narrative or gameplay relevance. in P30.docx

- **Different markets have different sensitivities, which complicates these considerations.**

**Used In Documents:**


 29 P29.docx

**Quotations:**


 29:23 ¶ 32, Different markets have different sensitivities, which complicates these considerations. in P29.docx

- **don't have much decision-making power, challenging to keep balance between commercial pressure and ethical considerations**

**Used In Documents:**


 20 P20.docx

**Quotations:**


 20:6 ¶ 12, It's challenging, as I don't have much decision-making power yet. in P20.docx

- **don't feel very confident about feedback leading to significant changes, especially when commercial interests are at stake**

**Used In Documents:**


 26 P26.docx

**Quotations:**


 26:14 ¶ 25, Personally, I don't feel very confident about feedback leading to significant changes, especially wh... in P26.docx

- **Example: For example, revising a character model can impact animations, level design, and marketing materials, creating significant resource demands.**

**Used In Documents:**


 24 P24.docx

**Quotations:**


 24:23 ¶ 24, For example, revising a character model can impact animations, level design, and marketing materials... in P24.docx

- **Example: leaders might prioritize revenue and player enjoyment over ethical concerns**

**Used In Documents:**


 22 P22.docx

**Quotations:**


 22:19 ¶ 29, In some cases, leaders might prioritize revenue and player enjoyment over ethical concerns. in P22.docx

- **Example: soccer game - if a player in real life is involved in a scandal, remove them from the game, even if they hold high commercial value.**

**Used In Documents:**


 29 P29.docx

**Quotations:**


 29:5 ¶ 16, For example, if a player in real life is involved in a scandal, we remove them from the game, even i... in P29.docx

- **for overseas markets, more openness to diversity to meet demand**

**Used In Documents:**


 19 P19.docx

**Quotations:**

 19:17 ¶ 25, Yes, for overseas markets, there's more openness to diversity to meet demand. For example, in overse... in P19.docx

- **game commercial products - profitability will always be a factor**

**Used In Documents:**

 27 P27.docx

**Quotations:**

🗨 27:27 ¶ 29, However, as games are commercial products, profitability will always be a factor. in P27.docx

- **game creators should have their own convictions and not compromise on core values for short-term gains.**

**Used In Documents:**

📄 26 P26.docx

**Quotations:**

🗨 26:18 ¶ 28, Furthermore, game creators should have their own convictions and not compromise on core values for s... in P26.docx

- **game design always consider target demographic**

**Used In Documents:**

📄 22 P22.docx

**Quotations:**

🗨 22:12 ¶ 21, We want the game to be sweet, friendly, and non-confrontational, which is considered essential for o... in P22.docx

- **if consumer requested any addition ethical features, it would be a requirement, but if consumers don't request, there was no push from the developer side**

**Used In Documents:**

📄 17 P17.docx

**Quotations:**

🗨 17:3 ¶ 11, If the consumers requested any additional features regarding ethics , it would be a requirement, but... in P17.docx

- **if deadline or budget problems, focus on the actual tech issues and make sure finish within the deadlines**

**Used In Documents:**

📄 4 P4.docx 📄 9 P9.docx

**Quotations:**

🗨 4:4 ¶ 5, When there are commercial pressures like deadlines or budget problems as you mentioned, we always fo... in P4.docx 🗨 9:8 ¶ 14, Usually it's time and budget. Day in and out we have to fix technical issues and there isn't really... in P9.docx

- **if deadline or limited budget, only important features that will increase revenues are prioritized**

**Used In Documents:**

📄 7 P7.docx

**Quotations:**

🗨 7:6 ¶ 7, Whenever there are deadlines or there is a limited budget, only important features that will increas... in P7.docx

- **In narrative testing, we receive feedback primarily through in-game surveys, but these rarely address ethical concern**

**Used In Documents:**

📄 20 P20.docx

**Quotations:**

- 🕒 20:25 ¶ 27, In narrative testing, we receive feedback primarily through in-game surveys, but these rarely address... in P20.docx

○ **largely market-driven - ethical considerations not in development process**

**Used In Documents:**

- 📄 19 P19.docx

**Quotations:**

- 🕒 19:16 ¶ 23, It's largely market-driven, so ethical considerations don't really factor into our development process... in P19.docx

○ **leaders, need to maintain a sense of direction and not blindly follow player demands or market trends.**

**Used In Documents:**

- 📄 26 P26.docx

**Quotations:**

- 🕒 26:16 ¶ 27, Developers, especially leaders, need to maintain a sense of direction and not blindly follow player... in P26.docx

○ **main goal is profit rather than exploring complex values(ethics)**

**Used In Documents:**

- 📄 22 P22.docx

**Quotations:**

- 🕒 22:21 ¶ 31, Ethics in commercial gaming can be awkward since the main goal is profit rather than exploring complex... in P22.docx

○ **male players tend to spend more money on games**

**Used In Documents:**

- 📄 18 P18.docx

**Quotations:**

- 🕒 18:5 ¶ 12, Yes, it's a fact that male players tend to spend more. in P18.docx

○ **management only care about pandering to people**

**Used In Documents:**

- 📄 3 P3.docx

**Quotations:**

- 🕒 3:7 ¶ 8, The story of the games I participated in were always suffering because management only cared about p... in P3.docx

○ **market demands and pressures can push developers in that direction**

**Used In Documents:**


- 📄 27 P27.docx

**Quotations:**


- 🕒 27:2 ¶ 14, While initial intentions might not include such elements, market demands and pressures can push developers... in P27.docx

○ **no balance - prioritize commercial gains over ethical concerns**

**Used In Documents:**


 26 P26.docx

**Quotations:**


 26:7 ¶ 16, Frankly, I don't think there's much balance. Take Ace Racer again as an example—it clearly prioritiz... in P26.docx

- **no direct obstacles - but sth doesn't align with the preferences of main player base, might remove after review to maintain revenue flow**

**Used In Documents:**


 20 P20.docx

**Quotations:**


 20:17 ¶ 19, Not directly, but if something doesn't align with the preferences of our main player base, it may be... in P20.docx

- **not in a decision-making position - face commercial pressure, mostly follow directions**

**Used In Documents:**


 18 P18.docx

**Quotations:**


 18:10 ¶ 16, In my role, I mostly follow directions, as I'm not in a decision-making position. in P18.docx

- **notice some problematic elements - modify - balance representations for global target audience**

**Used In Documents:**


 25 P25.docx

**Quotations:**


 25:17 ¶ 25, However, during the demo phase, I noticed some problematic elements, like gender stereotypes—male do... in P25.docx

- **Obstacle: commercial concerns, audience's acceptance level, censorship requirements**

**Used In Documents:**


 19 P19.docx

**Quotations:**


 19:20 ¶ 29, The main obstacles are our superiors' commercial concerns and the audience's acceptance level, along... in P19.docx

- **Obstacle: cost - limited resources - restrict how much creative freedom can afford**

**Used In Documents:**


 31 P31.docx

**Quotations:**

 31:14 ¶ 37, Cost is a major factor. As a small studio outsourcing art and scriptwriting, we have limited resourc... in P31.docx

- **Obstacle: the cost of making changes once a project is underway**

**Used In Documents:**

 24 P24.docx

**Quotations:**

- 🗨 24:21 ¶ 24, Another challenge is the cost of making changes once a project is underway. in P24.docx

- **player around 35-40 years old, less likely to accept gender-neutral narrative, then developer team will not opt for this kind of narratives**

**Used In Documents:**

- 📄 20 P20.docx

**Quotations:**

- 🗨 20:27 ¶ 27, But in our other project, we wouldn't have opted for a gender-neutral narrative due to the older age... in P20.docx

- **player's feedback rarely touch on ethical issues - focus on gameplay**

**Used In Documents:**

- 📄 20 P20.docx

**Quotations:**

- 🗨 20:16 ¶ 17, However, these players' concerns rarely touch on ethical issues, as their focus tends to be on gamep... in P20.docx

- **promoting inclusion causes more revenue**

**Used In Documents:**

- 📄 16 P16.docx

**Quotations:**

- 🗨 16:8 ¶ 2, Luckily this is not the case, and promoting inclusion causes more revenue. in P16.docx

