

ATLAS.ti Report

Interview Study

Code groups(selection)

Report created on Apr, 2025

RQ4::Diversifying Development Teams


29 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 look for developer from diverse communitis when making game storis**

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

- **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 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

- **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: hiring people from the LGBTQ community to work on the story for those specific characters that are facing that struggle**

Used In Documents:


 12 P12.docx

Quotations:


 12:2 ¶ 3, So for example hiring people from the LGBTQ community to work on the story for those specific charac... in P12.docx

- **Example: more female employees might lead to fewer inappropriate jokes or biased decisions in the workplace.**

Used In Documents:


 24 P24.docx

Quotations:


 24:26 ¶ 28, For instance, more female employees might lead to fewer inappropriate jokes or biased decisions in t... in P24.docx

- **female developers focus on supportive female content - positive feedback with player base**

Used In Documents:


 19 P19.docx

Quotations:


 19:28 ¶ 39, We focus on supportive and empowering female content, which has built a positive feedback loop with... in P19.docx

- **female developers has an informal consensus - to create "pro-women" content**

Used In Documents:


 19 P19.docx

Quotations:


 19:27 ¶ 37, However, in my previous company, there was an informal consensus among female developers to create "... in P19.docx

- **game companies should hire people from diverse backgrounds - notice ethical issue and advocate for these issues**

Used In Documents:

 2 P2.docx

Quotations:

 2:12 ¶ 20, They should hire more people from diverse backgrounds so they know what is going on and then try to... in P2.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

- **important to create a healthy environment for minority - if friendly, game players will stay for a long time**

Used In Documents:

 16 P16.docx

Quotations:

🗨 16:16 ¶ 20, It is very important to have a healthy environment for minors, since it is very friendly and if done... in P16.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

- **lgbtq developer advise add more inclusive features such as pronouns selection**

Used In Documents:


 14 P14.docx

Quotations:

🗨 14:7 ¶ 5, She decided that it would be a good idea to add features that make the players feel more inclusive s... in P14.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

- **localization testing - bridge development and publish - ensure the translation meets cultural and technical standards**

Used In Documents:

 21 P21.docx

Quotations:


 21:10 ¶ 18, Since I'm in testing, my role bridges development and publishing. My primary responsibility is to en... in P21.docx

- **more aware about issues of other groups**

Used In Documents:


 7 P7.docx

Quotations:


 7:20 ¶ 27, I would say probably be more aware about issues of other groups. in P7.docx

- **people with localization or release experience can help on potential issues - especially targeting specific regions**

Used In Documents:


 18 P18.docx

Quotations:


 18:15 ¶ 18, We rely on individuals with localization or release experience to guide us on potential issues, espe... in P18.docx

- **reaching out to people from different backgrounds**

Used In Documents:


 4 P4.docx

Quotations:

 4:7 ¶ 8, We do this by reaching out to people from different backgrounds, since we're a team full of white me... in P4.docx

- **seek feedback from diverse perspectives to ensure inclusivity**

Used In Documents:


 25 P25.docx

Quotations:


 25:18 ¶ 25, We also seek feedback from diverse perspectives to ensure inclusivity. in P25.docx

- **selecting collaborators and external partners who align with a team's values can greatly reduce communication barriers and ensure smoother development processes.**

Used In Documents:


 25 P25.docx

Quotations:

 25:27 ¶ 35, selecting collaborators and external partners who align with a team's values can greatly reduce comm... in P25.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

- **teams consist of well-educated professionals with personal integrity, which helps maintain basic ethical standards without explicit enforcement.**

Used In Documents:

📄 26 P26.docx

Quotations:

- 🗨 26:10 ¶ 19, Teams at larger companies often consist of well-educated professionals with personal integrity, whic... in P26.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

- **While regulations and societal expectations shape the industry, developers also bear responsibility for creating content that respects diverse perspectives while maintaining authenticity.**

Used In Documents:

📄 28 P28.docx

Quotations:

- 🗨 28:23 ¶ 30, The balance between ethics and commercial success is delicate. While regulations and societal expect... in P28.docx

- **women will enter the industry to create a more inclusive environment and break this cycle**

Used In Documents:

📄 24 P24.docx

Quotations:

