Master Degree Project

LGBT GAMERS' PERCEPTIONS OF LGBT CONTENT IN GAMES
Based on young gamers in China and Sweden

UNIVERSITY OF SKÖVDE

1977

Master Degree Project in Informatics
with a Specialization in Game Development

Two year Level 30 ECTS
Spring semester 2022

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Examiner: Henrik Engström

Abstract

The research topic of this thesis is the perceptions and expectations of the LGBT community in China and Sweden regarding LGBT-related content in games.

With the development of games, the frequency and ways of LGBT content appearing in games have become more and more diverse, but whether these are what the LGBT group itself expects, and whether Chinese LGBT groups and Swedish LGBT groups in different environments and policies are having a different view is the focus of my research.

In this study, I will mainly conduct sample interviews and questionnaires with LGBT groups in China and Sweden to collect their thoughts and make statistics on them. Therefore, the content of this research involves sociology, ethics, etc.

In addition, this thesis will conduct homogeneous and differentiated discussions based on the data and will be no subjective interferences to praise or disparage any of the points made in it.

Keywords: LGBT; Game Development; Sociology; Ethics

Explore more comfortable ways of being from the perspective of players and groups

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1 Introduction

The gaming industry is growing rapidly, and 20 years ago, the gaming market, was dominated by white and male audiences (Fron, et al., 2007). This audience emerged during the 80s and early 90s, as gaming magazines and press increasingly focused on games as a male pastime and reinforce stereotyped masculine values (Kirkpatrick, 2017). Perhaps because of this non-diverse audience, game content has continuously misrepresented people who don't belong to the white male group.

Implicit biases can lead to stereotyped or non-diverse representations, reinforcing the bias of game design (Flanagan & Kaufman, 2016). So that the issue of a non-diverse audience would be reflected in game content. Therefore, in earlier games, LGBT images are more likely to be carelessly distorted/excluded/discriminated, and accompanied by homophobic content, such as: In *Fable II* (Microsoft Game Studios, 2008) if the PC drinks the Potion of Transmogrification, some NPCs will ask: "Didn't you use to be a woman/man?" But now full of diverse audiences and views. Video games have been popular and developed for decades since the 1970s, but it is only in recent years that issues of sexual orientation and gender representation have begun to be discussed (Shaw, 2009).

In more recent years, however, LGBTQ voices have slowly become more audible in the game industry. LGBT developers are considered "avant-garde" in the industry, pioneers exploring outwards within the gaming space (Ruberg, 2020). In recent years, more and more diverse LGBT elements have appeared in games' content and game characters. Most of them appear in the game in ordinary, non-stereotype ways. However, the situation that LGBT groups are vilified, distorted, and harassed by players or the game developers in the game does not cease to exist (Ruberg, 2020).

In my review of the relevant literature, I found that most of the studies have used video games as the subject of investigation, and have reached their conclusions through tests with LGBT players. For example, studying the sense of belonging of minorities in games by testing games for LGBT groups (Vela, 2021); Research what rhetorical actions are performed by LGBT video game players on r/gaymers (the Reddit subforum) (MacKnight, 2013). While this might give insights into how different types of gameplay and characters are perceived / received / experienced by individual players – it does not reveal how factors from broader game culture and society might influence LGBT players' experiences with games. There have been few articles that have focused on LGBT people, drawing conclusions by asking them about their views on the presence of content in games.

Therefore, in this study, I will make a comparison of how LGBT players in China and Sweden perceive the representation of LGBT issues in games, in relation to their different environments and the impact of the environment on them. By doing this, I aim to examine the ways in which different social backgrounds affect players' attitudes towards LGBT content in games and whether they will cause players to have different expectations for LGBT content in games. In addition to understanding players' current and past experiences, the thesis also discusses how they want relevant content to be presented in games.

2 Background

Since my research is based on LGBT groups in China and Sweden. Take into account the cultural differences between the two countries, such as national conditions, social environment, and policies. So in addition to exploring the theme of "the relationship between LGBT groups and games", I compared the thinking of LGBT groups in different backgrounds on the LGBT content existing in games, as well as their expectations for future development. Therefore, I will also mainly divide the background part into two parts to sort out.

The first section is the more controversial content of LGBT-related content in games, and the game industry and game developers' attitude toward the LGBT community. This of course also includes the transformation of these two topics from the early days to the present. The second section is about the attitude of the two countries towards the LGBT community and the social environment in they live. The reason is that under different social contexts, environments and influences, individuals may have very different perspectives and thinking about the same issue.

2.1 The choice of the game market

In today's market, whether it is a board game, a mobile game, a console game, or a computer game, the public can always choose the game type they want. But the other way around, the game market is also choosing its audience. Simultaneously, the construction of video game audiences can have an impact on the representation of gaming groups, but attempts to expand the category of gamers can also impact group representation, which could easily lead to further marginalization of marginalized audiences (Shaw, 2010).

2.1.1 The mainstream environment dominated by heterosexuality

Whether it was in the more feudal days of the past, or now that more and more people around the world are able to accept and treat the LGBT people as equals, there's no denying that straight people still make up the majority. So when it comes to gender, whether in games or in research, most of the time it's not primarily about the LGBT community. As noted in Shaw (2016), when research refers to "sex", "gender" or "aspects of sexuality", few people specifically pay attention to situations other than binary genders, such as transgender and Gender Queer.

At the same time, in a game environment dominated by heterosexuality, basically, the character orientation of the game will be "straight" by default, and the game production company generally won't mark its sexual orientation unless there are special circumstances. Of course, some games that do not contain romantic content in their settings are not included here, such as some Sports Games, Fighting Games, or Shooting Games. Most of these games are not very detailed in shaping the personal emotional background and experience of the characters, so most of the "heterosexual" game environments I am talking about here include games with emotional lines or storylines. Because when a character is confirmed to be "homosexual" or "love the same gender", it is often controversial (Shaw, 2016).

Therefore, whether it is a Chinese game or a Swedish game, or a game made by other countries, in most cases, even if the game has an emotional line, the sexual orientation of the character will not be specifically marked.

However, in recent years, more and more games have begun to slowly reveal the sexual orientation of game characters to players from game data clips, background tidbits, and easter

egg videos. For example, in 2016, *Overwatch* (Blizzard Entertainment, 2016) first announced Tracer's lesbian identity. And they have been preparing for this matter since 2015 and hinting to the outside world (Alexandra, 2016). Or from the lesbian allusions in Life is Strange (Square Enix, 2015) to the close-up of Alex kissing Steph (see Figure 1) in Life is Strange: True color (Square Enix, 2021). These all represent a clear and positive development of LGBT content in games in recent years.

Figure 1 Alex and Steph in Life is Strange: True color (Left: Alex; Right: Steph)

2.1.2 Clear distinction between male and female

According to the data report on Adults and Video Games released by Pew Research Center in December 2008 (Lenhart, Jones & Macgill, 2008), taking the United States as an example, about 55% of men play games, and 50% of women. There are more male players than female players, but considering the disparity of ratio between men and women in the United States, the difference in a numerical value is not overwhelming, that is to say, the gap is not very big.

In 2015, also from the Pew Research Center, which pointed out in the Gaming and Gamers report (Duggan, 2015) that 50% of men play games and 48% of women play games. From the ratio, we can see that the proportion of male and female players is almost the same, and if converted to the number of people according to the sex ratio, it is closer than in 2008. So，in fact, in terms of the number of game players, there is not a big gap between men and women. In the same way, we can think that with the gradual development of the times and the game, the gap between the number of male players and female players is gradually narrowing, and the gap is now very close.

However, maybe due to the different types of games preferred by most male and female players, some games, such as shooting games, fighting games, etc., will still be designed for the preferences of male players. Such as the game market also seems to target the majority of male groups by wearing revealing clothes for female characters in the game. For example, CrossFire, an FPS game produced by South Korea's SmileGate, was launched in 2007. Compared with the male characters who are fully armed with armor and vests like soldiers dressed in military uniforms, the female characters' clothing is so few that people doubt whether such a revealing outfit is suitable for holding a gun and going to the battlefield (seen in Figure 2). The same point was made by Meija & LeSavoy (2018), who pointed out that more than 50% of female characters in games still wear overly revealing clothes, which the game makers believed will enhance the stimulation of the male gaze, as well as arouse the interest of male players.

Figure 2   Different gender dress in CrossFire

In addition, there was another more common default concept in games before, that is, male characters are strong in appearance and suitable for combat characters, such as swordsmen, tanks, assassins, etc., while female characters are more suitable for appearing as auxiliary characters, such as medical, they don't have powerful attacks but may be more agile (Tremblay, 2015).

In recent years, the above two "obvious differences" have been modified by new game settings launched by game updating. For example, in *Rainbow Six* (Ubisoft, 2015), which is also an FPS game, both male and female characters have complete military equipment, like Ash, a female soldier, has become a popular character due to her excellent attacking ability. Similarly, in *Overwatch*, they set up a way of character's identity that relies more on mode settings to strengthen the character's personal abilities, such as hero type, attack skills, etc., which are completely linked to the identity of the character itself, rather than default gender stereotype.

2.1.3 Homophobia in games

As Vitali (2010) said whether it is a gay character in the game or a gay player outside the game, it is often easy to be forgotten, because as a small group, their words and opinions are not easily accepted and noticed by people, and they are an "invisible" minority, even illegal in some regions and people's minds, so it is especially easy to be ignored and not taken seriously.

In the early days, homosexuality was not presented as equally and rationally as it is now, when a gay man appears in the plot, he is likely to be very feminine, behaving eccentrically, and out of tune with the bystanders (Vitali, 2010). But such discriminatory manifestations are likely to give gamers, especially younger players, a suggestive negative notion: that homosexuality is weird and out of place. And this stereotype exists in any group of people who are easily labelled. For example, in Marsh and Noguera's study on black students and stereotypes (2018), it was pointed out that even among the camaraderie shared by outstanding students, there are situations of teasing, exclusion, and forms of bullying against black students, which stems from the idea of flawed racialization established by school teachers. Although under the educational background of modern concepts, fewer young people may be affected than before, I still think it is inappropriate to have an unfair influence in this way. As Marsh and Noguera (2018) conclude in the end, the environment must acknowledge and be responsive to the labelling object, then the pervasive awareness of deficits fades and becomes obsolete over time.

As Cole (2009) said, modern mass media have more and more convenient ways to disseminate information. The advancement of technology has created more and more new fields for our work, and the Internet has achieved unimaginable ways of disseminating sound, images, and media, but it has also created more loopholes and greater dissemination of biases, harassment, and disinformation, and to spread these words and ideas without paying any price.

As I mentioned in 2.1.2, when exposure to the character's sexuality will cause controversy among game players or the community. For example, when the sexuality of the character Tracer in *Overwatch* was revealed, it also caused a strong backlash in the game community, although it may only be the resistance in a corner. For example, in Tamburro's (2016) article, it was mentioned that someone complained bluntly that "So they have the technology to violate the space time continuum and anti-gravity cars but somehow not to create a cure for homosexuality?" It makes people feel helpless and doesn't know how to answer, but it is undeniable that homophobia still exists among gamers, in community speech, and around us.

2.2 Attitudes and changes in the game plot towards LGBT

This section covers the existence of LGBT content about the existence of LGBT content in the game and the changes in recent years, which actually shows the changes in the treatment of LGBT at the social level. From the initial stereotype to the later concealment, to the current candid, every step is accompanied by the society's attitude towards LGBT, as well as the testing and thinking of game developers.

2.2.1 Be hidden and marginalized

As I said earlier, the way characters' sexuality and gay characters are expressed in the game is obscure. Therefore, it is often difficult for players to directly see the identity of same-sex partners from dialogue or character relationships, and their relationship is more conveyed to players in a suggestive way. But gay and lesbian expressions seem to be different. Generally speaking, lesbian identity is more likely to be implied, such as intimate words and actions. But at the same time, it is also easier to be blurred. Because of the closeness between women's relationships, it is easier to hide them as "good friends". And the manifestations of male homosexuality are almost explicit and stereotyped (Shaw, 2016).

But even so, the identities of gay characters in the game are mostly "irrelevant" roles like NPCs. Whether they are background characters or secondary characters, or even the main characters, their identities, just like LGBT content in-game content, do not play an important role (Shaw, 2016; Chang, 2015).

From the data files collected by Shaw and Friesem (2016), we can see that in the game, most of the characters with LGBT identities are NPCs. But as I mentioned above, the LGBT characters in the game, although not important, appear in a variety of forms, from main characters to secondary characters, or background characters and NPCs. And Chang (2015) argues that the presence of many unimportant LGBT characters in the game is unsatisfactory, because these examples are largely irrelevant to the game's progression and subsequent development, or do not play an important role. He believes that LGBT, as a minority in society, is not valued and are often easily forgotten. In some places or under certain circumstances, their views, concerns and ideas are not taken seriously and discussed, or even considered illegitimate.

But with regard to the importance of LGBT content in the game, it is difficult for me to articulate a turning point that can be regarded as a "milestone", but from the great success of *Life is Strange* in 2015; to Blizzard admitting its first gay character in 2016; to 2018, the appearance of the considered to be the first LGBT character "Neeko" in *League of Legends* (Riot Games, 2009); followed by the blurring of the concept of gender in 2020's *Cyberpunk 2077* (CD Projekt, 2020), the LGBT contents are constantly emerging and improving. Of course, during this period, many games have added LGBT elements to their plots, and many small game companies and well-known game companies have explored and worked hard in this direction. Each of them plays a very important role.

As Blizzard spokesperson Alexandra conveyed in a 2016 statement about Kotaku regarding their first gay *Overwatch* character Tracer to express the game's current attitude towards LGBT:

> From the beginning, we've wanted the universe of *Overwatch* to feel welcoming and inclusive, and to reflect the diversity of our players around the world. As with any aspect of our characters' backgrounds, their sexuality is just one part of what makes our heroes who they are.

<div align="right">Alexandra (2016)</div>

This statement makes it clear that in their concept, a character's appearance, race, gender, sexual orientation, and even disability have nothing to do with the person's contribution to the team, but only how the character becomes this role itself, and the person's contribution is just related to his/her abilities (Hawreliak & Lemieux, 2020).

