

It's not your game, it's me:
How a woman's taste in games may
change as she ages.

Terry Redfield

Creative Director, Real Life Plus





Team Fortress, Valve



Team Fortress, Valve



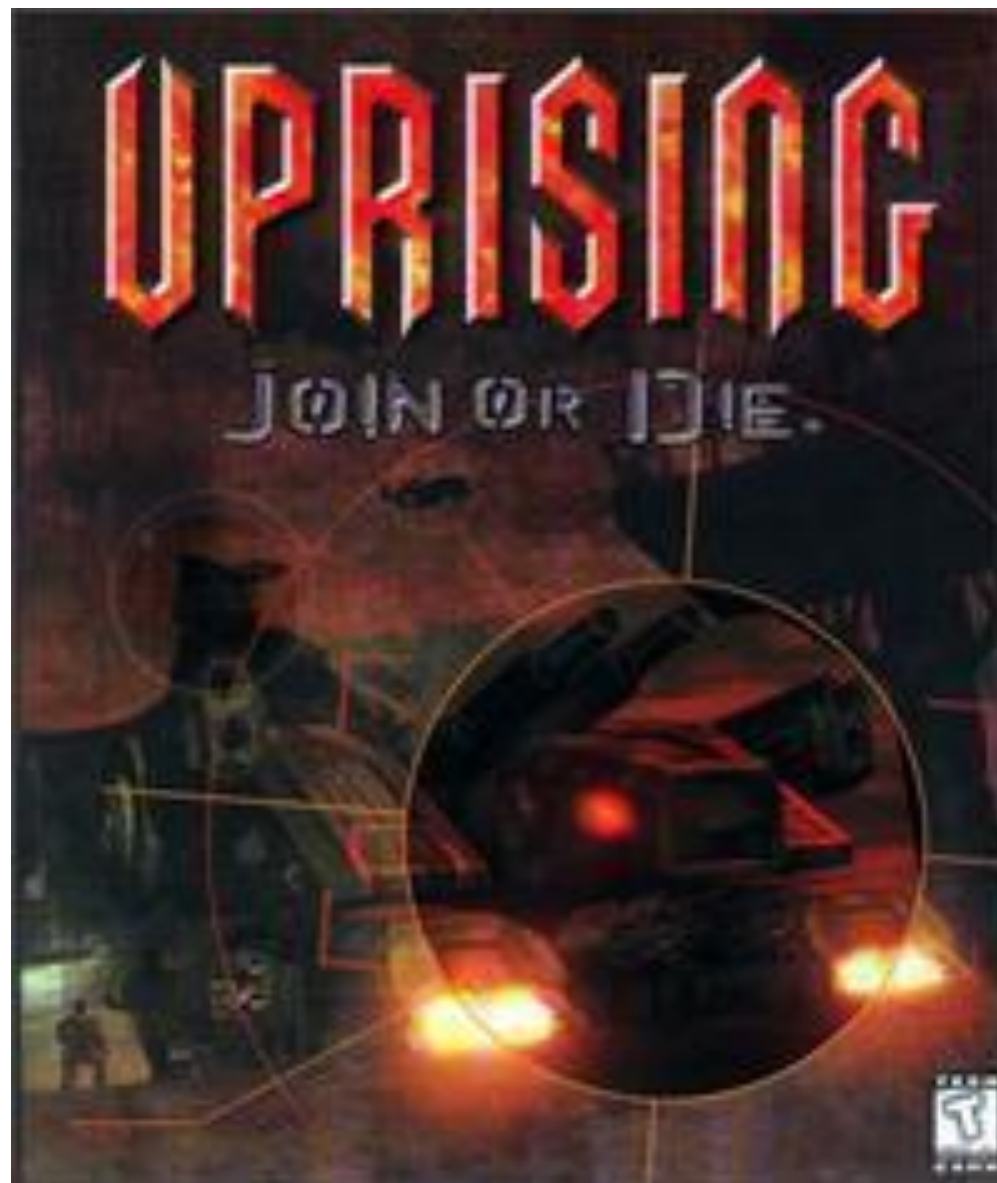


This is grandma, happy... honest.