- 🗨 24:28 ¶ 30, This perpetuates the imbalance. I hope more women will enter the industry to create a more inclusive... 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

🔹 RQ4::Implementing Ethical Guidelines and Training

44 Members:

- **2 aspects to consider - regulatory standards and personal expression during development**

Used In Documents:


 28 P28.docx

Quotations:

☺ 28:1 ¶ 12, From my perspective, there are two main aspects to consider: regulatory standards and personal experience... in P28.docx

- **A commitment to long-term goals and player trust is vital for ethical and successful game development.**

Used In Documents:


 26 P26.docx

Quotations:

☺ 26:19 ¶ 28, A commitment to long-term goals and player trust is vital for ethical and successful game development... in P26.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

- **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

- **avoid explicit language or extreme behavior (might be considered as bias)**

Used In Documents:


 22 P22.docx

Quotations:

☺ 22:4 ¶ 14, We avoid having any explicit language or extreme behavior, preferring to present characters who are... in P22.docx

- **avoid writing overly sexualize about women**

Used In Documents:


 28 P28.docx

Quotations:


☺ 28:4 ¶ 14, I avoided writing overly suggestive or demeaning content about women. in P28.docx

- **aware of current ethical problems within the game industry - look at the mistakes other game developers in the same genre made and how their player base reacted to these issues**

Used In Documents:


 11 P11.docx

Quotations:


 11:4 ¶ 11, The first step would be to be aware of the current ethical problems within the gaming industry. So w... 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

- **Bringing in more awareness around modern day issues**

Used In Documents:


 5 P5.docx

Quotations:


 5:13 ¶ 20, Bringing in more awareness around modern day issues is the most important part. in P5.docx

- **build some industry-wide guidelines might help**

Used In Documents:


 27 P27.docx

Quotations:


 27:24 ¶ 29, Clearer industry-wide guidelines would help in P27.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

- **companies should consider and announce what they're trying to achieve when pandering to minorities**

Used In Documents:


 10 P10.docx

Quotations:

 10:17 ¶ 28, Also they have to announce what they're trying to achieve when pandering to minorities, is it browni... in P10.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 not just pander to certain minorities, should make well-rounded characters around particular issues**

Used In Documents:

📄 15 P15.docx

Quotations:

🕒 15:12 ¶ 20, Companies shouldn't just pander to certain minorities. They should make well-rounded characters/ente... in P15.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

○ **company's goal - show the right social views and make a good difference through games - keeping community non-toxic**

Used In Documents:

📄 12 P12.docx

Quotations:

🕒 12:4 ¶ 8, The company's goal was to show the right social views and make a good difference through our games,... in P12.docx

○ **consider audience sensitivities - consider unisex theme to appeal younger players - more open to gender-neutral narratives**

Used In Documents:

📄 20 P20.docx

Quotations:

🕒 20:26 ¶ 27, We also consider audience sensitivities. For example, we consider unisex themes in certain games to... in P20.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

- **emphasize maintaining balance and avoiding excessive or unnecessary elements.**

Used In Documents:

🗨 31 P31.docx

Quotations:

🗨 31:18 ¶ 42, Our discussions around narrative direction often emphasize maintaining balance and avoiding excessiv... in P31.docx

- **ensure it's done responsibly, with clear disclaimers and appropriate content ratings**

Used In Documents:

🗨 25 P25.docx

Quotations:

🗨 25:8 ¶ 19, The key is to ensure it's done responsibly, with clear disclaimers and appropriate content ratings. in P25.docx

- **ethical training from company would help**

Used In Documents:

🗨 20 P20.docx

Quotations:

🗨 20:23 ¶ 25, Awareness training would help, as current training focuses more on protecting the company's commerci... in P20.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

- **game companies should be aware of ethical issues and add inclusive features**

Used In Documents:

🗨 2 P2.docx

Quotations:

🗨 2:11 ¶ 20, So what I think is the best thing companies can do to improve is adding features to make people feel... in P2.docx

- **game companies should make the issues they display actually genuine instead of just faking it for the money**

Used In Documents:

🗨 10 P10.docx

Quotations:


🗨 10:3 ¶ 3, They should make the issues they display actually genuine instead of just faking it for the money. in P10.docx