2.2.2 Controversial

As mentioned in 2.2.2, the relationship between women is often difficult to define arbitrarily due to the particularity of the relationship between women. Shaw (2016) also ponders this situation in her literature: When two women are in a relationship, can it be directly proven that the two are lesbians? This view is controversial. From this we can also extend another question: whether the performance of the characters in the game is enough to allow players to impose inherently, default sexual orientation and gender identity on them, this process is also controversial as usual.

On the other hand, back to the official Tracer's sexuality controversy in *Overwatch*. After the sexual orientation of the character is clearly expressed in the form of official approval, the necessity of this behaviour and the behaviour of the game company to support it will also cause discussion among players, and even the negative comments that appear above are unavoidable.

2.2.3 Indirectly conveyed information to the player in the game

Parents and gamers alike were upset that the creators and manufacturers would allow a same-sex kiss on a rated T (for teen) video game.

These online communities, although a community in their own right, might not always foster enthusiasm and acceptance when it comes to diversity. The internet can be a wonderful learning tool, yet as Cole pointed out, it can be a breeding ground for harassment and prejudice.

Furthermore, 25% of all gamers are younger than eighteen (Cole, 2009) Teenagers are very impressionable, so it is not a surprise that when a teenager hears a multitude of fellow gamers use words such as "gay" and "queer" in derogatory ways, homophobia will set in. In order to

socially fit in with his or her peers, the gamer will include these derogatory words in their everyday vocabulary. Some gamers will worry that if he/she doesn't follow their actions, these derogatory words will also be directed at them If a solution is not acted upon quickly, homophobia will rapidly spread not only in the online gaming community but into everyday discourse.

2.3 LGBT in Sweden and China

This part will mainly compare the attitudes of China and Sweden towards the LGBT community in various aspects. So basically, I will discuss the information and data I have inquired about the two countries separately and then compare and summarize them.

Since I was born and raised in China, the description of some situation in China will be a little more detailed to help understand.

2.3.1 LGBT population base in both countries

As a big country with a population of 1.4 billion, in recent years, with the progress of society, the number of LGBT groups has continued to rise. China has the largest LGBT population in the world (Wang et al., 2020) According to the United Nations Report of 2016: in China, the LGBT group has a population of about 70 million (Tan, 2022).

According to the National Public Health Survey, the average share of LGB people in Sweden amounted to 1.6% between 2005 and 2012. And still rising (Indicators, 2019). LGB is used here because only LGB was mentioned in the study of the number of LGBT people in this National Public Health Survey. But we can continue to infer from this data: the number of LGBT groups must be greater than the 1.2% mentioned here. And according to statistics from the Swedish Public Health Agency in 2017 (Folkhälsomyndigheten, 2020), the proportion of homosexuality and bisexuality in Sweden is about 2% and 3%. The number of transgender people is unknown, with about 0.4% of adults reporting a transgender experience.

2.3.2 Different attitudes towards LGBT between two countries

When looking for literature, there is an obvious difference: even in the literature in recent years, most discussions about LGBT content in China focus on the violence that LGBT people are experiencing, the problems they are facing, and the impact of coming out of the closet on LGBT people in China. For example, research on whether LGBT content on social media has an impact on Chinese perceptions of LGBT (Hu, et al., 2022); national survey on Chinese public discrimination against LGBT people (Wang, et al., 2020).

Difficulties or how to make society accept LGBT people, and most of Sweden's goals are how to make LGBT people have a better quality of life, including sexual health, medical care, mental health and care for the elderly, and the expansion thinking of more benefits. For example, a nursing survey on loneliness in older LGBT communities (Siira, et al., 2022). There is an article called the discussion on LGBT topics in English teaching in high schools in Sweden (Strand, 2018), and such literature and research are almost impossible to openly discuss in high school and pre-high school education in China today. It is more difficult to add gay related topics or guidance in learning materials, and relatively speaking, the university environment may be relatively relaxed.

At the same time, I surveyed the attitudes and policies of countries/regions in Asia towards homosexuality in Wikipedia. Among them, East Asia is relatively accepting and open, while

West Asia is the least accepting. The most extreme of them would impose the death penalty on gays. On May 24, 2017, Taiwan passed a law on same-sex marriage, making same-sex marriage legal in Taiwan. The promulgation of this law has made same-sex marriage legal in Asia and only in Taiwan. In a sense, this is also a starting point for Asia to move towards sexual equality.

Due to the employment pressure in China, women have to leave their jobs for a certain period of time to take vacations due to pregnancy, childbirth, etc., so the employment pressure they face is greater than that of men. According to the survey in Actuality of Chinese LGBT Group (Chen, et al., 2021), 88.5% believe that lesbians should not disclose their orientation in the workplace, 56.5% believe that being gay will not relieve stress, and 27.8% The main reason to think openly lesbian is to avoid the stress of pregnancy problems. In the same situation, gay men have more freedom at work. But in school, gay students face more pressure than lesbian students, because men are more likely to have negative feelings about gay people (Zheng, et al., 2022).

In the article Discourses on LGBT Topics in the English Language Teaching (Strand, 2018), referring to a survey of Swedish primary school teachers, 71% of respondents said their school had a tolerant attitude towards gay and bisexual teachers, 10% said indicated that their workplace was not tolerant of homosexuality. In addition, they believe that exposing students to textbooks that address the perspective and role of LGBT research can not only provide LGBT students with a way to express their identities, but also make it a source of knowledge for non-LGBT students, allowing students to form a positive identity.

On the other hand, the same is true in Conceptions of transgender parenthood (Payne & Erbenius, 2018). In Sweden, over the past few decades, transgender patients have been redefined, from subjects deemed infertile to a new group of patients with reproductive rights. However, as this article shows, reproductive rights and access to fertility treatment are worth far less than they should be, unless they comply with regulations, not only to be parents, but also to meet their specific psychological and medical needs and practice. Be a person in a legal and safe way. But on the other hand, some people in Sweden have begun to think about how to reconceptualize parenthood and formulate corresponding laws to make the public better understand the multiple patterns of parental gender and position, and prevent discrimination against transgender parents and their children. But simultaneously, according to Wikipedia's description of the LGBT rights in China (2022), Chinese LGBT groups are prohibited to adopt (including single people and foreign LGBT people) or have children through medical means. So, for me, the policy and notion in Sweden are also a new and surprising level of open-mindedness.

2.3.3 The living environment of LGBT people in both countries

From the population base in 2.3.1, it can be seen that the LGBT population in China is about 5%, and among the LGBT group that accounts for 5% of the Chinese population, only 5% choose to come out, that is, to disclose their sexual orientation (Tang & Yu, 2021) Chinese Lesbian conducted a sampling survey of more than 100,000 LGBT people. Among those who came out of the closet, more than 56% of the participants' families were completely unacceptable, and only 6.3% of the parents' expressed acceptance. In addition, more than 70% of the participants will face pressure from their families to get married and have children.

Suen, Wong and Chan (2022) research on the violence against gay people from families of origin has shown that lesbians are more likely to come out to their families by a ratio of about 70% to 48%. Gay men are more likely to choose to pretend to be straight people to marry a straight female for family reasons, even have offspring with them. The behaviour is known as phantom marriage (known as xing hun) in China, and in the process, the other one knows nothing about it. Most of them did not have a contractual relationship, they were just cheating on marriage and compromising on family pressure. In terms of domestic violence, gay men face more family pressure than lesbians, but at the same time, even a relatively small rate of lesbians have a 60% or more probability of being subjected to domestic violence. On the other hand, lesbians (>75%) were more likely to experience violence from family members than gay men (>49%) by more than 25%. This is related to Chinese traditional culture and stereotypes about women. In the Chinese family concept, men can have more freedom and a longer time to avoid the pressure from the family to get their children married, while women over the age of 25-28 are urged by family members, hoping to get married and have offspring as soon as possible.

According to Wei & Liu's (2019) article, the authors interviewed 810 respondents in 29 provinces in mainland China, excluding the non-LGBT groups. Among them, 40% expressed suicidal thoughts, among which high school students have higher suicidal thoughts than graduate students. and undergraduates, while transgender students had higher rates of suicidal ideation than gay and lesbian students.

As for Sweden, according to Polling from the 2019 Eurobarometer (LGBT right in Sweden, 2022) showed that 98% of Swedish believed gay and bisexual people should enjoy the same rights as straight people, the highest in the European Union, and 92% supported same-sex marriage. The article from Agardh et, al. (2022) shows that in a survey of more than 3W people, the number of Swedish LGBT people receiving anxiety treatment is twice as high as the general population. Another study showed that gay and bisexual men had higher levels of alcoholism, drug use and psychological distress at the same time, but not lesbians. In terms of the proportion of physical violence, sexual violence and sexual coercion, women are significantly higher than men, but at the same time they are also in a high proportion —— physical violence: 50% of women, 37.5% of men; sexual violence: 89% of women, 58 % of male; sexual coercion: 78% of female, 50% of male.

Judging from the actual situation, the welfare treatment of LGBT groups in China is relatively low, while Sweden has obvious advantages over China in terms of recognition and welfare. But even in this situation, LGBT people in both countries are still under the same anxiety. This shows that LGBT groups are still fighting for fair or better treatment in both countries.

But in general, men have more negative attitudes towards LGBT than women, and this situation is common in many countries, not just in China (Zheng, et al., 2022). This difference comes from the different understandings of gender role differences between men and women. Worthen's (2013) study of straight men and women's differences in attitudes toward LGBT individuals suggests that straight men are more reluctant to be questioned about their "sexual orientation and masculinity" or do such suspicious behaviour.

3 Problem

In fact, when I was looking for LGBT feedback on game content, I found that there were very few papers related to the two at the same time. What I found mainly focused on games as a carrier/method to conduct research on LGBT groups. Most of the content that is more relevant to this topic is in the discussion of some game communities, and the information related to games and LGBT can be found on targeted websites, such as previous *Game Studies* and now *Gaymingmag*. It is true that the real-time information can be found, but most of these URLs are presented in the form of drafts and netizens' replies, the audience is limited, and most of them basically do not reply, so the feedback that can be obtained is relatively small, and the whole exists in the form of obtaining information.

I think as a game maker, it's really necessary to get this very real-time, massive amount of information. But on the other hand, it is also very important and necessary to pay attention to the expectations of players. Therefore, I will conduct research based on the following two topics as the main goal of this paper.

- Will the social/policy context of LGBT players affect their attitudes toward the LGBT content in games?

- Do different public/social/ political backgrounds lead to different expectations about the game expressed?

Due to the breadth of content involved in these two topics, it is difficult to generalize with simple questions. So, building on these two core topics, I've split the content into three parts that are easier to explore:

3.1 Young people's perceptions of LGBT based on different backgrounds

The main research objects of this study are LGBT groups in China and Sweden, and most of the audience of the game is young people. Of course, there are also many middle-aged and even elderly players, but I think young people have the fullest energy and quick thinking. So, young people's perceptions of the LGBT community can serve as a background for my research.

3.1.1 LGBT players

As a research subject, I need to understand the current environment of LGBT people in the two countries and the attitudes they are treated by the public, which will greatly affect their thoughts, self-confidence, perspective on problems, and the depth of their thinking. And these directly affect their expectations for LGBT elements in the game. It is as if the English textbook somewhere in Sweden has LGBT introductory content, but it is impossible to appear in the current teaching environment in China in the same grade. Will they be content with the existing LGBT content in the game, or will they have more ideas and discomfort with the current content.

3.1.2 Non-LGBT players

Straight players are basically used as a comparison here to compare the difference in response and thinking. Because the perspectives and pressures on the two groups of people are different, what they see is inferior to LGBT players, or they have more different concerns. Have they

thought about equal rights with LGBT people in gaming, or even in life outside gaming? In addition, right and wrong will not be discussed in this article, only the difference will be compared, which will also be explained in the interview, so as to reduce their psychological pressure and express more real thoughts.

3.2 The appeal of LGBT elements in the game to players from both countries

Since the two countries have different tolerances for LGBT groups, policies and environments are different, so I think in such a different context, even LGBT players have different perspectives on LGBT-related content in games. So in their views, which ones are the same, and which ones have very different perspectives; which country players care more about the rationality of LGBT content in the game, and which of them is more willing to see LGBT-related content in the game. Will the LGBT content in the game have an impact on their desire to buy the game, or will they be interested in more in-depth knowledge after hearing about a similar plot in a certain game?

3.3 Players' views on LGBT elements in games from both countries

Because one word appears in the above-mentioned remarks that have appeared in the game community: political correctness. So, for LGBT groups in different inclusive environments, do they also think that adding LGBT content to some games is for so-called "political correctness", and what LGBT elements do they think to make the game more abundant? LGBT content or episodes that make them feel bright. Whether they think differently about the existing LGBT content in the game, and what to expect from that content. In fact, this is also the core question of this article for me.

4 Method

For the research part, I mainly want to do in-depth interviews and questionnaires. Based on the content of the three sections mentioned in the Problem, this article will conduct inquiries of different degrees and depths to the interviewees and participants. The questionnaire is relatively simple, and the interview is more in-depth, and will be based on the questionnaire participants' answers to make a detailed inquiry. And refer to the feedback of the game community and the relevant content of the game information website for integration and analysis.

4.1 Participant recruitment

One limitation of the study is that, there are not many interviewers that I have access to, including the Chinese non-LGBT community, Chinese LGBT community, Swedish non-LGBT community, and Swedish LGBT community, some of whom rejected my interview because they were shy or not familiar enough interviews. The final list of participants includes both students and industry practitioners, all between 18 - 30. Also, in my list of people, the number of Chinese is slightly larger than that of Swedish, so I will analyze and discuss the responses received in two parts.

In order to better fit the subject and conduct group-based sampling interviews, I chose to use "Purposive sampling" for homogeneous sampling and qualitative studies according to the description of Sampling in BUSINESS RESEARCH METHODOLOGY (BRM).

> Purposive sampling (also known as judgment, selective or subjective sampling) is a sampling technique in which researcher relies on his or her own judgment when choosing members of population to participate in the study.
>
> BRM

> Qualitative studies aim to provide illumination and understanding of complex psychosocial issues and are most useful for answering humanistic 'why?' and 'how?' questions.
>
> Marshall (1996, p.522)

Finding interviewers is arguably the most difficult and time-consuming step in the current process. The first is the need to find interviewers from China and Sweden, and another reason is LGBT involves personal privacy, I can't ask everyone in a direct way, I'm not sure if this will it stress them out. According to the public acceptance mentioned above, this topic will be relatively more sensitive, which is also why I finally decided to find young people.