Everquest, SOE







What women want?



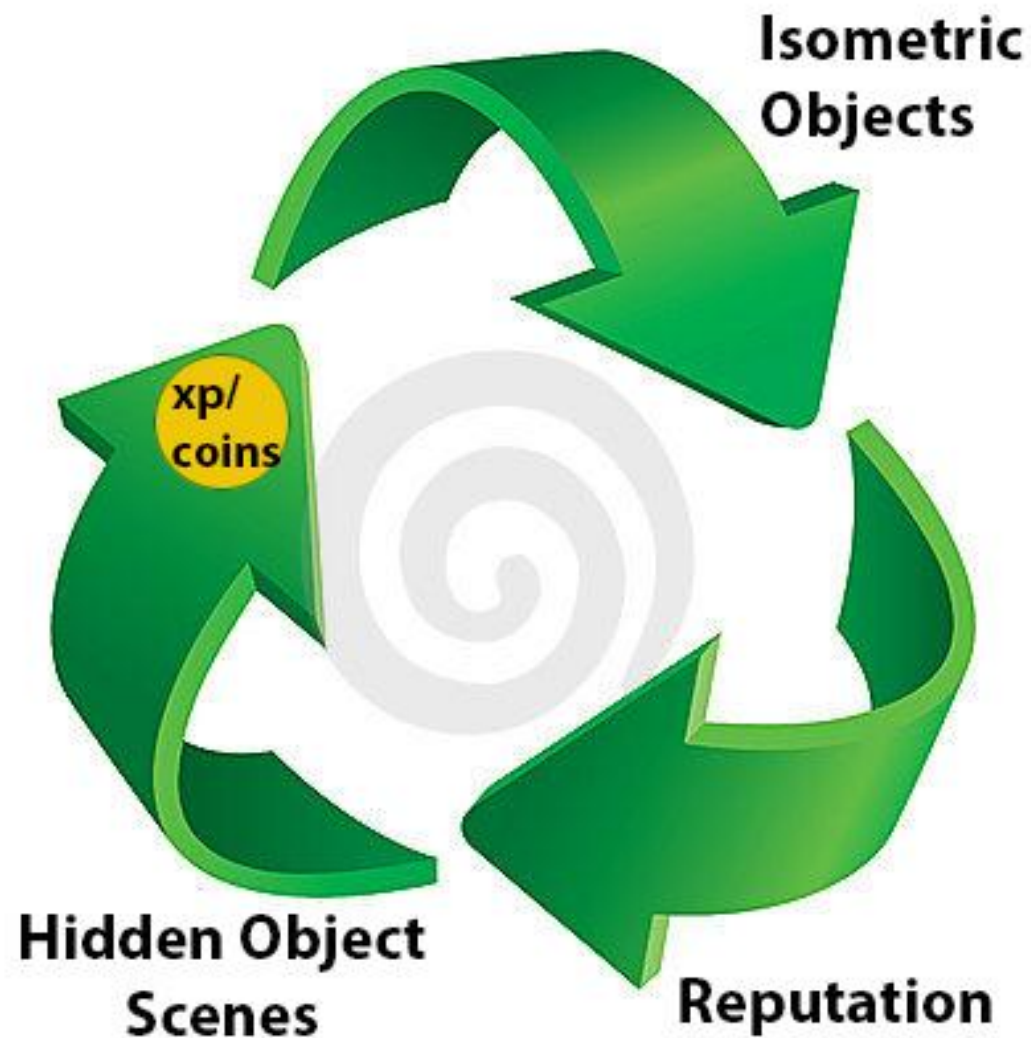
Got Breasts?