- **game industry should be more aware of ethical issues**

Used In Documents:


 1 P1.docx

Quotations:


 1:13 ¶ 20, I think the game industry should be more aware of it's issues in P1.docx

- **games should subtly integrate values through compelling storytelling and engaging gameplay, allowing players to draw their own conclusions.**

Used In Documents:


 31 P31.docx

Quotations:


 31:21 ¶ 46, Instead, games should subtly integrate values through compelling storytelling and engaging gameplay,... in P31.docx

- **get rid of problems(sexualizing female) in the company and the game content**

Used In Documents:


 9 P9.docx

Quotations:


 9:13 ¶ 26, It is important to deal with and get rid of problems like sexualizing women in the company and in th... in P9.docx

- **goal is to guarantee that no groups feels neglected**

Used In Documents:


 12 P12.docx

Quotations:


 12:8 ¶ 12, but the goal is to guarantee that no group feels neglected. in P12.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

- **inclusivity should be seen as sth important and not an addition**

Used In Documents:


 7 P7.docx

Quotations:


 7:12 ¶ 15, Inclusivity should be seen as something important and not an addition to the game. in P7.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

- **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

- **localization testing - bridge development and publish - ensure the translation meets cultural and technical standards**

Used In Documents:


 21 P21.docx

Quotations:


 21:10 ¶ 18, Since I'm in testing, my role bridges development and publishing. My primary responsibility is to en... in P21.docx

- **more aware about issues of other groups**

Used In Documents:

 7 P7.docx

Quotations:


 7:20 ¶ 27, I would say probably be more aware about issues of other groups. in P7.docx

- **must aware consequence of ethical problem in games**

Used In Documents:


 1 P1.docx

Quotations:


 1:3 ¶ 2, It is a very difficult problem to face and we have to be aware of what kind of consequences come wit... in P1.docx

- **people with localization or release experience can help on potential issues - especially targeting specific regions**

Used In Documents:


 18 P18.docx

Quotations:


 18:15 ¶ 18, We rely on individuals with localization or release experience to guide us on potential issues, espe... in P18.docx

- **proper age ratings and warnings are essential.**

Used In Documents:


 25 P25.docx

Quotations:

 25:4 ¶ 17, However, proper age ratings and warnings are essential. in P25.docx

- **stricter guidelines from publishers or regional operators**

Used In Documents:

 30 P30.docx

Quotations:

- 🕒 30:15 ¶ 17, For overseas games, there are stricter guidelines from publishers or regional operators, such as ens... in P30.docx

- **These ethical principles should be embedded by the core development team and reinforced through quality control, ensuring they are in place even before reaching our testing phase.**

Used In Documents:

- 📄 21 P21.docx

Quotations:

- 🕒 21:25 ¶ 36, These ethical principles should be embedded by the core development team and reinforced through qual... in P21.docx

- **While regulations and societal expectations shape the industry, developers also bear responsibility for creating content that respects diverse perspectives while maintaining authenticity.**

Used In Documents:

- 📄 28 P28.docx

Quotations:

- 🕒 28:23 ¶ 30, The balance between ethics and commercial success is delicate. While regulations and societal expect... 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

◆ RQ4::Improving Player Feedback Mechanisms


20 Members:

- **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

- **consider audience sensitivities - consider unisex theme to appeal younger players - more open to gender-neutral narratives**

Used In Documents:


 20 P20.docx

Quotations:


 20:26 ¶ 27, We also consider audience sensitivities. For example, we consider unisex themes in certain games to... in P20.docx

- **developers should be more aware of their audience**

Used In Documents:


 16 P16.docx

Quotations:


 16:13 ¶ 20, Be more aware of your audience, since a lot of developers stay in their own bubble. in P16.docx

- **developers should prioritize player experience over imposing specific messages**

Used In Documents:


 31 P31.docx

Quotations:


 31:19 ¶ 45, Developers should prioritize player experience over imposing specific messages. in P31.docx

- **Example: talk to people with specific issues(accessibility) would help**

Used In Documents:


 7 P7.docx

Quotations:

 7:21 ¶ 27, Like I talked about earlier, accessibility is difficult to get right, so talking to people with thos... in P7.docx

- **external oversight is crucial**

Used In Documents:


 23 P23.docx

Quotations:


 23:27 ¶ 30, I think external oversight is crucial. in P23.docx

- **including wide range of body types and cultural backgrounds require more research**

Used In Documents:

 6 P6.docx

Quotations:


 6:12 ¶ 7, Including a wide range of body types and cultural backgrounds naturally requires more research. in P6.docx

- **keep game community nice but not really problems in the game itself**

Used In Documents:


 8 P8.docx

Quotations:


 8:7 ¶ 7, We make sure to keep our community nice and all of that but there aren't really any problems in the... in P8.docx

- **people with localization or release experience can help on potential issues - especially targeting specific regions**

Used In Documents:

 18 P18.docx

Quotations:


 18:15 ¶ 18, We rely on individuals with localization or release experience to guide us on potential issues, espe... in P18.docx

- **player feedback during testing phases should be more detailed.**

Used In Documents:

 30 P30.docx

Quotations:


 30:27 ¶ 25, player feedback during testing phases should be more detailed. in P30.docx

- **player survey can add questions about ethical or narrative aspects**

Used In Documents:


 30 P30.docx

Quotations:


 30:29 ¶ 25, Adding questions about ethical or narrative aspects would provide valuable insights for improvement. in P30.docx

- **player's feedback lead to revisions - well received by the leadership**

Used In Documents:


 19 P19.docx

Quotations:


 19:30 ¶ 41, player feedback can lead to revisions, especially if it's well-received by the leadership. in P19.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

- **players are more likely to accpet diversity if it feels natural rather than imposed**

Used In Documents:

 27 P27.docx

Quotations:

🕒 27:30 ¶ 31, Authenticity is key, and players are more likely to accept diversity if it feels natural rather than... in P27.docx

- **reaching out to people from different backgrounds**

Used In Documents:

📄 4 P4.docx

Quotations:

🕒 4:7 ¶ 8, We do this by reaching out to people from different backgrounds, since we're a team full of white me... in P4.docx

- **seek feedback from diverse perspectives to ensure inclusivity**

Used In Documents:

📄 25 P25.docx

Quotations:

🕒 25:18 ¶ 25, We also seek feedback from diverse perspectives to ensure inclusivity. in P25.docx

- **Suggestion: player feedback questionnaire could add ethics-focused section**

Used In Documents:

📄 22 P22.docx

Quotations:

🕒 22:22 ¶ 31, I would hope that after launch, player feedback could include an ethics-focused section for story el... in P22.docx

- **Suggestion: prioritizing keeping community healthy - so many times a company wants to add some inclusive features and then there is backlash that the developers stop releasing those features**

Used In Documents:

📄 8 P8.docx

Quotations:

🕒 8:14 ¶ 26, I definitely recommend prioritizing keeping your community healthy, because there are so many times... in P8.docx

- **suggestions from playerbase or developers - feasible both technical and ethical aspect**

Used In Documents:

📄 7 P7.docx

Quotations:

🕒 7:9 ¶ 11, Usually the suggestions we have from either our playerbase or other people who work on the game are... in P7.docx

- **Surveys often ask players only whether they “like” a character but don’t delve into reasons behind their preferences.**

Used In Documents:

📄 30 P30.docx

Quotations:


🕒 30:28 ¶ 25, . Surveys often ask players only whether they “like” a character but don’t delve into reasons behind... in P30.docx

◊ RQ4::Integrating Ethics from Project Inception

35 Members:

- **2 aspects to consider - regulatory standards and personal expression during development**

Used In Documents:


 28 P28.docx

Quotations:

🗣 28:1 ¶ 12, From my perspective, there are two main aspects to consider: regulatory standards and personal expre... in P28.docx

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- **aware of current ethical problems within the game industry - look at the mistakes other game developers in the same genre made and how their player base reacted to these issues**

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🗣 11:4 ¶ 11, The first step would be to be aware of the current ethical problems within the gaming industry. So w... in P11.docx

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

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Quotations:

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

○ **companies should consider and announce what they're trying to achieve when pandering to minorities**

Used In Documents:

📄 10 P10.docx

Quotations:

🕒 10:17 ¶ 28, Also they have to announce what they're trying to achieve when pandering to minorities, is it browni... in P10.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 just say they stand for and make genuine good games**