Regarding LGBT interviewers in China, I started to ask friends I am familiar with. Of course, the number of people I know is not enough to give strong support for this article, so I asked for their opinions and contacted more "potential interviewers" through their social circles, asking them if they are willing to participate in my interviews. Of course, before they join, I contacted and communicated with them. I explained to them about my study's topic and direction, and then participate in my interview with these people who were willing and interested in the topic. The process of finding Swedish interviewers was a bit complicated, due to my short time in Sweden and my own personality issues, so I didn't have much of a social circle. So I asked a few friends I knew and asked another friend who had also researched

LGBT-related content before to help me connect with more "potential interviewers". Of course, every contact will communicate with me in advance, like the Chinese interviewers, to know the content involved in their follow-up interviews, and then confirm with them.

4.2 Semi-structured interview

The interview is the first and the most important step in my research to gain opinions, but it is also free. Although the topic is formulated, I will also select and make a detailed inquiry according to the difference and depth of each interviewee's answer, the purpose is to find topics that they are more interested in and can discuss further. Look for topics that they are more interested in and more able to discuss in depth. This is also my expectation for this research interview. I hope to see more perspectives, more thoughtful answers, and even more questions that I did not consider when I was writing the questions ask them, so I would also be happy to discuss these with them. Talk about and think about problems together.

The semi-structured interview is characterized by the ability to modify the order according to the interviewee's answers and the process, and conduct unplanned but around themes questions based on the content of the interviewee's answer. This method is exactly in line with my vision, flexible, and highly adaptable (Robson, 2016). That's the reason why I call this interview a semi-structured interview, I don't think my current experience and experience are enough to compile a series of questions that are good enough and comprehensive enough. Of course, I also won't stick to this "interview questionnaire". Some interviewees may not even pay attention to the LGBT elements in the games they play, so the related questions are invalid, but this does not affect their own expectations for the appearance of LGBT content in the game. What's more, my interviewees are from China and Sweden, two countries with different attitudes towards LGBT. We can't assume they won't have a regional view of the problem, but that's just a precautionary guess.

Also, a semi-structured interview might make the answers I get more diverse. But in my research, the diversity of the answer is what I am looking for and what I hope to see in the interview, no matter whether the interviewer's point of view is positive, negative, approval, or against, all I am glad to see. (The interview questions can be seen in Appendix A.)

4.3 Questionnaire

The questionnaire is the second part of my whole survey. Based on the interviewee's interests in the questions, the depth of the discussions, and the different views and perspectives in the answers, I have sorted out, deleted, and carried out a more detailed listing of the questions. So, questionnaires are mainly used as a way to collect data on different perspectives, interviews can be used to gather more in-depth and detailed perspectives.

As I said above, the questions designed for the survey are relatively simple and easy to understand, because most people on the Internet don't take much longer to answer, moreover, if the description of the problems is too complicated, it may make the filling person confused, and the best effect may not be achieved. But I still need more answers and data to make my research and comparison more extensive and reasonable. Therefore, the questions of the questionnaire are mostly in the form of choice, and also include a small number of questions and answers. In addition, I also set some questions in the form of multiple choices, so that questionnaire participants can have more suitable options to describe their feelings/ideas, of course, the disadvantage is the increase in the amount of data. But at the same time, if do a

side-by-side comparison with the questions set in the interview, although the questions have been narrowed and targeted, overall, there will be more questions in the questionnaire. Since my main research target is the LGBT community, in order to ensure that I can distinguish between LGBT and non-LGBT communities, I divided the entire questionnaire into three parts. Based on filling persons' cognition of if they are a member of the LGBT community, which is entered into the second (LGBT participants answer part) or third (non-LGBT participants answer part) part of the questionnaire respectively, in order to distinguish the source of the final data results. Of course, the questions and answers in the second and third parts are set exactly the same. (The questionnaire can be seen in Appendix B.)

Therefore, in fact, it can be said that the questionnaire mainly plays the role of data support in my test, because some questions that can be discussed in depth are difficult to be better explored in the form of concise questionnaires, and the questionnaires' advantage is can better quantify and organize data.

But at the same time, the questionnaire also includes certain data diversification. Because I can't control the proportion of LGBT and non-LGBT people who participated in the questionnaire, I also think it is not a thing to worry about too much, it also allows me to see the data about consistency and difference of opinion among LGBT people and non-LGBT people at the same time.

4.4 Analysis of qualitative data

First of all, in my data, the main thing that needs to be further analyzed is the semi-structured interview content, while the questionnaire data is relatively more direct, from the number of responses to the options to the proportion is clearly visible, and the order is strict. Therefore, the main discussion here is how to analyze the interview data.

In terms of analytical methods, I mainly use thematic analysis (TA) for interviewing data. According to Braun & Clarke (2006), TA is a highly flexible and accessible method that can be used in a variety of ways to focus on the data. It can drill down to a specific aspect of a phenomenon or analyze the meaning of an entire dataset, then extract the obvious meaning from the report or question the thinking behind it. This is consistent with the flexible and high coverage characteristics of this study. Then combined with the method of recording the matrix, the interview recordings are listened back, recorded, and summarized, so as to conduct data analysis and statistics on the opinions later.

Because the semi-structured interview data is large and disorganized, it needs to be restructured before starting the analysis. The matrix can organize and arrange the data more effectively, and facilitate the detailed comparative analysis in the follow-up. And there is no fixed standard for the matrix (Miles & Huberman, 1994), and it can be classified and arranged according to my ideas. While listening to notes can help to read the data and start thinking about the meaning of the data (Braun & Clarke, 2006).

During the analysis, because the participants' responses are the mainstay, these will be compared in a way that summarizes and draws preliminary conclusions (Miles & Huberman, 1994), and in order to increase the credibility and clarity of the summary, I will appropriately add the content expressed by the interviewee in the interview (Miles & Huberman, 1994) to further clarify the point of view.

4.5 Ethical considerations

Since this thesis requires a semi-structured interview, a connection with the interviewees is required. In addition, the research topic of this thesis is the LGBT community and the LGBT content in games and includes the interviewees' views on the policy and other content. Strictly speaking, the identity of the interviewees in the research topic of this thesis is sensitive, and the information of relevant personnel needs to be collected and analyzed. Therefore, according to relevant laws and regulations, the risk of possible harm to the interviewee and the protection of personal privacy must be considered (Swedish Research Council, 2017).

Therefore, regarding ethical issues, I mainly consider three perspectives: 1. The personal rights of the interviewees; 2. Protect the personal information of the interviewees; 3. Let the interviewees know the information of this research in advance and have a basic understanding of the interviews in advance theme.

First of all, when I contact the interviewee, I need to let them know about my main research content and direction, and after conveying all the information involved in this thesis, I need to ask the other party to agree to participate in my research. However, at the same time, in order to protect the personal information of the interviewees, I cannot store this content as an agreement and save it in the form of signatures of both parties (the other party's name information will be left). So, I changed it to a letter of guarantee (Seen in Appendix C), and after the other party understood the interview and agreed with me, I would send my signed version to the other party to keep. The guarantee letter contains the title of this thesis, the publisher, the main content involved, and my guarantees. The guarantee content is:

i)   The result will hide their names, and follow participants' wishes to disclose or conceal their gender, identities and ages
ii)   Informed consent will be notified in the form of email or signed in the form of a non-disclosure agreement
iii) Ask the participants' willingness in the form of choice (willing/unwilling) in informed consent: to participate or not to participate
iv)   Participants have the right to stop interviewer from interviewing them at any time and without conditions
v)   All conversations in the interview process were recorded with an offline voice recorder, and they were anonymously handwritten (including questions and answers) and then deleted
vi)   The handwritten content will be sealed after the thesis is completed
vii) All interview conversations, and identity Information are known only to interviewer and will not disclose to any others.

Finally, based on the protection of the interviewees' personal information, in the follow-up interview analysis and discussion, I will not disclose any information about the interviewees, except nationality. So, for gender pronouns, I would try to avoid them, or use the gender-neutral pronoun "them/they" instead.

5 Analysis

First of all, in order to be more in line with the core content of this paper, most of the interviewees I am looking for are LGBT people, and a small number of non-LGBT people, as a comparison group. Because the interviewees were LGBT people and LGBT-receiving non-LGBT people, the analysis of negative and conflicting perceptions was not included in this interview analysis.

The final number of interviewees was 26, with 15 Chinese (including two non-LGBT people), 11 Swedes (including two non-LGBT people), and the final number of valid questionnaires received was 185, 158 Chinese (61 LGBT people, 97 non-LGBT people), 27 Swedes (21 LGBT people, 6 non-LGBT people). (As seen in Table 1)

Table 1 Research participants

Group	Interviewees	Questionnaire participants
Chinese LGBT	13	61
Chinese non-LGBT	2	97
Swedish LGBT	9	21
Swedish non-LGBT	2	6
total	26	185

The purpose of this study is to compare whether Chinese and Swedish LGBT communities have different attitudes and perceptions of LGBT content in games based on different environments, and whether they have different expectations. Therefore, in this paper, we will not compare their attitudes between right and wrong, or criticize or praise some views.

In addition, in the following analysis, the sentences with quotation marks have been modified to retain their original meaning, but not the original words from the interviewees.

5.1 Interview content analysis

5.1.1 General problem analysis

Among all my interviewees, the longest average weekly game time can reach more than 30 hours, and the shortest is less than three hours, so in general, the span of game time is very large, of which 8 people have less than 5 hours, accounting for 30.8 %; 9 people for 5-10 hours, accounting for 34.6%, 5 people for 10-20 hours, accounting for 19.2%, and 4 people for more than 30 hours, accounting for 15.4% of the total. Among them, the time spent by Chinese players in the game is generally the same as that of Swedish players: Chinese interviewees: a total of 15 people with a total time of about 184 hours, an average of 12.2 hours; Swedish interviewees: a total of 11 people with a total time of about 12.2 hours 139 hours, an average of 12.6 hours. Although it is difficult to say that the breadth of games involved by players in the two countries is similar, it at least shows that my interviewees are unified to a certain extent.

The characteristic is that most of the interviewees in China said that most of the game time is on mobile games, or team cooperation games, such as *PUBG Mobile* (Tencent Games, 2015) or *Honor of Kings* (Tencent Games, 2015), while the Swedish interviewees spend less time on mobile games and prefer computer games or console games, which may be a manifestation of local game characteristics, which will be discussed further on the data support in the questionnaire section.

5.1.2 Environmental impact analysis

In this part, I divided the object into three parts, the people around you, society and public opinion, and the policy of the country.

The acceptance of LGBT among people around

Maybe because the people I interviewed were all young people under the age of 30, both the Chinese LGBT community and the Swedish LGBT community believed that their friends or people they knew had a high ability to accept LGBT, although there were some views of unacceptable, but as friends, they can still have friendly communicate with each other. Some people also said that there are many LGBT people around them, which also makes them feel relaxed. However, compared to friends, the views of parents are pretty different between China and Sweden. Most of the LGBT groups in Sweden said that their parents may not be able to accept it directly, but they did not show extreme resistance or disgust during the communication process. Most of the LGBT groups in China said that they have not come out to their families at present. The coming out has made them feel scared and distressed, worried that their parents will vehemently oppose them, and even influence the harmonious parent-child relationship between them. One of the Chinese participants said, "When we chat at home unless I bring up this topic myself, we won't discuss it. Their attitude is obviously "I don't care about other people's children, but my child can't be gay". And this view applies to most Chinese families.

The acceptance of society and public opinion

Almost all participants agrees that younger groups are more accepting than older people, but the difference is that Swedish interviewees feel that the minority of older people who are not accepting directly basically do not think it is weird. In China, however, the older generation is perceived to be more resistant, which may be related to Chinese traditional culture and thoughts. In addition to the above discussion based on age, the interviewees in Sweden believed that in general, there is a relatively high level of acceptance in Sweden. Although there are definitely people who do not accept it, they generally do not ostracize the LGBT groups they see. More likely it is just a personal point of view that it is unacceptable for them. Chinese interviewees believe that Chinese society is more inclined to "acceptance at the surface". One person cited such an example "For example, a person in special clothes or a same-sex couple walking by on the road, many people will still look at a few more times. But not necessarily malicious, it may be curious." But they think this is not an absolutely bad phenomenon, at least the public is slowly realizing that LGBT groups are not an alien group, but this is also related to the degree of development in the city.

The acceptance of the policy

In existing laws, we can know that same-sex marriage in Sweden is legal and children can be adopted. Same-sex marriage is currently illegal in China, and same-sex couples cannot adopt

children. A Swedish interviewee said, "I have participated in research courses on LGBT, as well as clubs and large-scale activities on campus. I think this is normal around us, and few people feel uncomfortable because of these contents. Every summer in Stockholm has a very big Gay Pride Parade, we call it the Stockholm Pride, and it's been held for many years, and it actually makes us proud." He said this in a very excited tone. Another Chinese interviewee expressed a more serious view: "In fact, the public in China has been trying very hard to speak out, but the government has been controlling it. Although the country's attitude towards LGBT groups has always been the same: no approval; no disapproval; no promotion. But we know that this is not the case in this environment. Many social media topics that are more open or discussed in a straightforward manner probably won't be able to find it soon or will be blocked by the system. It is difficult for me to understand, because ten years ago, in 2012, the environment was very tolerant and open, including the subject matter of movies and TV series, but now it is blocked if it is a little sensitive." But there are also interviewees in Sweden who said the law can be further optimized to better safeguard the rights and interests of LGBT groups; some Chinese interviewees believe that as long as they do not object, they are satisfied.

In general, the Swedish interviewees are satisfied with the current policy and believe that it can still be improved; the Chinese interviewees are even more pessimistic, hoping to be recognized at an early date or have further protection.

Q: Some people think that the LGBT content is not necessary to be added to the game, it is for "political correctness", what do you think of this view?

Regarding "political correctness", all the interviewees, including the Chinese interviewees and the Swedish interviewees, did not believe that LGBT elements were added to the game for the so-called "political correctness", but many people had dialectical discussions on this. In this part of the point of view, the Chinese and Swedish interviewees have almost the same idea, all expressed their rebuttal views, and some even seemed angry when they answered. Most of the interviewees felt that those who expressed this opinion lacked empathy and inclusivity, and they believed that people who had this idea were biased against the LGBT community. Some people think that it is just to present life in the game and has nothing to do with politics; others think that the addition of LGBT content just reflects a very normal and common social phenomenon.