League of Legends, Riot Games

Gardens of Time





77,872 +

65 +

29 +

62 +

30

817,052

189,765

Now Visiting

Steven

Level 91

Leave Message


Wish List

You are here



| | | | | | | | | | | |
|--|------------------------------|---------------------------------|------------------------------|--------------------------------|---------------------------------|------------------------------|------------------------------------|---------------------------------|---------------------------------|--|
| | <div>Jan</div> <div>99</div> | <div>Yvonne</div> <div>99</div> | <div>Miz</div> <div>98</div> | <div>Sandy</div> <div>97</div> | <div>Sophie</div> <div>96</div> | <div>Kim</div> <div>94</div> | <div>Josephine</div> <div>93</div> | <div>Steven</div> <div>91</div> | <div>Angela</div> <div>83</div> | |
|--|------------------------------|---------------------------------|------------------------------|--------------------------------|---------------------------------|------------------------------|------------------------------------|---------------------------------|---------------------------------|--|

Upgrade Roman Villa to Level 2


Current Reputation

960 

Next Level Rewards

1620 130 XP 

Level 5

3780 

Overall Progress



Whiteprints



0 of 2

Buy 1,125 Buy For 1 

Sandstone



10 of 1

Complete!

Granite



10 of 1

Complete!

Screws



10 of 1

Complete!

Iron



10 of 1


Complete!

Nails



10 of 1

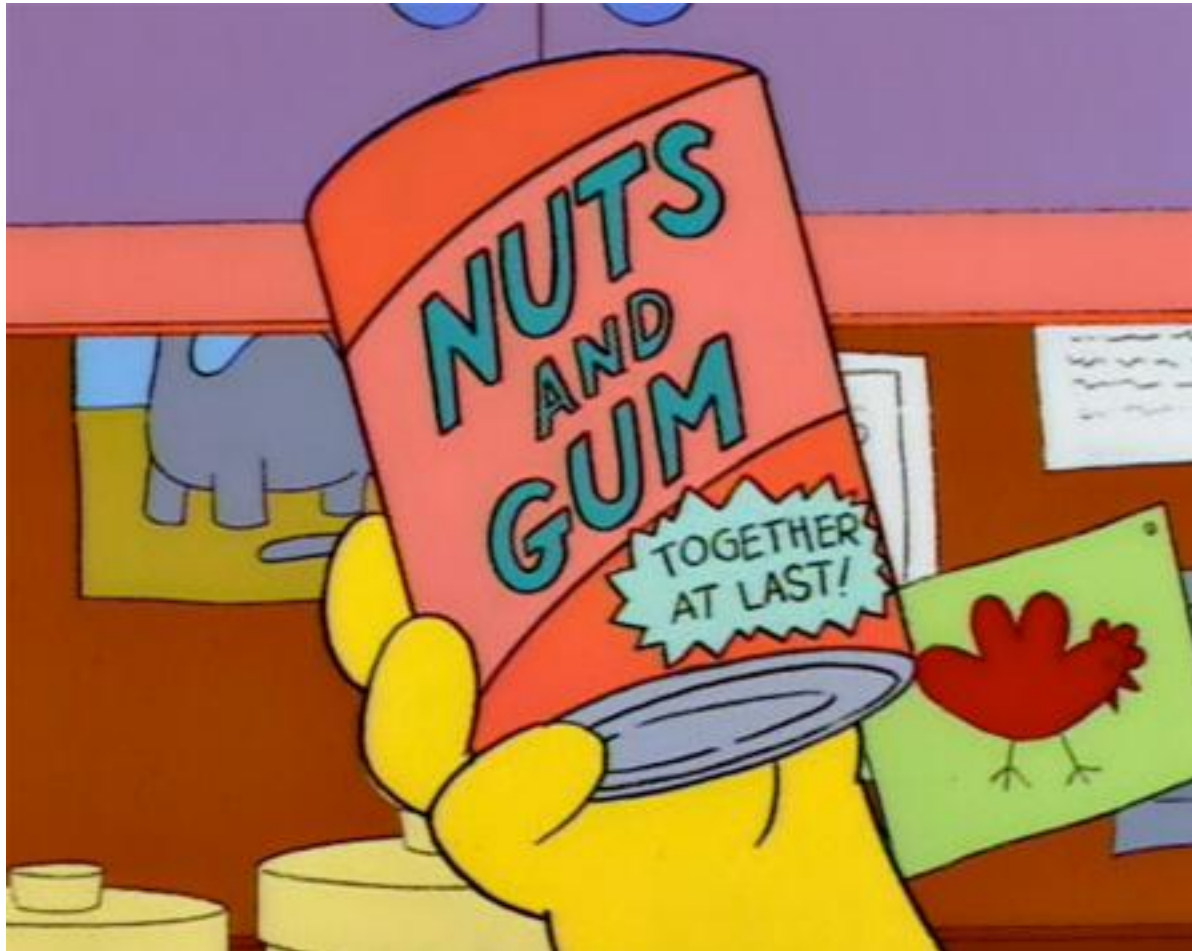
Complete!

