

# WOMEN IN GAMES 2006

## Conference Programme



[www.womeningames.com](http://www.womeningames.com)

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# Women in Games Conference 2006

The School of Computing at the University of Teesside is delighted to play host to the 3rd annual Women in Games Conference.

Teesside University has been among the top three UK providers of computer games courses for 10 years, running 15 different games related courses with seven tailored to the industry. It is also extremely strong in the field of animation, being one of only six universities to receive Skillset accreditation in the subject. Facilities will expand in 2007 on completion of two buildings, offering dedicated games and animation facilities, motion capture and sound stages.

## Games Courses:

BSc (Hons) Computer Games Programming  
BSc (Hons) Computer Games Science  
BA (Hons) Computer Games Design  
BA (Hons) Computer Games Art  
BA (Hons) Digital music and Computer Games Design  
MSc Computer Games Programming  
MA Computer Games Art

## Games related courses include:

BA (Hons) Creative Visualisation  
BA (Hons) Digital Music Creation  
BA (Hons) Mobile Entertainment  
BSc (Hons) Visualisation  
BA (Hons) Computer Animation  
BA (Hons) Digital Character Animation  
MA Computer Animation  
MSc Computer Animation and Graphical Technology Applications

## Animex

The Animex International Festival of Animation and Computer Games takes place annually at Teesside University and features many high profile speakers such as: Levelord, Ray Harryhausen, Pixar. and Dreamworks to name a few. The festival provides animators, directors, students, artists, actors, designers, writers and educators with a forum in which to share knowledge and skills.

The Animex Student Animation Awards is seen as the premier showcase event for students in animation, visualisation and computer games, attracting submissions from all over the world with over 32 countries taking part.

[www.animex.net](http://www.animex.net)

**Monday 10th July 2006**

**9.30 - 10.00 am**

**Registration and Coffee** - Location: Europa Building.

**10.00 -10.10**

**Welcome Address - Professor Graham Henderson**

**Vice Chancellor** of the University of Teesside

**10.10 - 10.30**

**Women in Games Opening Address**

**Mark Eyles** Founder of Women in Games and **Gabrielle Kent**, 2006 host

**10.30 - 11.30**

**Keynote - Quality of Life**

**Deborah Tillet** - CEO Breakaway Games

How Breakaway Ltd has taken steps to ensure happy, productive employees with a good home/work life balance.

*Talk sponsored by The Digital City*

**11.30 - 12.00**

**Gender Differences in Talking to Teddybears**

**Ken Newman**, Senior Lecturer, Department of Creative Technologies, University of Portsmouth

This paper examines the way people experience role-playing and narrative. In particular the study uses the Fun Unification Model (Newman, 2005) to examine the correlations between individual predisposition and response.

**12.00 - 13.00**

**Lunch** - Location: Staff Lounge, Clarendon Building

**13.00 - 13.50**

**Pink, Purple and Puzzling in the Park:  
Alternate Reality Games Workshop**

**Mark Eyles**, Senior Lecturer/Advanced Games Research Group, University of Portsmouth.

This fun, informal workshop involves brainstorming ideas for alternate reality games. *Location: Staff Lounge, Clarendon Building*

*10 minute break to allow delegates to return to main conference theatre.*

14.00 - 15.00

## Theory and Practice: A Panel on Nordic Gaming Initiatives for Women

Moderated by: **T.L. Taylor** - Associate professor at the IT University of Copenhagen and the Center for Computer Games Research

Panel Members are: **Sonja Kangas** - PlayTech, **Lisa Lindell** and **Annika Olofsdotter Bergström** - SuperMarit, **Emma Witkowski** and **Tina Lybaek** - Edu-art

15.00 - 15.30

## Coffee break + Posters

15.30 - 16.00

## Click 2005! Developing the Ultimate Urban Adventure Game for Middle School Girls

Betsy DiSalvo and Anuja Parikh

UPCLOSE | University of Pittsburgh Center for Learning in Out-of-School Environments Learning Research and Development Center

16.00 - 16.30

## Playing with Gender: Performance and Subversion in Resident Evil Online

Joanna S. Robinson, MA Student & Research Assistant, Brock University, Ontario, Canada

16.30 - 17.30

## Quality of Life Panel

Moderated by **Jason Della Rocca** - Executive Director of IGDA

As a regular speaker on issues that affect the developer community - such as quality of life, creative freedoms, workforce diversity and credit standards - Jason will be hosting a panel on Quality of Life in the industry. Panel members include **Deborah Tillet** - President BreakAway Games Ltd, **Kim Blake** - Creative Manager, Blitz Games, **Jason Falcus** - Operations Director, Atomic Planet Entertainment Ltd and **Jules McGurren** - Art Manager, Bizarre Creations.