- **rapid change on ethical trends in the gaming community conflicts heavily with how effectively incorporate this ethical framework in game company**

**Used In Documents:**

- 📄 11 P11.docx

**Quotations:**

- 🗨 11:7 ¶ 15, This issue conflicts heavily with how we effectively want to incorporate this ethical framework basi... in P11.docx

- **rarely weigh commercial and ethical decisions - not in a position to enforce choice**

**Used In Documents:**

- 📄 22 P22.docx

**Quotations:**

- 🗨 22:7 ¶ 18, Personally, I rarely have to weigh commercial versus ethical decisions since I'm not in a position t... in P22.docx

- **requirement - management make sure pandering to people**

**Used In Documents:**

- 📄 3 P3.docx


**Quotations:**

- 🗨 3:6 ¶ 8, it definitely was a requirement, and management would make sure that that would be the case. in P3.docx




- **some Other games focus more on artistry but still face the reality of needing to generate revenue.**

**Used In Documents:**


 27 P27.docx

**Quotations:**


 27:9 ¶ 17, games focus more on artistry but still face the reality of needing to generate revenue. in P27.docx

- **Some projects are purely commercial, with content like suggestive themes or violence designed to appeal to basic human instincts.**

**Used In Documents:**


 27 P27.docx

**Quotations:**


 27:8 ¶ 17, Some projects are purely commercial, with content like suggestive themes or violence designed to app... in P27.docx

- **the industry could benefit from clearer boundaries between ethical and commercial practices**

**Used In Documents:**


 29 P29.docx

**Quotations:**


 29:18 ¶ 30, From a global perspective, the industry could benefit from clearer boundaries between ethical and co... in P29.docx

- **the only obstacle is the time and users' demand**

**Used In Documents:**


 1 P1.docx

**Quotations:**

 1:9 ¶ 11, the only obstacle when it comes to developing something in the game is whether we have the time for... in P1.docx

- **the player base itself influences the ethical tone of a game.**

**Used In Documents:**


 23 P23.docx

**Quotations:**

 23:25 ¶ 28, the player base itself influences the ethical tone of a game in P23.docx

- **usually follow market trends, but try to keep authentic**

**Used In Documents:**

 4 P4.docx

**Quotations:**

 4:6 ¶ 8, Usually we try to follow the market trends, but we do try to keep it authentic. in P4.docx

- **Whether solve the ethical issue: depends on technical burden**

**Used In Documents:**

 1 P1.docx

**Quotations:**

- 🕒 1:12 ¶ 17, If the technical burden isn't too big then it will probably be implemented in the game, otherwise no... in P1.docx

- **whether solve: if issues align with market feedback, might be addressed**

**Used In Documents:**

- 📄 30 P30.docx

**Quotations:**

- 🕒 30:22 ¶ 23, If the issue aligns with market feedback—such as players disliking a character—it might be addressed... in P30.docx

- **While commercial success is important, games should maintain a baseline of integrity.**

**Used In Documents:**

- 📄 29 P29.docx

**Quotations:**

- 🕒 29:22 ¶ 32, While commercial success is important, games should maintain a baseline of integrity. in P29.docx

- **While it's important to respect universal values, the standards should account for the nuances of different markets.**

**Used In Documents:**

- 📄 29 P29.docx

**Quotations:**

- 🕒 29:19 ¶ 30, While it's important to respect universal values, the standards should account for the nuances of di... in P29.docx

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## 🔹 RQ2::Development Processes and Timelines

**62 Members:**

- **accommodate the different people in playerbase and make sure meet deadline - do both kinds of half**

**Used In Documents:**

- 📄 5 P5.docx

**Quotations:**

- 🕒 5:6 ¶ 5, We usually try to accommodate the different people in our playerbase and also make sure we meet dead... in P5.docx

- **adding inclusive features that do not require technical burden is always good**

**Used In Documents:**

- 📄 17 P17.docx

**Quotations:**

- 🕒 17:10 ¶ 20, Also adding inclusive features that do not require technical burden is always good, since more peopl... in P17.docx

- **always make sure no major ethical issues in games, but aside from that focus on getting deadlines done**

**Used In Documents:**


 9 P9.docx

**Quotations:**

🕒 9:2 ¶ 6, We always make sure that our games don't have any major ethical issues in them, but aside from that... in P9.docx

- **challenge - additional time and resources needed to create inclusive content**

**Used In Documents:**

 6 P6.docx

**Quotations:**

🕒 6:11 ¶ 7, The main challenge we face in incorporating ethical values is the additional time and resources need... in P6.docx

- **commit to overcoming these challenges (additional time, resources) for the sake of gamer community**

**Used In Documents:**


 6 P6.docx

**Quotations:**

🕒 6:13 ¶ 7, Nonetheless we are committed to overcoming these challenges for the sake of our community. in P6.docx

- **deadline would always be pushed when did not have enough time to cater towards the groups they were cater to**

**Used In Documents:**


 10 P10.docx

**Quotations:**

🕒 10:8 ¶ 7, Deadlines would always be pushed when we didn't have enough time to cater towards the groups we were... in P10.docx

- **deadlines are usually not a problem, since their game doesn't really have ethical issues**

**Used In Documents:**


 8 P8.docx

**Quotations:**

🕒 8:6 ¶ 7, Deadlines are usually not a problem, since our game doesn't really have any ethical issues or someth... in P8.docx

- **decisions are often made unilaterally by producers or lead designers, which can lead to biased outcomes.**

**Used In Documents:**


 30 P30.docx

**Quotations:**

🕒 30:26 ¶ 25, decisions are often made unilaterally by producers or lead designers, which can lead to biased outco... in P30.docx

- **designer can only make small contributions through side quests, but major themes are out of control**

**Used In Documents:**


 30 P30.docx

**Quotations:**

🕒 30:19 ¶ 19, Designers can only make small contributions through side quests or minor NPCs, but major themes are... in P30.docx

○ **developers often have to compromise**

**Used In Documents:**


 31 P31.docx

**Quotations:**

🕒 31:11 ¶ 30 – 31, Creatively, developers often have to compromise. While you may have personal aspirations for storyte... in P31.docx

○ **development phase - team pressured by scheduling and costs**

**Used In Documents:**


 22 P22.docx

**Quotations:**

🕒 22:9 ¶ 18, Since we're still in the development phase, our team is more pressured by scheduling and costs than... in P22.docx

○ **discussion among developers mainly about technical, not really ethical part**

**Used In Documents:**


 7 P7.docx

**Quotations:**

🕒 7:18 ¶ 23, There are always discussions anyway, mainly about technical stuff so not really the ethics part. in P7.docx

○ **do not really care deadline, communicate with community that the deadline would be pushed - game would be in a more ethical friendly state**

**Used In Documents:**


 11 P11.docx

**Quotations:**

🕒 11:3 ¶ 7, So I wouldn't really care about the deadline and just communicate with the community that the deadli... in P11.docx

○ **don't have strict ethical guidelines but rely on individual teams' or leaders' standards**

**Used In Documents:**


 26 P26.docx

**Quotations:**

🕒 26:9 ¶ 19, Most domestic games don't have strict ethical guidelines but rely on individual teams' or leaders' s... in P26.docx

○ **early development stages, unlikely project would prioritize ethical values**

**Used In Documents:**

 22 P22.docx

**Quotations:**


🕒 22:23 ¶ 31, However, in the early development stages, it's unlikely that a game project would prioritize ethical... in P22.docx

- **Essentially it's a matter of balancing the need to polish the game and the need to meet deadlines.**

**Used In Documents:**


 6 P6.docx

**Quotations:**


 6:8 ¶ 3, Essentially it's a matter of balancing the need to polish the game and the need to meet deadlines. in P6.docx

- **ethical considerations are a requirement and always prioritized**

**Used In Documents:**


 12 P12.docx

**Quotations:**


 12:5 ¶ 12, Ethical considerations are a definite requirement and are always prioritized. in P12.docx

- **ethical considerations are only reviewed at critical points - public release**

