

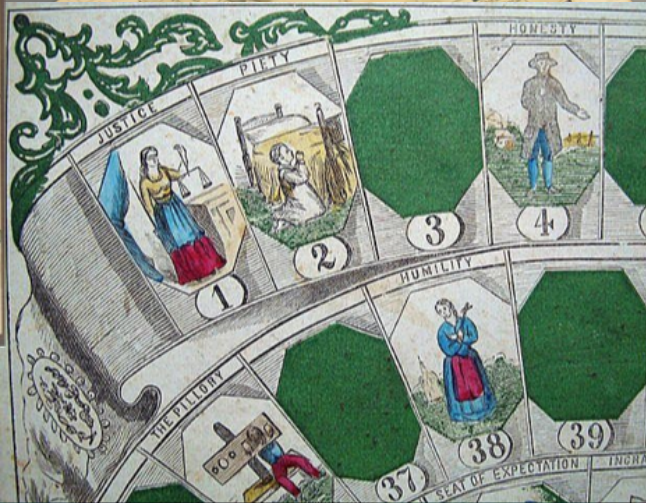


History Shaping Design

Gender roles shown in centuries of
game design

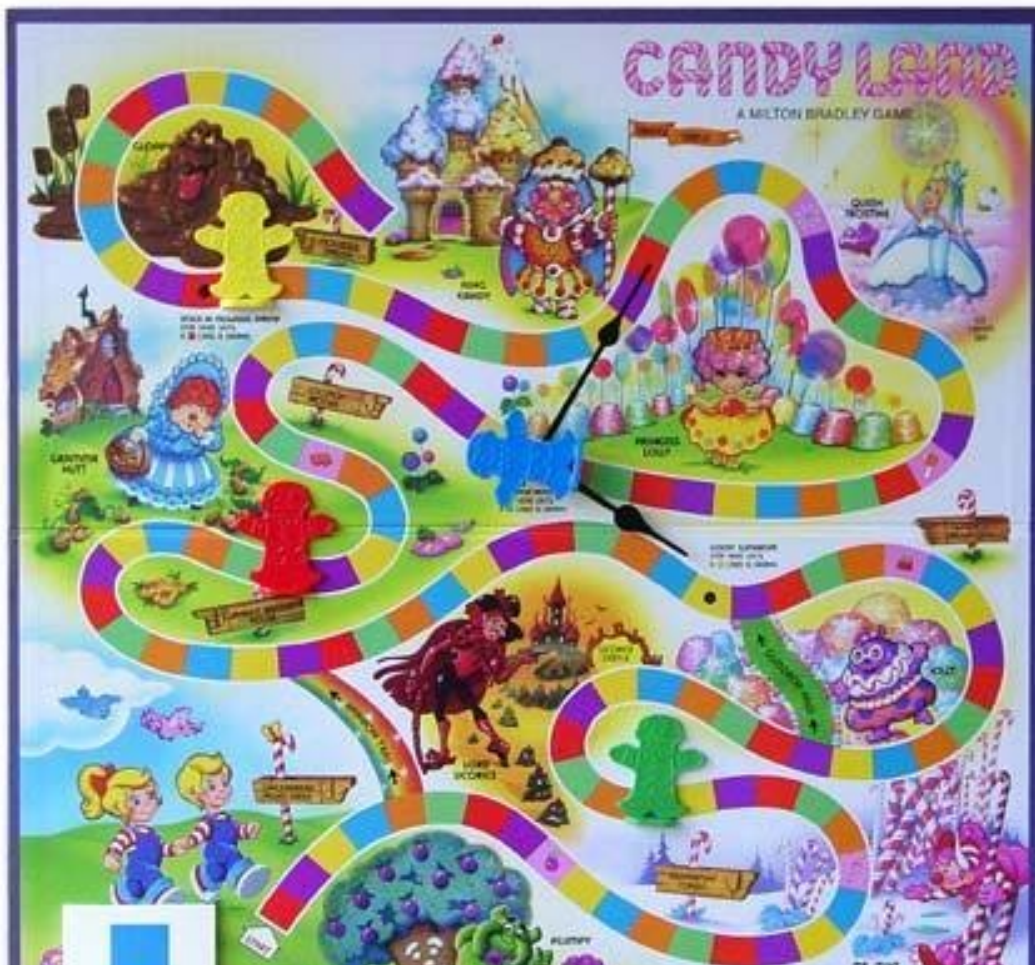
Julia Keren-Detar

Game Designer, Untame









04/15/2013 08:34





Ancient Greek toys at The National Archaeological Museum of Athens















Metropolitan Museum of Art







British Museum





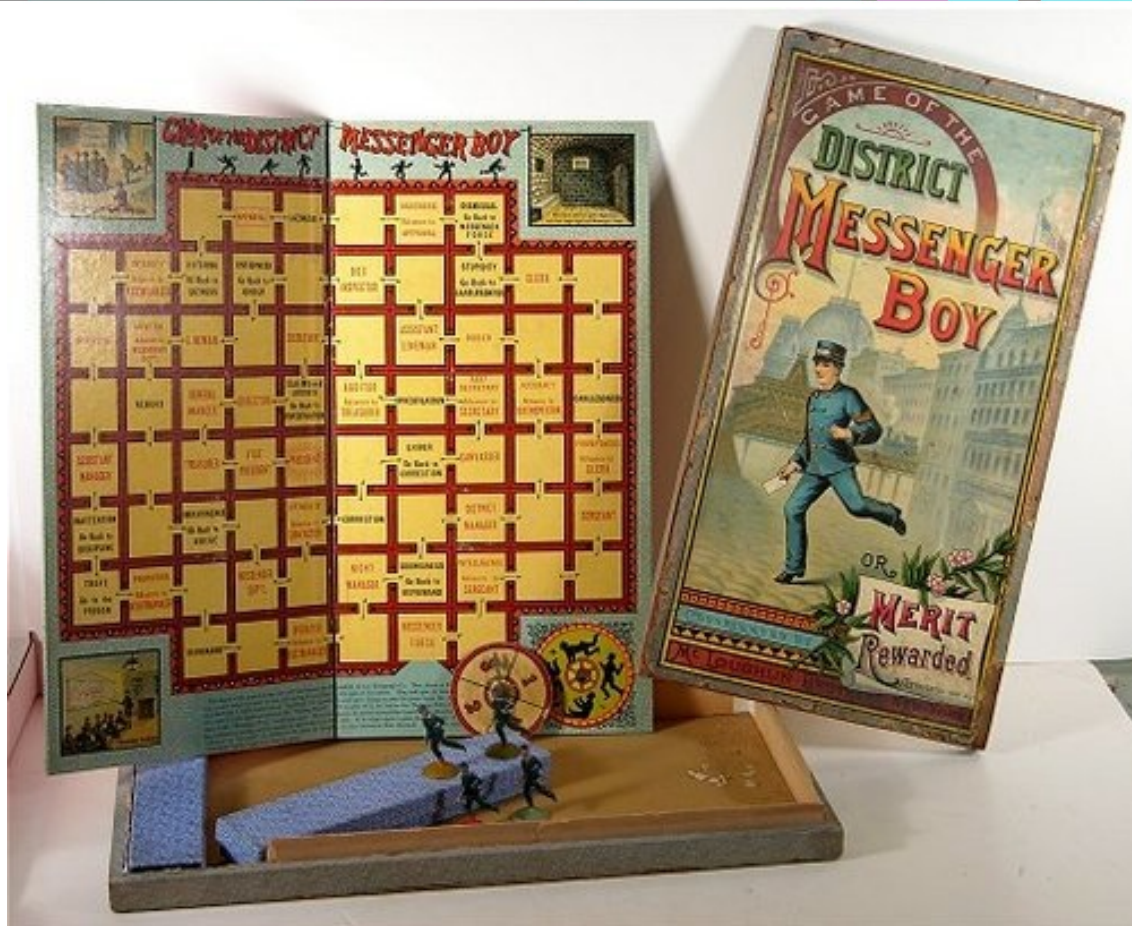












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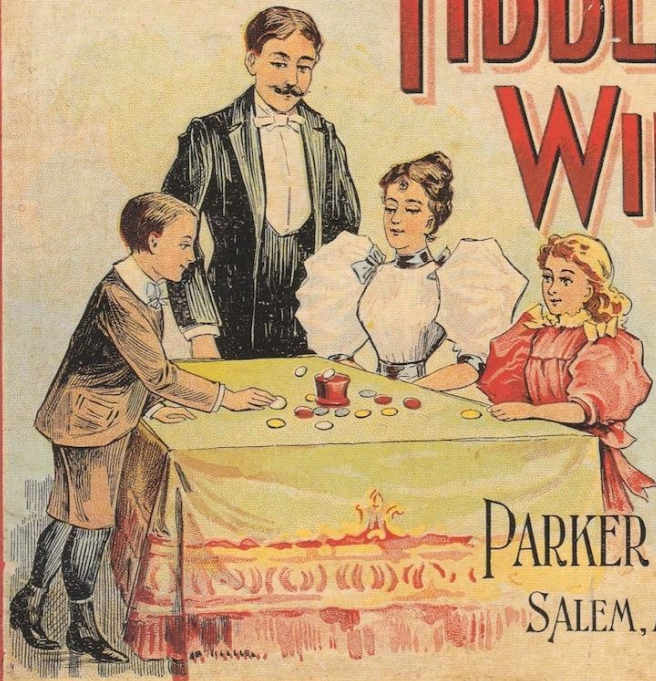
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4904718 \$2.69

4904717 89c

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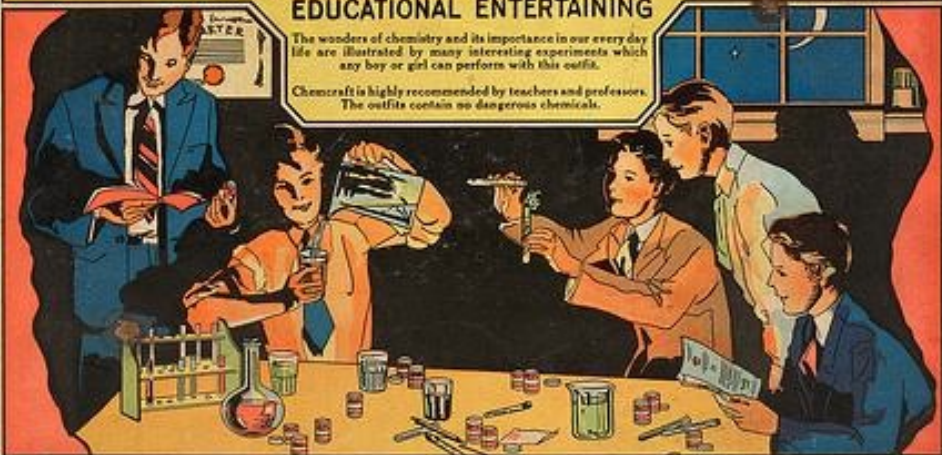
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FOUR STAR FEATURE



64 Pieces—New, Better Barn Than Ever

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- A Round Gothic style roof barn—With dormer windows, large 4-wing barn door that actually opens—out get windows on front and back walls.
- A Round Gothic style roof barn—With dormer windows, large 4-wing barn door that actually opens—out get windows on front and back walls.
- Extra large stables.

Sears 1937 stock farm is more interesting, far better looking than any in the past—yet it costs no more, despite rising costs of production. Just look at these features:

1. Sears new large, set up barn with new green roof and features described above. Size 26 1/2 in. long, 44 1/2 in. high to top of windmill—48 in. across eaves. With tool chest under it, has frontage of 28 in. Essentially colored in red with black and white trim—can a single effect foundation, a decorated inside back wall, a decorated front wall, black and bottom heavy wood, sides and roof of the new 3-ply, wood cover fiber board.
2. 44 practically unbreakable new, 3-ply, wood cover fiber board.
3. 11 in. x 11 in. square wooden 1/2 in. long.
4. 12 in. x 12 in. interlocking hardwood fence, about 6 feet long.
5. Two 4-in. colored hardwood stiles, only set.
6. 2-ply wood center, fiber lined, board buildings and feed trough, chicken coop, open tool shed in red and green colors, black printed details. Tool shed, 49 1/2 x 34 1/2 in. high, others in proportion. Really set up.
7. 100% real life—has more value than any other. It's so real children will actually live the life of a farmer. Figures will not crack like cardboard. The whole family will enjoy it.