A Swedish interviewee's point of view is "I think if you stand on a personal point of view, then I think you may enjoy the thrill of the game more, and LGBT elements are not necessary for you, which I can understand. But you can't ignore or deny the importance of things that are irrelevant to you. Just like now that the policy has passed LGBT marriage, which is protection for the LGBT community, but this is not born like this, and it has been through the efforts of many people and many years. Every time I see this kind of comment, I feel that this person has no empathy. And I think this statement is a bit too targeted, you don't need to force others to feel unnecessary because you don't support it." Another Swedish interviewee said, "There are indeed different groups of people in this world, so they add this character or this plot to make more people willing to play and bring themselves into it. As a game developer, it may be It is understandable and normal to add LGBT content in order to expand the diversity and experience of the game. There is no need to discuss politics for the correct things, but if you want to force all the correct things to be "politically correct", then I agree with that."

While Chinese interviewees denied "political correctness", they were more concerned about the significance of adding LGBT content to the game. When a Chinese interviewee expressed

his opinion, he said, "Actually, I don't think it is right to associate it with political correctness. If it can be said openly, it already contains politics at a certain level, and life is inherently a part of the development based on the political foundation. I think it should be said that it is a manifestation, showing diversity, but also showing openness and tolerance. Because I think this is the product of the awakening of the consciousness of freedom and equality, it is a bold attempt, and it is very valuable Another person thinks, "This is actually a reflection of the state of society, not for political correctness or anything, but to express the state of society. The reality is that these people exist, and you can't deny their existence. So why can't it appear in the games? The game also reflects a lot of things in real life, and much of the content is very close to life, but it is presented through the game. And it is better to join than to avoid talking about it. After all, after joining, more people will know about it."

Other interviewees, including Chinese and Swedish, expressed a more dialectical attitude. For example, it would be more reasonable to include LGBT content in a story game, similar to *Life is Strange* or *Detroit* (Sony Interactive Entertainment, 2018). But most of the interviewees also hoped that the LGBT content added to the game was thoughtful and reasonable, rather than deliberately added to cater to something, and it was best designed by the LGBT community, rather than people who didn't know it at all. In the words of one of the interviewees, "In many influential games, it is indeed meaningful to include LGBT content, which will make this group feel that the world is diverse, not that love can only happen between fixed groups. It is very meaningful and inspiring, and it will also affect some people's ideas to a certain extent. As for political correctness, there can be various elements, but it cannot be just because some people are the minority, then give it a privilege, not an equal right. Grasping the equality of rights rather than special power in such a process is an issue worth thinking and discussing."

5.1.3 LGBT content in games
Q: If you think your environment impacts the presentation of LGBT content in games

Mainly, both Chinese and Swedish interviewees basically believed that the environment had an impact on the presentation of LGBT content in the game, accounting for 23 of the 26 people. And the other three are viewed from the player's point of view, it is agreed that there is no need to specifically add or emphasize the presentation of LGBT content in the game, whether it is ok to have it or not, including two Swedish interviewees and one Chinese interviewee.

All opinions are considered influential, the main difference is the impact of the environment on LGBT content. Most of the Swedish interviewees focused on "how LGBT content will appear in games". For example, some Swedish interviewees pointed out that in the games they play in the game, there will be more hidden LGBT content, such as the plot in *Life is Strange 1,* or the personal information of some characters, and these contents may not be discovered by many players, although clear LGBT plots are gradually added in games in recent, there are not many in general. Another person said "My friends and I will also have discussions about LGBT found in games, we will be interested in playing, and the environment of the game community is also very harmonious, there may be some other regions, or the platform will want to reduce these, but in fact, it will rarely block or oppose the content, and at most increase the age limit. I don't actually dislike their behavior, but when you talk about this issue, I feel that if the policy does not support LGBT, then under the same circumstances, these contents will be deleted or banned."

The Chinese interviewees discussed more about "whether LGBT can appear in games". Some Chinese interviewees made analogies with other cultural and entertainment forms such as movies and TV series. They believed that in the current Chinese environment, even in the form of film and television, adding same-sex love needs to be hidden or decorated. And because games have always been controversial, they are more strictly controlled in China. If they are discovered, it is easy to cause fierce disputes between different groups. Therefore, more LGBT-related games are more likely to appear in the self-made games of their fans, and only a few people know about them. There was even a Chinese interviewee who told me about the experience of being discriminated against and insulted by others because of the communication when playing *Overwatch*.

Q: Does LGBT content in games have any impact on the general public?

Based on the answers of all the interviewees, all the interviewees believed that the inclusion of LGBT content in the game would have a certain impact on the public. Opinions differ mainly in the size of the influence, the form of LGBT content added, and the groups it influences.

In fact, the opinions in this part are rather fragmented, and the interviewees have different perspectives on this issue, and there is no obvious geographical feature. For example, some interviewees thought it was a good thing that LGBT content was added to the game plot and more people noticed, however, some interviewees were worried that this content would have stronger resistance after being seen by players who are not very receptive to the LGBT community. Some interviewees believe that games are not enough to change a person's deep-rooted views and that the final audience players who add LGBT content to the game may still be LGBT groups or people who are interested in LGBT content, so it has little impact; while some interviewees It is believed that when LGBT content is more commonly and naturally put into the game, many minors may treat the LGBT group with a more equal attitude, which will have a positive impact on future development. Other interviewees believed that it depends on the settings of the game itself, or the attitude of the region where the game is located.

Due to the numerous and confusing opinions, I can only say that the interviewees affirmed the influence of LGBT content in the game on the public. In general, most of the Swedish interviewees held a more optimistic attitude; while the Chinese interviewed People are more likely to have a lot of worries and entanglements. Taking one of the more typical Chinese interviewees as an example, "I think it is influential. Many game memes are often mentioned in life, and gamers may also become aware of the LGBT community by playing similar games, helping to expand LGBT visibility. But after all, some people still can't accept this group, it may lose some players, and even more exclusion after they play, which is counterproductive. If you have a neutral attitude, you may have a better understanding of the culture and background of this part, but some people may not accept it after reading it. All in all, the praise and criticism are mixed."

5.1.4 Knowledge of LGBT content in existing games
Q: Have you paid attention to the LGBT elements in games

This part is the first time that there is a clear difference between the responses of the Chinese and Swedish respondents. 5 of the 15 (including LGBT interviewees and non-LGBT interviewees) interviewed in China said that they did not pay special attention and did not find LGBT-related content in the games they were playing, and 6 of the other 10 said they had paid attention, but did not find it. Only 4 of them could clearly say at least one game with LGBT

content. Eleven participants (including LGBT interviewees and non-LGBT interviewees) interviewed in Sweden said that they found LGBT content in the game, and 4 people said that they did not specifically look for it, but found it in the process when they played the game. Among them, a Chinese interviewee enthusiastically introduced to me the attention to LGBT content in SIMS in recent years; a Swedish interviewee expressed his appreciation for the LGBT content in *Disco Elysium* (ZA/UM, 2019). I think the obvious difference in this part may be different from the game styles and types of games that are popular in the two countries, which will be discussed later.

Q: The knowledge of characters' backgrounds and materials in large-scale competitive games such as *League of Legends* and *Overwatch*

All my interviewees said they had heard of these two games, but 8 out of 15 interviewees in China had played before, but only 3 out of 8 said they knew at least a part of these characters. Two other people said that although they had not played these two games, they had learned some characters' information from other channels. According to Swedish interviewees, 9 out of 11 said they had played at least one of them, and 5 of them said they knew some/most of the characters' background information. Another person said that he learned some character information from other channels.

Then I followed up with the participants who said they knew about the character's background information: **Did you know there had LGBT characters in either of those games.**

Interestingly, among the Chinese interviewees, although a total of 5 people expressed that they knew some characters, in the end only 2 (none of whom were non-LGBT groups) knew at least one LGBT character in the two games. As for the Swedish interviewees, out of a total of 6 people in 9 who knew some/most of the character information, only two (including non-LGBT groups) did not know that LGBT characters were included in these two games.

It is worth mentioning here that, as non-LGBT interviewers, 3 out of 4 people have played *League of Legends* or *Overwatch*, and one of them said that he knows some characters very well. In the end, only 1 Swedish interviewee knew that in *League of Legends* or there are LGBT characters in *Overwatch*. Of course, my respondents may have particularities and limitations, so this point will be discussed further below in conjunction with the data feedback in the questionnaire.

Q: Do you know some else games that contain LGBT content?

Among the 15 Chinese interviewees, 7 people said that they did not know about games that contain LGBT content, and the other 6 people except the two games mentioned above, and also mentioned: *A gay's life* (橙光游戏, 2019), *The Last of Us II* (Naughty Dog, 2020), *Sims 4* (2014), *Life is strange*, *Life is strange: True Colors*, *Detroit: Become Human* (2018), *Arknights* (Hypergryph, 2019) and some dating sims

Among the 11 Swedish interviewees, 3 said they were unaware of games with LGBT content, and 8 except the two games mentioned above, and mentioned: *The Sims 4* (Electronic Arts, 2014), *Dragon Age: Inquisition* (Electronic Arts, 2014), *Life is strange*, *Life is strange: True Colors*, *Detroit: Become Human* (2018), *The Walking Dead* (Telltale Games, 2012), *Grand Theft Auto V* (2013), *Hades* (Supergiant Games, 2020), *Disco Elysium*, *Assassin's Creed Odyssey* (Ubisoft, 2018), *The Red Strings Club* (Devolver Digital, 2018) and some dating sims.

As I mentioned above, the Chinese Sims player introduced me to a lot of in-game mechanics, such as the gender identity of the character and the character change based on gender identity. And a lot of LGBT content in the recent teaser. A Swedish interviewee told me about the bisexuality and gay men and women included in *Disco Elysium*, as well as the clear and realistic love expressed in the game. And a Swedish *GTA5* (Rockstar Games, 2013) player expressed dissatisfaction with the LGBT content in *GTA*: "It does cover LGBT content, and there have transgender characters. But to be honest, it makes me feel uncomfortable a lot of times, which may be related to the setting of the game itself has something to do it, it makes me feel more of a negative stereotype, in the form of teasing them for entertainment, I don't like that. But I still like this game very much, and I hope in the future It can be expressed better. But just a few days ago, I seem to see a message saying that transphobic content has been deleted, and it feels like a little improvement finally."

In addition, there is one game mentioned by the China participant: *Arknights* is a Chinese mobile game, which is the only mobile game mentioned in all games, and the interviewee said that the explicit LGBT element in *Arknights* is only a sentence in the character's background, which is hidden very deeply. According to previous interrogations on game duration issues, most of the Chinese interviewees said they spend more time on mobile games. So whether it can be explained that there are so few LGBT elements in Chinese mobile games that I can only raise one of the 15 people I know. This question will also be discussed in conjunction with the questionnaire data in the follow-up.

Q: Will you participate in the game's LGBT community/discussion groups, read other players' interpretations or discuss with them

There is also a very clear difference in the answer to this question: 11 of the 15 Chinese respondents said they would watch other players' interpretations of game content, game-related information, or game guides through social media or video platforms, but very few / hardly ever discuss with people on the web. But among these 11 people, only two were willing to participate in the game community, but both of them expressed their willingness to exchange game plots or experience with others in the community. 4 of the other 6 people said that they play games more in the form of social interaction, such as playing *PUBG Mobile* or *Honor of Kings* with friends on their mobile phones. After the game is over, they watch some teachings on how to play at most, and won't pay too much attention to others; or because of their own personalities, so unwilling to participate in too many discussions.

Among the 11 Swedish interviewees, 9 said that they would browse game-related information and interpretations on the Internet, and watch other people's game videos. Among them, 6 were willing to participate in the game community or discussion group, and 5 were willing to communicate with others in the community/discussion group. The other three said they rarely extends the game things into their living time or didn't like the community themselves.

From this, it can be clearly found that Chinese participants regard the game itself more as a kind of social interaction. Although most of them still spend time understanding outside the game, only a very small number are willing to join the community/discussion group to communicate with others on the Internet. The Swedish participants relatively are more willing to socialize after the game, the game itself is more for entertainment and relaxation.

5.1.5 Expectations for LGBT content in games

Q: Will you search for more information about a game because you hear it contains LGBT elements

Regarding this issue, Chinese and Swedish interviewees have relatively consistent views. Most of them (17 out of 26 people) said they would like to learn more. The other 6 people said they are more concerned about the type of game and how it is played than the LGBT content in games. The remaining three (including two non-LGBT participants and one LGBT participant) said they didn't pay much attention to the LGBT content in the game. Overall, LGBT groups in both countries have shown more interest than non-LGBT groups.

But when I asked **if they were willing to buy the game**, 23 of the interviewees in China and Sweden indicated that although LGBT content would be an element to attract them, if they wanted to buy, they would still consider the genre, gameplay, plot direction and other things of the game itself. Only three show the willingness to buy are all LGBT participants. But there is also a Chinese LGBT interviewee who said that if the game they are playing now adds a new LGBT character, and that character needs to be purchased, she is likely to buy it. Another Swedish LGBT interviewee said, "LGBT elements are still very attractive to me, but I am the person who will buy the member of the video platform specifically, because of the plot I want to watch. But it's hard to say for people outside the community."

Q: Would you like to see more LGBT-related content in games

The difference in perspectives on this issue is mostly between LGBT and non-LGBT groups. Most of the LGBT interviewees in China and Sweden wanted to see more exposure in games. Non-LGBT interviewees said it didn't matter. One of the non-LGBT interviewees explained the reason for choosing the same-sex relationship line when playing Life is strange: True Colors "Actually, my first reaction was to choose the opposite sex, and then I hesitated, thinking that it might be better to choose a girl. It's more interesting, so I chose a girl in the end. The options in the game will arouse my interest and increase the playability of the game. Now many people's ability to accept is multi-faceted, even if they are not a member of the LGBT group, but does not mean exclusion."

Among the supporting viewpoints, several interviewees in China expressed the hope that based on the game platform, more LGBT groups can be known, and the acceptance and social influence of LGBT content can also be gradually expanded. More Chinese and Swedish interviewees agreed that more LGBT content in the game would also increase exposure and give them a sense of identity. But at the same time, they also expressed their emphasis on the setting of the game itself, hoping that the addition of LGBT content would not be abrupt. For example, a Swedish LGBT interviewee said "I don't think those plots should only revolve around LGBT, the story of this game can be completely unrelated to LGBT, but I hope more games can have LGBT character/plot options, then if the LGBT people are playing, they don't have to choose male or female, they can choose the one that suits them more. Let more people find themselves in the game, I think this is very important. For example, when we watch TV and movies, if there are people in the play who have similar experiences with you or have a certain connection, it will be easier to resonate."