**Used In Documents:**


 18 P18.docx

**Quotations:**


 18:13 ¶ 18, Ethical considerations are generally only reviewed at critical points, such as public release. in P18.docx

- **ethical considerations often stem from personal reflection rather than being a major factor in the workplace**

**Used In Documents:**


 29 P29.docx

**Quotations:**


 29:9 ¶ 20, However, the ethical considerations often stem from personal reflection rather than being a major fa... in P29.docx

- **Ethical guidelines should be considered from the beginning stages of game development.**

**Used In Documents:**


 21 P21.docx

**Quotations:**


 21:23 ¶ 36, Ethical guidelines should be considered from the beginning stages of game development. in P21.docx

- **ethical guidelines should include narrative choice and character designs - avoiding stereotypical "male hero" and avoid objectify female characters**

**Used In Documents:**


 21 P21.docx

**Quotations:**


 21:24 ¶ 36, This includes narrative choices and character designs—avoiding stereotypical “male hero” tropes and... in P21.docx

- **Ethical issues gaps in game developer, especially indie dev.**

**Used In Documents:**


 1 P1.docx

**Quotations:**


 1:1 ¶ 2, Being aware of what issues are trending is probably the most important gap in the gaming industry, e... in P1.docx

- **ethical judgments are often subjective and influenced by personal values.**

**Used In Documents:**


 22 P22.docx

**Quotations:**


 22:18 ¶ 29, Ethical judgments are often subjective and influenced by personal values. in P22.docx

- **ethics is a requirement, not just in development but in workplace behavior**

**Used In Documents:**


 21 P21.docx

**Quotations:**


 21:12 ¶ 22, Ethics is a requirement, not just in development but in workplace behavior. in P21.docx

- **Example: For example, revising a character model can impact animations, level design, and marketing materials, creating significant resource demands.**

**Used In Documents:**

 24 P24.docx

**Quotations:**


 24:23 ¶ 24, For example, revising a character model can impact animations, level design, and marketing materials... in P24.docx

- **Example: some leaders like open discussions, some others prioritized speed over detailed narrative check**

**Used In Documents:**


 22 P22.docx

**Quotations:**


 22:17 ¶ 27, For example, in an earlier project led by a female manager, we had open discussions about potentiall... in P22.docx

- **Example: suggesting add more female characters might no if it doesn't support the main storyline or require too much work from the art or programming team**

**Used In Documents:**

 20 P20.docx

**Quotations:**

 20:18 ¶ 19, For instance, suggesting the addition of female characters could be blocked if it doesn't support th... in P20.docx

- **finish the game as soon as possible, skip ethical part**

**Used In Documents:**

 1 P1.docx  18 P18.docx

**Quotations:**

🕒 1:5 ¶ 5, We just try to finish the game as soon as possible and then we're done for the day. in P1.docx 🕒 18:14 ¶ 18, Since our team is small, we focus more on getting the work done rather than strictly adhering to eth... in P18.docx

○ **HR does not really care about issues**

**Used In Documents:**

📄 12 P12.docx

**Quotations:**

🕒 12:12 ¶ 24, No, probably not, since HR doesn't really care about your issues. in P12.docx

○ **HR make sure the company doesn't ruin their own image**

**Used In Documents:**

📄 12 P12.docx

**Quotations:**

🕒 12:13 ¶ 24, They just make sure the company doesn't ruin their own image and that is basically it. in P12.docx

○ **If deadline and making sure kept catering towards certain groups then that would have been done.**

**Used In Documents:**

📄 3 P3.docx

**Quotations:**

🕒 3:5 ¶ 5, If that were to be pushing the deadlines and making sure we kept catering towards certain groups the... in P3.docx

○ **if deadline or budget problems, focus on the actual tech issues and make sure finish within the deadlines**

**Used In Documents:**

📄 4 P4.docx 📄 9 P9.docx

**Quotations:**

🕒 4:4 ¶ 5, When there are commercial pressures like deadlines or budget problems as you mentioned, we always fo... in P4.docx 🕒 9:8 ¶ 14, Usually it's time and budget. Day in and out we have to fix technical issues and there isn't really... in P9.docx

○ **if deadline or budgeted limited, ignore ethical issues is common**

**Used In Documents:**

📄 7 P7.docx

**Quotations:**

🕒 7:7 ¶ 7, Ignoring those issues is very common and while it is most of the time not the right thing to do, the... in P7.docx

○ **if deadline or limited budget, only important features that will increase revenues are prioritized**

**Used In Documents:**

📄 7 P7.docx

**Quotations:**

7:6 ¶ 7, Whenever there are deadlines or there is a limited budget, only important features that will increas... in P7.docx

- **if deadline, ethics are not considered sth important**

**Used In Documents:**

7 P7.docx

**Quotations:**

7:5 ¶ 7, When it comes to deadlines and all of that, usually ethics are not considered as something important... in P7.docx

- **if deadline, make sure the game polished enough unless need feedback from consumers to improve certain aspect**

**Used In Documents:**

11 P11.docx

**Quotations:**

11:2 ¶ 7, Whenever I have a tight deadline, then I would still make sure that the game would be polished enoug... in P11.docx

- **if deadline, push back dates to make sure pesenting the group correctly and with repect**

**Used In Documents:**

12 P12.docx

**Quotations:**

12:3 ¶ 8, In the jobs I've had before, morals always came before strict schedules. We would push back dates if... in P12.docx

- **if give power to the developers, the company will make more money, but it will never happen - team should stay small to avoid management problem**

**Used In Documents:**

12 P12.docx

**Quotations:**

12:18 ¶ 28, If they give more power to the developers, the company will make more money, but that will never hap... in P12.docx

- **if left over time, polish game further + add extra feature such as inclusive features**

**Used In Documents:**

4 P4.docx

**Quotations:**

4:5 ¶ 5, If we have any left over time, we try to polish the game further and add any extra features such as... in P4.docx

- **in big companies, deadline will be pushed, no progress of work is done - in small companies, ethics are not really considered, focus on gameplay.**

**Used In Documents:**

15 P15.docx


**Quotations:**

15:3 ¶ 5, In big companies, checking the boxes would always happen no matter what. Deadlines would be pushed,... in P15.docx




- **in big companies, no obstacle in procedure - in small companies, do not exist procedure**

**Used In Documents:**


 15 P15.docx

**Quotations:**


 15:5 ¶ 11, For big companies, none. For smaller companies, they didn't exist. in P15.docx

- **In narrative testing, we receive feedback primarily through in-game surveys, but these rarely address ethical concern**

**Used In Documents:**


 20 P20.docx

**Quotations:**


 20:25 ¶ 27, In narrative testing, we receive feedback primarily through in-game surveys, but these rarely address... in P20.docx

- **in the realm of virtual creations, morality shouldn't always take precedence**

**Used In Documents:**


 25 P25.docx

**Quotations:**


 25:3 ¶ 17, Ethical values in art are tricky for me. I believe that in the realm of virtual creations, morality... in P25.docx

- **issues will always be resolved, but not always at that specific moment**

**Used In Documents:**


 5 P5.docx

**Quotations:**


 5:12 ¶ 17, Issues will always somehow be resolved, whether we can fully implement it or not at that specific mo... in P5.docx

- **it is difficult to aware of particular ethical issues**

**Used In Documents:**


 17 P17.docx

**Quotations:**


 17:11 ¶ 20, it is very difficult to do this if you're not aware of these particular issues in P17.docx

- **Localization team is useful - not just about translation, it's about understanding cultural sensitivities and avoiding potential issues in other countries' market**

**Used In Documents:**

 18 P18.docx

**Quotations:**

 18:22 ¶ 26, For now, what could be most useful is a stronger localization team. Localization isn't just about tr... in P18.docx

- **most of developers aren't even aware of ethical issues**

**Used In Documents:**

 1 P1.docx

**Quotations:**

🗨️ 1:7 ¶ 8, I think most of the developers aren't even aware of such issues. in P1.docx

○ **most of the team is open-minded to ethical issues**

**Used In Documents:**

📄 4 P4.docx

**Quotations:**

🗨️ 4:10 ¶ 11, since most of the team is very open-minded when it comes to these issues. in P4.docx

