



**GDC MOBILE**  
SUMMIT

# Making a Sustainable Change Towards Diversity & Inclusion

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**GDC**

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1 year ago





*Tinna Nielsen*



***Making a Sustainable  
Change Towards  
Diversity & Inclusion***

1) Why?

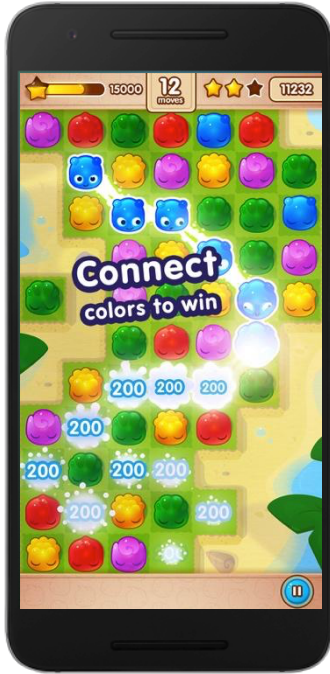
2) How?



# ***Making a Sustainable Change Towards Diversity & Inclusion***

**1) Why?**

**2) How?**

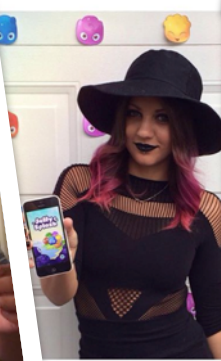
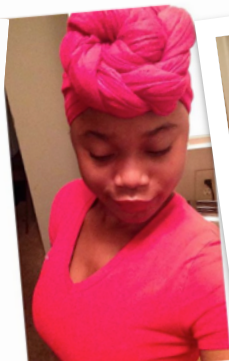
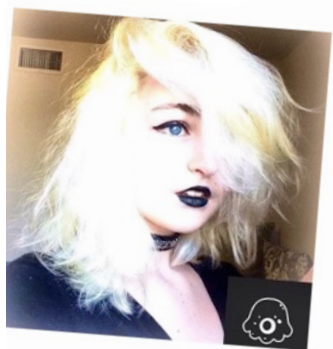


# Mobile games

## Free to Play



# Our players



# Dimensions of Diversity



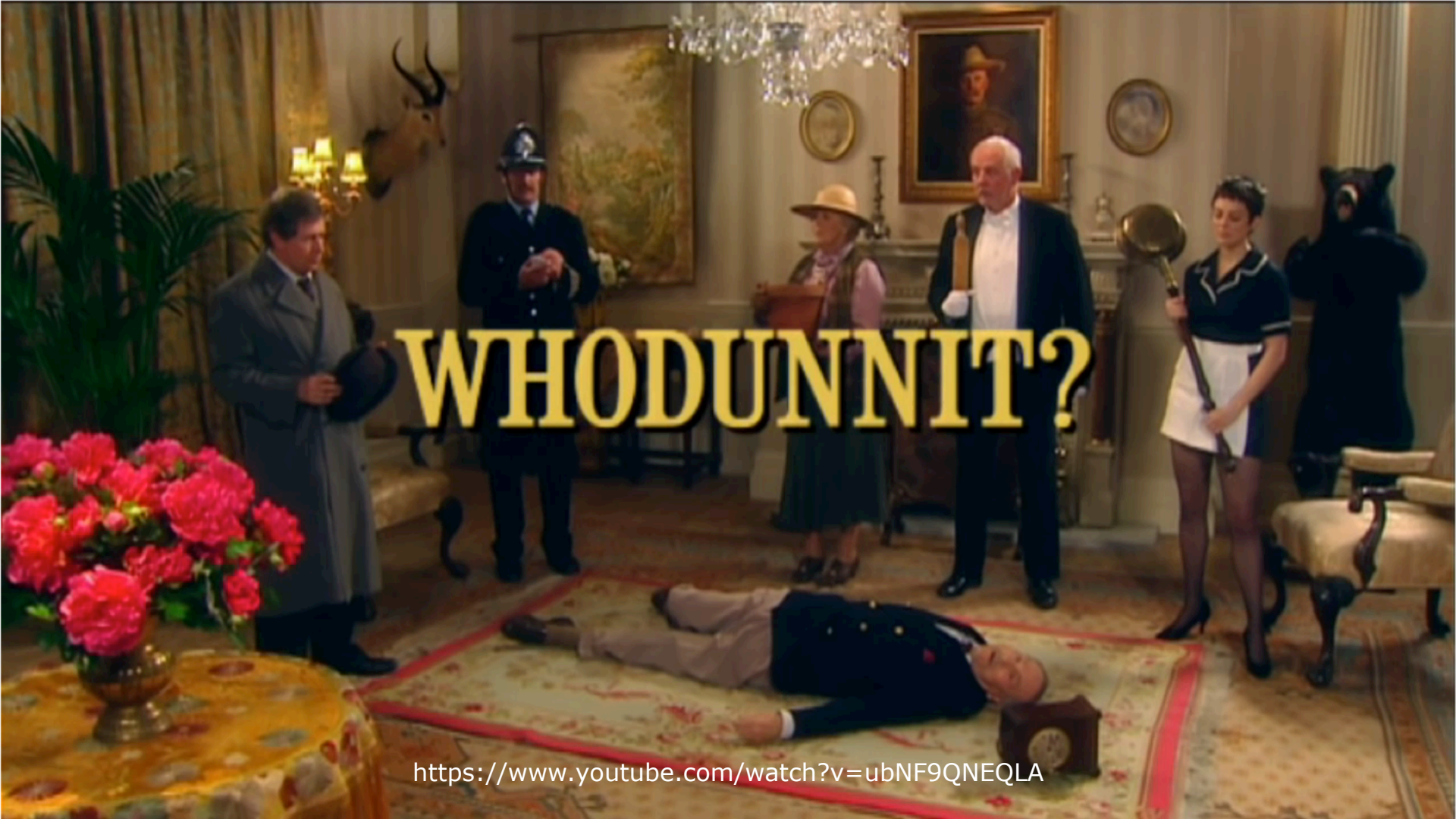
- Gender
- Sexual orientation
- Culture / ethnicity
- Race
- Age
- Ableness
- And more

