

Why Would a Gamer Want to Be of the Other Gender: Gender-Changing in Role-playing Games

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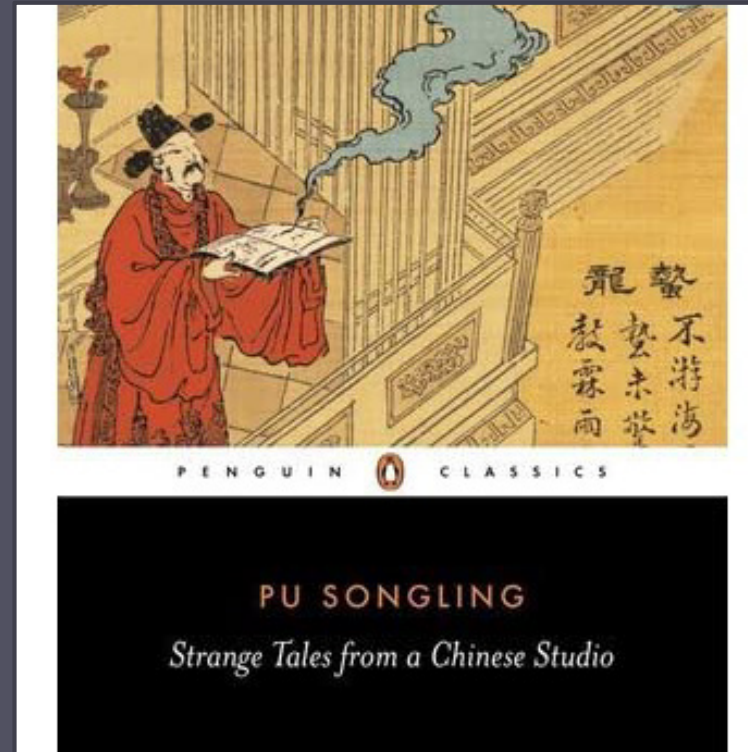
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A CHINESE GHOST STORY

- Released in 2011
- Fantasy role-playing game
- Classic Chinese novel:
Strange Tales from a Chinese Studio
聊齋誌異



