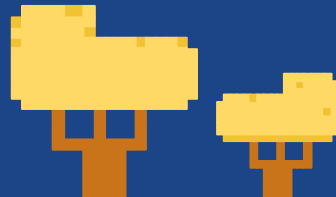




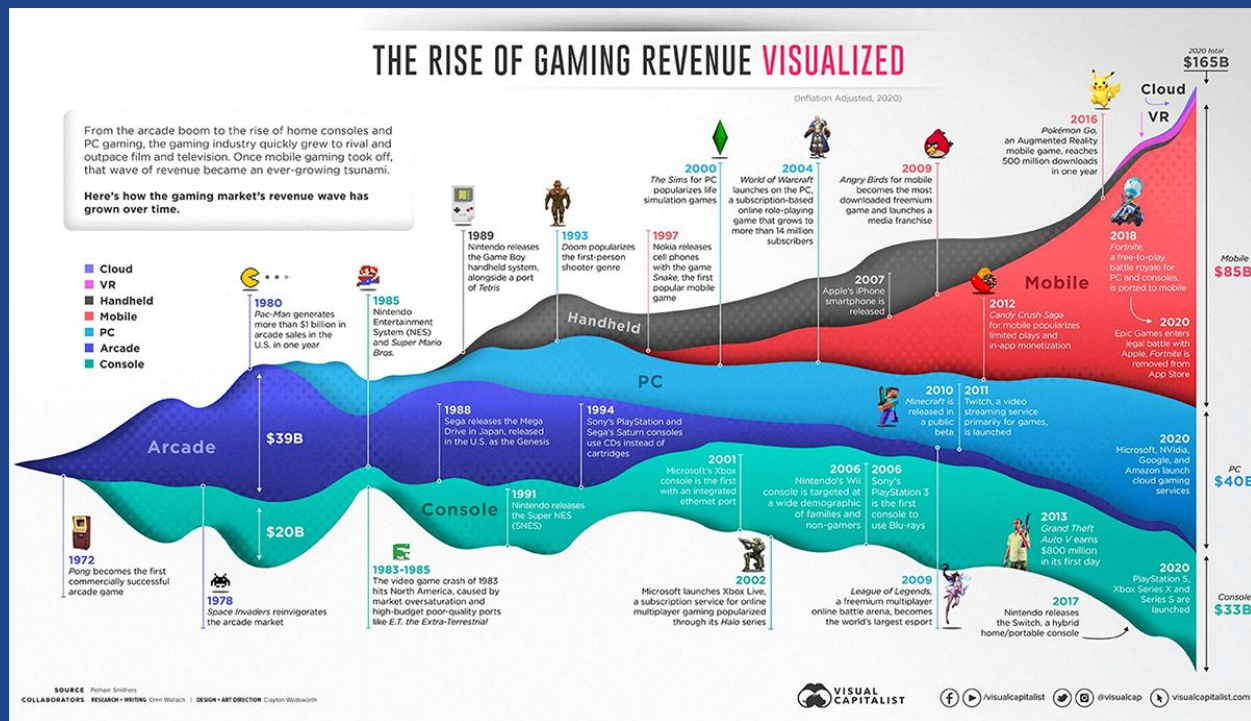
Universal Accessibility & Social Inclusion In Video Games



Laura Albrant

The Rise of Video Games

- The video game industry rose to prominence in junction with technology.
- It's speed rivaled the rise of the car/vehicle industry.
- Universal usability was an afterthought.
 - (Even had a collapse, too)
- Social inclusion, who?



Credit: <https://www.visualcapitalist.com/50-years-gaming-history-revenue-stream/>

The Problem Space



SONY

ACTIVISION® | BLIZZARD



Hardware

What do mainstream companies offer to gamers?

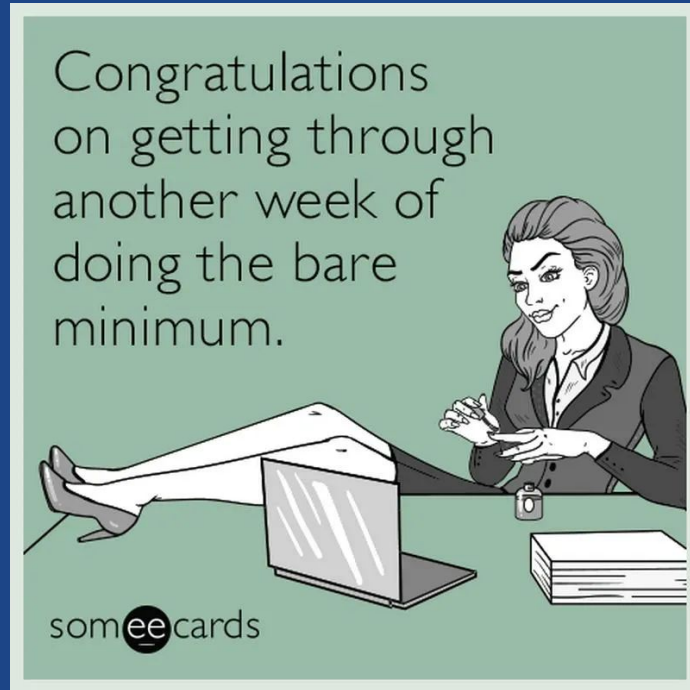
Software

What kind of features are offered in popular games?

Social Inclusion

How diverse are the characters in game?