# Create broadly appealing experience



Diverse perspectives are essential.



A scene from a British murder mystery television show set in a grand, ornate room. In the center, a man in a dark suit and light trousers lies face down on a patterned rug, with a pool of blood visible. Several people stand around him, looking concerned. On the left, a man in a grey overcoat holds a hat. Next to him is a man in a dark uniform and a peaked cap. In the center background, a woman in a pink top and a wide-brimmed hat stands near a fireplace. To her right, an older man in a dark suit and white shirt stands with his hands clasped. Further right, a woman in a dark blue dress with white trim and a white apron holds a large brass gong. On the far right, a person in a full black bear costume stands near a chair. The room is decorated with a large potted plant, a vase of red flowers on a table in the foreground, a mounted antelope head, a large painting, and a chandelier hanging from the ceiling.

# WHODUNNIT?

<https://www.youtube.com/watch?v=ubNF9QNEQLA>



**Did you notice the 21 changes?**

Selective attention

Our mind plays tricks on us

You need different view points



# It improves:



*Financial performance*

*Employee satisfaction*

*Customer satisfaction*

*Productivity*

*Creativity*

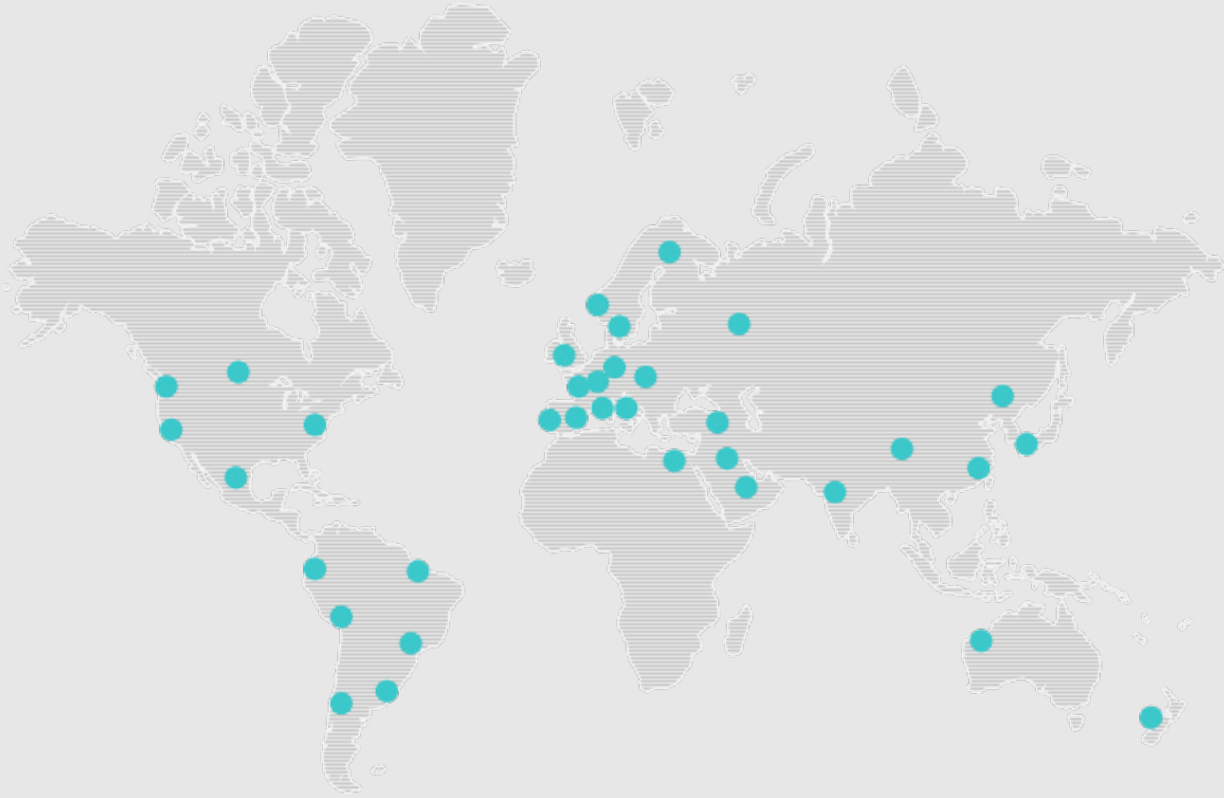
*Company reputation*



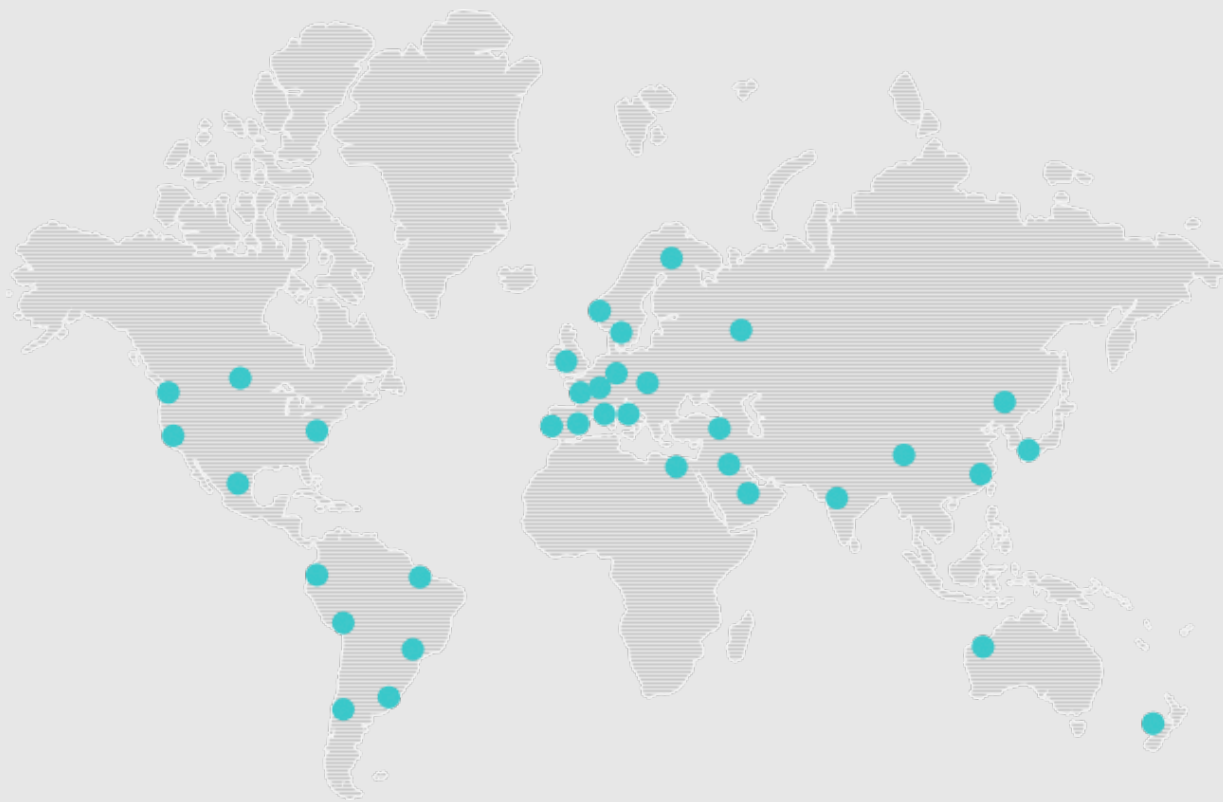
**Diversity**







40 nations



60%



40%

Nationalities

40



60%



40%

Avg. Age

33

Gender

♂ 72%

♀ 28%

- Game Teams

♂ 80%

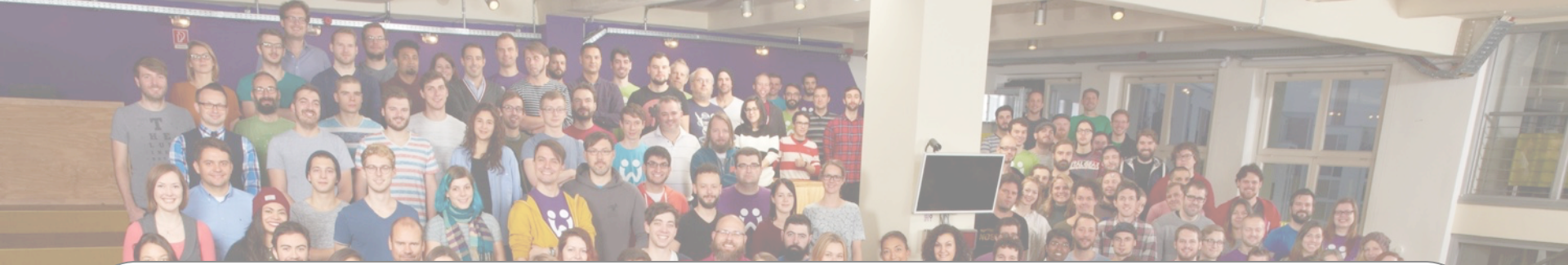
♀ 20%

- Engineers

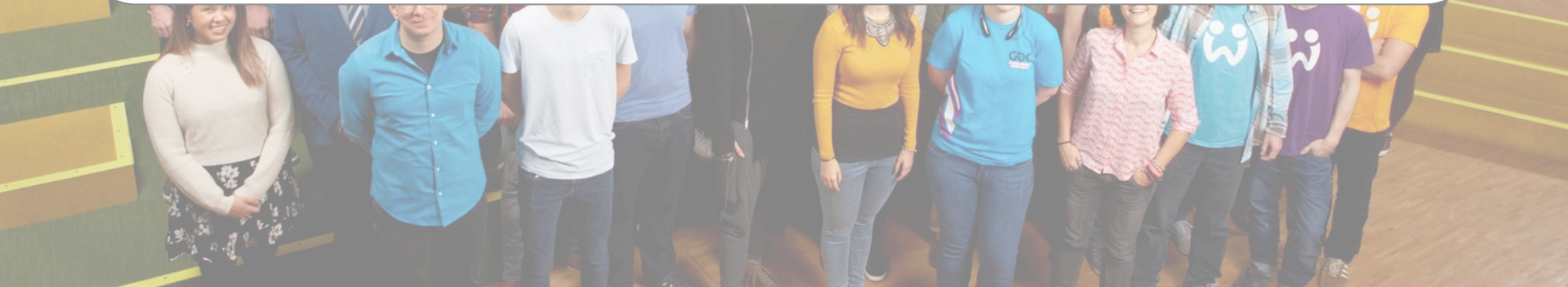
♂ 92%

♀ 8%

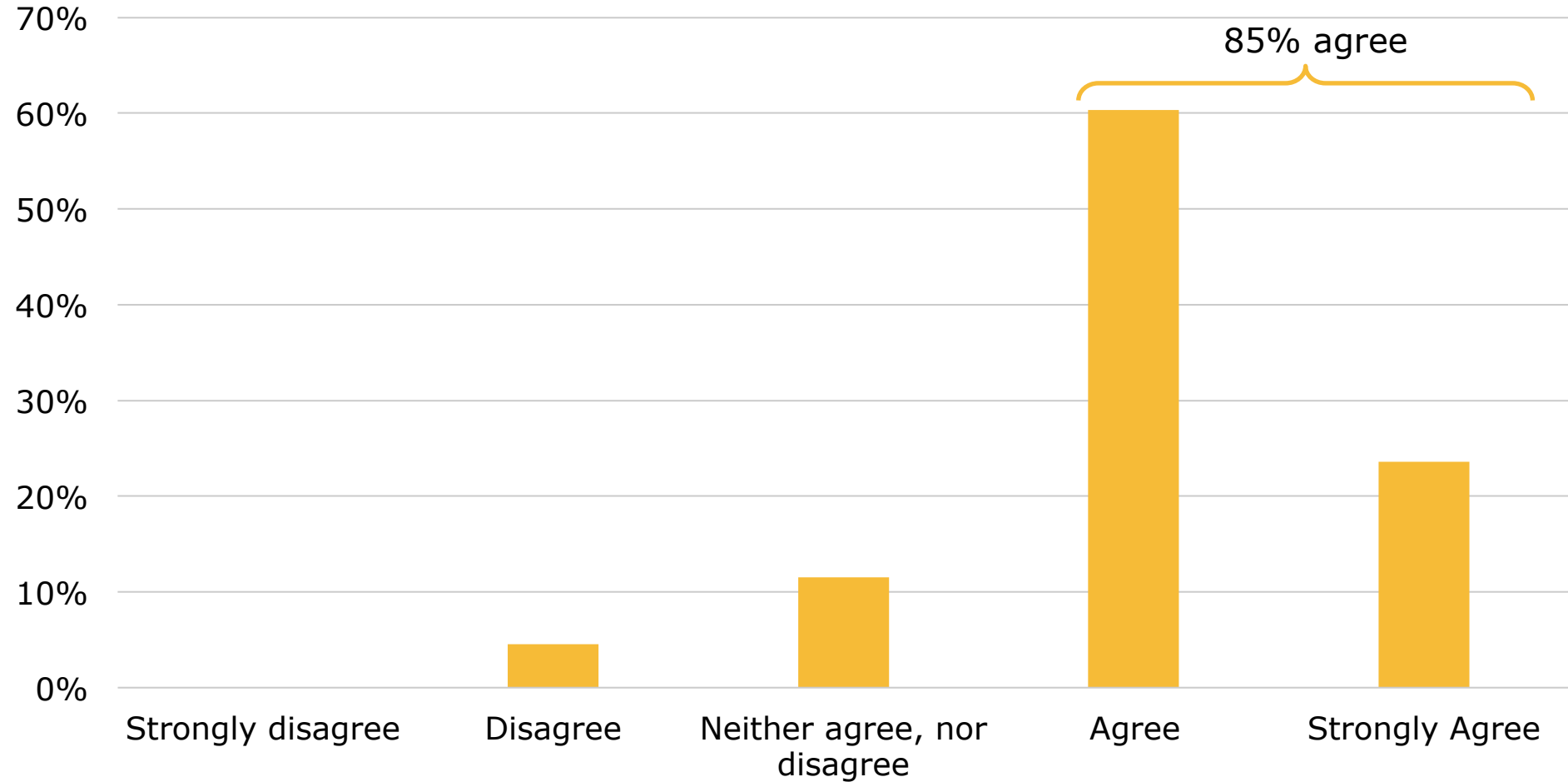




Wooga is inclusive of diverse  
cultures & values?