79 V 6453—4-Star Farm. Shug. wt., 7 lbs. **98c**

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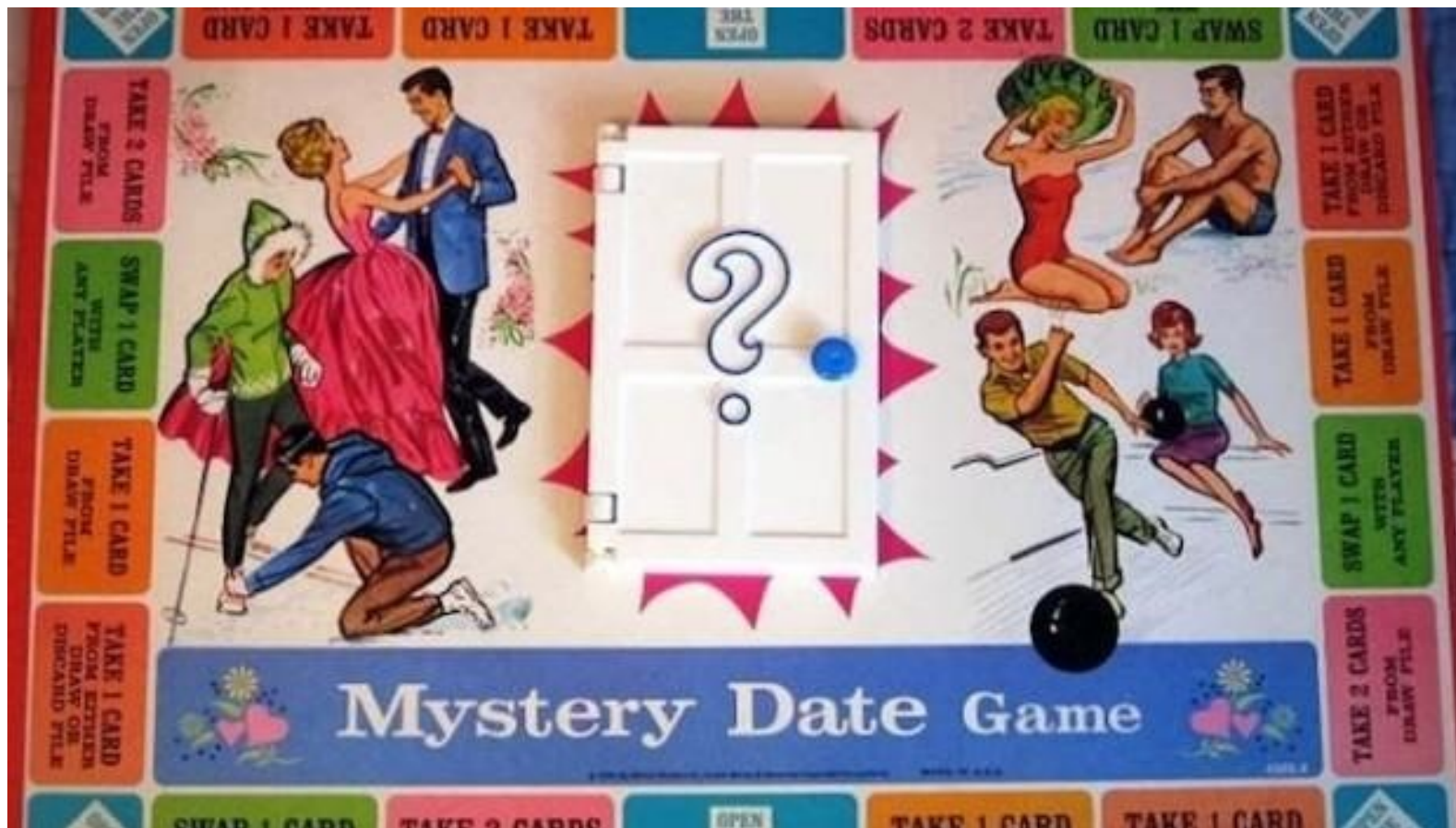