○ **no guidelines, no deadlines for ethical issues in games**

**Used In Documents:**

📄 1 P1.docx 📄 2 P2.docx 📄 5 P5.docx 📄 8 P8.docx 📄 19 P19.docx

**Quotations:**

🗨️ 1:4 ¶ 5, There are no guidelines so we also don't have to deal with deadlines and other issues with ethics. in P1.docx 🗨️ 1:6 ¶ 8, There are practically no guidelines or requirements. We just make the game and try to get deadlines... in P1.docx 🗨️ 2:4 ¶ 5, so we don't have any rules around putting in any ethical features into our game so we don't have to... in P2.docx 🗨️ 5:8 ¶ 8, Most of the time not really. in P5.docx 🗨️ 8:9 ¶ 11, We don't really have anything like that. in P8.docx 🗨️ 19:15 ¶ 23, There's no specific ethical guideline in place. in P19.docx

○ **not often - try to push deadlines to accommodate for everyone**

**Used In Documents:**

📄 5 P5.docx

**Quotations:**

🗨️ 5:7 ¶ 5, we try to push the deadlines to accommodate for everyone, but this doesn't happen often. in P5.docx

○ **Obstacle: Individual designers have limited influence on a game's direction.**

**Used In Documents:**

📄 30 P30.docx

**Quotations:**

🗨️ 30:17 ¶ 19, Individual designers have limited influence on a game's direction. in P30.docx

○ **Obstacle: leadership - decisions lie with them, if they prioritize profits over values, difficult for employees to push for ethical considerations**

**Used In Documents:**

📄 26 P26.docx

**Quotations:**

🗨️ 26:11 ¶ 21, The biggest factor is leadership. Decisions ultimately lie with the project leader or company execut... in P26.docx

○ **Obstacles: difficult for team members to see issues from different perspectives**

**Used In Documents:**

📄 25 P25.docx

**Quotations:**


🗨️ 25:22 ¶ 29, Many team members come from mainstream societal backgrounds, which can make it difficult for them to... in P25.docx

- **often work 10+ hours to make sure to meet deadlines**

**Used In Documents:**


 9 P9.docx

**Quotations:**


 9:9 ¶ 14, Quite often we have to work 10+ hours just to make sure that we meet our deadlines. in P9.docx

- **only focus on meeting deadlines to make more money - not really consider ethics**

**Used In Documents:**


 13 P13.docx

**Quotations:**


 13:4 ¶ 5, Ethics aren't really considered. The company will only focus on meeting deadlines to make more money... in P13.docx

- **only obstacle is aware the issues**

**Used In Documents:**


 5 P5.docx

**Quotations:**


 5:3 ¶ 11, The only obstacle would be that we are even aware of the issues. in P5.docx

- **prioritize ethical values over the deadlines**

**Used In Documents:**

 10 P10.docx

**Quotations:**


 10:6 ¶ 7, The companies I used to work at always prioritized ethical values over the deadlines. in P10.docx

- **Since ignoring ethical standards might lead to extra work, careful to comply from the outset.**

**Used In Documents:**

 23 P23.docx

**Quotations:**


 23:15 ¶ 19, Since ignoring these standards leads to extra work, we're careful to comply from the outset. in P23.docx

- **the only obstacle is the time and users' demand**

**Used In Documents:**


 1 P1.docx

**Quotations:**

 1:9 ¶ 11, the only obstacle when it comes to developing something in the game is whether we have the time for... in P1.docx

- **time pressure often overtakes the need to incorporate ethical considerations**

**Used In Documents:**

 6 P6.docx

**Quotations:**

🕒 6:6 ¶ 3, In my experience, time pressure often overtakes the need to incorporate ethical considerations in P6.docx

- **Whether solve the ethical issue: depends on technical burden**

**Used In Documents:**

📄 1 P1.docx

**Quotations:**

🕒 1:12 ¶ 17, If the technical burden isn't too big then it will probably be implemented in the game, otherwise no... in P1.docx

- **whether solve: if it's purely an ethical concern, it's unlikely to be prioritized**

**Used In Documents:**

📄 30 P30.docx

**Quotations:**

🕒 30:23 ¶ 23, However, if it's purely an ethical concern, it's unlikely to be prioritized. in P30.docx

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## 📌 RQ2::Enterprise Culture and Guidelines

**55 Members:**

- **a loose guideline - get some ethics training when join the team, but mostly about protecting company interests like safeguarding trading secrets**

**Used In Documents:**

📄 20 P20.docx

**Quotations:**

🕒 20:14 ¶ 17, It's more of a loose guideline. We get some ethics training when we join, but it's mostly about prot... in P20.docx

- **better environment at job, developers will be more relaxed and then better the game**

**Used In Documents:**

📄 9 P9.docx

**Quotations:**

🕒 9:4 ¶ 3, If you can have a better environment at your job, then the developers will be more relaxed and then... in P9.docx

- **companies should educate workers regarding these issues - many developers aren't very aware of these issues**

**Used In Documents:**

📄 16 P16.docx

**Quotations:**

🕒 16:15 ¶ 20, Also definitely educate your workers regarding these issues, since a lot of people aren't very aware... in P16.docx

- **companies should give real presentation - interact with actual people from minority group and experience**

**Used In Documents:**

📄 3 P3.docx

**Quotations:**

🕒 3:14 ¶ 20, Companies should give real representation. They should interact with actual people from minority gro... in P3.docx

- **companies should remove business politics**

**Used In Documents:**

📄 12 P12.docx

**Quotations:**

🕒 12:17 ¶ 28, Companies should remove this business politics crap that is going on. in P12.docx

- **company culture- support inclusivity and agree ethical issues are very important - easy to add these features**

**Used In Documents:**

📄 12 P12.docx

**Quotations:**

🕒 12:16 ¶ 16, The company culture supports this approach, and everyone in the team understands that inclusivity an... in P12.docx

- **creating a supportive and safe workspace for employees - learn from each other's cultures is important to incorporating ethical values within games**

**Used In Documents:**

📄 6 P6.docx

**Quotations:**

🕒 6:5 ¶ 14, Essentially, creating a supportive and safe workspace for our employees in which we enable people to... in P6.docx

- **cultural norms play a significant role**

**Used In Documents:**

📄 21 P21.docx

**Quotations:**

🕒 21:6 ¶ 16, cultural norms play a significant role in P21.docx

- **defining what counts as “ethical” can be subjective**

**Used In Documents:**

📄 29 P29.docx

**Quotations:**

🕒 29:16 ¶ 28, However, defining what counts as “ethical” can be subjective. in P29.docx

- **developer just want to make a fun game, but companies want to intervene with random middle management**

**Used In Documents:**


📄 12 P12.docx

**Quotations:**


🕒 12:19 ¶ 28, We developers just want to make a game that is fun, but companies want to intervene with random midd... in P12.docx

- **ethical considerations are a requirement and always prioritized**

**Used In Documents:**


 12 P12.docx

**Quotations:**


 12:5 ¶ 12, Ethical considerations are a definite requirement and are always prioritized. in P12.docx

- **ethical considerations often stem from personal reflection rather than being a major factor in the workplace**

**Used In Documents:**


 29 P29.docx

**Quotations:**


 29:9 ¶ 20, However, the ethical considerations often stem from personal reflection rather than being a major fa... in P29.docx

- **Ethical issues gaps in game developer, especially indie dev.**

**Used In Documents:**


 1 P1.docx

**Quotations:**


 1:1 ¶ 2, Being aware of what issues are trending is probably the most important gap in the gaming industry, e... in P1.docx

- **ethical judgments are often subjective and influenced by personal values.**

**Used In Documents:**


 22 P22.docx

**Quotations:**


 22:18 ¶ 29, Ethical judgments are often subjective and influenced by personal values. in P22.docx