When I asked **what attitude they hoped the game would treat the LGBT content**, most of the Chinese interviewees, including LGBT and non-LGBT thought it would be best to maintain a rational and objective attitude and not need to be different from non-LGBT groups.

However, several LGBT interviewees in Sweden believed that on an equal and objective basis, it is more necessary for the game developers themselves to have sufficient knowledge about LGBT content, preferably a part of this group. As one of them said, "I think if you really want to do things well, then you need to have this concept, and people who really understand and really want to do well can make the desired effect. I don't believe that homophobic people can do the suitable content that the LGBT community can identify with."

Q: How would you like LGBT-related content to appear in the game

Two Chinese interviewees thought it would be cool to be able to directly state sexual orientation on a character's profile card. But at the same time, there are also several Chinese and Swedish interviewees who think that if there is a plot, it will be more immersive. If you compare the attitudes of the Chinese interviewees and the Swedish interviewees as a whole, there is no obvious difference, most of them are more inclined to the side content in the game or the selective way, such as players can choose the gender identity of the characters in Sims. Another small part believes that form is less important as long as it is reasonably positive. Either character information or part of the plot development is acceptable.

I also pressed interviewees who did not mention the background and personal information of the characters about **their views on this information that requires a special inspection to understand.**

A total of 11 people answered this question, including 4 Swedish respondents and 7 Chinese respondents. Among them, three Swedish interviewees and five Chinese interviewees believed that as long as the content appeared, it should be supported. Even if it may not be seen, it would be a very pleasant surprise if someone who is interested happened to see it. As the attitude of one of the Swedish LGBT interviewees, "As a game designer, you can't consider in advance whether players will see it or not. You must design with the assumption that "everyone will see it". Developers should contain love, to perfect, and enrich every character they create."

The remaining three think that they need to be discussed separately. If it is a Narrative or Puzzle game, generally speaking, they will think that this information will have a certain impact on the game, and they are glad to see it. If it is a competitive game like *Overwatch*, the character background does not play any role in the game or cause the game to be different, then it does not matter.

5.1.6 Views for LGBT content in games
Q: Do you think it's an improvement to see the open discussion of LGBT content in games? Is it important?

There are three main points of view: important, depends on different people, and it doesn't matter. The views of LGBT interviewees in China and Sweden were mainly focused on "important" and "depends on the person". For example, a Swedish interviewee believed that there have been many ways to present LGBT content in film and television, but there are still relatively few in games, and from the perspective of complete equality, we need to continue to work hard. The LGBT interviewees in China focused more on the acceptance of the LGBT community. Several people believed that if we can really openly discuss LGBT content in the game, it means that the public and the country have more awareness and a higher degree of tolerance towards the LGBT community.

A Chinese LGBT interviewee believes that even the LGBT content in games needs to be based on reality and cannot be too idealistic. For example, if parents in games easily accept their children coming out, it's not realistic. In this case, even if there has open discussion, the public cannot really understand the difficulties of the LGBT community. In addition, a Swedish interviewee discussed the setting of the plot: "To be honest, I wouldn't feel bad if it didn't appear, but I would feel good if it did. For example, the Life is strange plot contains the feelings of two girls, but in fact, it's not clearly shown in the game either. Many times, I'm reading materials or indirectly learning about the character's experience and identity, which will make me feel more touched and feel that the designer has a lot of heart."

Q: Do you think the existing LGBT content in games is necessary for the development of the game's plot

The point of view on this issue is also divided into three parts: necessary, unnecessary, and separate discussion. Most of the interviewees expressed the necessity of LGBT content in game promotion, such as influencing the development of the plot, the diversity of gameplay, expressing the attitude of game producers, and audience Inclusion.

Interviewees who want to discuss separately focused more on the genre and core gameplay. Some people think that it is necessary to conform to the trend and development of the plot. If the addition of LGBT content seems abrupt in the plot, it is not more appropriate. Compared with narrative games, background information similar to the characters in *Overwatch* seems to be not that necessary. A small percentage of people think it's unnecessary because: In their opinion, in most games today, swapping LGBT content for non-LGBT content doesn't make a big difference, so it's not a critical point. But at the same time, there are those who believe that even if it is unnecessary, LGBT content in the game is just as reasonable as all other content. One of the Swedish LGBT interviewees expressed an interesting opinion: "I think it is not necessary if we talk in theory, but I also think it needn't reasons to add LGBT content to the game, just like people need to drink water and eat, just like heterosexuality is very common in games. It's all very common and normal. If it's not necessary but also can be presented here, then I think it's fair. But if LGBT content is only can be added when it is "necessary", there may not be a time when it is that "necessary". On the other hand, this is another form of oppression."

Strictly speaking, the views of non-LGBT interviewees appear to be more neutral and objective than LGBT interviewees, while LGBT interviewees are more concerned with the impact of adding LGBT content, but whether or not they agree with the necessity of LGBT content in the game, they tend to want to see it in the game

Q: If there is a game that is primarily targeting to LGBT community right now, what do you think about this

First of all, all the interviewees recognized it, saying that if there is a game for the LGBT community, it is worthy of support, although not all the interviewees said they would play it. In addition to recognition, LGBT interviewees also expressed their concerns. For example, they do not want game developers to use LGBT content as a major gimmick, nor do they want game developers to make games to cater to this group, the games like that are easy to be limited by the audience. They hope that the game developers can seriously make the game itself well, and LGBT content is a plus for this game. Several interviewees, including LGBT interviewees

and non-LGBT interviewees, paid more attention to the gameplay and mechanics of the game, saying that they would look at comments and feedback first.

A non-LGBT interviewee in Sweden put forward an idea that was more in line with the market: "I think this game can be mainly described LGBT, but don't deliberately cater to most players, it can be like *Detroit*, a DLC can be specially made for characters with LGBT emotional lines, so that interested players can play additional plots, and this structure will be better. Because if the LGBT content is mainline, it is difficult for most people to empathize with the LGBT group itself."

In addition, another Chinese LGBT interviewee sincerely expressed to me his expectations for the content and connotation of this game: "I hope the game developers can make an educational game, such as the protagonist's life since childhood, his life contacts, to talking about his growth process, the factors affecting him, and even the protagonist's identification with his own identity. It will make the LGBT community who experience this game find resonance in such a role, and let non-LGBT people also understand that they are not a special population, they will be affected by many things, will have many thoughts and constraints, and will hear all kinds of voices. I think it is more important to consider how to tell the story clearly and completely so that players can experience such a process, and this kind of game is also very valuable. The protagonist can even not accept himself and form a confrontation with his true self, which is very educational, different people can get different feelings from it, and let non-LGBT people know that they are like this, they think this way, not a label or a symbol, not the monster needs to be avoided."

The interview analysis is basically over here. There is a lot of content in this section because I do not wish to generalize and simplify in my own words the very valuable and sincere responses of these interviewees, whose opinions may represent themselves or someone other than them. I want to write as clearly as possible here at length so that my interviewees know that someone is listening carefully.

5.2 Questionnaire response content analysis

In the questionnaire, I added a question that didn't come up during the interview, "Do you know what LGBT is?". This question comes from when I conducted the pilot test of the questionnaire. I found a few close friends, asked them to fill in the questionnaire, and connected in real-time to get instant feedback so that I could know better and faster whether they had any questions about the questionnaire. The main problem was: Whether the length of the questionnaire is appropriate; whether they can understand the meaning of each question; whether the options basically cover their ideas; and whether there are parts that can be further revised and improved. One of them asked me when they saw the title of the questionnaire: "What is LGBT?" This question surprised me to a certain extent, but at the same time it made perfect sense after thinking about it. The public may be more aware of the division of LGBT express, namely lesbian, gay, bisexual, transgender, etc., and rarely use this general term. On the other hand, unfamiliarity with LGBT may also be one of the effects of environmental factors, so I added the question "Do you know what LGBT is" at the beginning of the whole questionnaire, and in the second question "Are you a member of the LGBT community" to explain it.

Due to familiarity and time constraints, I got more responses in the Chinese part than in the Swedish part. The structure of the questionnaire part will try to match the interview analysis

part as much as possible, and some additional questions will be connected after the related questions.

Since the chart statistics include two versions of Chinese statistics (Chinese answer part) and English statistics (Swedish answer part), the content is very large, complicated, and hard to read. Therefore, I will use the Table form to list the data instead of the Figure for display. Most of the statistics are for single-choice questions, if there are multiple-choice questions will be explained separately. These are since there were responses with the same viewpoint but different perspectives in the interview answers, which did not differ in terms of strength or weakness, some multiple choice questions were set for this purpose.

5.2.1   General problem analysis
Q: Do you know what LGBT is?

Table 2 Understanding of LGBT Concepts

Groups	Know	Don't know
Chinese	79.11%	20.89%
Swedish	96.3%	3.7%

In the Chinese part of the total of 158 people, 33 people chose not to know, accounting for 20.89% of the total; while in the Swedish part of the 27 responses, only 1 person chose not to know, accounting for 3.7% of the total. From this, we can think that Sweden has a wider understanding of LGBT than China.

Q: How often do you play games (average weekly)

Table 3 Average weekly game time

Groups	<1h	1-3h	3-5h	5-10h	10-20h	>20h
Chinese	35.44%	25.95%	15.82%	11.39%	3.16%	8.23%
Swedish	/	18.52%	18.52%	44.44%	14.81%	3.7%

The questionnaire section is consistent with the interview questions, allowing players to choose their average weekly playtime.

From the replies of Chinese players, it can be seen that the number of people with less than 1 hour per week accounted for the largest proportion, 35.44%, and the number of people with 10-20 hours accounted for the smallest proportion, 3.16%, and the overall average duration was 6.16 hours. From the table in Sweden, it can be seen that the largest proportion of the number of people is 5-10 hours, accounting for 44.44%, while the proportion of people less than 1 hour is the smallest, accounting for 0%, followed by more than 20 hours, accounting for 3.7% of the total, with an overall average duration of 9.99 hours (5 people for 1-3 hours, 5 people for 3-5 hours, 12 people for 5-10 hours, 4 people for 10-20 hours, more than 20hours, 1 people).

From this, we can see that the game time of Swedish is longer than that of Chinese, but the game time is more average, decreasing from a maximum of 5-10 hours on both sides. For Chinese, the game duration is very scattered, more than 50% of which are accumulated within 3 hours, but the ultra-high duration of up to 8% cannot be ignored.

Q: You usually play more mobile games or computer games

From the game examples in the interview part, we can see that among the 14 LGBT-inclusive games mentioned, there is only one mobile game. So, if the relatively small number of Chinese respondents who understand LGBT content games are related to the gameplay of the games? I conducted an additional investigation.

Table 4 Chinese and Swedish game platform preferences

Groups	numb	mobile	computer	same	Neither
Chinese together	158	62.03%	10.76%	14.56%	12.66%
Swedish LGBT	21	9.5%	66.7%	23.8%	/
Swedish non-LGBT	6	33.3%	50%	16.7%	/
Swedish together	27	14.81%	62.96%	22.22%	/
Chinese without neither	138	71.01%	12.32%	16.67%	/

The results show that the proportion of Chinese who play mobile games is as high as 62% of all responses, and another 12.66% of people say that they neither play mobile games nor computer games. If removed this part of the people and only counted the group playing games. Then the proportion of playing mobile games reached 71% (98/ (158-20)), while those who said they played both mobile and computer games accounted for 16.6% (23/ (158-20)).

Among Swedish, 17 people prefer computer games, reached 63%, and 22.2% say they play mobile games and computer games at a similar frequency.

It appears that the overall proportion of mobile games played in China (87.6%) is similar to the overall proportion of computer games played in Sweden (85.2%). There are obvious regional differences.

5.2.2 Environmental impact analysis
Q: How accepting of LGBT do you think the people around you are

Table 5 Acceptance of people around the LGBT community in China and Sweden

	Chinese LGBT participants	Swedish LGBT participants
High acceptance	37.70%	33.3%
Good acceptance, but someone does not accept	49.18%	61.9%

Not many people accept	6.56%	4.8%
Basically unacceptable	3.28%	/
I haven't cared about it before	3.28%	/

The highest proportion of feedback from Chinese and Swedish was "Good acceptance, but someone does not accept", accounting for 61.9% of the Swedish LGBT participants answer and 49.18% of the Chinese LGBT participants answer. Regarding the opinions that people around them are not very acceptable, the Swedish LGBT participants part accounted for 4.8%, and the Chinese LGBT participants part accounted for 9.84%.

Q: What do you think about the acceptance of LGBT in your social/public opinion environment

Table 6 Acceptance of social/public opinion of the LGBT community in China and Sweden (multiple choice)

	Chinese LGBT participants	Chinese non-LGBT participants	Swedish LGBT participants	Swedish non-LGBT participants
Overall has a high acceptance	11.48%	9.28%	28.6%	16.7%
Based on gender and region	50.82%	51.55%	66.7%	16.7%
Younger groups have a higher acceptance	81.97%	74.23%	100%	66.7%
Not that acceptable	4.92%	5.15%	/	16.7%
Public opinion does not accept it	29.51%	19.59%	/	/
I haven't cared about it before	/	8.25%	/	/

The vast majority of responses from China and Sweden focused on the younger age group as being more receptive, which is consistent with the trends described in the interview analysis above. In comparison, the proportion of Chinese LGBT participants who believe that public/public opinion receptivity is high is much smaller than that of Swedish LGBT participants, 11.48%: 28.6%, which may be related to the basic laws and regulations of the two countries on LGBT.

It is worth noting that only one person in Sweden (including non-LGBT opinions) has chosen a negative answer to this multiple-choice question, In China, just in LGBT participants'

answers, nearly 30% thought that public opinion can't accept, or even prevents them. This can be said to be a very large percentage of dissatisfaction. This was even proven again in responses from non-LGBT groups, with 19.79% choosing the option. If add these two data together, it reached almost 50%. Based on this data, I am more inclined to interpret this view of denial as the consensus of a small portion of the Chinese public.