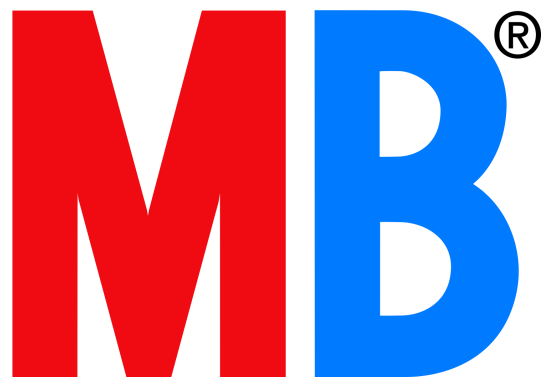








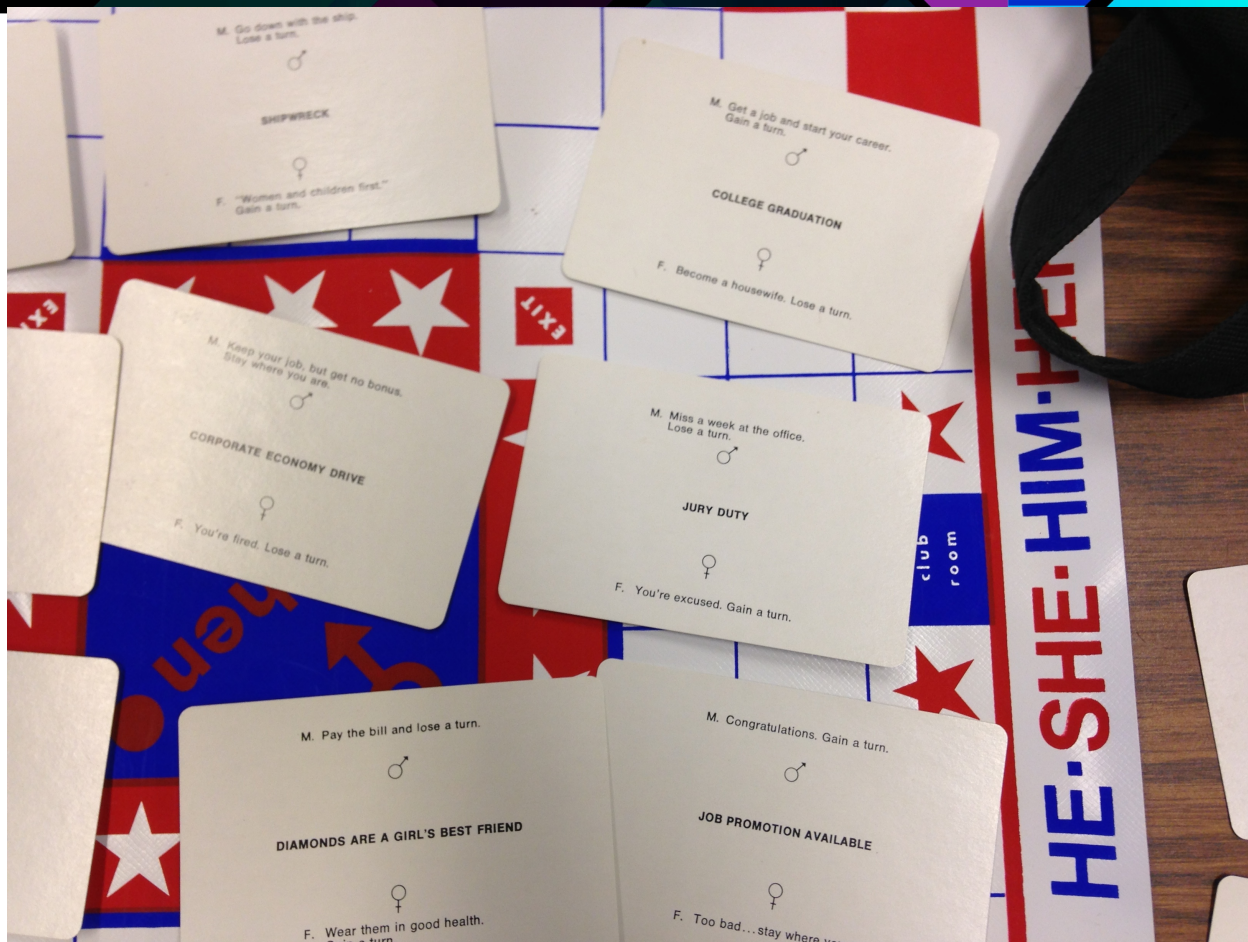


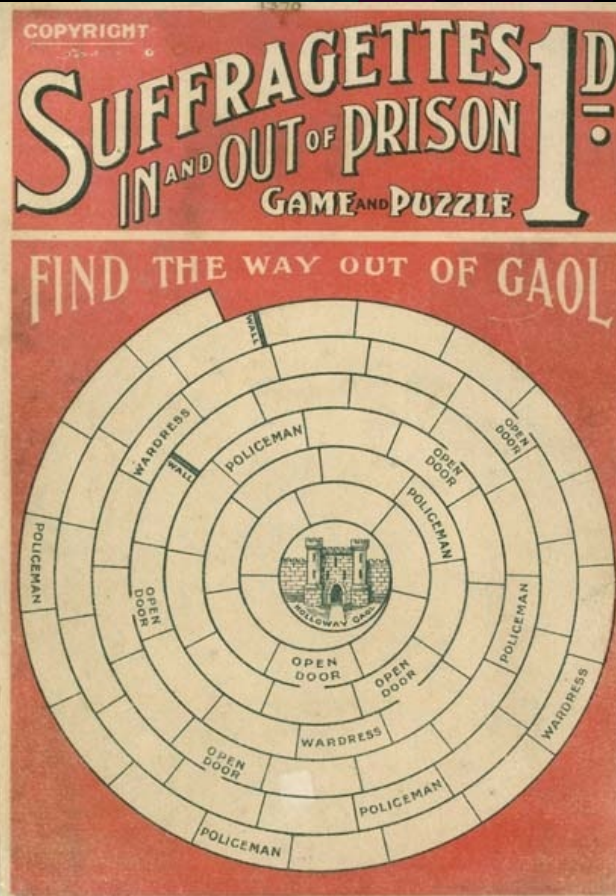
The logo for Milton Bradley, featuring the letters 'MB' in a large, bold, sans-serif font. The 'M' is red and the 'B' is blue. A registered trademark symbol (®) is located to the upper right of the 'B'.

**MILTON
BRADLEY**

The logo for Parker Brothers, featuring a stylized spiral icon to the left of the text 'PARKER BROTHERS' in a bold, sans-serif font. A registered trademark symbol (®) is located to the upper left of the spiral.







Directions for Playing the Great Suffragette Game: "HOW TO GET OUT OF GAOL."

The "Suffragettes" (i.e. the card discs) are first placed on the inner circle. (Holloway Gaol).
The players alternately throw the dice, and at each throw the player moves his Suffragette round the spiral course, the same number of spaces as the number thrown.

Should a number be thrown which would bring a Suffragette on to a space marked with either of the undermentioned words, she must be moved as directed, viz.:-

"OPEN DOOR." The Suffragette must be placed on the adjoining space in the next circle **further away** from the gaol.

"POLICEMAN" or "WALL." The Suffragette must be placed on the adjoining space in the next circle **nearer** to the gaol.

"WARDRESS." The Suffragette must be put back in Holloway Gaol and recommence her journey.

The player whose Suffragette first reaches the end of the spiral course wins the game. As a puzzle, the problem is to see what is the fewest number of throws you can get your Suffragette out of gaol, following the same rules as for the Game.

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TwisterTM



for
2 or 4
players
or Teams

OBJECT

The SPIN tells where
to place your hand or foot.
Beat your opponent to the
swivel seat.







Mauritshuis, The Hague





WOODEN FACE.





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8 TO
ADULT

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THE GAME THAT TIES YOU UP IN KNOTS

Twister™



for
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players
or Teams

OBJECT

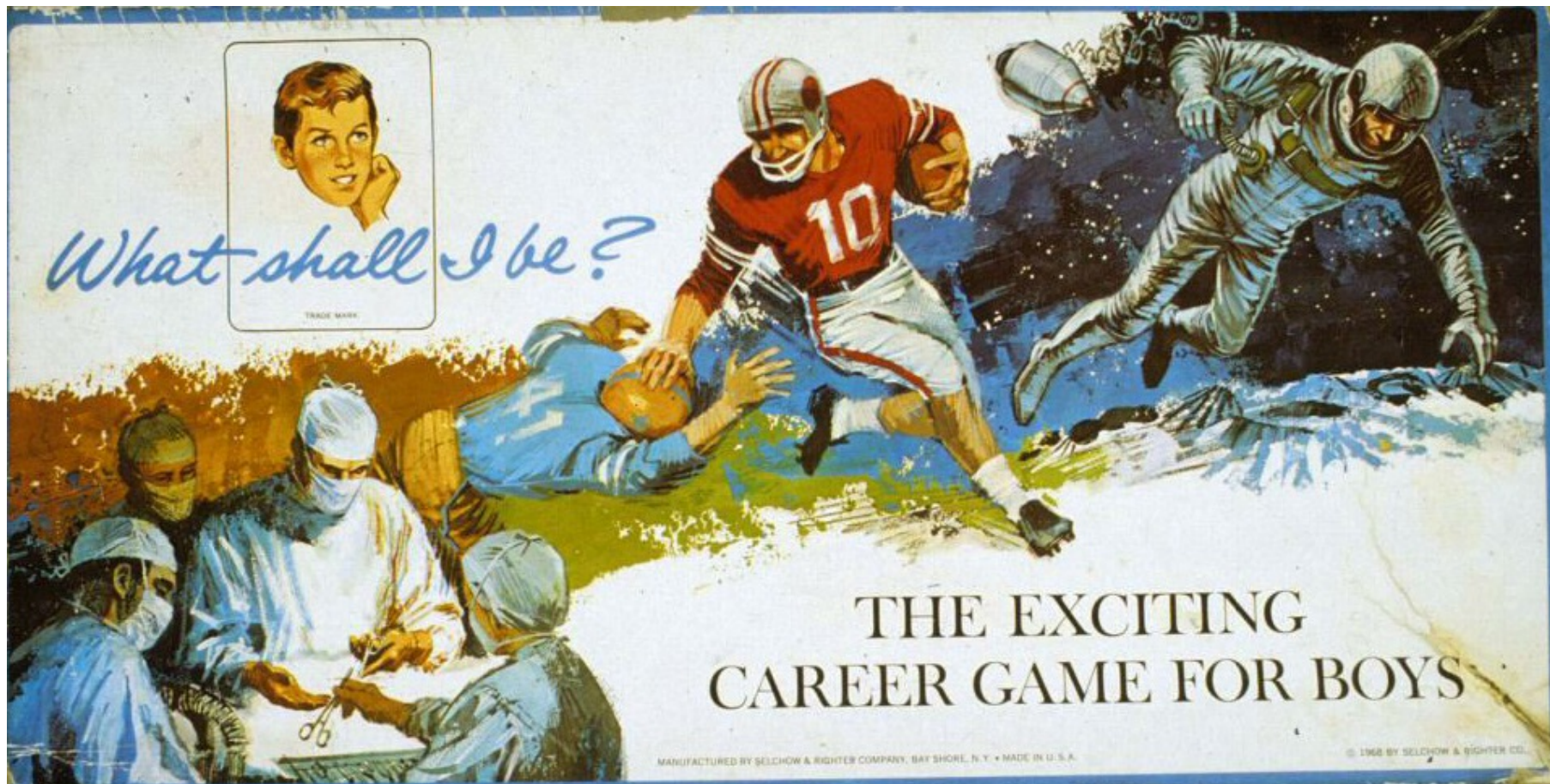
The 10th rule, which
is, place your hand or foot
on the spot your opponent is
on the next spot.