Used In Documents:

📄 10 P10.docx

Quotations:

🕒 10:15 ¶ 28, As I said earlier on, companies should just say what they stand for and make genuine good games in P10.docx

○ **companies should not just pander to certain minorities, should make well-rounded characters around particular issues**

Used In Documents:

📄 15 P15.docx

Quotations:

🕒 15:12 ¶ 20, Companies shouldn't just pander to certain minorities. They should make well-rounded characters/ente... in P15.docx

○ **company's goal - show the right social views and make a good difference through games - keeping community non-toxic**

Used In Documents:

📄 12 P12.docx

Quotations:

🔍 12:4 ¶ 8, The company's goal was to show the right social views and make a good difference through our games,... in P12.docx

- **consider audience sensitivities - consider unisex theme to appeal younger players - more open to gender-neutral narratives**

Used In Documents:

📄 20 P20.docx

Quotations:

🔍 20:26 ¶ 27, We also consider audience sensitivities. For example, we consider unisex themes in certain games to... in P20.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

- **ensure it's done responsibly, with clear disclaimers and appropriate content ratings**

Used In Documents:

📄 25 P25.docx

Quotations:

🔍 25:8 ¶ 19, The key is to ensure it's done responsibly, with clear disclaimers and appropriate content ratings. 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: creating an emotionally satisfying story without forcing political or ideological perspectives can enhance both enjoyment and depth.**

Used In Documents:

📄 31 P31.docx

Quotations:

🔍 31:22 ¶ 46, For instance, creating an emotionally satisfying story without forcing political or ideological pers... in P31.docx

- **game companies should be aware of ethical issues and add inclusive features**

Used In Documents:


📄 2 P2.docx

Quotations:


🔍 2:11 ¶ 20, So what I think is the best thing companies can do to improve is adding features to make people feel... in P2.docx

- **game companies should make the issues they display actually genuine instead of just faking it for the money**

Used In Documents:


 10 P10.docx

Quotations:


 10:3 ¶ 3, They should make the issues they display actually genuine instead of just faking it for the money. in P10.docx

- **game industry should be more aware of ethical issues**

Used In Documents:


 1 P1.docx

Quotations:


 1:13 ¶ 20, I think the game industry should be more aware of it's issues in P1.docx

- **games should subtly integrate values through compelling storytelling and engaging gameplay, allowing players to draw their own conclusions.**

Used In Documents:

 31 P31.docx

Quotations:


 31:21 ¶ 46, Instead, games should subtly integrate values through compelling storytelling and engaging gameplay,... in P31.docx

- **get rid of problems(sexualizing female) in the company and the game content**

Used In Documents:


 9 P9.docx

Quotations:


 9:13 ¶ 26, It is important to deal with and get rid of problems like sexualizing women in the company and in th... in P9.docx

- **goal is to guarantee that no groups feels neglected**

Used In Documents:

 12 P12.docx

Quotations:


 12:8 ¶ 12, but the goal is to guarantee that no group feels neglected. in P12.docx

- **inclusivity should be seen as sth important and not an addition**

Used In Documents:


 7 P7.docx

Quotations:

 7:12 ¶ 15, Inclusivity should be seen as something important and not an addition to the game. in P7.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

- **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

- **localization testing - bridge development and publish - ensure the translation meets cultural and technical standards**

Used In Documents:

- 📄 21 P21.docx

Quotations:

- 🕒 21:10 ¶ 18, Since I'm in testing, my role bridges development and publishing. My primary responsibility is to en... in P21.docx

- **macro level, societal attitudes need to change**

Used In Documents:

- 📄 24 P24.docx

Quotations:

- 🕒 24:24 ¶ 28, At a macro level, societal attitudes need to change. Many people in the domestic industry are resist... in P24.docx

- **moral portrayals of characters - ensure kindness and goodwill**

Used In Documents:

- 📄 22 P22.docx

Quotations:

- 🕒 22:3 ¶ 14, We focus more on moral portrayals of characters—ensuring they embody kindness and goodwill, unless t... in P22.docx

- **more aware about issues of other groups**

Used In Documents:

- 📄 7 P7.docx

Quotations:

