The Gamer is a Lie
#GamerGate and the Loss of Gamer Identity

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This presentation contains explicit nudity, sexual themes, and violence, including sexual assault.
The Year in Pictures 1982
Life, January 1983

- Margaret Thatcher, Falkland
- Dujail Massacre, Iraq
- Prince William
- ET
- Vietnam Memorial
FROM CENTRAL AMERICA TO SOUTHWEST ASIA
IT WAS THE MAJOR STORY OF THE YEAR

WARM

They caught from guerrilla snipers in full-scale battles at sea. All told, 18,000 soldiers were in war in 1982, and by rough estimates 125,000 men, women, and children lost their lives. In 10 Nicaragua, the election last spring of communists, a local Boletw of the Sandinistas, only seemed to encourage those numbers. Since 1979 at least 30,000 civilians have died, mostly at the hands of the Sandinistas or allies who probed its snaking out a bloody left-wing movement. Aid companies to Congress over the continued abuse of human rights, the U.S. sent more than 10,000 military advisors and economic aid to the former this year. Elsewhere in Central America, the government of Nicaragua under the threat of repression military regimes was relaxing itself—particularly in Guatemala, where government security forces have killed more than 5,000 Indians, seen since a coup last March.
Video Game V.I.Ps
Life, January 1983
STATED GOAL
reframe Gamer Gate through a rhetorical analysis on media used to sell games and on those who resist interpellations of the young, white, heterosexual male
Constructed Gamer

HARDCORE & CORE
- competitive
- young
- involved in gaming community
- white
- early-adoption behavior
- heterosexual
- buys latest hardware
- male

CASUAL
- plays less
- plays for enjoyment
- prefers simple, fast games

@ToskaKoshka
She’s got blonde hair, blue eyes and the best body her money can buy. So what!? There’s no time for distractions when you’re deep in Sega Saturn. Besides, check out those screen shots. Ba dah boom, ba dah bing, know what I mean? You want curves, try Sega Rally. Want a thrill? Panzer Dragon II Zwei. Want a real knockout? Check out Virtua Fighter II. And lots of other incredibly cool games you can play on Saturn. But don’t be fooled. Sega Saturn games offer more than just great looks. Like three 32-bit processes (that’s two more than Playstation, if you’re scoring at home – or even if you’re alone). Saturn’s triple processing power means better gameplay and better graphics. So if you’re looking for some real action, head for Saturn.
#GamerGate
How #GamerGate Started

Aug. 16 14
Eron Gjoni publishes the “Zoe Post”

Aug. 17 14
Post is shared on 4chan

Aug. 27 14
Adam Baldwin tags a post #GamerGate
A Hashtag is Born

Quinnspiracy Theory: In-N-Out Edition
Whose a guy gotta fuck around here to get some fries with this? All Links Included Below The Break ------------ ZoePo...

View on web

@ToskaKoshka
... a consumer revolt against unethical practices in video game journalism and entertainment media, including (but not limited to) corruption and conflicts of interest, collusion, and the censorship of ideas and discussion

Source: #GamerGate Wiki, “What is GamerGate?”

@ToskaKoshka
The police just came by. Husband and I are going somewhere safe.

Remember, #gamergate isn't about attacking women.
... dig up the papers that were written by these DiGRA feminist academics. This would include words we know from their lexicon (i.e. sexist, misogynist, female empowerment, etc.)

Source: #GamerGate Wiki, “DiggingDiGRA”
de Castell, Jenson, & Taylor:

**Her Own Boss: Gender and the Pursuit of Incompetent Play**

**Girls and Gaming: Gender Research, Progress, and the Death of Interpretation**

**Gender in Play: Mapping a Girl’s Gaming Club**

**Digital Games for Education: When Meanings Play**

Taylor:

**Where the Women Are(n’t): Gender and a North American Pro-gaming Name**

**Source:** #GamerGate Wiki, “DiggingDiGRA”
Multiple specific threats made stating intent to kill me & feminists at USU. For the record one threat did claim affiliation with #gamergate.

7:51 PM - Oct 14, 2014
I feel like I would probably fuck Zoe. But not out of a loving sense of sexual attraction. More of that hate fuck sense where you just want to assert your dominance as a male on her, a primale savagery.

ESA, 2014
Essential Facts

Gamer Demographics

The average game player is 31 years old.

- **Age of Game Players**
  - 29% under 18 years
  - 32% 18-35 years
  - 39% 36+ years

- **Gender of Game Players**
  - 52% male
  - 48% female

Women age 18 or older represent a significantly greater portion of the game-playing population (36%) than boys age 18 or younger (17%).
Thank you.