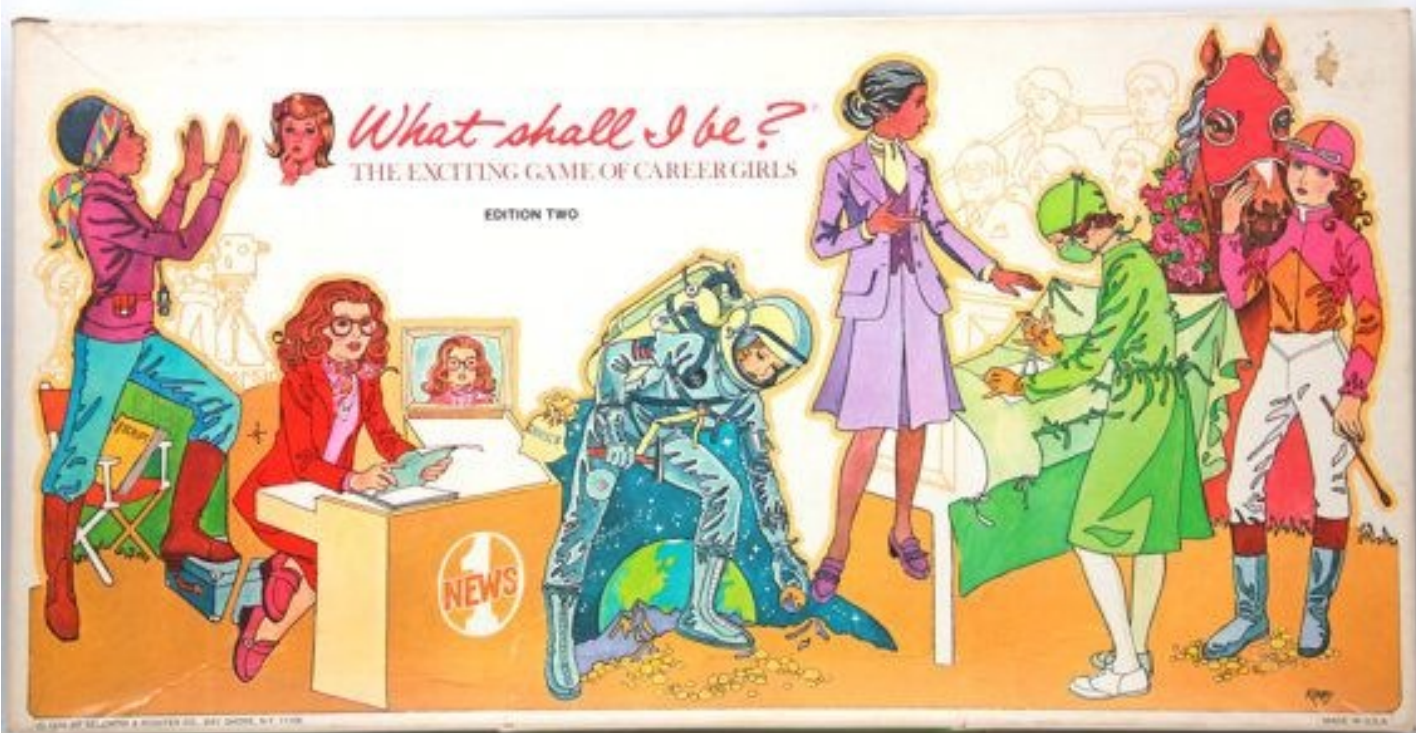


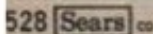






<p>You are a slow thinker</p> <p>Bad for: Astronaut, Athlete and Doctor</p>	<p>You are strong</p> <p>Good for: Athlete and Astronaut</p>	<p>You are neat</p> <p>Good for: Doctor and Statesman</p>
<p>You are unfriendly</p> <p>Bad for: Statesman and Doctor</p>	<p>You like adventure</p> <p>Good for: Athlete, Scientist and Astronaut</p>	<p>You have imagination</p> <p>Good for: Engineer, Scientist and Statesman</p>



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The action is non-stop. Armed only with a bow and arrows, the player must shoot through a forest of colonial wild misadventure to hit the advancing Millipede. Giant spiders, inchworms, earwigs, beetles, and waves of "bombing" bees, dragonflies and mosquitoes also add to the fun.