- **ethics accepted for one group might offend another**

**Used In Documents:**

 25 P25.docx

**Quotations:**


 25:10 ¶ 21, What's acceptable for one group might offend another. in P25.docx

- **ethics is a requirement, not just in development but in workplace behavior**

**Used In Documents:**


 21 P21.docx

**Quotations:**

 21:12 ¶ 22, Ethics is a requirement, not just in development but in workplace behavior. in P21.docx

- **Example: "Avatar" - Disney gave detailed guidelines including gender representation and even terminology for character**

**Used In Documents:**

 21 P21.docx

**Quotations:**

📄 21:18 ¶ 28, For example, in “Avatar,” Disney’s guidelines are very detailed, including gender representation and... in P21.docx

- **Example: designing NPC appearances, we had to send the designs for approval to ensure they adhered to guidelines—like avoiding revealing clothing for female characters - tattoos weren't allowed**

**Used In Documents:**

📄 23 P23.docx

**Quotations:**

📄 23:4 ¶ 9, For instance, when designing NPC appearances, we had to send the designs for approval to ensure they... in P23.docx

- **Example: their company has a dedicated central department for handling risks and regulations - oversees for all games of this company**

**Used In Documents:**

📄 23 P23.docx

**Quotations:**

📄 23:6 ¶ 11, Tencent has a dedicated central department for handling risks and regulations related to minors. Thi... in P23.docx

- **famous IP game - should follow both guidelines and regulations**

**Used In Documents:**

📄 23 P23.docx

**Quotations:**

📄 23:7 ¶ 13, Our game used Ubisoft’s Need for Speed IP under license, so we followed both domestic regulatory sta... in P23.docx

- **for big companies, making sure to pander as many people as possible - for indie companies, less relevant and not prioritize**

**Used In Documents:**

📄 15 P15.docx

**Quotations:**

📄 15:4 ¶ 8, When it comes to big companies it is mainly just checking the boxes, making sure to pander to as man... in P15.docx

- **for localization - exists guideline - also align with employee's own ethical standards**

**Used In Documents:**

📄 21 P21.docx

**Quotations:**

📄 21:11 ¶ 18, While there are guidelines from the company, I personally try to address potential ethical issues—li... in P21.docx

- **good workplace - developers don't have too much to do and workplace to improve the quality of the games they make**

**Used In Documents:**

📄 9 P9.docx

**Quotations:**

☺ 9:12 ¶ 26, Making sure that developers don't have too much to do and have a good place to work can greatly impr... in P9.docx ☺ 9:15 ¶ 26, By keeping the workplace fair and respectful, game makers can focus on making better games that are... in P9.docx

- **Guideline**

**Used In Documents:**

📄 23 P23.docx 📄 24 P24.docx 📄 26 P26.docx 📄 27 P27.docx 📄 28 P28.docx 📄 29 P29.docx  
📄 30 P30.docx

**Quotations:**

☺ 23:13 ¶ 19, They're a necessity. At Tencent, these ethical norms are well-established and strictly enforced. Bef... in P23.docx ☺ 23:14 ¶ 19, Before starting a project, we're given detailed guidelines. Since ignoring these standards leads to... in P23.docx ☺ 24:16 ¶ 22, Ethical guidelines are more like general recommendations rather than strict rules. in P24.docx ☺ 26:8 ¶ 18, It really depends on the project. Some games align well with ethical values due to their themes. in P26.docx ☺ 27:10 ¶ 20, Ethical values aren't formalized into mandatory guidelines. Instead, they're shaped by individual le... in P27.docx ☺ 28:8 ¶ 20, Outside of regulatory requirements, there aren't strict guidelines. in P28.docx ☺ 29:10 ¶ 22, Our company enforces diversity and anti-discrimination policies strictly. in P29.docx ☺ 29:12 ¶ 22, The company mandates diversity training, and certain topics, like personal questions during interview... in P29.docx ☺ 29:13 ¶ 22, While there may be internal biases among higher-ups, the company's outward stance on diversity and e... in P29.docx ☺ 30:14 ¶ 17, There's no standard for ethical values. It's largely up to the producer or lead designer, whose pers... in P30.docx

- **Guideline: depends on the project**

**Used In Documents:**

📄 26 P26.docx

**Quotations:**

☺ 26:8 ¶ 18, It really depends on the project. Some games align well with ethical values due to their themes. in P26.docx

- **Guideline: enforce diversity and anti-discrimination policies strictly**

**Used In Documents:**

📄 29 P29.docx

**Quotations:**

☺ 29:10 ¶ 22, Our company enforces diversity and anti-discrimination policies strictly. in P29.docx

- **Guideline: in Tencent, before starting a project, given detailed guidelines**

**Used In Documents:**

📄 23 P23.docx

**Quotations:**

☺ 23:14 ¶ 19, Before starting a project, we're given detailed guidelines. Since ignoring these standards leads to... in P23.docx

- **Guideline: in Tencent, ethical norms are well-established and strictly enforced**

**Used In Documents:**

📄 23 P23.docx


**Quotations:**

☺ 23:13 ¶ 19, They're a necessity. At Tencent, these ethical norms are well-established and strictly enforced. Bef... in P23.docx




- **Guideline: mandates diversity training, and certain personal questions are not allowed during interviews**

**Used In Documents:**


 29 P29.docx

**Quotations:**


 29:12 ¶ 22, The company mandates diversity training, and certain topics, like personal questions during interview... in P29.docx

- **Guideline: more like general recommendations rather than strict rules**

**Used In Documents:**

 24 P24.docx

**Quotations:**


 24:16 ¶ 22, Ethical guidelines are more like general recommendations rather than strict rules. in P24.docx

- **Guideline: no standard - largely up to the producer or lead designer**

**Used In Documents:**

 30 P30.docx

**Quotations:**

 30:14 ¶ 17, There's no standard for ethical values. It's largely up to the producer or lead designer, whose pers... in P30.docx

- **Guideline: outside of regulatory requirements, no strict guidelines**

**Used In Documents:**

 28 P28.docx

**Quotations:**


 28:8 ¶ 20, Outside of regulatory requirements, there aren't strict guidelines. in P28.docx

- **Guideline: shaped by individual leaders' or teams' personal standards.**

**Used In Documents:**


 27 P27.docx

**Quotations:**


 27:10 ¶ 20, Ethical values aren't formalized into mandatory guidelines. Instead, they're shaped by individual le... in P27.docx

- **Guideline: While there may be internal biases among higher-ups, the company's outward stance on diversity and ethical values is strictly enforced.**

**Used In Documents:**


 29 P29.docx

**Quotations:**

 29:13 ¶ 22, While there may be internal biases among higher-ups, the company's outward stance on diversity and e... in P29.docx

- **guidelines - try to be compliant with ethical standards in game industry but do not add any features**

**Used In Documents:**

 9 P9.docx

**Quotations:**

- 🕒 9:6 ¶ 10, So yeah we try to have our games be compliant with ethical standards that are in the game industry,... in P9.docx

- **haven't encountered significant obstacles, as most decisions align with company standards.**

**Used In Documents:**

📄 29 P29.docx

**Quotations:**

- 🕒 29:14 ¶ 24, It depends on what is considered "ethical." For my project, I haven't encountered significant obstac... in P29.docx

- **indie game team - priorities differ from larger studios**

**Used In Documents:**

📄 25 P25.docx

**Quotations:**

- 🕒 25:12 ¶ 23, As an indie game team, our priorities differ from larger studios. in P25.docx

- **initially focused on the story we wanted to tell rather than specific ethical guidelines.**

**Used In Documents:**

📄 25 P25.docx

**Quotations:**

- 🕒 25:16 ¶ 25, Initially, our discussions focused on the story we wanted to tell rather than specific ethical guide... in P25.docx

- **internal policies and external partners like Disney enforce these ethical requirements**

**Used In Documents:**

📄 21 P21.docx

**Quotations:**

- 🕒 21:17 ¶ 28, Yes, they're mandatory. Both internal policies and external partners like Disney enforce these ethic... in P21.docx

- **little emphasis on moral or ethical training apart from avoiding content unsuitable for children**

**Used In Documents:**

📄 24 P24.docx

**Quotations:**

- 🕒 24:18 ¶ 22, In domestic companies, there's little emphasis on moral or ethical training, apart from avoiding con... in P24.docx