17.30

## Day 1 Close





**We would like to invite all of our delegates and sponsors to join us for a drinks reception and conference dinner.**

**19.00 - 19.30**

### **Drinks and Networking Reception**

**Thistle Hotel** Middlesbrough. Sponsored by the Digital Knowledge Exchange

**19.30**

### **Conference Dinner**

**Thistle Hotel** Middlesbrough. Sponsored by Strange Agency

Evening entertainment provided by **VJ CaCi** and **DJ Bobzilla**.  
Sponsored by Middlesbrough Borough Council

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## **Posters**

Poster presentations will be on display in the 1st floor atrium throughout the conference along with a selection of final year work by University of Teesside games students. The authors of the posters will be available to discuss their work during the coffee breaks.

### **JwJwka - a Flying Chick**

**Kazuko Uchida**. Student at the University of Teesside

### **Star World**

**Maggie Parker**. PhD researcher at the University of Teesside

### **What Women Want?**

**Hannah Marston**. Researcher at the University of Teesside

Tuesday 11th July 2006

09.00 - 10.00

### Panel Session - Hiring and Retaining the Best: Thinking outside the box to fill those next gen positions

**Mary Margaret Walker**, CEO of Mary-Margaret.com, Inc. moderates a panel of UK Hiring Managers who will be talking about their successful experiences hiring for skills and aptitudes rather than the direct work experience that doesn't yet exist on the next generation platforms.

**Panel members are:** **Kaye Elling**, Creative Manager Blitz Games Ltd, **Nathan Cockburn**, HR manager Rare, a division of Microsoft, **Gordon Ross**, CEO Genuine Games.

10.00 - 10.30

### The Making of an Art Game

**Emma Westecott**, Games Research Fellow Synergy International Film School Wales / Newport School of Art, Media and Design / University of Wales  
This paper explores the development of an art game in the contextual frame of a very specific brief and includes a close reading of the creative process of an independent game designer working outside the mainstream industry.

10.30 - 11.00

### Coffee break + Posters

11.00 - 12.00

### Keynote: A future for gender and computer game studies?

**T.L. Taylor**. Associate professor at the IT University of Copenhagen and the Center for Computer Games Research. T.L. explores the current state of research of gender and computer game studies, proposing some interventions for how we might proceed in understanding this complicated terrain. Drawing on work that interrogates the structural side of playful engagement, as well as projects that use more activist and action-oriented models for change, this talk will challenge some traditional formulations of "gendered play" with the hopes of broadening out the picture of where we go from here.

12.00 - 12.30

## Games for Women: the Perfect Recipe

**Jo Clay**, Technical Director of Strange Agency explores the way that Strange Analyst software can identify key features that attract the 'girl gamer'

12.30 - 13.30

**Lunch** - Location: Learning Resource Centre Boardroom. Hosted by the Vice Chancellors office

13.30 - 14.00

## Eduteams

**Helen Routledge** - Product Manager at TPLD, a Games Based Learning company, working with Dundee City Council and St Saviours High School, piloted an enterprising work experience program, to create a team of pupils to design an educational game as part of TPLD's educational software Eduteams to be used in schools around the UK. The twist...after the interview process, the final team members were all girls! Helen and one of the teams demonstrate the results

14.00 - 14.20

## Red Frontier: Using a Collaborative Game to Concretise Abstract Programming Concepts

**Elisabeth Yaneske**, Senior Lecturer, University of Teesside. A project to create a computer-based educational simulation game, the aim of which is to enable learners to concretise abstract programming concepts.

14.20 - 14.40

## Agent O in action; mobile gaming in schools

**Elisabet M Nilsson**, PhD candidate, Malmö University Centre for Games Studies, Sweden. Presentation of work-in-progress, using hand held games in school for technology-related learning, to enhance and support girls' interest in technology.

14.40 - 15.00

## Make a Game. An analysis of girls making games

**Mirjam Vosmeer**. University of Amsterdam

This talk investigates whether the 'Make a Game' educational project can be a useful tool to increase female students interest in videogaming and ICT.