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KEEP CREATING NEW THINGS



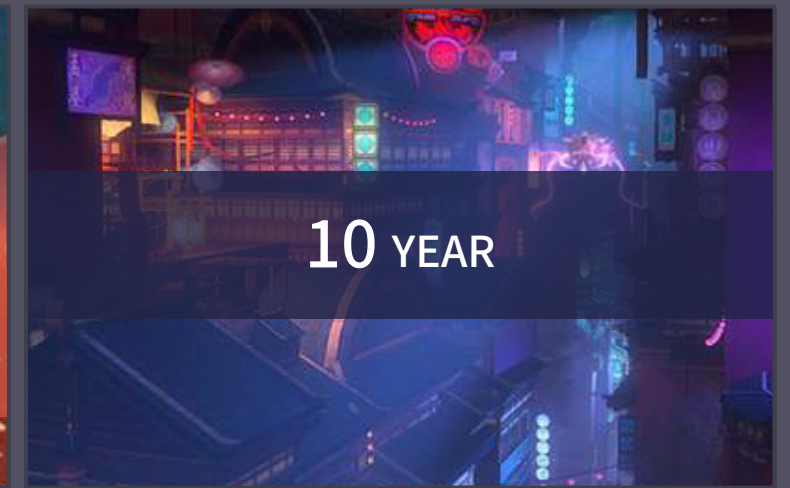
2016



2018



2020



2021



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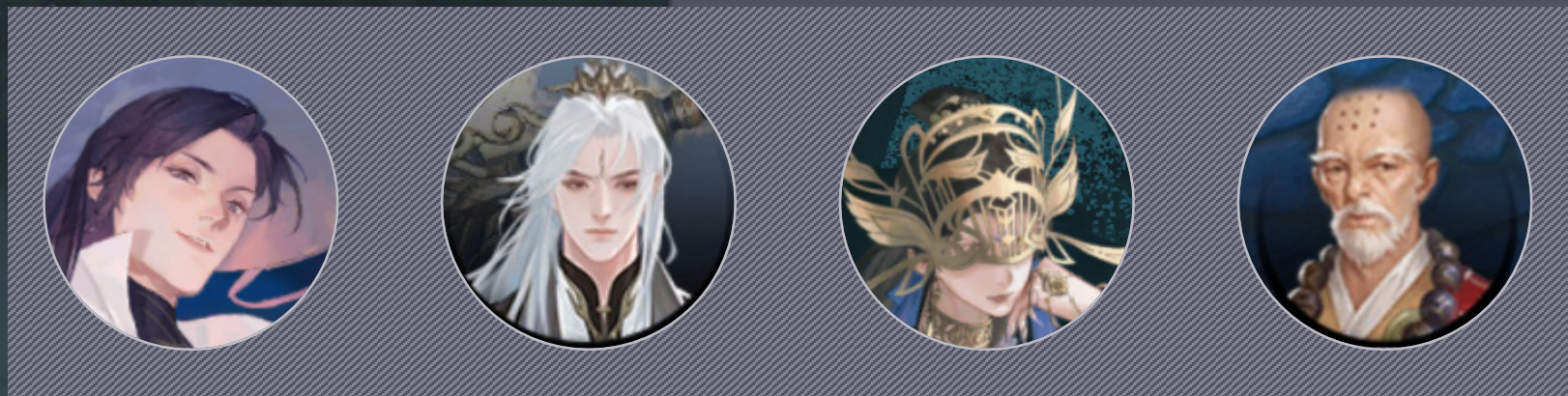
STAY WITH A CORE



A Chinese Ghost Story (Nie Xiaoqian)

- Novel / Film / TV series / Game
- Love – Between a young scholar and a female ghost