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Riley on Marketing (2011)







1981



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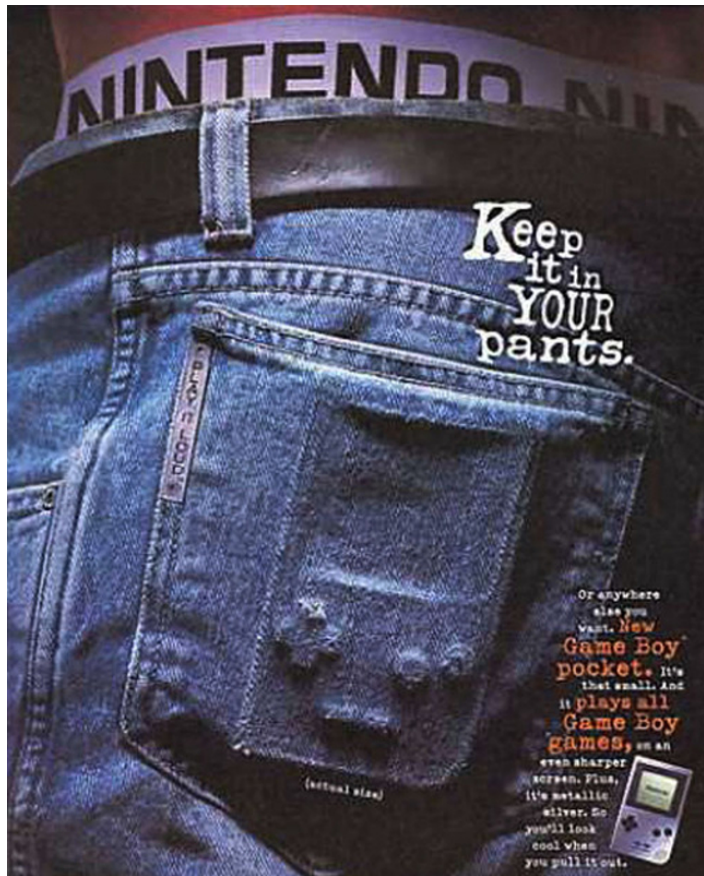
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The Computer Girls

BY LOIS MANDEL

A trainee gets \$8,000 a year... a girl "senior systems analyst" gets \$20,000—and up! Maybe it's time to investigate....

Ann Richardson, IBM systems engineer, designs a bridge via computer. Above (left) she checks her facts with fellow systems engineer, Marvin V. Fuchs. Right, she feeds facts into the computer. Below, Ann demonstrates on a viewing screen how her facts designed the bridge, and makes changes with a "light pen."

Twenty years ago, a girl could be a secretary, a school teacher... maybe a librarian, a social worker or a nurse. If she was really ambitious, she could go into the professions and compete with men... usually working harder and longer to earn less pay for the same job.

Now have come the big, dazzling computers—and a whole new kind of work for women: programming. Telling the miracle machines what to do and how to do it. Anything from predicting the weather to sending out billing notices from the local department store.

And if it doesn't sound like woman's work—well, it just is.

"I had this idea I'd be standing at a big machine and pressing buttons all day long," says a girl who programs for a Los Angeles bank. I couldn't have been further off the track. I figure out how the

computer can solve a problem, and then instruct the machine to do it."

"It's just like planning a dinner," explains Dr. Grace Hopper, now a staff scientist in systems programming for Univac. (She helped develop the first electronic digital computer, the Eniac, in 1946.) "You have to plan ahead and schedule everything so it's ready when you need it. Programming requires patience and the ability to handle detail. Women are 'naturals' at computer programming."

What she's talking about is *aptitude*—the one most important quality a girl needs to become a programmer. She also needs a keen, logical mind. And if that zeros out the old Billie Burke-Gracie Allen image of femininity, it's about time, because this is the age of the Computer Girls. There are twenty thousand of them in the United (cont. on page 54)



Photos by Henry Grossman. Dress by Gene Charles.

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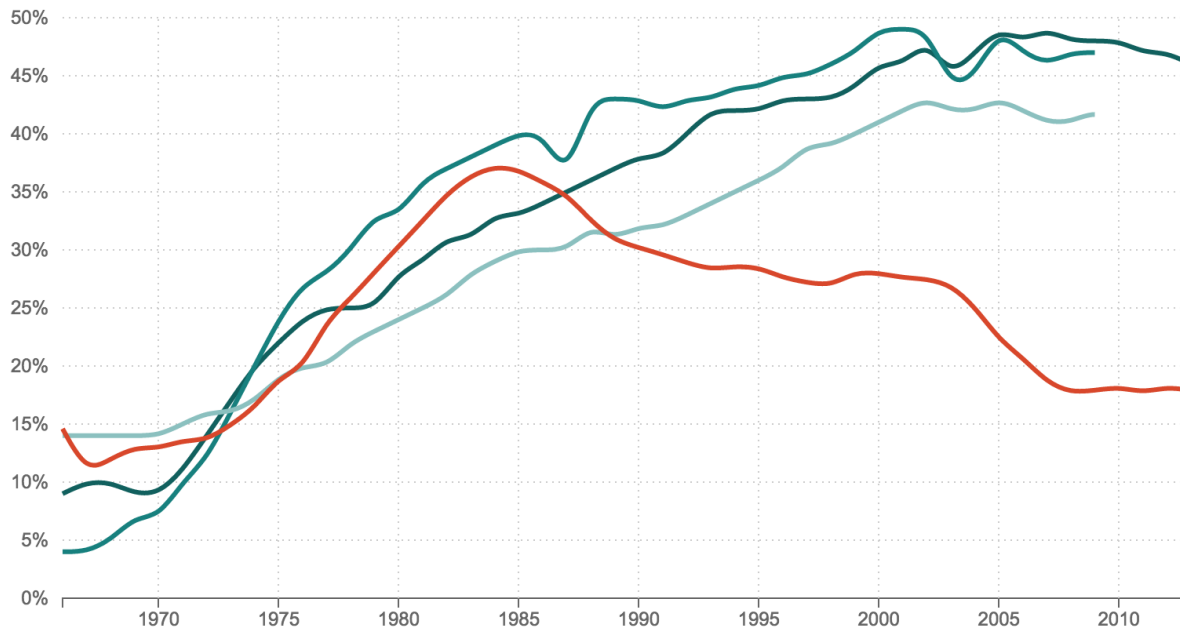
For more information and a free, color brochure, write to 40 East 34th Street, Dept. LT, New York, N.Y. 10016 (please include age and phone number). Outside U.S. or in New York State, call collect 212/889-5200. Staff applicants should apply in writing.



What Happened To Women In Computer Science?