15.00 - 15.30

**Coffee break + Posters**

15.30 - 16.00

**Frag Dolls UK**

**Kirsten Kearney**, Games Journalist and UK Frag Doll Kitt

Kirsten discusses Ubisoft's original vision behind the Frag Dolls in terms of building the community and commercial gains, how that's evolved over time, and where Frag Dolls is at now as well as talking about her experiences as high profile female gamer in the UK

16.00 - 17.00

**Keynote: Sex in Games**

**Kyle Machulis**, Software Developer – Linden Labs

Before Hot Coffee, before Playboy: The Mansion, even before the 1980's Leisure Suit Larry series, there was sex in video games... and lots of it. From flirting in MUDs to hardcore sexual simulators to the emerging field of teledildonics, sex in games is nearly as old as the medium itself. Sex isn't limited to the games themselves, of course. The infamous E3 booth babes are as much a part of sex in games as the characters that walk through game worlds, and sexual content found in video game advertising has as strong a place in the discussion as emergent sexual content in MMORPGs. Wherever sexual content has found itself, controversy has always followed - from Custer's Revenge to the Leisure Suit Larry laws to the 1993 Congressional Hearings to today's attempts at legislation and censorship. Interested in the topic? Wonder where it's going? Wonder how far it's already gone? Come to this adults-only talk authored by Brenda Brathwaite.

17.00

**Conference close**





## Speaker Profiles

**T.L. Taylor** - associate professor at the IT University of Copenhagen and the Center for Computer Games Research.

T.L. has been working in the field of internet and multi-user studies for over a decade and has published on topics such as values in design, avatars and online embodiment, powergaming, gender and gaming, pervasive gaming, and intellectual property in MMOGs. Her current book *Play between Worlds: Exploring Online Game Culture* (MIT Press, 2006) uses her multi-year ethnography of EverQuest to explore issues related to play and game culture. For more information: [www.itu.dk/~tltaylor](http://www.itu.dk/~tltaylor)

**Deborah Tillet** - President - BreakAway Games, Ltd.

Deborah is the president of a company with 94 employees and growing, with a new studio recently opened in the state of Texas, in addition to their headquarters in Maryland. BreakAway has always held a dual market strategy, looking to gain profit from both the entertainment industry and the serious games industry. They maintain the practice that happy employees make productive employees, and implement several plans in order to keep their employees happy. Before joining BreakAway, Deborah was a Partner at the Consulting firm Eager Street Group and held the position of Chief Marketing Officer of Firewater.com. She has also held senior management positions at other technology companies, including MicroProse Software where she was VP of Marketing. She was founder and President of OT Sports, LLC, an ABC/Walt Disney Company joint venture, and co-launched three successful Internet startups.

[www.breakawaygames.com](http://www.breakawaygames.com)

**Kyle Machulis** - Software Developer – Linden Labs, Head of Nonpolynomial Network

Kyle is known as a tinkerer/hacker/pioneer/visionary in the realm of sex technology (or at least, a ton of bloggers seem to think so). Through his Slashdong webpage, he uses the topic of teledildonics (remotely actuated sexual experience) to teach the basic concepts of electrical and mechanical engineering. He also tracks the convergence of sex and technological advances in toys and interaction. An (accidental) expert in the field of sex in Video Games, he is on the leadership council of the IGDA Sex In Games Special Interest Group, a gathering of game developers, academics, and players interested in discussing the role of sex in interactive entertainment. His MMORgy Project keeps the community updated on the intimate happenings of the Massively Multiplayer Online Gaming world, where emergent sex (intimate encounters not originally planned as part of the game/world by developers) has become a hot topic and oft-seen event.

[www.nonpolynomial.com](http://www.nonpolynomial.com)



**Kirsten Kearney - UK Frag Doll - Kitt**

Kirsten Kearney has been a journalist for 10 years. She left a long career in television at the BBC after having her son, and moved into print journalism specialising in reviewing and column writing on videogames and the games industry. As a Frag Doll she spends a great deal of time within the gaming community, promoting and strengthening the presence of women as gamers and presiding over high profile gaming events on Xbox Live.