- **Localization team is useful - not just about translation, it's about understanding cultural sensitivities and avoiding potential issues in other countries' market**

**Used In Documents:**

📄 18 P18.docx

**Quotations:**

- 🕒 18:22 ¶ 26, For now, what could be most useful is a stronger localization team. Localization isn't just about tr... in P18.docx

- **most ethical guidelines function as red lines not to cross, rather than as directives for promoting moral behavior.**

**Used In Documents:**

📄 23 P23.docx

**Quotations:**

🗨 23:3 ¶ 9, Essentially, most ethical guidelines function as red lines not to cross, rather than as directives f... in P23.docx

- **most of developers aren't even aware of ethical issues**

**Used In Documents:**

📄 1 P1.docx

**Quotations:**

🗨 1:7 ¶ 8, I think most of the developers aren't even aware of such issues. in P1.docx

- **most of the team is open-minded to ethical issues**

**Used In Documents:**

📄 4 P4.docx

**Quotations:**

🗨 4:10 ¶ 11, since most of the team is very open-minded when it comes to these issues. in P4.docx

- **no guidelines - small company**

**Used In Documents:**

📄 7 P7.docx

**Quotations:**

🗨 7:8 ¶ 11, Since we are a small company, there is usually not an incentive to have any strict guidelines when i... in P7.docx

- **no guidelines, no deadlines for ethical issues in games**

**Used In Documents:**

📄 1 P1.docx 📄 2 P2.docx 📄 5 P5.docx 📄 8 P8.docx 📄 19 P19.docx

**Quotations:**

🗨 1:4 ¶ 5, There are no guidelines so we also don't have to deal with deadlines and other issues with ethics. in P1.docx 🗨 1:6 ¶ 8, There are practically no guidelines or requirements. We just make the game and try to get deadlines... in P1.docx 🗨 2:4 ¶ 5, so we don't have any rules around putting in any ethical features into our game so we don't have to... in P2.docx 🗨 5:8 ¶ 8, Most of the time not really. in P5.docx 🗨 8:9 ¶ 11, We don't really have anything like that. in P8.docx 🗨 19:15 ¶ 23, There's no specific ethical guideline in place. in P19.docx

- **no requirement for ethical issues**

**Used In Documents:**


📄 1 P1.docx 📄 2 P2.docx

**Quotations:**


🗨 1:8 ¶ 11, So we don't have any requirements for ethical issues in P1.docx 🗨 2:4 ¶ 5, so we don't have any rules around putting in any ethical features into our game so we don't have to... in P2.docx

- **notice there is a push for ethical incorporations in the game - heard from other people**

**Used In Documents:**


 16 P16.docx

**Quotations:**

 16:4 ¶ 8, I've noticed that there is a push for ethical incorporations in the game from what I have heard from... in P16.docx

- **Obstacle: Individual designers have limited influence on a game's direction.**

**Used In Documents:**


 30 P30.docx

**Quotations:**


 30:17 ¶ 19, Individual designers have limited influence on a game's direction. in P30.docx

- **Obstacle: lack of awareness among colleagues**

**Used In Documents:**


 24 P24.docx

**Quotations:**


 24:19 ¶ 24, One major obstacle is the lack of awareness among colleagues. in P24.docx

- **Obstacle: leadership - decisions lie with them, if they prioritize profits over values, difficult for employees to push for ethical considerations**

**Used In Documents:**


 26 P26.docx

**Quotations:**


 26:11 ¶ 21, The biggest factor is leadership. Decisions ultimately lie with the project leader or company execut... in P26.docx

- **Obstacle: want to adjust a translation to better align with ethical standards, as it often requires approval**

**Used In Documents:**


 21 P21.docx

**Quotations:**


 21:20 ¶ 30, A practical challenge is if I want to adjust a translation to better align with ethical standards, a... in P21.docx

- **Obstacle: worry that others might view as overly sensitive**

**Used In Documents:**


 25 P25.docx

**Quotations:**


 25:21 ¶ 29, While our team is diverse and open-minded, I sometimes worry that others might view me as overly sen... in P25.docx

- **the goal of company - always make sure expressing the correct social opinion**

**Used In Documents:**

 10 P10.docx

**Quotations:**

 10:7 ¶ 7, The goal of the company was always to make sure that we were expressing the correct social opinion. in P10.docx

- **whether solve: if it's purely an ethical concern, it's unlikely to be prioritized**

**Used In Documents:**

 30 P30.docx

**Quotations:**

 30:23 ¶ 23, However, if it's purely an ethical concern, it's unlikely to be prioritized. in P30.docx


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## **RQ2::External Influences and Regional Considerations**


**42 Members:**

- **accommodate the different people in playerbase and make sure meet deadline - do both kinds of half**

**Used In Documents:**


 5 P5.docx

**Quotations:**


 5:6 ¶ 5, We usually try to accommodate the different people in our playerbase and also make sure we meet dead... in P5.docx

- **As long as the content doesn't cross explicit boundaries or blatantly address taboo topics, it's generally acceptable.**

**Used In Documents:**


 28 P28.docx

**Quotations:**


 28:9 ¶ 20, Narrative writing, for instance, is often a personal form of expression. As long as the content does... in P28.docx

- **assess the impact and quality of certain gameplay features with respect to the realm of ethical considerations.**

**Used In Documents:**


 11 P11.docx

**Quotations:**


 11:5 ¶ 11, Then I would hire gameplay testers that assess the impact and quality of certain gameplay features w... in P11.docx

- **certain ethical requirement from the law in the country**

**Used In Documents:**


 13 P13.docx

**Quotations:**


 13:5 ¶ 8, There are certain ethical requirements from the law in my country. Aside from making sure we abide w... in P13.docx

- **China strict censorship in game industry - violence not an issue**

**Used In Documents:**


 19 P19.docx

**Quotations:**


 19:5 ¶ 15, Violence is one area that could be an issue, but in China, this is generally restricted due to stric... in P19.docx

- **Chinese companies typically don't emphasize integrating ethical standards into games**

**Used In Documents:**

 27 P27.docx

**Quotations:**


 27:1 ¶ 13, Chinese companies typically don't emphasize integrating ethical standards into games in P27.docx

- **chinese standards - focus more on avoiding political risks and promoting core societal value**

**Used In Documents:**


 23 P23.docx

**Quotations:**


 23:8 ¶ 13, These requirements often felt globalized and progressive compared to domestic standards, which focus... in P23.docx

- **companies compete by lowering ethical standards to attract users, leading to a race to the bottom.**

**Used In Documents:**


 27 P27.docx

**Quotations:**


 27:25 ¶ 29, Without them, companies compete by lowering ethical standards to attract users, leading to a race to... in P27.docx

- **company prioritize obtain government permit before ethical issues in China**

**Used In Documents:**


 18 P18.docx

**Quotations:**

 18:11 ¶ 16, Most projects prioritize obtaining government licenses before considering ethical issues, as license... in P18.docx

- **cultural norms play a significant role**

**Used In Documents:**


 21 P21.docx

**Quotations:**


 21:6 ¶ 16, cultural norms play a significant role in P21.docx

- **Developers could address societal issues or personal freedoms more openly without fear of censorship.**

**Used In Documents:**


 28 P28.docx

**Quotations:**

 28:21 ¶ 28, Developers could address societal issues or personal freedoms more openly without fear of censorship... in P28.docx

- **Different markets have different sensitivities, which complicates these considerations.**

**Used In Documents:**


 29 P29.docx

**Quotations:**

🗨 29:23 ¶ 32, Different markets have different sensitivities, which complicates these considerations. in P29.docx

- **Ethical considerations in China are not as stringent as in Western markets, where games are under higher ethical scrutiny.**

**Used In Documents:**


 18 P18.docx

**Quotations:**

🗨 18:21 ¶ 26, Ethical considerations in China are not as stringent as in Western markets, where games are under hi... in P18.docx

- **Ethics is subjective and varies across cultures and communities**

**Used In Documents:**


 25 P25.docx

**Quotations:**

🗨 25:9 ¶ 21, Morality is subjective and varies across cultures and communities. in P25.docx