STAY WITH A CORE



STAY WITH A CORE



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CREATE A ROLE

GENDER AND CLASS MAKE UP THE ORIGINAL CHARACTER

- 11 class
- Male and female
- Can be freely matched

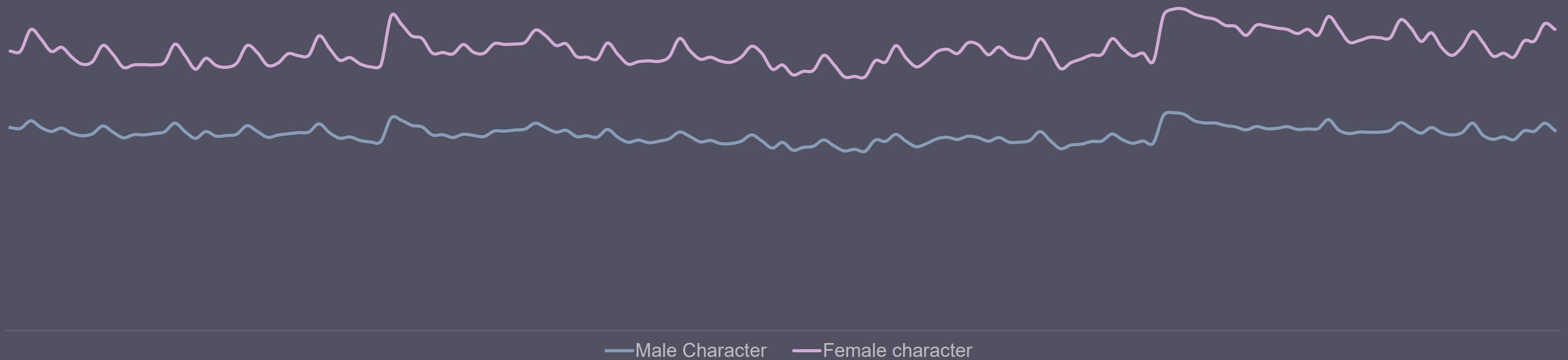
GENDER AND CLASS

THE LEGEND OF CHU LIU XIANG

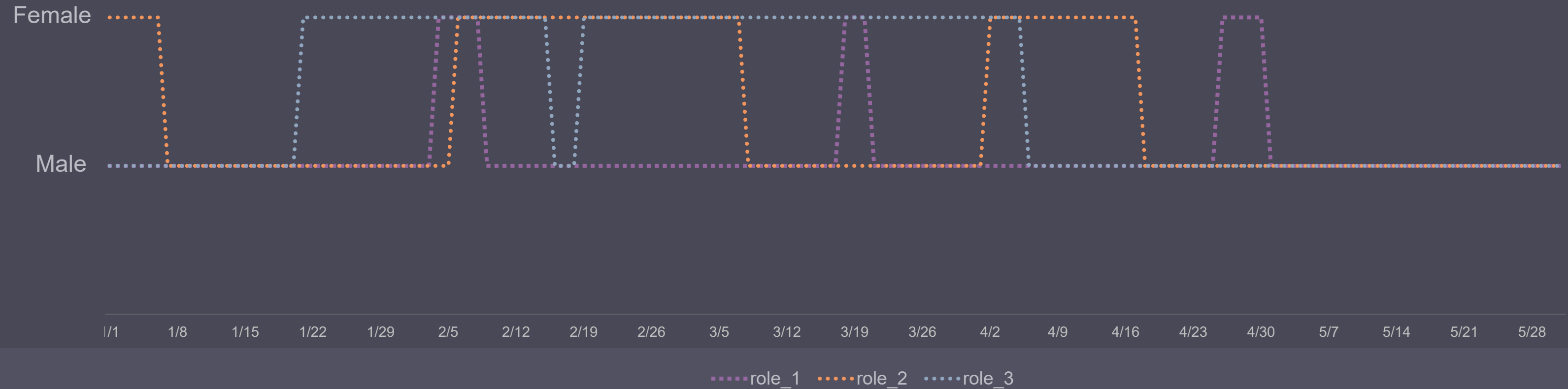
Choice of gender will be limited by class



GENDER RATIO OF THE ACTIVE CHARACTERS



GENDER-SWITCHING HAPPENS TO SINGLE CHARACTER



WHY

WHY CHANGE THE GENDER OF GAME CHARACTERS



ARCHER



HEALER

SOME REASONS

WHY OUR PLAYERS MADE THIS CHOICE



/ 01

BECOME THE MAIN CHARACTER

- Love stories of the main characters always impress our player
- One example: female swordsman and the musician



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A TYPICAL CLASSIC LOVE STORY

