

CHAPTER I

INTRODUCTION

1.1. Background of the Study

In the millennial era, female streamers are increasing as they also took over the highlights of being good at playing video games in the streaming platforms. Even so, the contents they got recognized most are the female experiences content, where they show how often they got mistreated as a woman playing video games. Not only getting underestimated but also verbally assaulted for playing games as a female. Streamers are players that broadcast video material in active audience in order to draw viewers. YouTube and Twitch are two examples of the brand-new, quickly expanding genre of social gaming for the streamers. Not surprisingly, many female broadcasters that got the spotlight use their incomes as a part time job to make money. But due to assumptions that they do not comprehend it and are not skilled gamers, they have frequently been accused of attempting to penetrate the gaming world. Mainstream media has raised public awareness of these issues but encounters with sexism or harassment are often expected in standard play conditions within certain games (Fox & Tang, 2014).

Due in part to the rise in popularity of online gaming as a social activity, video games have recently become source of media entertainment to a lot of people especially among teen and adults with both male and female streamers.

Somehow the differences of response and treatment for both genders are quite prominent now that many girls are into playing video games as well. Video games can be place to pick off information and giving ideas to individuals about understanding gender behaviors and stereotypes. The stereotype includes the saying that women are submissive, less experienced, and less intelligent when playing the “men’s game” may indicate why men might feel superior to their gender role. Masculinity, a closely related topic, is often brought up in academic discussions as a sign of male domination in the gaming culture. Because video games are popularly perceived and reiterated as a male space, it has been argued that male gamers are often afforded higher status and higher perceived competence than female gamers (Kaye and Pennington 2016). The stereotype going by online gaming communities keep female gamers and femininity invisible.

Verbal abuse is classified as a type of cyberbullying in computer-mediated communication, and research explicitly connects it to online multiplayer gaming environments. Having the ability to exchange information with gaming opponents and fellow peers, children will verbally abuse others, use threatening and profane language (Nuccitelli, 2012). Although he specifically mentions children, verbal abuse is not just a problem among gamers in this age group. As the generation improving to go against sexism, some of the female streamers make contents of proof showing that they do talk back and stand up for themselves when they are being harassed verbally by misogyny men.

According to research on gendered violence in video games and attitudes towards gender, playing video games is linked to aggressive sexism, interpersonal aggressiveness, and sexual harassment. Dill et al. (2008) observed that those who had been exposed to sexist video game imagery (despite the fact that they had not actually played games) were the most tolerant of sexual harassment when asked to judge a scenario in which a female college student experiences sexual harassment. Nevertheless, no findings were observed for attitudes that promote rape. Additionally, those who often played violent video games showed more pro-rape opinions. Similarly, Beck et al. (2012) found that video games depicting violence against women and sexual objectification of women. However, most of female participants may and not did experience this impact.



Picture 1.1 Example of the Video Content

In the picture, the creator put the caption of the utterances into the video to make sure the viewers heard clearly what the teammate said that is concluded a

hostile utterance and is analyzed into the hostile sexism category based on the theory chosen for this thesis.

The main objective of this study is the exploration of the ambiguous sexism utterances presented in several female streamers chosen for the data. Kayaluh is one of the streamers chosen for the data because her videos are mostly interesting to viewers. She is a content creator on YouTube and also streams on her Twitch account for Valorant gaming content. She made a lot of female experiences by playing matches in different servers. Valorant itself is a multiplayer online first-person shooter (MMOFPS) game released on June 4, 2020. The game will start by asking the players to choose a preferred agent, who comes with their own special abilities then attackers are tasked to plant and protect a slow-detonating timebomb called a spike at the bases, whereas defenders are tasked to either defuse the spike or eliminate all attackers before the spike is planted. After the 10th round, attackers and defenders switch roles in the game, and the first team to win a total of 13 rounds is then declared the winner.

This study will analyse the utterances in Valorant experiences content from YouTube female streamers. The process can be separated into the steps of thematic analysis by Braun and Clarke (2006). It is having vision and well-understand about the data so the researcher can categorize the utterances well. Since the data is from a video it will be best to be helped by subtitles in the video and continue to the grouping of which sentences uttered is belonging: hostile or benevolent sexism.

1.2. Problem of the Study

1. What types of ambivalent sexism utterances are found in the female streamers Valorant content?
2. How are the ambivalent sexism utterances realized in the female streamers Valorant content?
3. Why are the ambivalent sexism utterances realized in the way they are in the female streamers Valorant content?

1.3. The Objectives of the Study

1. To analyze types of ambivalent sexism utterances found in the female streamers Valorant content.
2. To evaluate how ambivalent sexism utterance described in the female streamers Valorant content.
3. To explain the reason why the ambivalent sexism utterance realized in the ways they are in the female streamers Valorant content.

1.4. The Scope of the Study

This research applied theory from Glick & Fiske (1996) in the data mainly interrelated two forms of sexism: Hostile and benevolent. This theory served as the inspiration for a sizable amount of research looking at how supporting these viewpoints affects women's performance and social connections.

The object for this research was taken from YouTube videos by Kayaluh with 96.3k subscribers, vkimm 282k subscribers and AnnaKaru with 10,5k subscribers. Mainly videos about their experiences playing with sexist guys knowing that they are female that plays Valorant. The videos are chosen because of how relatable it

is by the viewer's comments and it is made a series by the creator showing how often it happens that they get it recorded in a video.

1.5. The Significance of the Study

1. Theoretically, the significances that can be taken from this research are to give an additional understanding and also have another point of view about the sexism issue in video games that recently happening mainly in Valorant.
2. Practically, this research can be used as the new sight for the writers and readers that misogyny issues are still happening in video games community especially towards female players by verbally abusing based on gender stereotypes. Sexism in video games is not necessary as it is a competitive game to build a great teamwork rather than going against each other.