[www.fragdolls.co.uk](http://www.fragdolls.co.uk)   [www.ubisoft.co.uk](http://www.ubisoft.co.uk)

**Mary-Margaret Walker - CEO of Mary-Margaret.com Recruiting and Business Services**

Mary Margaret leads the recruitment strategies and new business endeavors for Mary-Margaret.com. She brings to the role 14 years of experience in recruiting and 6 years of experience in video game development. Prior to moving to recruiting in 1996, Mary Margaret was Manager of Studio Services for The 3DO Company managing the milestones and development process of all projects in production and the hiring of over 200 employees. Previously, she was at Origin Systems where she created the company's Human Resources department and contributed to titles in development as a Design Manager. Mary Margaret is a regular speaker at international trade shows and has authored numerous articles. She was a contributing author to Ernest Adams' popular book, Break Into The Game Industry: How to Get a Job Making Video Games. A founding member of the IGDA, Mary Margaret holds a Bachelor of Arts degree from Texas Christian University and M.B.A. from Sacred Heart University. [www.mary-margaret.com](http://www.mary-margaret.com)

**Jason Della Rocca - Executive Director of IGDA.**

Jason is the executive director of the International Game Developers Association (IGDA), a professional society committed to advancing the careers and enhancing the lives of game developers. Jason and the IGDA focus on connecting developers with their peers, promoting professional development, and advocating on issues that affect the developer community -- such as quality of life, creative freedoms, workforce diversity and credit standards. As the spokesperson for the IGDA, Jason has appeared in countless news outlets (e.g., Wired, Nightline, LA Times, NPR, Wall Street Journal, G4, etc) and has spoken at conferences around the world (e.g., GDC, E3, TGS, SIGGRAPH, ChinaJoy, DiGRA, etc). Jason has been a member of the game development community for over a decade, and has spent time at Matrox Graphics, Quazal and Silicon Graphics. [www.igda.com](http://www.igda.com) Jason can be reached via [Jason@igda.org](mailto:Jason@igda.org)

## Conference Information

The first Women in Games conference was set up in 2004 by **Mark Eyles**, Senior Lecturer in Computer Games at the University of Portsmouth. Now in its third year, the conference has proved to be highly successful in bringing together and facilitating debate between games companies, academics and students with an interest in the issues surrounding gender and games.

## Steering Committee

The conference steering committee consists of a diverse group of people working in and around the games industry.

<b>Mark Eyles</b>	Senior Lecturer in Computer Games, Advanced Games Research Group, University of Portsmouth
<b>Helen Kennedy</b>	Senior Lecturer, Gender and Computer Games, University of the West of England
<b>Gabrielle Kent</b>	Senior Lecturer in Computer Games Art and Design, Animex Game Co-ordinator. University of Teesside
<b>Aphra Kerr</b>	Author, lecturer in sociology. National University of Ireland, Maynooth
<b>Alex Krotoski</b>	Journalist, TV presenter, Graduate Student, University of Surrey
<b>Sandi Kurkdjian</b>	Lawyer, Harbottle and Lewis, London
<b>Maggie Parker</b>	PhD Researcher: Digital Artist, University of Teesside
<b>Inga Paterson</b>	Lecturer in Computer Arts, University of Abertay
<b>Sherri Graner Ray</b>	Senior Designer - Sony Online Entertainment. Author of 'Gender Inclusive Game Design'
<b>T.L. Taylor</b>	Associate Professor in the Center for Computer Games Research at the IT University of Copenhagen.

## Festival Support

**Gabrielle Kent** and **Maggie Parker** - Organisers  
**Mandie Gray** - Bookings and Finance  
**Stewart Milne** - Conference support  
**James Cianciaruso** – Graphic Design  
**Elaine Haswell** - Lecture Theatre Support  
**Stephen Murray** - Exhibition and Photography  
**Ryan Hunt** - Exhibition and proceedings CD  
Hannah Marston - Organisation assistance  
**Howard Abraham** - Student Helper  
**Jeremiah Alexander** - Student Helper

The WiG Committee would like to thank all of our sponsors and supporters for making this event possible!

## Sponsors

The University of Teesside	<a href="http://www.tees.ac.uk">www.tees.ac.uk</a>
Codeworks Game-Horizon	<a href="http://www.gamehorizon.net">www.gamehorizon.net</a>
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## Supporters

Harbottle and Lewis	<a href="http://www.harbottle.com">www.harbottle.com</a>
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The Digital Women's Network	<a href="http://www.digitalwomensnetwork.org">www.digitalwomensnetwork.org</a>
3D Palace	<a href="http://www.3d-palace.com">www.3d-palace.com</a>

We would also like to thank all of our speakers and delegates for their support!

## Sponsorship Opportunities

If you are interested in supporting or hosting future Women in Games events, please contact: [enquiries@womeningames.com](mailto:enquiries@womeningames.com)