Baseline Expectations



Credit: <https://winkgo.com/funny-congratulations-memes/>

Hardware & Software

- Section 508 Standards
- 255 Guidelines
- IDGA-SIG Guidelines

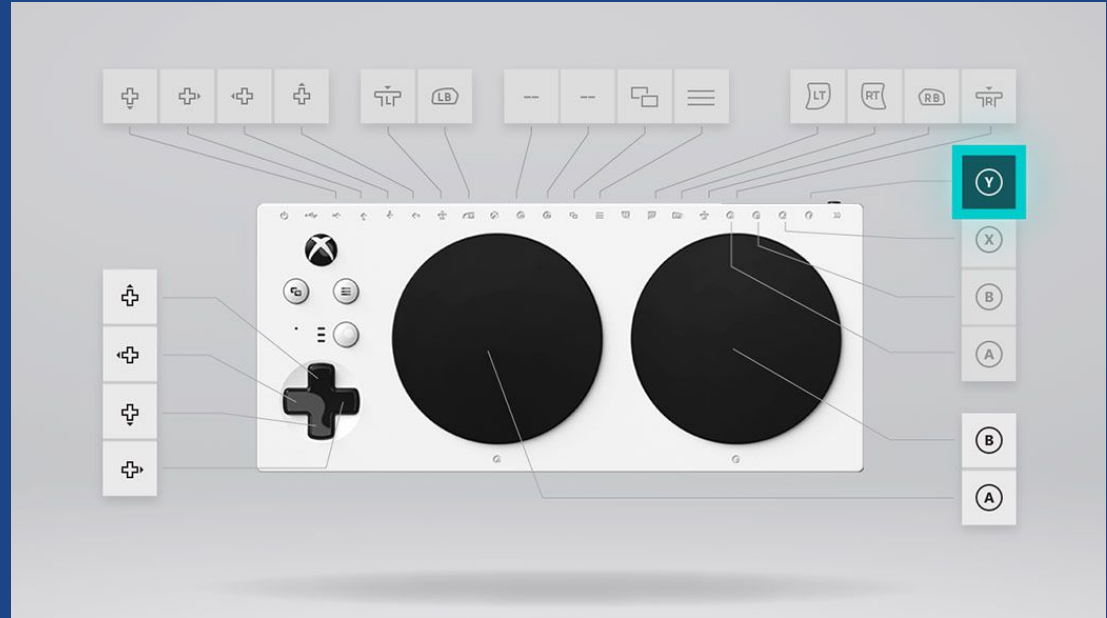
Social Inclusion

- Multiple diverse characters
- Inclusive spectrum of customization options

Video Game Hardware



Microsoft's Xbox Adaptive Controller (XAC)



Sony's Project Leonardo



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Design and specifications are subject to change without notice.

Steps For Other Companies

- Learn
- Challenge competitors
- Flood market



Video Game Software

Naughty
Dogs's
Last of Us
Part II



Credit: <https://celiaongsl.medium.com/i-couldnt-finish-the-last-of-us-part-2-a-review-solely-my-opinion-9aef9435b592>

Some Accessibility Features

High Contrast
Display

Skip Puzzle Option

Ledge Guard

Awareness
Indicators

Pick-Up
Notifications

Subtitle Direction

Auto Weapon
Swap

Auto Pick-Up

Navigation and
Traversal
Assistance

Last of Us *Part II*

- High Contrast Setting



Credit: <https://www.theverge.com/21274923/the-last-of-us-part-2-accessibility-features-naughty-dog-interview-ps4>

Steps For Other Companies

- The majority of modern have some accessibility features
 - It is a loose standard
- But, there is a lot of oversight
 - The features are often poorly implemented
- We have the standard, so let's work to doing it correctly.



Video Games & Social Inclusion





More Diversity Than Ever Before

....But, is it enough?



Example of Poor Social Inclusion

Animal Crossing



- Only two black hairstyle options (Dall'Asen, 2020)

Animal Crossing New Horizon - Hairstyles

ANIMAL CROSSING: NEW HORIZONS

CHARACTER CUSTOMIZATION OPTIONS

GET A MIRROR

HAIR COLORS

TOP 8 COOL HAIRSTYLES

TOP 8 POP HAIRSTYLES

INACTIVITY / EXCESSIVE TIME TRAVEL

ALL FEATURES ARE AVAILABLE
REGARDLESS OF YOUR CHARACTER'S GENDER



The infographic displays various customization options for characters in Animal Crossing: New Horizons. It features a grid of hairstyle icons, a color palette for hair, and two character models: one with blue hair and a pink top, and another with grey hair and a yellow jersey with 'NTDG 10' on it. The IGN logo is also present.

Credit: https://www.ign.com/wikis/animal-crossing-new-horizons/All_Hairstyles_and_Hair_Colors_Guide

Example of Extremely Poor Social Inclusion



Grand Theft Auto V

- Harmful Stereotypes
- Violent treatment towards women, people of color, and LGBTQ+
(TG Staff, 2017)

Potential Solution(s) For Companies

- #OwnVoice
- Hire the demographics you want to represent
- Conduct consumer research

Conclusion

- Since the 1980s, or even the 2000s, the video game industry has improved dramatically.
- The majority of the work has been done by one company or another
- Now, it is a matter of:
 - Other companies catching up
 - Consumers maintaining high expectations
 - Taking the time to do it right



Questions?

(Thank you for listening!)



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