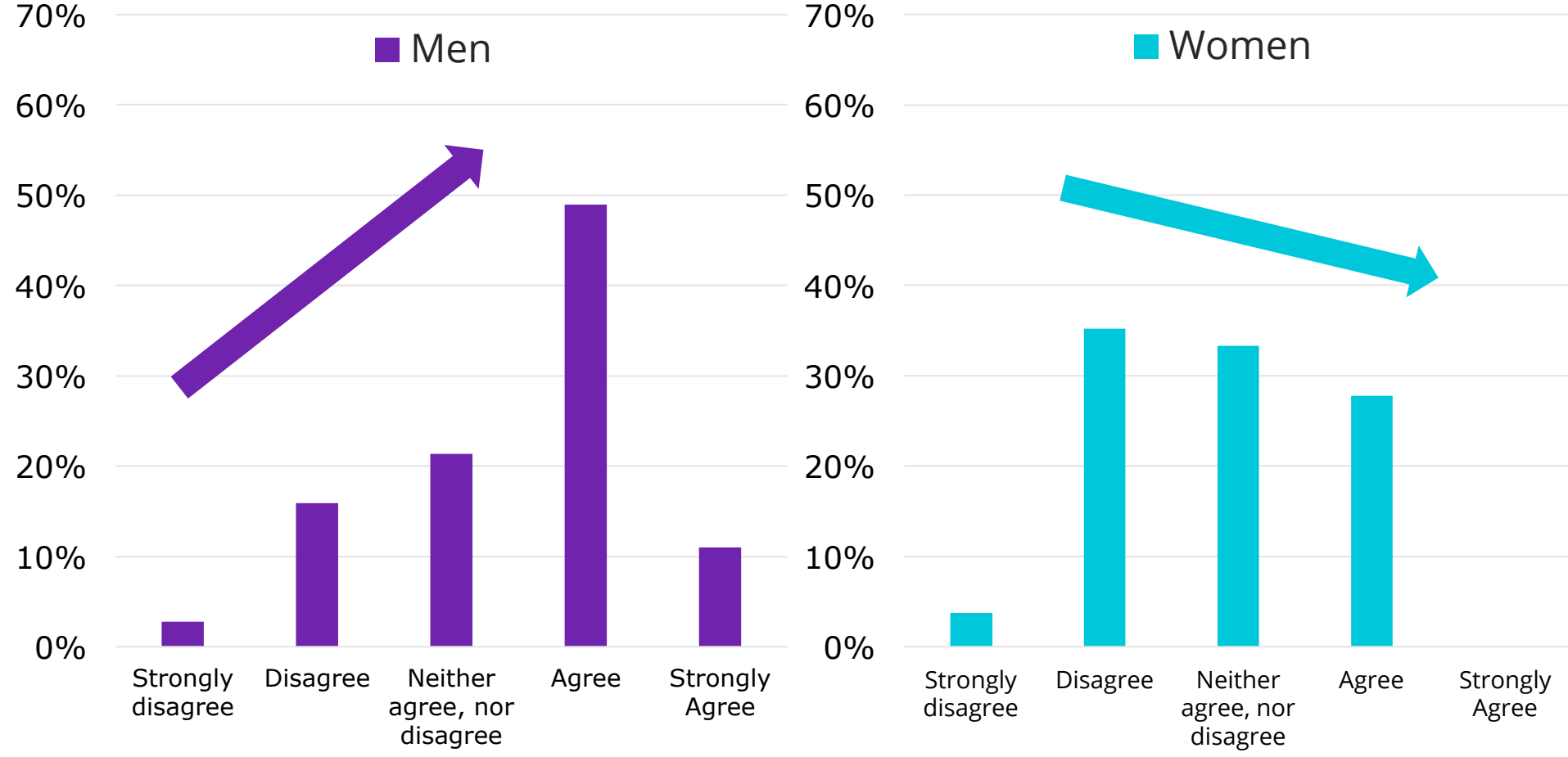
# Wooga is inclusive of diverse cultures & values





Wooga promotes diverse talent?

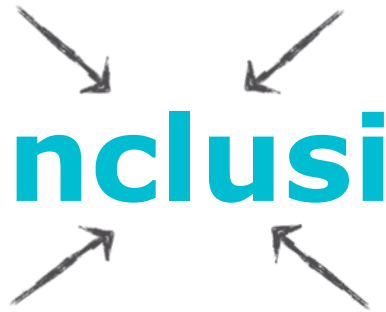
# Wooga Promotes Diverse Talent





# **Diversity** & Inclusion

# Diversity & **Inclusion**

Four grey arrows point towards the word 'Inclusion' from the top-left, top-right, bottom-left, and bottom-right directions.

*Sustainable diversity = inclusion*





A game is the result of teamwork.



# ***Making a Sustainable Change Towards Diversity & Inclusion***

**1) Why?**

**2) How?**



# Build better games

- Player experience
- Blind spots
- Benefits of diversity
- Better decisions





# ***Making a Sustainable Change Towards Diversity & Inclusion***

1) Why?

2) How?