- **Example: concern about Chinese market - if includes gender-neutral characters or significant LGBTQ+ elements**

**Used In Documents:**


 25 P25.docx

**Quotations:**

🗨 25:14 ¶ 23, A more relevant example is the concern about appealing to the Chinese market. While our game include... in P25.docx

- **Example: games with borderline suggestive content might pass regulatory checks but still spark debates about their ethical implications.**

**Used In Documents:**


 25 P25.docx

**Quotations:**

🗨 25:11 ¶ 21, For example, games with borderline suggestive content might pass regulatory checks but still spark d... in P25.docx

- **Example: if an English phrase contains offensive languag - adjust it (tone down) for Janpanese culture**

**Used In Documents:**


 21 P21.docx

**Quotations:**


🗨 21:9 ¶ 20, For example, if an English phrase contains offensive language, it might already be toned down in the... in P21.docx

- **Example: overly strict adherence to political correctness might alienate players and developers alike. At the same time, even commercially driven games should maintain basic ethical standards.**

**Used In Documents:**


 29 P29.docx

**Quotations:**


 29:20 ¶ 30, For example, overly strict adherence to political correctness might alienate players and developers... in P29.docx

- **Example: their company has a dedicated central department for handling risks and regulations - oversees for all games of this company**

**Used In Documents:**


 23 P23.docx

**Quotations:**


 23:6 ¶ 11, Tencent has a dedicated central department for handling risks and regulations related to minors. Thi... in P23.docx

- **For example, games released only on platforms like Steam can explore topics that are off-limits for China releases**

**Used In Documents:**


 28 P28.docx

**Quotations:**


 28:20 ¶ 28, For example, games released only on platforms like Steam can explore topics that are off-limits for... in P28.docx

- **for overseas markets, more openness to diversity to meet demand**

**Used In Documents:**


 19 P19.docx

**Quotations:**


 19:17 ¶ 25, Yes, for overseas markets, there's more openness to diversity to meet demand. For example, in overse... in P19.docx

- **having a third-party regulator or industry organization could hold companies accountable in ways that individual companies may not prioritize**

**Used In Documents:**


 20 P20.docx

**Quotations:**


 20:24 ¶ 25, having a third-party regulator or industry organization could hold companies accountable in ways tha... in P20.docx

- **if the issue involves violating national laws or regulations, the team is likely to act**

**Used In Documents:**


 27 P27.docx

**Quotations:**

 27:20 ¶ 27, If the issue involves violating national laws or regulations, the company is likely to act. in P27.docx

- **internal policies and external partners like Disney enforce these ethical requirements**

**Used In Documents:**

 21 P21.docx

**Quotations:**



☺ 21:17 ¶ 28, Yes, they're mandatory. Both internal policies and external partners like Disney enforce these ethic... in P21.docx

- **licensing process - avoid certain issues**

**Used In Documents:**

📄 26 P26.docx

**Quotations:**

☺ 26:2 ¶ 12, When it comes to development, domestic content often avoids certain issues due to regulatory constr... in P26.docx

- **making sure abide with country requirement**

**Used In Documents:**

📄 13 P13.docx

**Quotations:**

☺ 13:6 ¶ 8, Aside from making sure we abide with that, there aren't any ethical incorporations. It is only about... in P13.docx

- **making sure that games abide by the ethics code specified in their country**

**Used In Documents:**

📄 13 P13.docx

**Quotations:**

☺ 13:3 ¶ 2, I wouldn't know really, since I haven't dealt with these issues, but definitely just making sure tha... in P13.docx ☺ 13:8 ¶ 20, Games should abide by the ethics code in our country, since companies will shut down if they do not... in P13.docx

- **not much balance - confront to regulatory standards or cater to player preference**

**Used In Documents:**

📄 28 P28.docx

**Quotations:**

☺ 28:6 ¶ 18, Honestly, there isn't much balance. Developers often have to conform to regulatory standards or cate... in P28.docx

- **notice some problematic elements - modify - balance representations for global target audience**

**Used In Documents:**

📄 25 P25.docx

**Quotations:**

☺ 25:17 ¶ 25, However, during the demo phase, I noticed some problematic elements, like gender stereotypes—male do... in P25.docx

- **Obstacle: a back-and-forth debate about translation accuracy versus cultural appropriateness**

**Used In Documents:**


📄 21 P21.docx

**Quotations:**


☺ 21:19 ¶ 30, A practical challenge is if I want to adjust a translation to better align with ethical standards, a... in P21.docx

- **Obstacle: recognize own biases as East Asians who've grown up in a specific cultural environment**

**Used In Documents:**


 25 P25.docx

**Quotations:**


 25:19 ¶ 27, If anything, our challenge lies in recognizing our own biases as East Asians who've grown up in a sp... in P25.docx

- **Obstacle: regulation and societal expectation**

**Used In Documents:**


 28 P28.docx

**Quotations:**


 28:11 ¶ 22, The biggest obstacles are regulations and societal expectations. in P28.docx

- **Obstacle: the lack of clear regulations means companies have significant freedom, leading to inconsistent standards across the industry.**

**Used In Documents:**


 27 P27.docx

**Quotations:**


 27:13 ¶ 22, First, the lack of clear regulations means companies have significant freedom, leading to inconsiste... in P27.docx

- **rapid change on ethical trends in the gaming community conflicts heavily with how effectively incorporate this ethical framework in game company**

**Used In Documents:**


 11 P11.docx

**Quotations:**


 11:7 ¶ 15, This issue conflicts heavily with how we effectively want to incorporate this ethical framework basi... in P11.docx

- **since want to appealing to overseas players, cautious about avoiding ethical controversies**

**Used In Documents:**


 18 P18.docx

**Quotations:**


 18:20 ¶ 24, Yes, I believe so. Our company is small, and we're cautious about avoiding ethical controversies, es... in P18.docx

- **the overseas version faces fewer restrictions - take this opportunity to include inclusive elements**

**Used In Documents:**


 19 P19.docx

**Quotations:**


 19:19 ¶ 27, It's simply that the overseas version faces fewer restrictions, so we take that opportunity to inclu... in P19.docx

- **the player base itself influences the ethical tone of a game.**

**Used In Documents:**


 23 P23.docx

**Quotations:**


 23:25 ¶ 28, the player base itself influences the ethical tone of a game in P23.docx

- **Unless there's significant public backlash or regulatory intervention, post-launch content is rarely revised.**

**Used In Documents:**


 23 P23.docx

**Quotations:**


 23:22 ¶ 25, No, I'm not confident. Unless there's significant public backlash or regulatory intervention, post-l... in P23.docx

- **While these restrictions stem from regulatory frameworks, chinese players also tend to be very sensitive and quick to report perceived issues.**

**Used In Documents:**

 28 P28.docx

**Quotations:**


 28:13 ¶ 22, While these restrictions stem from regulatory frameworks, domestic players also tend to be very sens... in P28.docx

- **Without external enforcement, there's little incentive for developers to prioritize ethical considerations.**

**Used In Documents:**


 23 P23.docx

**Quotations:**


 23:29 ¶ 30, Without external enforcement, there's little incentive for developers to prioritize ethical consider... in P23.docx

- **Without external regulations, many team members wouldn't even consider ethical implications.**

**Used In Documents:**


 23 P23.docx

**Quotations:**

 23:17 ¶ 21, Without external regulations, I suspect many team members wouldn't even consider ethical implication... in P23.docx

- **Without external regulations, these biases remain unchallenged.**

**Used In Documents:**

 24 P24.docx

**Quotations:**

 24:20 ¶ 24, Without external regulations, these biases remain unchallenged. in P24.docx

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## **RQ2::Team Composition and Diversity**


**31 Members:**

- **better environment at job, developers will be more relaxed and then better the game**

**Used In Documents:**


 9 P9.docx

**Quotations:**


 9:4 ¶ 3, If you can have a better environment at your job, then the developers will be more relaxed and then... in P9.docx

- **companies should educate workers regarding these issues - many developers aren't very aware of these issues**