Q: What do you think about the acceptance of LGBT in your policy environment

Table 7 Acceptance of policy of the LGBT community in China and Sweden

	Chinese LGBT participants	Swedish LGBT participants
Very open	9.84%	4.8%
General acceptance	21.31%	71.4%
Not that good, but I think it's understandable	18.03%	/
Overall disappointing	27.87%	9.5%
Severe suppression, and feel no hope	11.48%	/
Do not really understand	1.64%	4.8%
Is this a matter that can be discussed?	9.84%	/
Other	/	9.6%

It is clear from the data that the "General acceptance" in Sweden LGBT participants' view has an overwhelming proportion of 71.4%, that is, most people find it acceptable. In China's LGBT participants' responses, although this option also accounted for a larger percentage of 21.31%, more people (27.87%) believed that the current policy was generally disappointing.

What I find interesting is that only 4.8% of people in Swedish LGBT participants think the policy is very open, while 9.84% of the LGBT participants in China think the existing policy is open, and 18.03% think the policy is restrictive can be understood. This means that the Chinese LGBT community's views on the policy are more polarized, that is, some people are disappointed or even hopeless, while others are satisfied with the status quo.

Q: Some people think that the LGBT content is not necessary to be added to the game, it is for "political correctness", what do you think of this view

Table 8 The views of LGBT groups in China and Sweden on "political correctness" (multiple choice)

	Chinese LGBT participants	Swedish LGBT participants
It's necessary, this community is existing	50.82%	81%
Since the game added it, it is necessary	9.84%	14.3%
Necessary for narrative games, not for others	3.28%	4.8%
Based on the game settings, it cannot be generalized	59.02%	52.4%
It's hard to say if it's necessary, but not for "political correctness"	32.79%	57.1%
It is for "political correctness", it doesn't make sense to add this, and I don't want to see it	/	/
Be indifferent	3.28%	/
Other	1.64%	9.6%

On this issue, the views of the Chinese and Swedes are very consistent, and all the replies deny the view of "political correctness" or think that it needs to be classified and discussed. In an optional reply blank, a Swedish LGBT participant slammed the idea, they arguing that "A game being made to include a trans or gay person is not just "politically correct" - it is an effort to try to allow a misrepresented group a split of air". Just like the Swedish interviewee mentioned in the interview, they expressed the same point of view: even the "correct" that is now generally accepted by the public is obtained through the efforts of many people, but many people now live in such an environment without realizing it.

5.2.3 LGBT content in games

Q: Do you think your environment impacts the presentation of LGBT content in the game

Table 9 Views of Chinese and Swedish LGBT groups on whether the environment affects the LGBT content of games

	Chinese LGBT participants	Swedish LGBT participants
Have a huge impact	29.51%	61.9%
Impact, but not much	45.90%	33.3%
There has no impact	14.75%	/
I don't know	9.84%	4.8%

In contrast, over 60% overwhelmingly agreed that the environment has a big impact on the presentation of LGBT content in games in Swedish LGBT participants' opinions. In China, more than 45% of the views believe that the impact on the environment is not significant, and nearly 15% of the views believe that there is no impact. But I think this point of view needs to be combined with the level of understanding of games that contain LGBT content in the interview analysis. So I will discuss it in depth in the follow-up content.

Q: Will the LGBT content in the game affect the public?

Table 10 Chinese and Swedish views on whether in-game LGBT content affects public perceptions

	Chinese LGBT participants	Chinese non-LGBT participants	Swedish LGBT participants	Swedish non-LGBT participants
Is helpful and can be seen by more people	49.18%	23.71%	66.7%	50%
More impacts people interested in LGBT	31.15%	38.14%	28.6%	16.7%
Only can impact a small number of people	13.11%	18.56%	/	16.7%
Hard to make an impact	1.64%	6.19%	/	16.7%
There has no impact	1.64%	2.06%	/	/
It will have the opposite effect	3.28%	7.22%	/	/
Be indifferent	/	4.12%	/	/
Other	/	/	4.8%	/

Most Chinese and Swedes LGBT participants agree that "it will have an impact", but the same to the feedback analysis in the interview, Chinese people are more likely to be worried and entangled. For example, nearly 30% of Swedish and Chinese LGBT participants think that even if it has an impact, it will also affect people who are interested in LGBT.

But judging from the responses to the Swedish questionnaire, if only the views of LGBT participants are counted, no one has yet chosen a more negative view. However, it can be seen from the questionnaires of Chinese LGBT participants that nearly 20% (13.11 + 1.64 +1.64 + 3.28 = 19.67%) of them chose a relatively negative option, and 3.28% of them were worried that adding LGBT content to games would have a negative effect on public perceptions.

5.2.4 Knowledge of LGBT content in existing games
Q: Have you paid attention to the LGBT elements in games?

Table 11 Chinese and Swedish LGBT groups' attention to LGBT content in games

Answers	Chinese LGBT participants	Swedish LGBT participants
Will specifically look for games that contain this content	13.11%	23.8%
Only the games I play often will pay attention	19.67%	47.6%
I have, but haven't see	27.87%	/
I didn't especially pay attention, but I saw	16.39%	23.8%
I haven't, and haven't see	16.39%	4.8%
I do not care about it	6.56%	/

Judging from the tendency of data and options, an overwhelming 95.2% (47.6+23.8+23.8) of Swedish LGBT participants chose to have seen LGBT elements in games, and in the Chinese LGBT participants' part of the data, the largest proportion was 27.87% who said: "I try to pay attention, but I haven't seen it". The total proportion that said they had seen LGBT content in games was 49.17% (13.11+19.67+16.39), but strictly speaking, less than half of all Chinese LGBT participants, and compared with Swedish LGBT participants' answers, also only half of them.

Q: The knowledge of characters' backgrounds and materials in large-scale competitive games such as *League of Legends* and *Overwatch*

Table 12 Chinese and Swedish attention to character information in *League of Legends* and *Overwatch*

	Chinese LGBT participants	Chinese non-LGBT participants	Swedish LGBT participants	Swedish non-LGBT participants
Played, know the characters' background very well	8.20%	4.12%	14.3%	50%
Played, know some characters that I interested	24.59%	12.37%	61.9%	16.7%
Played, but didn't pay attention to the background information of the characters	22.95%	15.46%	/	16.7%
Never played, but know the characters' background	6.56%	6.19%	9.5%	16.7%

Never played, and don't know about it	37.70%	61.86%	14.3%	/

First of all, based on the above statistics on mobile games and computer games, we already know that Swedish play more computer games, and Chinese people play more mobile games. A difference worth noting here is that only 3.7% (1/27) of the Swedish part including LGBT and non-LGBT participants currently choose "played, but not paid attention to the character background information", and this option accounted for 18.5% of the total responses in the Chinese answers (including LGBT and non-LGBT groups), and 52.9% of the respondents said they had never played or understood these two games.

That is to say, excluding the 52.9% who did not know the game at all, 18.5% of the 47.1% who had played or understood the character information did not pay attention to the background information of the character, which can be said to be a very high proportion. This brings me to the conjecture that "Chinese people are more willing to see games as a form of socializing with friends" in my interview analysis.

Q: Did you know that both *League of Legends* and *Overwatch* contain LGBT characters

This question is an add-on question based on those who chose "know" in the previous question. Since there are only two options, the data is very clear.

Table 13 Chinese and Swedish people who choose to "know these games have LGBT characters"

	Know	Don't know
Chinese LGBT participants	62.5%	37.5%
Chinese non-LGBT participants	45.45%	54.55%
Swedish LGBT participants	84.2%	15.8%
Swedish non-LGBT participants	33.3%	66.7%

It can be seen that more than 60% of the LGBT participants in China and Sweden chose "know", while more than 50% of the non-LGBT participants in China and Sweden chose "not found". Obviously, the LGBT community will be more likely to notice the LGBT elements in the game, which also confirms the data and opinions in the interview analysis.

Q: The game you know contain LGBT content

Among the 66 responses in the Chinese part, there are 29 LGBT participants and 37 non-LGBT participants, excluding 34 invalid responses (indicating that they do not know), a total of 32.

In the end, 21 valid responses from LGBT participants were counted, and 11 valid responses from non-LGBT participants were counted. Games mentioned include PC Games: *Cyberpunk 2077*; *The Sims 4*; *Life is Strange 1*; *Life is Strange: True color*; *The Last of Us II*; *Disco*

Elysium, *Assassin's Creed*, *Dragon Age*, *The Elder Scrolls V* (Bethesda Softworks, 2011), *The Witcher* (CD Projekt Red, 2015), *The Red Strings Club*, *Warcraft* (Blizzard Entertainment, 2003), *Hades*, *The Walking Dead*, *Catherine: Full Body* (Atlus, 2019), *Rainbow Six*; Mobile Games: *Identity V* (Netease Games, 2018), *Onmyoji* (Netease Games, 2017), *Arknights*. And some dating sims, as well as novels and TV drama programs.

Among the 19 responses in the Swedish part, there are 15 LGBT participants and 4 non-LGBT participants, excluding 1 invalid response (indicating that they do not know), a total of 22.

Games mentioned include *Life is Strange 1, Life is Strange: True color*, *The Sims*, *Detroit*, *Greedfall* (Focus Home Interactive, 2019), *Assassin's Creed Odyssey*, *Hades*, *Disco Elysium*, *The Red Strings Club*, *Dragon Age*, *The Elder Scrolls V*, *Mass Effect* (Microsoft Game Studios, 2007; Electronic Arts, 2010; Electronic Arts, 2012), *Cyberpunk 2077*, *The last of us II*, *GTA5*, *Destiny 2*, *Apex Legends* (Electronic Arts, 2019), *Rainbow Six*, *Fire Emblem: Three Houses* (Nintendo, 2019), *Ikenfell* (Humble Games, 2020), *The Walking Dead*, *Warcraft*.

Overall, and somewhat unexpectedly, Chinese participants were able to explicitly mention as many games with LGBT content as Swedish participants. Although there are 2 Chinese LGBT participants who provided more than 5 games separately (including overlaps).

It is worth mentioning that, of the only three mobile games mentioned above, two of them mentioned "not obvious/obscure" in the replies, which makes it more obvious that China controls LGBT content in (mobile) games still very strict. In addition, the data comparison here can also better prove that the LGBT community will pay more attention/to discovering LGBT content in games than the non-LGBT community.

5.2.5 Expectations for LGBT content in games
Q: Will you search for more information about a game because you hear it contains LGBT elements

Table 14 If there be further attention due to hearing about LGBT content

	Chinese LGBT participants	Chinese non-LGBT participants	Swedish LGBT participants	Swedish non-LGBT participants
Yes, I'm interested in it	57.38%	14.43%	76.2%	33.3%
No, I'm more interested in game type and mechanics	24.59%	37.11%	19%	33.3%
No, I don't that care about this content	16.39%	35.05%	/	16.7%
No, I might avoid	/	10.31%	/	16.7%
Other	1.64%	3.09%	4.8%	/

Proportionally, LGBT participants generally show greater interest; non-LGBT participants are relatively inclined towards the genre and mechanics of the game. Overall, the views of the

Swedish answers (including LGBT participants and non-LGBT participants) demonstrated a stronger interest in the questionnaire than the Chinese answers (including LGBT and non-LGBT people).

Q: Would you like to see more LGBT-related content in the game

Table 15 Expectations for more LGBT content in games (multiple choice)

	Chinese LGBT participants	Chinese non-LGBT participants	Swedish LGBT participants	Swedish non-LGBT participants
I always have this expectation	42.62%	11.34%	47.6%	16.7%
Yes, it will give me a sense of identity	37.70%	7.22%	76.2%	16.7%
Yes, but more hope based on the game itself	50.82%	36.08%	81%	66.7%
No, I think it will be controversial	1.64%	7.22%	/	/
No, I don't want to see it in games	/	7.22%	/	/
Be indifferent	4.92%	43.30%	/	/

Comparing the views of LGBT participants in China and Sweden, the two sides basically reached a consensus on the point of "hope". But the proportion of 1.64% in China is worried that it will cause controversy. Although it is a small data, I think it further shows that there are indeed some people in the Chinese LGBT community who are constantly worried about the living environment of LGBT in China.

When comparing the data of non-LGBT participants, the non-LGBT group in China has a support rate of 43.3% for the option of "it doesn't matter", this is even the only one of the four statistics to this question (Swedish LGBT part, Swedish non-LGBT part, Chinese LGBT part, Chinese non-LGBT part) with a support ratio greater than "I hope LGBT content can be based on the game itself" data.

Q: What kind of attitude do you want the game plot/the game developers to take towards the LGBT content in the game

Table 16 Expectations for games' attitudes toward LGBT content (multiple choice)

	Chinese LGBT participants	Chinese non-LGBT participants	Swedish LGBT participants	Swedish non-LGBT participants

Able to express support	37.70%	20.62%	47.6%	16.7%
Just being objective is fine	77.05%	61.86%	85.7%	66.7%
Do not deliberately add and destroy the game itself	55.74%	49.48%	42.9%	33.3%
I don't want to see	/	2.06%	/	/
Be indifferent	1.64%	15.46%	/	/
Others	/	/	9.6%	/

There is no big difference in this part from the data point of view. Whether it is Swedes or Chinese, whether it is the LGBT group or non-LGBT group, a very large proportion believes that objectivity is the most important, greater than 60%.

Of note are two comments from the LGBT section of Sweden, one of which expressed reflection on the "symbolism" of adding LGBT content to the game for the sake of LGBT content. Another wanted the LGBT stories in the game to truly belong to the LGBT community, preferably made by LGBT game designers, not imagined or made up. In the interview section, someone also expressed almost the same point of view

Q: How would you like LGBT-related content to appear in the game

Table 17 Expectations for the form in which LGBT content will appear in games (multiple choice)

	Chinese LGBT participants	Chinese non-LGBT participants	Swedish LGBT participants	Swedish non-LGBT participants
Character information	47.54%	21.65%	61.9%	50%
Could have a bit of a plotline	75.41%	39.18%	100%	50%
Allows players to choose is or not	52.46%	37.11%	85.7%	16.7%
The form doesn't matter, don't be obtrusive in the game	32.79%	42.27%	38.1%	50%
I don't hope to see it in the game	/	3.09%	/	/
Be indifferent	4.92%	19.59%	/	/

Most of the opinions of LGBT groups in China and Sweden focus on "character information, plotline, and independent choice", and even in the Swedish LGBT participants' answers, "Could have a bit of a plotline" appeared surprisingly 100% for the first time (multiple choice). And this option also reached a high proportion of 75.41% in the opinion section of the Chinese LGBT participants' answers.