## *D&I Programs*

Diversity 1.0

Raise  
awareness

Diversity 2.0

Draw  
benefits

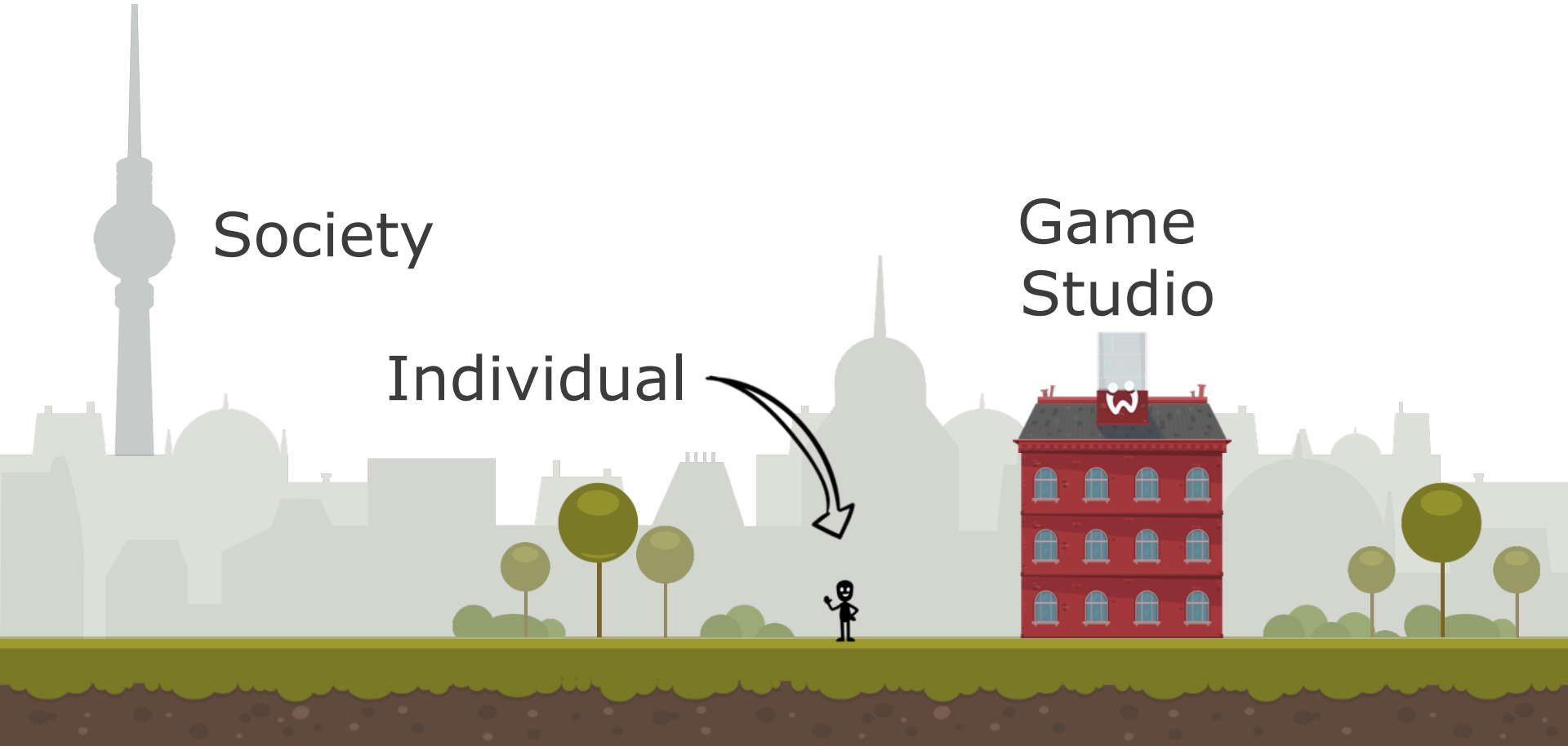
Inclusion 3.0

Change  
systems

Society

Game  
Studio

Individual







Society

Individual

Game  
Studio



Disclaimer

# Get started



- **Assess culture**  
Transparency, self-development, no finger pointing
- **Have leadership buy-in**
- **Link to company purpose**



Making the most  
of our differences  
to create great games





# Get started



- **Assess culture**  
Transparency, self-development, no finger pointing
- **Have leadership buy-in**
- **Link to company purpose**
- **Evaluate existing systems**  
Performance, talent acquisition, promotions  
→ Foster or hinder inclusion?



# Avoid things that don't work



- One time “diversity” talk
- “Fixing” people
- Mandatory trainings\*

\*Frank Dobbin, Alexandra Kalev – Why diversity programs fail ([HBR](#))



# Test Inclusion Nudges

Tinna C. Nielsen and Lisa Kepinski



- Simple interventions on behavior, culture, & systems
- Target decision-making

<http://inclusion-nudges.org/>

# E.g. Nudges when promoting

Inclusion Nudges Guidebook



Full list of  
candidates

*"Who am I forgetting?"*

Everyone as  
"Ready Now"

→ *"Why is candidate not ready?"*



# Develop Inclusive Leadership



- Ensure different voices are heard

A color photograph of the Solomon Asch line judgment experiment setup. The room contains a whiteboard, a wooden table with yellow chairs, and a black music stand. Five men are present: one in a white shirt on the left, one in a light blue shirt standing behind the table, one in a red shirt standing behind the table, one in a red shirt standing behind the table, and one in a light grey shirt standing on the right. The man in the light grey shirt is the experimenter, and the other four are the participants.