- 🕒 7:20 ¶ 27, I would say probably be more aware about issues of other groups. in P7.docx

- **movement towards non-traditional protagonists, such as characters from diverse racial backgrounds or even non-binary characters, depending on the game's setting.**

Used In Documents:


- 📄 21 P21.docx

Quotations:

- 🕒 21:15 ¶ 24, There's also a move towards non-traditional protagonists, such as characters from diverse racial bac... in P21.docx

- **prioritize creative freedom over ethical consideration - but depends on the intention**

Used In Documents:

 25 P25.docx

Quotations:


 25:6 ¶ 19, Yes, but it depends on the intention. in P25.docx

- **suggestions from playerbase or developers - feasible both technical and ethical aspect**

Used In Documents:


 7 P7.docx

Quotations:


 7:9 ¶ 11, Usually the suggestions we have from either our playerbase or other people who work on the game are... in P7.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

- **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

RQ4::Reporting Mechanisms

17 Members:

- **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

- **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

- **important to create a healthy environment for minority - if friendly, game players will stay for a long time**

Used In Documents:

 16 P16.docx

Quotations:

🕒 16:16 ¶ 20, It is very important to have a healthy environment for minors, since it is very friendly and if done... in P16.docx

- **make it possible to talk about ethical issues without fear of being punished**

Used In Documents:

 9 P9.docx

Quotations:

🕒 9:14 ¶ 26, Making it possible to talk about these kinds of things without fear of being punished will help crea... in P9.docx

- **Problem: establishing a healthy workplace - when people are overworked, usually the game suffers from it as well, since the environment is also not very good**

Used In Documents:

 9 P9.docx

Quotations:

🕒 9:3 ¶ 3, Establishing a healthy workplace is very important in the game industry. When people are overworked,... in P9.docx

- **Projects should balance profitability with the responsibility of shaping narratives that respect diverse perspectives.**

Used In Documents:


 30 P30.docx

Quotations:

🕒 30:30 ¶ 27, Projects should balance profitability with the responsibility of shaping narratives that respect div... in P30.docx

- **reduce the amount of workplace harassment, make games less toxic, add more inclusive elements into games**

Used In Documents:


 14 P14.docx

Quotations:

🕒 14:1 ¶ 13, I think the best improvements would be to reduce the amount of workplace harassment, make games less... in P14.docx

- **seek feedback from diverse perspectives to ensure inclusivity**

Used In Documents:


 25 P25.docx

Quotations:


 25:18 ¶ 25, We also seek feedback from diverse perspectives to ensure inclusivity. in P25.docx

- **seek to address these blind spots through collaboration and feedback**

Used In Documents:


 25 P25.docx

Quotations:


 25:20 ¶ 27, We actively seek to address these blind spots through collaboration and feedback. in P25.docx

- **selecting collaborators and external partners who align with a team's values can greatly reduce communication barriers and ensure smoother development processes.**

Used In Documents:


 25 P25.docx

Quotations:


 25:27 ¶ 35, selecting collaborators and external partners who align with a team's values can greatly reduce comm... in P25.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

- **still important to voice concerns, even if only to register dissent**

Used In Documents:


 26 P26.docx

Quotations:


 26:15 ¶ 25, However, it's still important to voice concerns, even if only to register dissent. in P26.docx

- **suggest to add more inclusive features**

Used In Documents:


 7 P7.docx

Quotations:

 7:22 ¶ 27, Also the game industry is very large, so i can't really give any advice that would help everyone, bu... in P7.docx

- **Suggestion: high priority on creating healthy and supportive workplace**

Used In Documents:

 9 P9.docx

Quotations:

🕒 9:11 ¶ 26, To make the gaming business better, it's important to put a high priority on creating a healthy and... in P9.docx

- **team is open to ethical issues**

Used In Documents:

📄 7 P7.docx

Quotations:

🕒 7:16 ¶ 23, Yes for sure. My team is pretty open when it comes to ethical issues. in P7.docx

- **there should be collaborative discussions during the project's inception, with all stakeholders contributing to the ethical framework**

Used In Documents:

📄 30 P30.docx

Quotations:

🕒 30:25 ¶ 25, First, there should be collaborative discussions during the project's inception, with all stakeholde... in P30.docx