Upgrade Instantly for 2 

I am in UR Stereotype!



Science + Religion



Overview

I. Hera vs Zeus

II. The Fates

III. Gaia

The Hormone Pantheon

Major Pantheon

- Estrogen
- Progesterone
- Testosterone

Minor Pantheon

- Oxytocin
- Cortisol
- Vasopressin



Hera + Zeus = 4Evah!







Zeus: The CEO of the gods, getting it on and often!

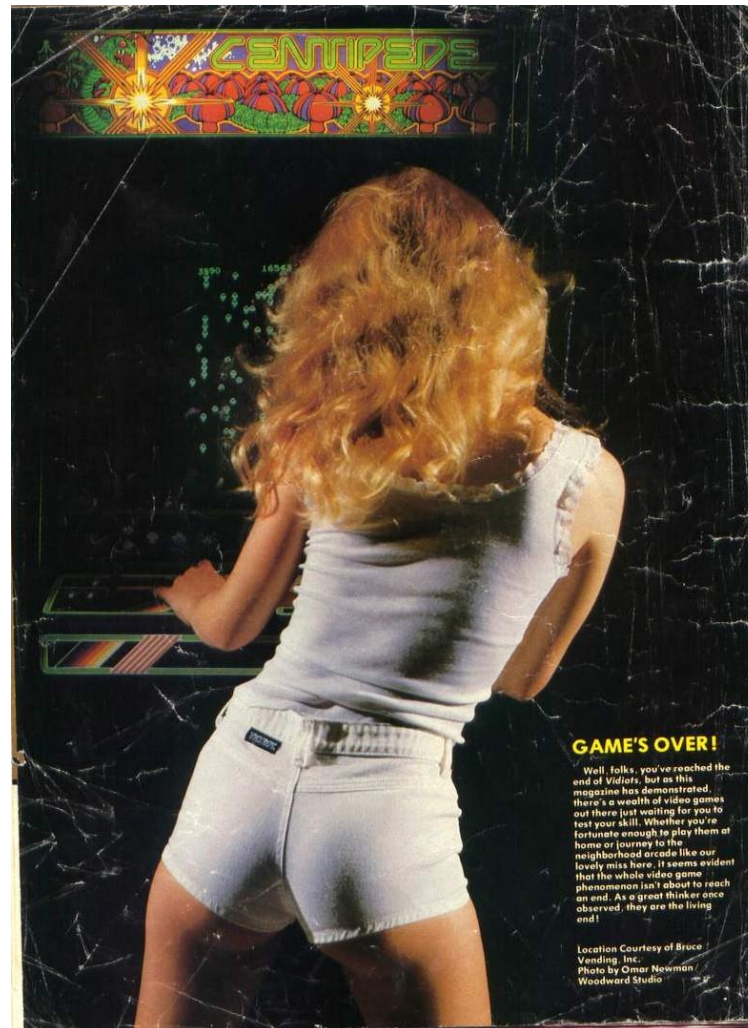
- ❖ Men have **2½ x more brain space devoted to sexual drive.**
- ❖ He has **larger processors in the amygdala**, which is the center for action and aggression.
- ❖ Testosterone drives men to **concentrate on sex, achievement and hierarchy.**



Testosterone: The driving bull.