**Used In Documents:**


 16 P16.docx

**Quotations:**


 16:15 ¶ 20, Also definitely educate your workers regarding these issues, since a lot of people aren't very aware... in P16.docx

- **companies should give real presentation - interact with actual people from minority group and experience**

**Used In Documents:**

 3 P3.docx

**Quotations:**


 3:14 ¶ 20, Companies should give real representation. They should interact with actual people from minority gro... in P3.docx

- **companies should look for developer from diverse communities when making game stories**

**Used In Documents:**


 4 P4.docx

**Quotations:**


 4:15 ¶ 20, Companies should actively look for developers from diverse communities when making stories for the g... in P4.docx

- **cultural consultants help - strive to include wide range of characters with different background, abilities and body types**

**Used In Documents:**


 6 P6.docx

**Quotations:**


 6:10 ¶ 5, With the help of cultural consultants, we strive to include a wide range of characters in our games... in P6.docx

- **decision made by leaders - discuss ethical concerns alongside practical factors like KPIs and user retention.**

**Used In Documents:**


 27 P27.docx

**Quotations:**


 27:12 ¶ 20, These decisions are made collaboratively within a “call team,” similar to a board of directors. They... in P27.docx

- **decision-makers with both cultural awareness and problem-solving skills to navigate conflicts between ethics and market demands**

**Used In Documents:**


 25 P25.docx

**Quotations:**


 25:24 ¶ 33, Teams need strong leadership that prioritizes ethical standards. This includes decision-makers with... in P25.docx

○ **dev team full of white men - aren't aware ethical issues**

**Used In Documents:**


 4 P4.docx

**Quotations:**


 4:8 ¶ 8, since we're a team full of white men so we aren't really aware of these issues. in P4.docx

○ **developer just want to make a fun game, but companies want to intervene with random middle management**

**Used In Documents:**


 12 P12.docx

**Quotations:**


 12:19 ¶ 28, We developers just want to make a game that is fun, but companies want to intervene with random midd... in P12.docx

○ **diversity in development teams also help address ethical issues**

**Used In Documents:**


 24 P24.docx

**Quotations:**


 24:25 ¶ 28, Diversity in development teams—particularly the inclusion of more women—could also help address thes... in P24.docx

○ **ensuring diversity in team composition—whether in terms of gender, ethnicity, or cultural background—can significantly improve inclusivity in games.**

**Used In Documents:**


 25 P25.docx

**Quotations:**


 25:25 ¶ 33, Additionally, ensuring diversity in team composition—whether in terms of gender, ethnicity, or cultu... in P25.docx

○ **Example: lead designer had traditional, male-centric views, which shaped many creative decisions**

**Used In Documents:**


 23 P23.docx

**Quotations:**

 23:24 ¶ 27, In my experience, project leads often have the final say, with little room for dissent. For example,... in P23.docx

○ **Example: male-dominated teams may overlook gender equality or inclusivity**

**Used In Documents:**

 27 P27.docx

**Quotations:**

🕒 27:15 ¶ 22, For instance, male-dominated teams may overlook gender equality or inclusivity. in P27.docx

○ **Example: some leaders like open discussions, some others prioritized speed over detailed narrative check**

**Used In Documents:**

📄 22 P22.docx

**Quotations:**

🕒 22:17 ¶ 27, For example, in an earlier project led by a female manager, we had open discussions about potentiall... in P22.docx

○ **good workplace - developers don't have too much to do and workplace to improve the quality of the games they make**

**Used In Documents:**

📄 9 P9.docx

**Quotations:**

🕒 9:12 ¶ 26, Making sure that developers don't have too much to do and have a good place to work can greatly impr... in P9.docx 🕒 9:15 ¶ 26, By keeping the workplace fair and respectful, game makers can focus on making better games that are... in P9.docx

○ **hire people from diverse communities - create authentic and respectful representations of minority groups and make other developers aware of the issues**

**Used In Documents:**

📄 4 P4.docx 📄 15 P15.docx

**Quotations:**

🕒 4:16 ¶ 20, This helps create more authentic and respectful representations of minority groups and it makes the... in P4.docx 🕒 15:11 ¶ 20, As before, hiring LGBTQ people to make features for the LGBTQ community. in P15.docx 🕒 15:13 ¶ 20, and they should also hire people from those minorities to work on features that are of that group in P15.docx

○ **HR does not really care about issues**

**Used In Documents:**

📄 12 P12.docx

**Quotations:**

🕒 12:12 ¶ 24, No, probably not, since HR doesn't really care about your issues. in P12.docx

○ **HR make sure the company doesn't ruin their own image**

**Used In Documents:**

📄 12 P12.docx

**Quotations:**

🕒 12:13 ¶ 24, They just make sure the company doesn't ruin their own image and that is basically it. in P12.docx

○ **if give power to the developers, the company will make more money, but it will never happen - team should stay small to avoid management problem**

**Used In Documents:**

📄 12 P12.docx

**Quotations:**

- 🗨 12:18 ¶ 28, If they give more power to the developers, the company will make more money, but that will never hap... in P12.docx

- **incorporating diverse perspectives into development teams could improve inclusivity**

**Used In Documents:**

- 📄 27 P27.docx

**Quotations:**

- 🗨 27:26 ¶ 29, Additionally, incorporating diverse perspectives into development teams could improve inclusivity. in P27.docx

- **Localization team is useful - not just about translation, it's about understanding cultural sensitivities and avoiding potential issues in other countries' market**

**Used In Documents:**

- 📄 18 P18.docx

**Quotations:**

- 🗨 18:22 ¶ 26, For now, what could be most useful is a stronger localization team. Localization isn't just about tr... in P18.docx

- **most of developers aren't even aware of ethical issues**

**Used In Documents:**

- 📄 1 P1.docx

**Quotations:**

- 🗨 1:7 ¶ 8, I think most of the developers aren't even aware of such issues. in P1.docx

- **most of the team is open-minded to ethical issues**

**Used In Documents:**

- 📄 4 P4.docx

**Quotations:**

- 🗨 4:10 ¶ 11, since most of the team is very open-minded when it comes to these issues. in P4.docx

- **Obstacle: colleagues' different preferences - care about appealing target audience**

**Used In Documents:**

- 📄 18 P18.docx

**Quotations:**

- 🗨 18:16 ¶ 20, The main limitations I face are more about aligning with my superiors' aesthetic preferences rather... in P18.docx

- **Obstacle: lack of awareness among colleagues**

**Used In Documents:**

- 📄 24 P24.docx

**Quotations:**

- 🗨 24:19 ¶ 24, One major obstacle is the lack of awareness among colleagues. in P24.docx

- **Obstacle: the composition of development teams often reflects biases**

**Used In Documents:**

- 📄 27 P27.docx

**Quotations:**

🕒 27:14 ¶ 22, Second, the composition of development teams often reflects biases. in P27.docx

- **Obstacles: difficult for team members to see issues from different perspectives**

**Used In Documents:**

📄 25 P25.docx

**Quotations:**

🕒 25:22 ¶ 29, Many team members come from mainstream societal backgrounds, which can make it difficult for them to... in P25.docx

- **Obstacles: lack of intrinsic ethical awareness among team members.**

**Used In Documents:**

📄 23 P23.docx

**Quotations:**

🕒 23:16 ¶ 21, The main obstacle is the lack of intrinsic ethical awareness among team members. in P23.docx

- **some one from LGBTQ community is responsible for important decisions within the game**

**Used In Documents:**

📄 14 P14.docx

**Quotations:**

🕒 14:6 ¶ 5, There was someone from the LGBTQ community that was responsible for important decisions within the g... in P14.docx

- **the need for more diverse perspectives in development teams**

**Used In Documents:**

📄 24 P24.docx

**Quotations:**

🕒 24:10 ¶ 16, This highlights the need for more diverse perspectives in development teams in P24.docx

- **young developers from diverse backgrounds can aware ethical issues**

**Used In Documents:**

📄 2 P2.docx

**Quotations:**

🕒 2:10 ¶ 17, Most of our developers are pretty young and from diverse backgrounds so they're aware of these issue... in P2.docx