And in the non-LGBT opinion, "Form doesn't matter, just don't be obtrusive in the game" compared to "plotline", has the same amount of support among Swedish non-LGBT participants, a little higher among Chinese non-LGBT participants (42.27%: 39.18%).

5.2.6 Views for LGBT content in games
Q: Do you think it's an improvement to see the open discussion of LGBT content in games (such as emotional or content discussions in the plot)? Is it important?

Table 18 Views on the importance of openly discussing LGBT content in games (multiple choice)

	Chinese LGBT participants	Chinese non-LGBT participants	Swedish LGBT participants	Swedish non-LGBT participants
It's important because it's normal in itself	60.66%	32.99%	100%	66.7%
It's important, able to resonate and think	54.10%	26.80%	85.7%	33.3%
It's important, there need to be discussions like this for more people to see	37.70%	21.65%	57.1%	33.3%
You can add it if the plot needs it, but there's no need to set it up especially.	22.95%	17.53%	9.5%	50%
It's not important, it may cause more people's resentment	1.64%	2.06%	/	/
It's not important, I don't hope to see this in the game	1.64%	/	/	/
Those who care will be glad, those who don't care still don't care	16.39%	28.87%	28.6%	33.3%
I don't care, it's okay to have it or not	8.20%	15.46%	/	/
I have no answer	4.92%	8.25%	/	/

Consistent with the interview analysis, most opinions focus on what is important, game-based, and dependent on the person. LGBT groups in Sweden and China are more inclined to express the objectivity and role of the LGBT group itself, accounting for more than 50% of all views. But what is interesting is that the option "I don't want to see it in the game", among the four groups of participants, only a very small number of Chinese LGBT people choose, rather than non-LGBT groups.

The views of non-LGBT participants in Sweden are relatively average, and they relatively emphasize the objective existence of LGBT groups and the setting of the game itself. While non-LGBT participants in China support the importance of discussing LGBT content in games, they believe that whether it will have an impact, in the end, depends on the preferences of the audience. And another very representative 15% choose to be indifferent. I made a comparison, including the above three questions before, at least about 15% of Chinese non-LGBT participants choose "be indifference", I think this is quite interesting.

Q: Do you think the existing LGBT content in games is necessary for the development of the game's plot

Since this question put forward too many angles and viewpoints in the interview, I cannot directly make a questionnaire in the form of multiple-choice questions, so I divided this question into two parts: first, ask the main points, that is, necessary, unnecessary, need to be discussed separately, and have no answer, and then participants express opinions in a voluntary fill-in-the-blank form based on each their different answers.

Table 19 Views on the necessity of LGBT content in games

	Chinese LGBT participants	Chinese non-LGBT participants	Swedish LGBT participants	Swedish non-LGBT participants
Necessary	31.15%	16.49%	66.7%	16.7%
Unnecessary	6.56%	9.28%	/	16.7%
Need to be discussed separately	57.38%	44.33%	33.3%	50%
I have no answer	4.92%	29.90%	/	16.7%

Necessary and discussed separately dominated the responses from LGBT participants in China and Sweden. The difference is that most of the Swedish LGBT participants think it is necessary, while the Chinese LGBT participants are more inclined to discuss it separately.

The more important part of this question is the views expressed by the fill-in-the-blank part that follows the options (Seen in Appendix B). In the views of non-LGBT participants, separate discussions also accounted for a significant proportion obviously. Swedish LGBT participants and non-LGBT participants submitted a total of 16 responses. In the end, 14 valid responses from LGBT participants were counted, and 2 valid responses from non-LGBT participants

were counted. The Swedish LGBT participants are more concerned with the depth of LGBT content expressed in the game, for example, they believe that "it is more important to be able to show LGBT characters than to include LGBT characters", "If the sexual orientation of the characters in the game affects the storyline, it should be as important as *anything* else in the story of any other game". It was also emphasized that the inclusion of LGBT content in the game can indeed increase its diversity, but it should serve the game itself, not just for inclusion. The main point of view of non-LGBT participants in Sweden is that adding LGBT content should also be based on core gameplay, and considering that some people may not accept it.

Chinese LGBT participants and non-LGBT participants submitted a total of 67 responses, excluding 8 invalid responses (expressing no opinion), a total of 59 responses. In the end, 25 valid responses from LGBT participants were counted, and 34 valid responses from non-LGBT participants were counted. Most of the Chinese LGBT participants expressed their views on the games' plot and their thoughts and worries about the public's acceptability. At the same time, many people expressed their resistance to the inclusion of blunt LGBT content in the game. In addition, many people have raised expectations that they want to see different plot lines or can express the inner thoughts of LGBT groups in reality.

According to most Chinese non-LGBT participants believe that it needs to be discussed based on the different plots and settings of different games. If the plot requires it, it is reasonable to join, but if it is a game that does not involve a plot or the addition of LGBT content is too blunt, then it's unnecessary. Of course, some people said that they have not encountered LGBT content in the game, so they cannot comment.

In general, one of the most common views is the desire to add LGBT content based on the game itself.

Q: If there is a game that is primarily targeting to LGBT community right now, what do you think about this

Table 20 Perspectives on games that primarily target the LGBT community (multiple choice)

	Chinese LGBT participants	Chinese non-LGBT participants	Swedish LGBT participants	Swedish non-LGBT participants
If it can appear, which deserves to be supported	50.82%	31.96%	76.2%	66.7%
Good, I'll keep an eye on it	62.30%	31.96%	100%	33.3%
Good, but I won't play it	4.92%	19.59%	/	33.3%
Mainly read comments and feedback, will not take the initiative to play	8.20%	20.62%	19%	50%
I hope more people can objectively understand	27.87%	17.53%	66.7%	/

what kind of community this is				
It more feels like a targeted, niche game	8.20%	8.25%	14.3%	/
The point is what type of game it is	14.75%	21.65%	4.8%	33.3%
Don't deliberately promote this, it's not a gimmick	24.59%	20.62%	19%	/
I don't care, and won't play	/	10.31%	/	/
It's unnecessary	/	1.03%	/	/
Is this available to be published?	4.92%	6.19%	/	/

Across all viewpoints, support and concern accounted for the largest percentages across all four groups of statistical data. Secondly, the LGBT participants hope that more people can understand the LGBT community more objectively through this game. Comparing the views of the Chinese LGBT participants and the Swedish LGBT participants, some Chinese people are more concerned about the game being promoted by LGBT content.

In terms of the views of non-LGBT participants, the probability of support of non-LGBT participants in Sweden currently exceeds the concern, which is more special in these four sets of data. Among the views of non-LGBT participants in China, in addition to the highest support and attention, the view that they will not take the initiative to play games also occupies a relatively large part. In addition, the attention to the game type is also very high. Compared with the other three groups of statistical data, the data of non-LGBT participants in China appears more tangled.

6 Conclusion

In this thesis, some fundamental differences in Swedish and Chinese players' experiences with, and attitudes towards, games were discovered. These differences seem to be informed by many different factors outside of games themselves, such as social/cultural/political circumstances. China and Sweden differ significantly in terms of policy and attitudes towards LGBT, and this gives players from these different countries a different "lens" through which they view and play games. However, there are also some perspectives related to the standpoint, the different environment background does not seem to cause a change in the general direction of the player's perspective.

6.1 Chinese and Swedish players have different expectations for games when they play:

League of Legends and *Overwatch* are used as examples in the inquiry because these two games are massively multiplayer competitive games with very wide popularity and audience, so I think they can be used as typical examples under the same conditions to be presented separately. At the same time, both these two games contain LGBT-identity characters, and this kind of identity background similar to card characters requires players to pay especially attention, or see additional video clips/ information derived from the game, otherwise, it is likely to be ignored. Finally, both the interview responses and the questionnaire data show that in terms of "massively multiplayer competitive games" Swedish participants pay more attention to game character profiles than Chinese participants (Seen in Table 12).

Although in the final data reflection of "Do you know that both *League of Legends* and *Overwatch* contain LGBT characters", both Swedish LGBT participants and Chinese LGBT participants chose to "know" with a high proportion of 62.5% of China and 84.2% of Sweden (Seen in Table 13), but based on the prerequisite for answering this question is to have a basic understanding of character backgrounds and materials in large-scale competitive games such as *League of Legends* and *Overwatch*, so we will integrate the two parts of data: Sweden LGBT participant data: (14.3 + 61.9 + 9.5) % * 84.2% = 0.722, so we can think that based on the current data, 72.2% of the Swedish LGBT community have a basic understanding of the character information of *League of Legends* and *Overwatch*, and know the LGBT identity of the characters; Data of Chinese LGBT participants: (8.2 + 24.59 + 6.56)% * 62.5% = 0.246, the same as above, we can think that among the Chinese LGBT community, 24.6% have a basic understanding of the character information of *League of Legends* and *Overwatch*, and know the LGBT identity of the characters (Seen in Table 21). A very obvious and large data difference is formed.

Therefore, although in a horizontal comparison, the LGBT group will indeed be more likely to notice LGBT elements in the game. However, in a longitudinal comparison, Swedish LGBT participants were several times more likely to notice than Chinese LGBT participants. Combined with the answers in the interview, this also proves that Chinese players and Swedish players have different goals when playing massively multiplayer competitive games: that is, Chinese players are more inclined to regard such multiplayer competitive games as part of social interaction than Swedish players, while Swedish players focus more on entertainment (As seen in 5.1.4 last question analysis).

Table 21 Integrated data calculation

	Have basic understanding of characters	know *League of Legends*/*Overwatch* have LGBT characters	Consolidate data
Swedish LGBT data	85.7%	84.2%	72.2%
Chinese LGBT data	39.35%	62.5%	24.6%

6.1.1 Different social/policy contexts influence the attitudes of LGBT players toward LGBT content in games

Combining the above discussion on environmental impact issues in 5.1.2, 5.1.3, 6.1.2, and 6.1.3, both Chinese and Swedish LGBT groups believe that their friends are relatively acceptable, but in general, younger groups have higher receptive (Seen in Table 6). Because parents or elders cannot accept their children as LGBT people. This is also the same survey conducted in Wang et al.'s article Discrimination against LGBT populations in China (2019), which showed that when straight participants were asked if they accepted that their family members were LGBT, 25.1% said they did not accept bisexual. 17.5% said they did not accept homosexuality, and 66.8% said they did not accept transgender people.

However, because the basic environment of the LGBT groups in the two countries is different, that is, the policy environment is different, and the living environment of the two groups is actually very different. When Hong (2015) discussed the rights of China and Western countries to treat LGBT groups, he said that he believed that the LGBT group's sense of peaceful movement belongs to "one of the most successful in recent history" in the modern history of the West, But the right of the LGBT community in China can only be called "lousy". The Swedish LGBT community is relatively free and more inclusive and can conduct discussions and research openly; while the Chinese LGBT community is suppressed. As described in the questionnaire data, there are quite a few people, including both LGBT groups and non-LGBT groups believe that public opinion is preventing the LGBT group from speaking out, and it is also preventing this group from getting out of the "shadow of being ignored" (Seen in Table 7). Yang (2019) pointed out in the discussion of China's public opinion policy that in 2016 the State Administration of Press, Publication, Radio, Film and Television of P. R. China (SAPPRFT) banned LGBT-related content on TV, for vulgar, immoral, and unhealthy reasons, saying it would 'exaggerate the dark side of society.' Research by UNDP (2014) shows that LGBT-related publications in China's mainland are all linked to AIDS education, while research on LGBT groups can only be published in Taiwan or Hong Kong. The huge difference in the attitudes of the official toward the LGBT community is the main reason for the apparent difference in the attitudes of the interviewees in the two countries when discussing the overall acceptance of LGBT.

The second is the perspective of the Chinese and Swedish LGBT groups on this issue. From the results of the interview and analysis, the Swedish LGBT group is more concerned about "How LGBT content will appear in games", while the Chinese LGBT group is more concerned about" Whether LGBT content can be present in games". These two views are inseparable from the different moods that the country's policy environment creates.

But at the same time, whether or not the environment recognizes the LGBT community will not affect a lot about their attitude towards LGBT content appearing in the game. For example, when discussing whether LGBT content is politically correct in 5.1.2 and 6.1.2, based on the answers in the interview and questionnaire data, no matter whether it is an LGBT group or not, it does not believe that "LGBT content is added to the game for political correctness" (Seen in Table 8). Combining with the responses mentioned many times in the back of the questionnaire, "I would rather not include LGBT content, and do not want to force LGBT elements into games", we can expand the basic point of view, that is: whether it is the LGBT groups or not, or what country they come from, they are unwilling to see LGBT content being bluntly added to the game in order to cater to "political correctness", which will undermine the development of the game itself. The LGBT group itself is an objective part of society, and LGBT people who join based on the game plot/setting will be welcomed.

From this, it can be shown that social and policy environmental factors will have different attitudes towards LGBT content in games between LGBT groups in China and Sweden, but will not affect their recognition of LGBT content in games.

6.1.2 Different public/social/political backgrounds lead to different expectations of LGBT groups in the two countries for game expressions

First of all, as mentioned above, the LGBT community in China is in a repressed environment, and they are not even free to express their opinions, let alone present them in games that are inherently "sensitive". For example, the editorial article 'Spiritual opium' has grown into an industry worth hundreds of billions (2021) in China's state media Xinhua News Agency still called video games "Spiritual opium", criticizing the impact of games on the public, especially minors. Therefore, the public is more likely to think of their own living environment and express their concern. In contrast, LGBT groups in Sweden have higher acceptance in terms of public opinion and policy (Seen in Table 6 & Table 7). They are not that worried about the LGBT content being erased from the game, because it won't. So, they are more concerned about how to appear in games in a more natural form. And whether it can afford a part of the plot in games.