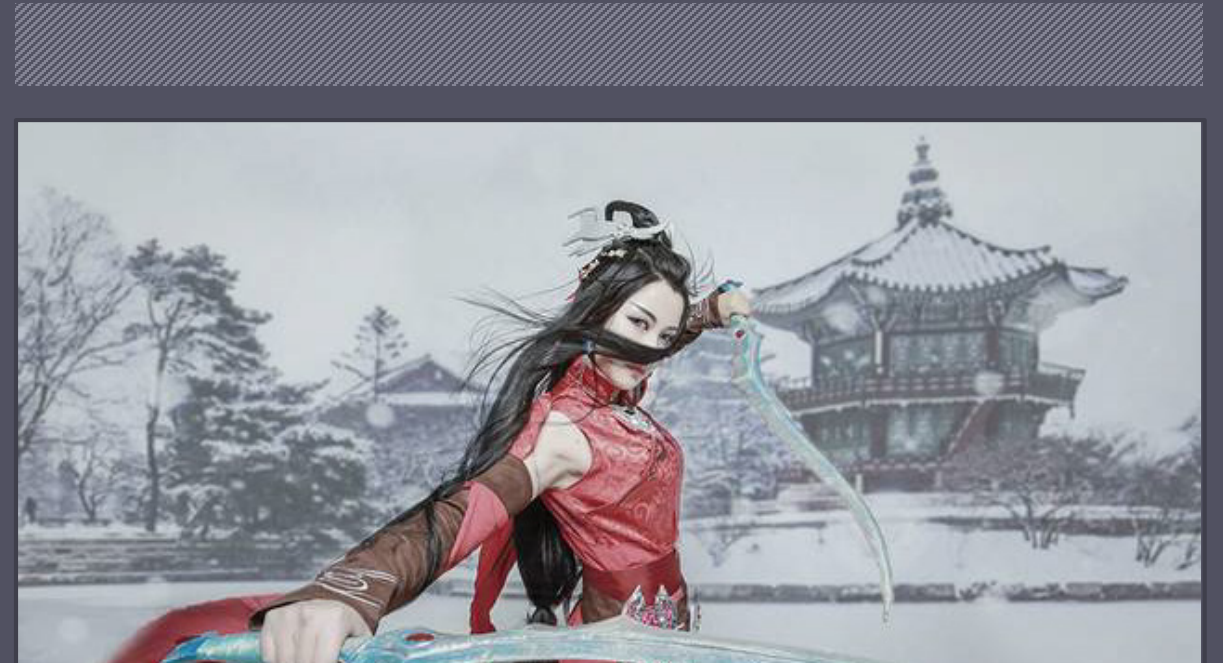
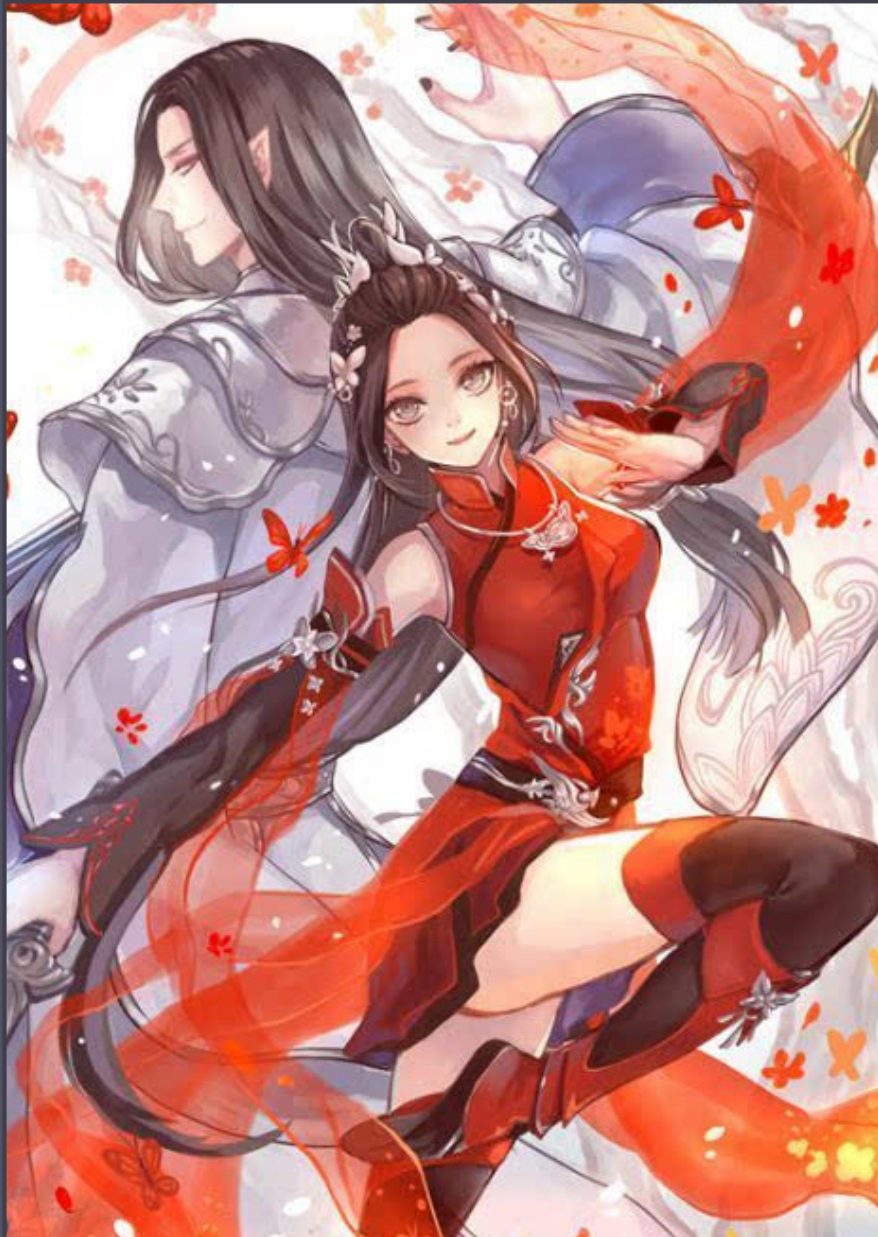
- Love makes two people grow
- Not a perfect ending
- The narrative principles of classical works