Arcade Goggles.



GAME'S OVER!

Well, folks, you've reached the end of *Vidiot's*, but as this magazine has demonstrated, there's a wealth of video games out there just waiting for you to test your skill. Whether you're fortunate enough to play them at home or journey to the neighborhood arcade like our lovely miss here, it seems evident that the whole video game phenomenon isn't about to reach an end. As a great thinker once observed, they are the living end!

Location Courtesy of Bruce Vending, Inc.
Photo by Omar Newman / Woodward Studio

Hera: Loving, Vengeful and Jealous, just like a good novella!

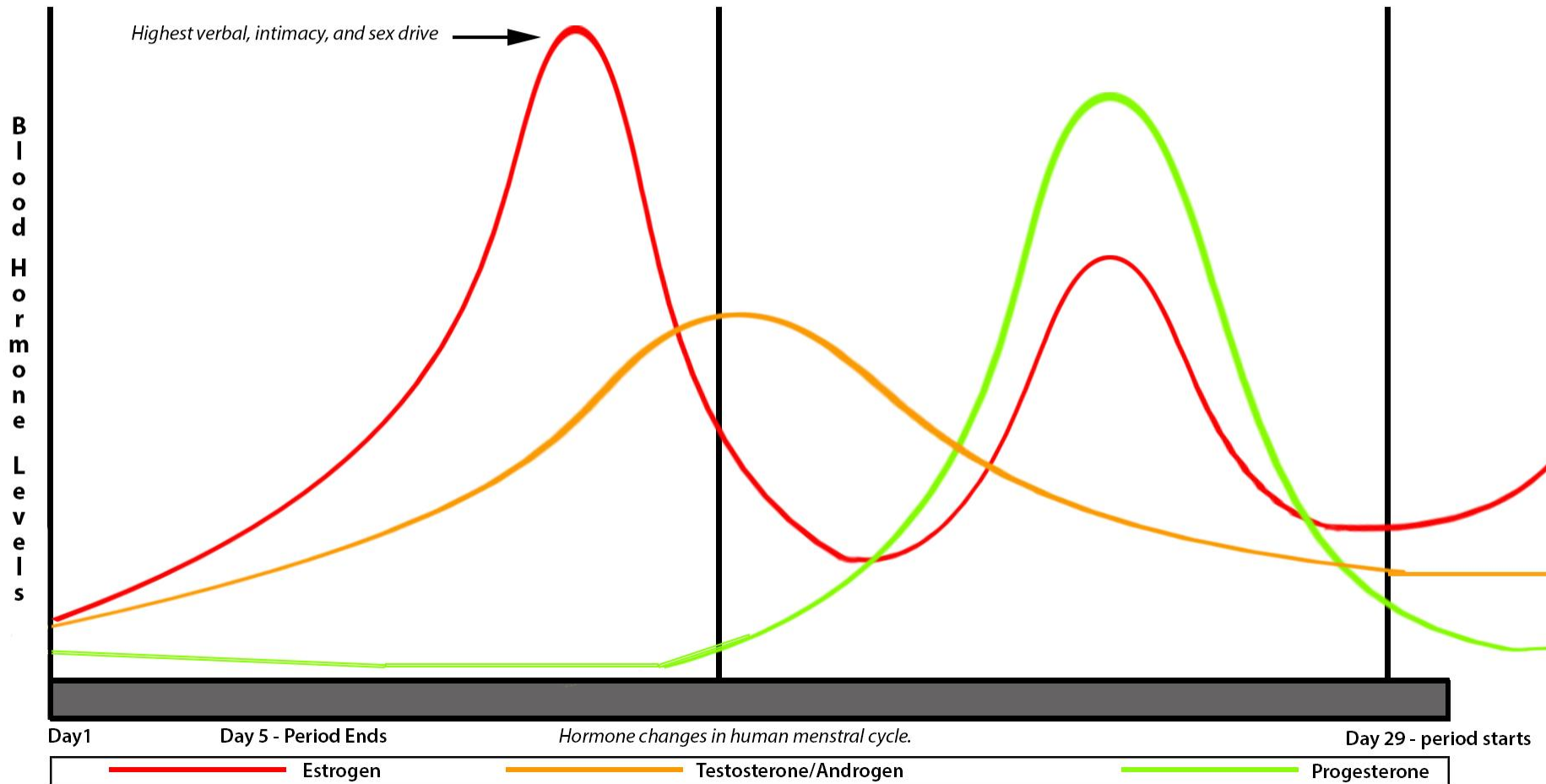
- ❖ In the brain centers for language and hearing, women have **11% more neurons** than men.
- ❖ The principle area of the brain for both memory & emotion, **the hippocampus is larger in women than men.**
- ❖ Estrogen makes her seek out **social communication.**