The second is the difference in the way of playing games between China and Sweden. From the interview and questionnaire data in 5.1.4 and 5.2.4 above, we can see that there are only three mobile games mentioned that contain LGBT content, accounting for a small proportion. The number of Chinese LGBT groups who participated in the reply game reached 27 (6 interviewed + 21 questionnaires), and a total of 23 games with LGBT content were mentioned (Seen in Table 22). From the statistics of the questionnaire in 5.2.1, it can be seen that the proportion of Chinese people playing mobile games is as high as 71.01% (See in Table 4). In Lin's survey of Chinese game users (2020), it can be seen that in 2018 alone, China's mobile game users reached 605 million, and the annual output value reached 62.5% of the entire Chinese game industry. But under such a large coverage, only three mobile games are mentioned, and two of them are also emphasized that the LGBT content is very obscure. So we can basically think that the LGBT groups in China have access to very few games containing LGBT content, and even games with a relatively wide audience rarely contain LGBT-related content, or they have been added but are well hidden. So much so that they can't determine/imagine how LGBT will appear in the game, creating more fears of the unknown. The Swedish LGBT community also has a relatively better understanding of the presentation of LGBT content in games and thus has a deeper level of thinking.

Table 22 Games mentioned by Chinese and Swedish

Group	Computer games	Mobile games	total
Chinese	20	3	23
Swedish	22	/	22

In the above discussion of questionnaire response 5.2.2, I highlighted the comments of two participants in the discussion of LGBT attitudes in games (Seen in the analysis of Table 8). They use the form of comments on the choice questions to reflect the real thinking and expectations of the LGBT community for the appearance of LGBT content in the game: they hope that this content can become meaningful and closer to reality. And this point of view not only appears here, but also appears many times in the answers to other interview questions, and in the earnest hope of the LGBT interviewee in 5.1.6. Combining the viewpoints of 5.1.6 and 5.2.6, although the LGBT groups in both countries have given great affirmation to the existence of LGBT content in the game, and have a relatively strong desire to see LGBT content in the game. But on the other hand, they paid more attention to how to not only bring LGBT content into games, but more importantly, how to bring LGBT content into the game more reasonably and naturally. Scott Campbell expressed this view in communication with Shaw in *Putting the gay in games* saying that it goes to show that if adding a stereotypical gay character to the game is meant to reflect the "diversity" of the game, such cheap content is extremely offensive (Shaw, 2009). To sum up: How to tell the real LGBT story is a question worthy of careful consideration by game developers who want to make games with LGBT-related content at this stage. As Shaw (2009) said, the non-exclusion of LGBT content does not mean inclusion. Realities that reflect the world of life can better represent the LGBT community and move forward.

As for the expectations on the appearance of LGBT content in games, in fact, it was mentioned in various responses in all interviews/questionnaires. Most of the answers are that they hope to add more to the core gameplay based on the game itself. Of course, there are many LGBT participants who expressed their hope that they can see the description of LGBT content in the plot. I think this is more like an expectation that the LGBT community that their identities are not considered special anymore. Just as the LGBT groups in both countries are very interested in games developed primarily targeting LGBT groups, but also have deeper expectations, hoping that this kind of game can make the public know more about the LGBT group itself. The equality they want is just like in an interview, a Chinese LGBT participant said to me, "Actually, I think that if real equality can be achieved one day, even the LGBT group should be cancelled, and everyone is the same people are just free to like whoever they want, without labelling anyone, gay or straight, but it's hard to do in the current situation because we seemed haven't been taken seriously for now."

6.2 Limitations

First of all, since I did not find any research that matches my topic when I searched the literature, and the questions and groups involved are relatively sensitive, all the questions and questionnaire options raised in the text are thought and set by myself. There may be repeats,

omissions, and ambiguities in many aspects. For example, someone expressed confusion about a certain framework issue in my questionnaire feedback.

From the data point of view, the time from the release of the questionnaires to the start of data compilation is two weeks. Generally speaking, it is relatively rushed. In particular, the number of responses received in the questionnaire part in Sweden is too less, which makes the number of data in China and Sweden not that match. And the statistical results obtained from such comparisons are prone to large deviations (Finch, 2010).

In addition, for some data, due to time reasons, only the more obvious differences are proposed for conjecture, analysis, and discussion. If more comparisons and in-depth research are conducted, more discoveries and conclusions may be obtained. Studying LGBT representation, as well as culturally informed attitudes and opinions, is very complex. It requires perspectives from culture, sociology, anthropology, history, ethics, and so on. This goes far beyond the scope of a thesis project, and the topic needs to be addressed from a highly interdisciplinary and holistic viewpoint。Therefore, it is difficult for me to conduct a comprehensive and detailed in-depth analysis only by my ability. If possible, hopefully over time it can be further studied by researchers from many different fields of expertise.

6.3 Future Work

This study mainly summarizes Chinese and Swedish LGBT community and non-LGBT community thoughts and expectations on game content settings based on group considerations, then focused on the thoughts of the LGBT community. This is research that I find very interesting, and it can more accurately focus on some relative niche issues that may be overlooked in ordinary times.

However, due to time constraints, there were too few Swedish participants in the questionnaire, and it could take more to find more participants and get more responses in the future. When collating and analyzing the data, I found that many detailed answers and conjectures can actually be further investigated. For example, do people in China and Sweden think that the environment has an impact on their way of thinking? If it has impacts, what is that? And a more detailed query is made for the less mentioned mobile game part.

In addition, the framework of this research is relatively large, and the problems set are scattered. If there is enough time, special refinement and research can be carried out for a certain part.

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Appendix A - Interview Questions (Two versions)

1. Are you a member of the LGBT community?

   你是 LGBT 群体中的一员吗

2. What do you think about the acceptance of LGBT in your social/public opinion environment?

   你所在的环境对 LGBT 的接受程度怎么样

      - Separately in the people around you; the social/public opinion environment; the policy environment

      - 分别从朋友圈；舆论/社会环境；政策环境讨论

3. Do you think your environment impacts the presentation of LGBT content in the game?

   你觉得你所在的环境对于在游戏中呈现这些内容有影响吗

4. Do you think the inclusion of LGBT content in the game will help the public know more about the LGBT community? Can it influence the public?

   你认为在游戏中加入 LGBT 内容对于让大众更多更好地了解 LGBT 群体有帮助吗，或者说你认为它可以起到对大众的影响吗

5. Some people think that the LGBT content is not necessary to be added to the game, it is for "political correctness", what do you think of this view?

   有些人认为有的 LGBT 内容加入游戏没有必要，是为了"政治正确"，对于这一点你怎么看

6. How often do you play games (average weekly)

   你玩的游戏多吗，正常情况下玩游戏的时常大概是每周多久

7. Have you paid attention to the LGBT elements in games?

   有留意过游戏中的 LGBT 元素吗

8. Have you played large-scale competitive games such as League of Legends and Overwatch? Do you know the background and information about the characters?

   有玩过 lol（英雄联盟）、overwatch（守望先锋）吗？有对其中人物角色的背景和资料进行了解吗

9. Do you know some else games that contain LGBT content?

   还知道什么包含 LGBTQ 元素的游戏

10. Will you participate in the game's LGBT community/discussion groups, read other players' interpretations or discuss with them?

   你会参与游戏的 LGBTQ 社区/讨论组，看其他玩家的解读或者与他们一起进行讨论吗

11. Will you search for more information about a game because you hear it contains LGBT elements?

你会因为听说某个游戏中有 LGBT 元素而去特地了解这款游戏吗

12. Will you buy the game because it contains LGBT elements?

你会因为听说某个游戏中有 LGBT 元素而去购买这款游戏吗

13. Would you like to see more LGBT-related content in games?

会希望游戏中能出现更多 LGBT 相关的内容吗

14. What kind of attitude do you want the game plot/the game developers to take towards the LGBT content in games

你希望游戏剧情或者说游戏公司以什么样的态度来对待其中的 LGBT 内容

15. How would you like LGBT-related content to appear in games?

你会希望 LGBT 相关内容在游戏中以什么样的形式出现

16. For example, information such as character backgrounds or game-derived short films that require special viewing to know, do you also want to see more in games?

除了不是必要推动剧情的 LGBT 内容，比如像角色背景或者游戏衍生短片这类需要特地查看才能了解的信息，你也希望在游戏中能更多看到吗

17. Do you think it's an improvement to see the open discussion of LGBT content in games (such as emotional or content discussions in the plot)? Is it important?

你认为能在游戏中看到公开讨论 LGBT 内容（比如角色向玩家出柜，在剧情中进行相关感情或内容讨论，包含正面或负面态度）是进步的吗，重要的吗

18. Do you think the existing LGBT content in games is necessary for the development of the game's plot (such as character background/information, hidden storylines, LGBT emotional content)

你认为现有的游戏中的 LGBT 内容对游戏的剧情发展都是必要的吗

19. If there is a game that is primarily targeting to LGBT community right now, what do you think about this?

如果现在有一款主要面对 LGBT 群体的游戏，你有什么看法呢

Appendix B - Questionnaire (Two versions)

1. Do you know what LGBT is?

   你知道 LGBT 是什么吗

2.Are you a member of the LGBT community? (Explaining: LGBT is an acronym that stands for lesbian, gay, bisexual, and transgender)

   你是 LGBT 群体中的一员吗（解释 LGBT：女同性恋，男同性恋，双性恋，跨性别者）

3. How accepting of LGBT do you think the people around you are

   你认为你所在的朋友圈对于 LGBT 的接受程度怎么样

4. What do you think about the acceptance of LGBT in your social/public opinion environment

   你认为你所在的社会/舆论环境对于 LGBT 的接受程度怎么样

5. What do you think about the acceptance of LGBT in your policy environment

   你认为你所在的政策环境对于 LGBT 的接受程度怎么样

6. Do you think your environment impacts the presentation of LGBT content in the game

   你觉得你所在的环境对于在游戏中呈现 LGBT 内容有影响吗

7. Do you think the inclusion of LGBT content in the game will help the public know more about the LGBT community? Can it influence the public?

   你认为在游戏中加入 LGBT 内容对于让大众更多地了解 LGBT 群体有帮助吗，它可以起到对大众的影响吗

8. Some people think that the LGBT content is not necessary to be added to the game, it is for "political correctness", what do you think of this view

   有些人认为有的 LGBT 内容加入游戏没有必要，是为了"政治正确"，对于这一观点你怎么看

9. How often do you play games (average weekly)

   你平时玩游戏的频率如何（平均每周）

10. You usually play more mobile games or computer games

    玩手机游戏还是电脑游戏比较多

11. Have you paid attention to the LGBT elements in games

    有留意过游戏中的 LGBT 元素吗

12. Have you played large-scale competitive games such as League of Legends and Overwatch? Do you know the background and information about the characters?

玩过英雄联盟、守望先锋这些大型竞技类游戏吗，有对角色的背景和资料进行了解吗

13. (You can skip if you choose don't know about the character's information) Based on the previous question, do you know League of Legends and Overwatch both have LGBT characters

基于上一题，你知道英雄联盟和守望先锋都有 LGBT 角色吗

14. Do you know any games that contain LGBT content? (Can you give examples if you know)

你知道包含 LGBT 内容的游戏有哪些

15. Will you search for more information about a game because you hear it contains LGBT elements

你会因为听说某个游戏中有 LGBT 元素而去特地搜索和了解这款游戏吗

16. Would you like to see more LGBT-related content in games

希望游戏中能出现更多 LGBT 相关的内容吗

17. What kind of attitude do you want the game plot/the game developers to take towards the LGBT content in the game

你希望游戏剧情或者说游戏制作者以什么样的态度来对待其中的 LGBT 内容

18. How would you like LGBT-related content to appear in the game

你会希望 LGBT 相关内容在游戏中以什么样的形式出现

19. Do you think it's an improvement to see the open discussion of LGBT content in games (such as emotional or content discussions in the plot)? Is it important?

你认为能在游戏中看到公开讨论 LGBT 内容（比如在剧情中进行相关感情或内容讨论）是一种进步吗，它重要的吗

20. Do you think the existing LGBT content in games is necessary for the development of the game's plot (such as character background/information, hidden storylines, LGBT emotional content)

你认为现有的游戏中的 LGBT 内容对游戏的剧情发展都是必要的吗（比如角色的背景资料，隐藏的故事线， LGBT 感情线）

21. Based on your previous question's answer, could you give your reason

基于上一题，可以讲一下你选择的理由吗

22. If there is a game that is primarily targeting to LGBT community right now, what do you think about this

如果现在有一款主要面对 LGBT 群体的游戏，你对此有什么看法

Appendix C - Guarantee

1. 以下要进行的是关于完成论文 *LGBT GAMERS' PERCEPTIONS OF LGBT CONTENT IN THE GAME —— Based on young gamers in China and Sweden* 的半结构化采访
   The following is a semi-structured interview about completing the thesis *LGBT GAMERS' PERCEPTIONS OF LGBT CONTENT IN THE GAME - Based on young gamers in China and Sweden*

2. 本论文为硕士论文，于瑞典 University of Skövde 撰写，完成后将在公共开放访问论文数据库中发布（和所有其他论文一样）
   This thesis is a master's thesis, written at the University of Skövde, Sweden, and it'll be published (as all other theses are) in a public open-access thesis database

3. 在采访期间，我们将讨论"LGBT 相关内容，您作为游戏玩家的看法，对未来可能出现在游戏中的 LGBT 内容的期待，等"
   During the interview, we will discuss "LGBT-related content, your views as a gamer, your expectations for LGBT content that may appear in games in the future, etc."

4. 在论文里绝不会出现被采访者的姓名、年纪或任何关于个人隐私的内容
   The interviewee's name, age, or anything about personal privacy will never appear in the thesis

5. 采访过程将会被录音，但所有的谈话内容和录音仅采访者一人知晓，不会外泄
   The interview process will be recorded, but all the conversations and recordings are known only to interviewer and will not be leaked

6. 采访过程中不会有对被采访者造成人身攻击的内容
   There will be no personal attacks content on the interviewee during the interview

7. 被采访者有权利无条件要求采访者跳过不愿意回答的问题
   The interviewees have the right to unconditionally ask the interviewer to skip the questions they are not willing to answer

8. 被采访者有权利随时且无条件要求采访者停止采访
   The interviewee has the right to ask the interviewer to stop the interview at any time and unconditionally

9. 采访录音将在论文完成后立即销毁
   The recording of the interview will be destroyed immediately after the dissertation is completed

10. 被采访者 □愿意 □不愿意 让采访者把采访过程中讲述的内容/观点记录在论文中（不涉及个人信息）
    The interviewee is □willing □unwilling to let the interviewer use the content / opinion of the interviewee of the interview in the thesis (no personal information)

11. 如果采访中/采访结束后有违反上述内容或者个人信息泄露，可追究本人责任
    If there is any violation of the above content or personal information leakage during/after the interview, the interviewer can be held accountable

采访者签名 Interviewer's signature: