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Title: Representation of Africa in video games: the old normal

Video games, compared to other cultural media-products, are not only interactive, but can also create the opportunity for agency as the player can transform the reality created by the game. However, African video game players are misrepresented and underrepresented in these realities. As a result the ability to immerse in a game is to a lesser extent available to Black, Coloured and Indian (BCI) players. Research has already shown that unacknowledged experiences of discrimination, such as regularly being exposed to underrepresentation, can manifest in anxiety, depression and demotivation, but most research on game players' perceptions on the lack of diversity in games have been done in Europe and North America. Accordingly, this article attempts to explore the views of a diverse group of South Africans on the lack of BCI representation in games. Data were collected via face-to-face and online interviews and questionnaires and analysed according to the principles of grounded theory. The results suggest the extent to which discrimination via misrepresentation and underrepresentation has been normalised in the South African game-playing context, as well as the need for opportunities to raise awareness of systemic and internalised racism and ultimately the need to include Africa's indigenous cultures in these games.