Daily, Weekly & Monthly Cycles!

The Estrogen-Progesterone Waves

Ovulation





iPad **gaming** analysis: Are middle-**aged** women the key **demographic** ..

www.bgr.com/.../ipad-gaming-analysis-women-demographics/

Jul 31, 2012 – At No.9, Kingdom **Age** promises "competitive siege warfare." Female apps lead **male** apps by a 4:3 ratio in the top 10, and by a 3:1 ratio in the ...

[PDF] [About the Computer and Video **Game** Industry at the 2010](#)

www.theesa.com/facts/pdfs/ESA_Essential_Facts_2010.PDF

File Format: PDF/Adobe Acrobat - Quick View

60% **male**. 40% female. GENDER of **Game** Players. There are **games** now for pretty much every **age**, every **demographic**. More and more women are going ...

[The plight of the Straight, **Male Gamer** | Geek Feminism Blog](#)

geekfeminism.org/2011/.../the-plight-of-the-straight-male-gam...

Mar 29, 2011 – ... entitled Bioware Neglected Their Main **Demographic**: The Straight **Male Gamer** which complains about the romance options in Dragon **Age** II.

[Straight **Male Gamer** - - \(Dragon **Age** II - Dragon **Age** II Official ...](#)

social.bioware.com/forum/1/topic/304/index/6661775&lf=8

Dragon **Age** Origins. Website · **Game** ... Discussion of BioWare **games** and news. ... The romances in the **game** are not for "the straight **male gamer**". They're for ...

The Fates, Common Threads



Triple Goddess Aspect, It's everywhere!

Repeated in many cultures and mediums:

- Moirai – Greek
- Norns – Germanic
- Sudice – Slavic
- Parcai - Roman
- The Three Witches – Shakespeare
- Mother, Maiden, Crone - Game of Thrones



Clotho Aspect, Adolescence.

- High Estrogen
- Matures 2 years sooner than boys
- Avoids Aggression



Outward Facing Aspect



Inward Facing Aspect



Offering: Self Discovery & Connection



Lachesis, Early to Mid Adulthood

- By 44 82% have given birth
- 66% of these women have a career, too
- Brain shrinks by 4% during pregnancy



Outward Facing Aspect



Inward Facing Aspect



Late bills, Relationship Turbulence, Due Dates



Offering: Relaxation, A digital Zen Rock Garden.



Atropos, Late Adulthood

- Lower, yet steady estrogen and testosterone levels
- “Mommy” hormones receding
- Divorce has doubled in women over 50



Outward Facing Aspect



Inward Facing Aspect



Offering: Travel, Adventure & Learning



Gaia, bringing all the aspects together



The Sims Appeal - Clotho



The Sims Appeal - Lachesis



The Sims Appeal - Atropos



In Closing: Know your Demographic



Thank you! Questions?

Sources:

"Welcome to your Brain" by Sandra Aamodt, Ph.D. and Sam Wang, Ph.D

"The Female Brain" by Louann Brizendine, M.D.

"Brain Changes at 40" by Genome News Network

<http://www.genomenewsnetwork.org/articles/2004/06/10/brainage.php>

"Gender differences in the brain" by Robin Nixon, Live Science Writer

<http://www.livescience.com/14421-human-brain-gender-differences.html>



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