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PLAYERS WANT TO STEP FURTHER INTO THE STORIES



CHANGING CLASS AND GENDER CAN BE EASY



switch gender



Change class



THE STORY APPEARS EVERYWHERE

- Main Line
- Interaction and dialogue with NPC
- Randomly occurring tasks



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PURSUE A FRESH LOOK

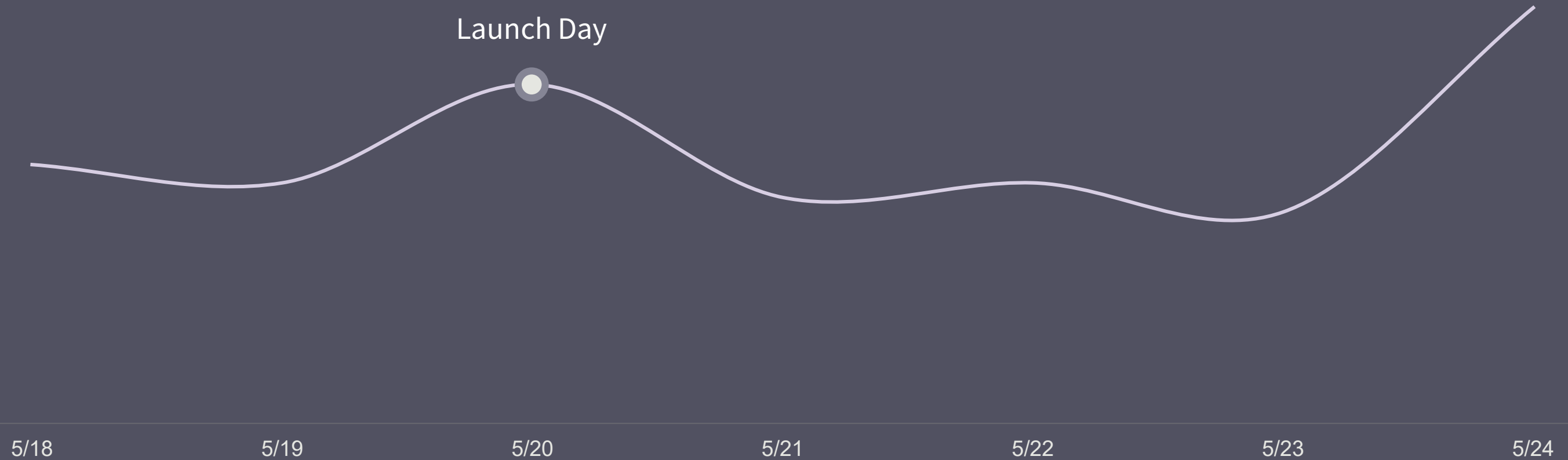
- New looks constantly released in the game (some are available only during a month)
- A wide range of themes and fashion styles



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LIMITED TIME COSMETIC IN JUNE



LIMITED-TIME COSMETIC IN JUNE





APPEARANCE MATCHES BACKGROUND

SOMETHING WORTH CONSIDERING ...

- Players make relatively impulsive decisions
- How to deal with the player's existing property
 - Make existing outfits change simultaneously
 - Provide compensating item (e.g. coupons)



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NEED FOR MARRIAGE

- Marriage system in our game
- Players' motivation to get married in the game may be simple



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HOUSE SHARED BY COUPLES



SWITCHING METHOD

MAKE SURE THE PROCESS IS REASONABLE



- Necessary explanation
- Be open-minded



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PLAYERS CREAT BEST STORIES

- A Story of a female player who played a male character
- Our players are always creating their own stories



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CONCLUSION

- Players will always generate a variety of needs
- Guarantee the equality
- Do not let the gender-changing bring problems to the existing world
- Consider deeper emotional needs

Stay with the core idea of the original story.

And always stay with the users.

THANK YOU

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