% Of Women Majors, By Field

Medical School Law School Physical Sciences Computer science

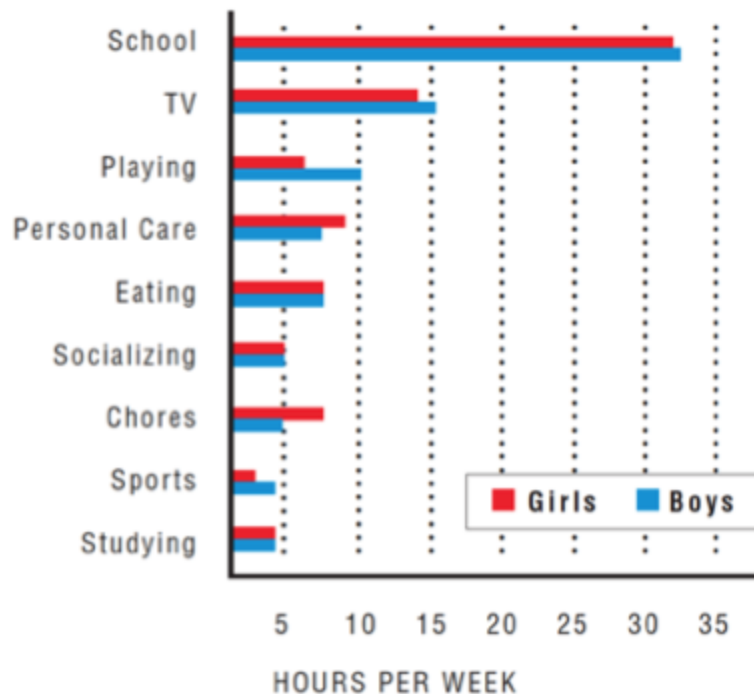


Source: National Science Foundation, American Bar Association, American Association of Medical Colleges

Credit: Quoc Trung Bui/NPR



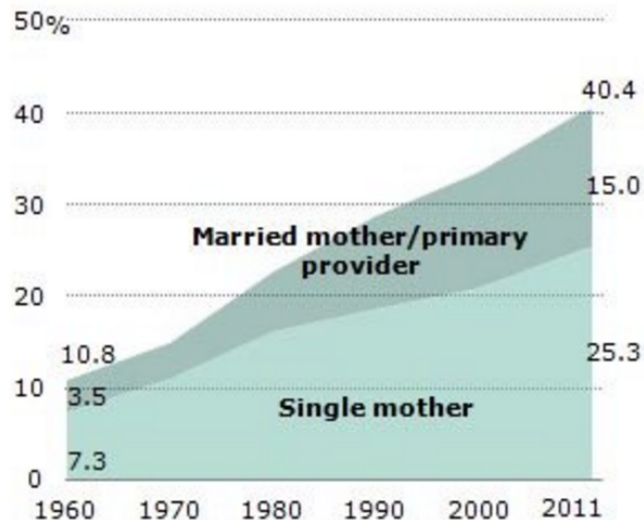
Average Time U.S. Children Ages 6-17 Spent on Activities, 2002-03



Source: UM Institute for Social Research, January 2007

Mother as the Sole or Primary Provider: 1960-2011

% based on households with children under age 18



Note: Single mothers include mothers who are never married, divorced, widowed, separated, or married but the spouse is not in the household.

Source: Pew Research Center analysis of the Decennial Census and American Community Surveys (ACS) Integrated Public Use Microdata Sample (IPUMS) files

PEW RESEARCH CENTER

No adverts for baby or fashion dolls featured boys



What do TV ads tell children about girls' and boys' play?
Read our research: lettoysbetoys.org.uk/tvads

(Data collected between 31st August and mid October 2015 on 9 UK channels over 30 hours of programming)

Just 4% of ads for toy vehicles featured girls



What do TV ads tell children about girls' and boys' play?
Read our research: lettoysbetoys.org.uk/tvads

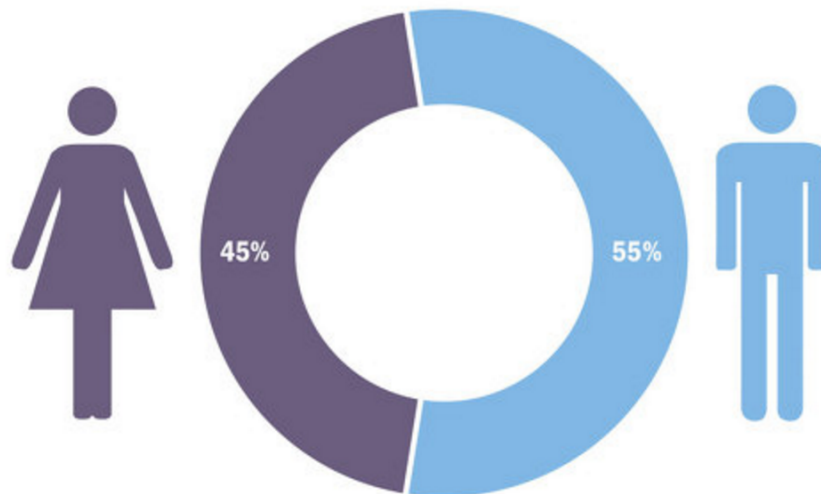
(Data collected between 31st August and mid October 2015 on 9 UK channels over 30 hours of programming)