# Solomon Asch Experiment

<https://www.youtube.com/watch?v=qA-gbpt7Ts8>

We tend to conform to the group.





Group pressure changes  
our perceptions.

Express a different  
view, we feel anxiety.



# Develop Inclusive Leadership



- Ensure different voices are heard
- Recognize bias
- Build trust in teams

# Because teams thrive in a...



Climate of trust and collaboration  
towards a shared goal

Society

Game  
Studio

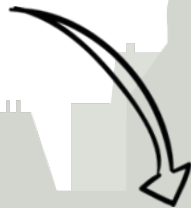
Individual



Society

Game  
Studio

Individual







## **Organizing**

*Girls Day*

*Girls Make Games*

*Hour of Code*

## **Hosting**

*Refugees on Rails*

*Frauenloop*

*Women Who Code*



## **Public Events**

*Code Documentary*

*Learning from Google*

# How it helps?



- Role models
- First experience
- Positive impact



Society

Game  
Studio

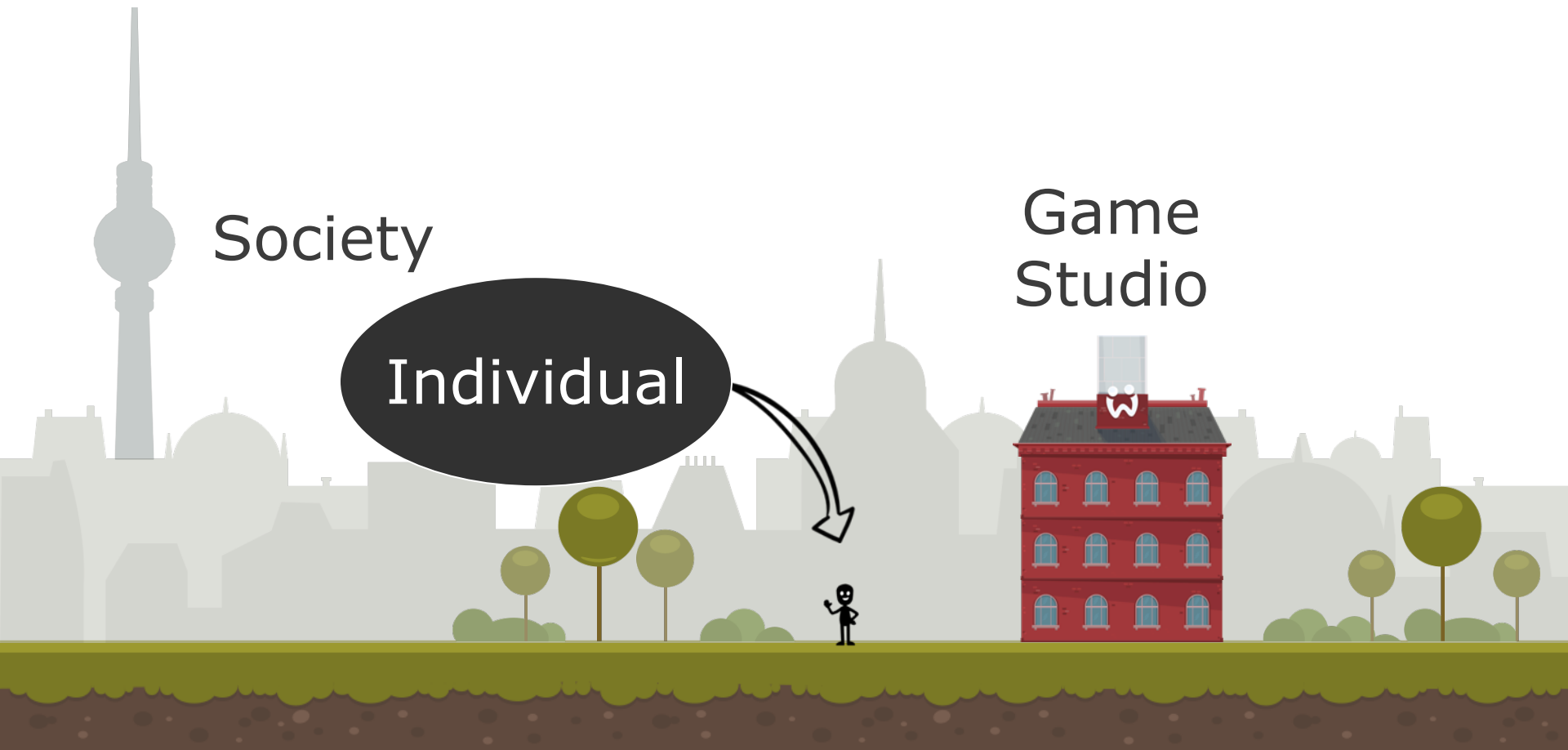
Individual



Society

Individual

Game  
Studio





