Podium Presentation
The Beauty Myth Played Through in Video Games
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This research paper explores the topic of sexism in the video game industry by applying Naomi Wolf’s concept of The Beauty Myth. The Beauty Myth explains that the media is damaging towards women due to negative gender stereotyping and violent sexual imagery. In this piece, I use scholarly research to critically analyze how well The Beauty Myth is exemplified in the form of video games. I present evidence to show that the gender stereotyped images in video games do not make men more violent and women more submissive, but, in the end, they still promote sexism. Many video games utilize gender stereotypes by glorifying hyper-masculine male characters and demeaning female characters by objectifying them. Studies have proven that men who play video games that use gender stereotypes are more likely to have patronizing attitudes toward women and to be more tolerant to the sexual harassment of women. On the other hand, women who see sexualized female video game characters are more likely to advocate for the equality women and are less tolerant to sexual harassment.