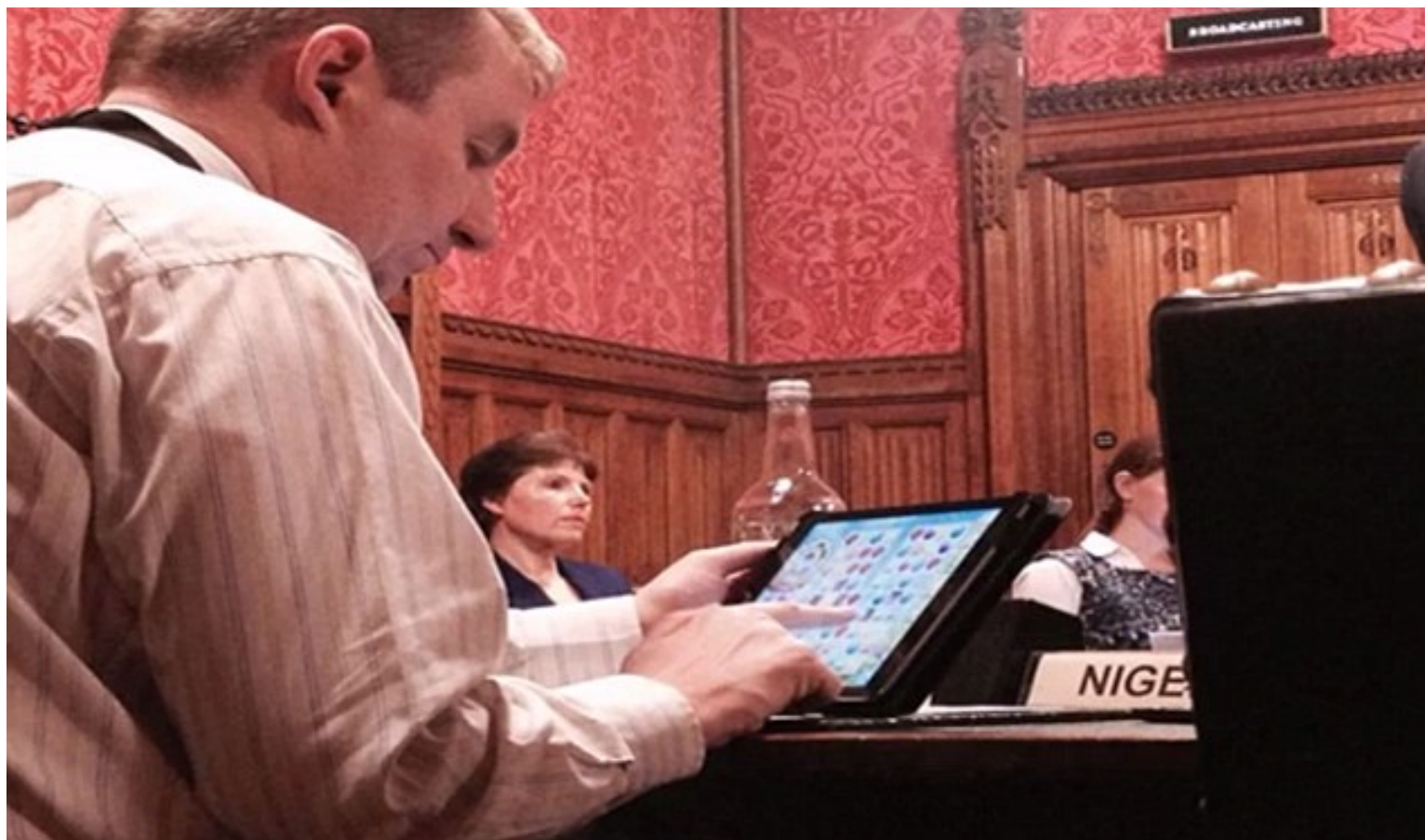


PLATFORM - NOT GENDER - DRIVES GAMER DIFFERENCES

This movement towards variety of experience has also been associated with a greater diversification of the player base.

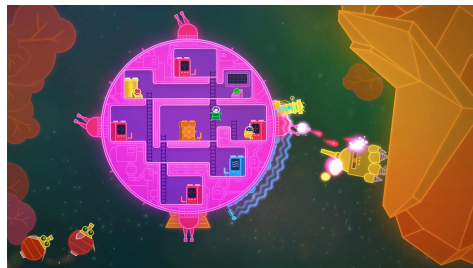
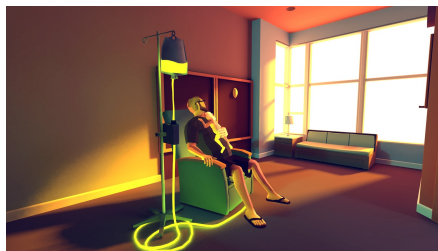
As of Q3 2014, the gender split has nearly reached parity.

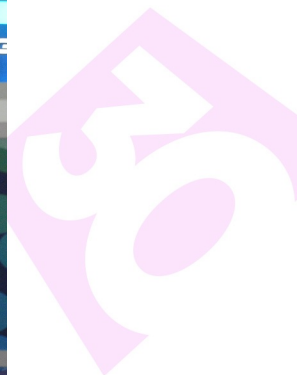
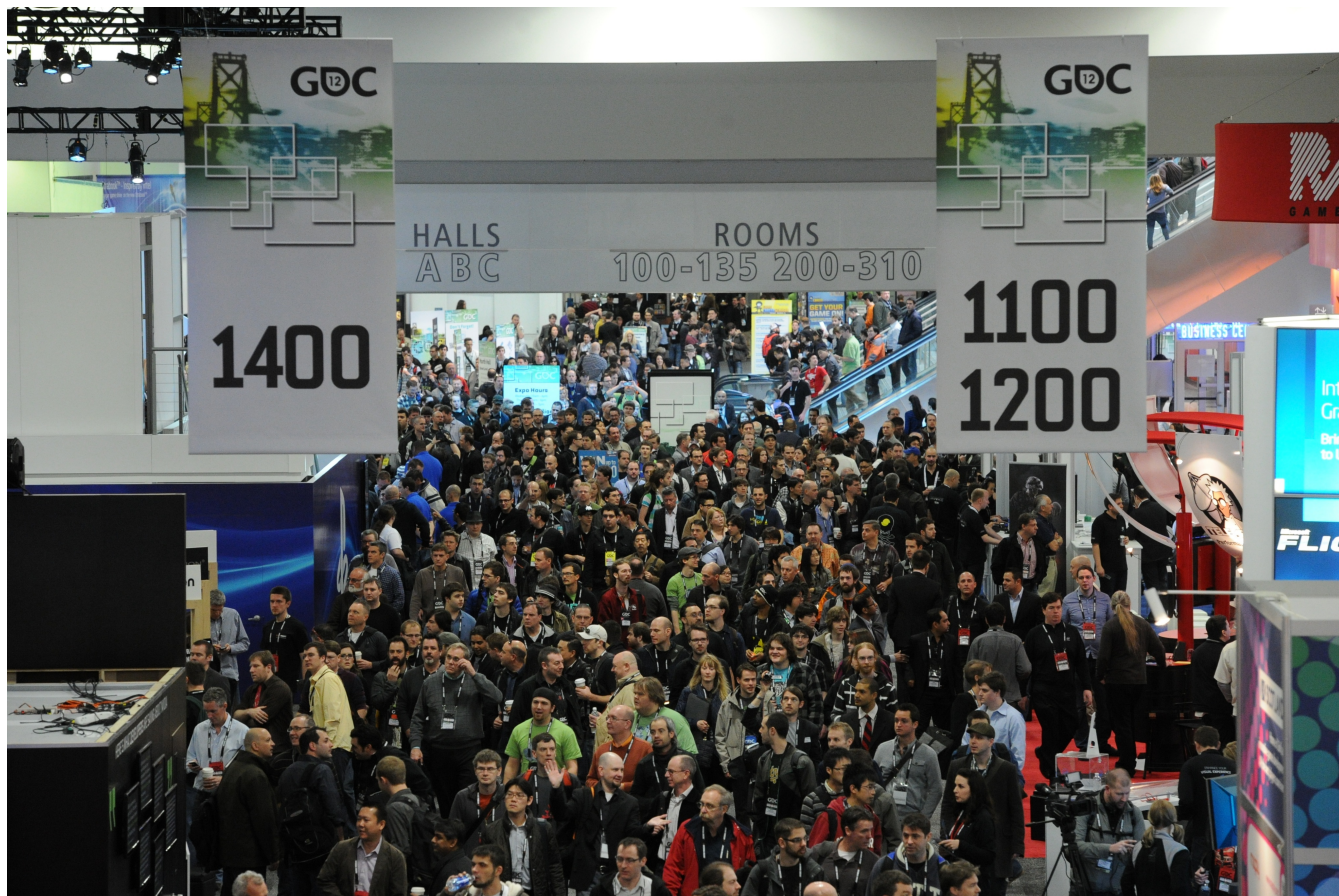






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