# Try out flip-it questions

Reduce bias in the situation



*"If she had 10 years more experience, would I listen more?"*

*"If he had an accent like myself, would I listen differently?"*

*"If she were a man, would I find him too assertive?"*

# Point out interruptions



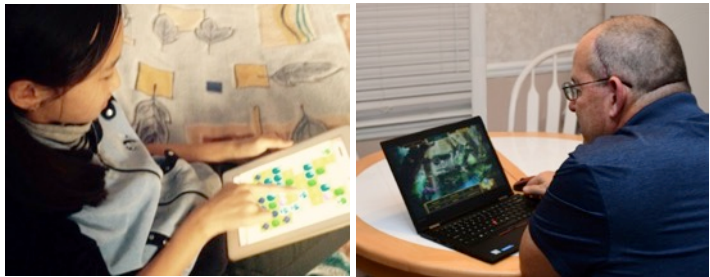
Women are interrupted about 3x more than men

# Start retros with prime directive



“(..) everyone did the best job  
they could, given what they  
knew at the time, (...)”

# Examine your game



- Diverse user tests
  - Get fresh feedback
  - Question bias in narrative
- 10 Ways to Make Your Game More Diverse  
Meg Jayanth



# Game Studio

Evaluate systems  
Inclusion nudges

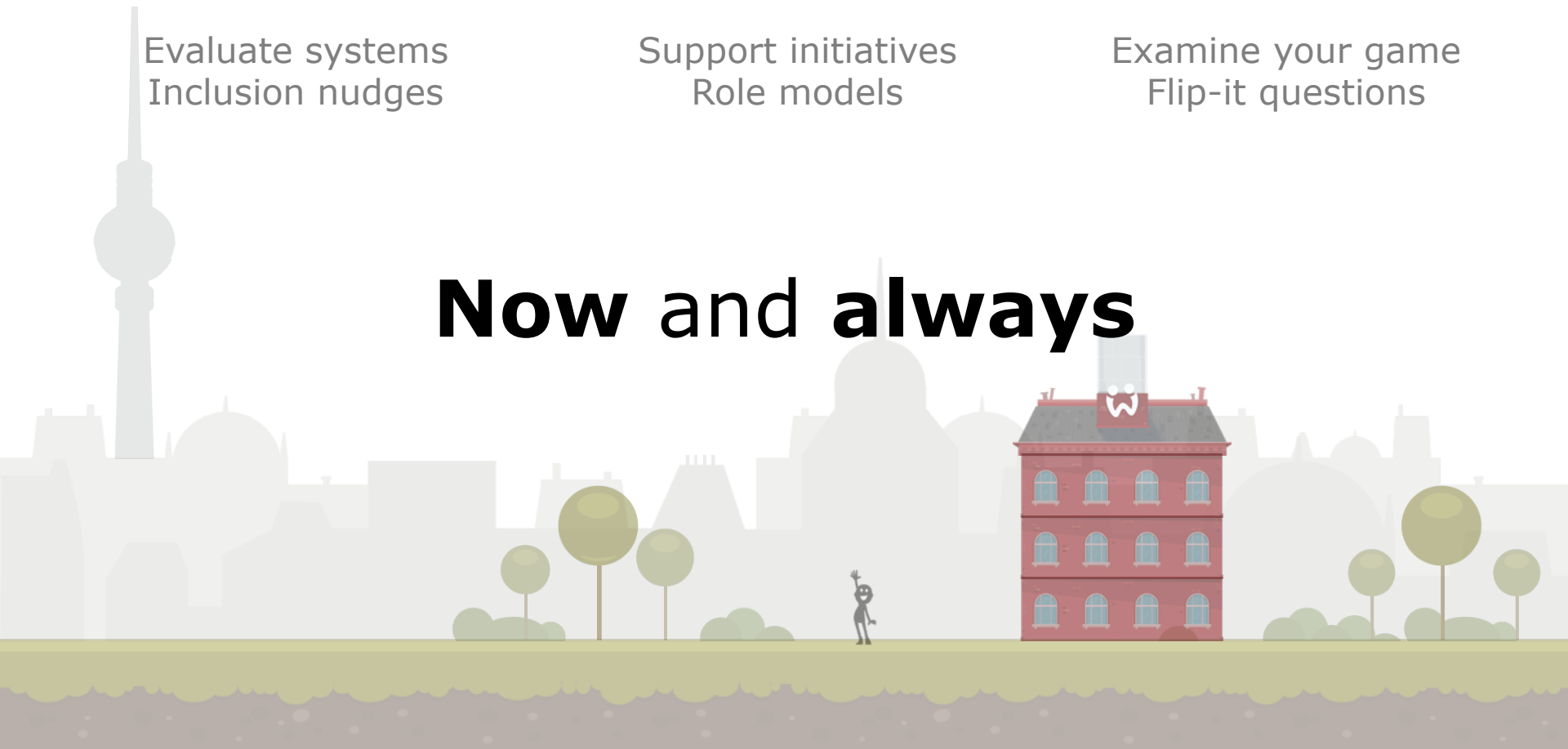
# Society

Support initiatives  
Role models

# Individual

Examine your game  
Flip-it questions

**Now and always**





**GDC MOBILE**  
— S U M M I T —

# Let's talk!

Contact me:  
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UBM