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A Study on the Discourse Power Conflict of Female Gamers' Gender Identification in Games

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Abstract: *This study aims to thoroughly investigate the influencing factors of gender identification on discourse power conflicts encountered by female players in games, and further explore how this conflict pressure potentially impacts their future willingness to use gender identification. Utilizing the Structural Equation Modeling (SEM) technique and grounded in social identity theory, the research focuses on female players of the popular game "Honor of Kings" (n=249). Adopting the Stressor-Strain-Outcome (SSO) model as the analytical framework, gender identification is viewed as the stressor triggering discourse conflicts for female players. Through in-depth analysis, the study finds that female players tend to cope with stereotype challenges posed by gender identification by enhancing their gaming skills and actively engaging in the gaming community. However, when they perceive privacy violations or suppressed voices, these social conflicts significantly increase their perceived stress. Consequently, many female players opt to conceal or avoid using gender identification to mitigate unnecessary discourse conflicts.*

Keywords: *Video Games, Gender Identification, Discourse Power Conflict, Intention to Continue, Stress Model*

1. Introduction

With the widespread popularity of video games in modern life, the participation of female players is gradually increasing year by year. Despite the industry's diversity and inclusivity, female players frequently encounter discourse power conflicts[1] , stemming from deeply rooted gender stereotypes that view gaming as a male domain[2], thereby depriving or limiting the voicing rights of female players within gaming communities.

Gender identification in games, meant to help players build identities and socialize, often becomes a source of conflict for female players[3] , highlighting the pervasive gender biases in gaming culture[4]. With the rise of female empowerment, academics are now focusing on issues like online gender discrimination, stereotypes, and the sexualized design of female characters[5]. However, discussions on the marginalization of female players and the lack of discourse power remain inadequate. It's crucial to explore how gender identification in games impacts female players both positively, by fostering a sense of community, and negatively, by causing stress and conflict

The discourse power conflicts arising from gender differences not only undermine the gaming experience of female players but also hinder the progress of the gaming industry toward gender equality and diversity. To gain a deeper understanding of this issue, this study takes "Honor of Kings" as an example and adopts the Stressor-Strain-Outcome (SSO) model as an analytical framework from the perspectives of psychology and social identity theory. The aim is to reveal the psychological impact of gender identification on female players in games and the potential discourse power conflicts that may arise during game interactions. Through this study, we hope to gain a more comprehensive understanding of the actual experiences of female players in games and provide more insights into the needs and experiences of female players for game design and development.

2. Literature Review

Gender stereotypes are deeply ingrained in society, dictating the attributes associated with masculinity and femininity. Traditionally, men are seen as independent, agentic, and goal-oriented, while women are

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expected to embody interdependence, communion, and other orientations. Unfortunately, these stereotypes have permeated the gaming world, significantly affecting female players.

Gender stereotypes impose additional social pressure on female players. Research shows that this pressure leads to increased scrutiny and negative feedback, undermining their gaming experience and self-confidence[6]. This is especially evident in competitive games like the popular mobile title "Honor of Kings," where high-level players are often assumed to be male, and female players face doubts about their skill and legitimacy solely based on their gender. These doubts stem from a flawed presupposition that female players inherently lack technical understanding and gaming proficiency [7]. This bias not only manifests in player interactions within the gaming community but also influences decision-making in game development and design. Consequently, female players have significantly lower participation in these phases compared to their male counterparts.

Social identity theory explains how individuals' self-identity is based on group membership, leading to in-group preferences and out-group biases. In games, this group division is often based on gender, leading female players to frequently encounter gender stereotypes[8]. This situation further exacerbates the inequality of discourse power among female players, making them more vulnerable to gender biases and discrimination[9]. Specifically, when female players enter male-dominated gaming domains, their social identity is often challenged, leading to issues of discourse power conflicts and gender discrimination[10]. This pressure not only undermines their gaming experience but can also damage their self-confidence[11]. To avoid further negative evaluation and harassment, some female players may choose to remain silent and refrain from participating in discussions and interactions within gaming communities[12]. For instance, some female players avoid using voice chat functions to conceal their gender (a feature initially intended to enhance team cohesion and decision-making but has become a burden for many women). This silence further diminishes the discourse power of female players in the gaming domain, aggravating the issue of gender inequality[13].

The Stressor-Strain-Outcome (SSO) model provides a powerful theoretical framework for analyzing this phenomenon. The model systematically describes how stress indirectly affects an individual's behavioral outcomes by triggering emotional stress responses, particularly focusing on the generation of emotional tension and potential negative consequences caused by stressors[14]. This paper combines social identity theory with the SSO model to study female "Honor of Kings" players, examining the impact of gender identification on stress, discourse power conflicts, and potential negative outcomes. Furthermore, this study explores the potential impact of this discourse power conflict stress on female players' subsequent willingness to continue playing. This comprehensive analytical approach contributes to a more holistic understanding of gender issues in the gaming domain and provides theoretical support for promoting a more equitable and inclusive gaming environment.

3. Model Hypothesis

This study considers gender markers as a pressure source that triggers discourse conflicts among female gamers. Using social identity theory, we delve into its impact on the discourse power of female gamers. Specifically, we focus on analyzing how gender markers initiate discourse conflicts and how such conflicts negatively affect female gamers' gaming experiences and willingness to continue participating in games.

The discourse conflicts faced by female gamers in games manifest in multiple ways. Firstly, they may encounter unjust treatment such as being interrupted, ignored, or belittled due to their gender. This suppression of discourse power not only hinders their normal communication within the gaming community but also significantly diminishes their sense of presence and influence in the game. Secondly, gender stereotypes are another crucial factor contributing to discourse conflicts. Female gamers may be perceived as less skilled or unsuitable for gaming based on their gender, which not only limits their gaming experiences but also challenges their self-identity and sense of worth at a deeper level. Lastly, the reinforcement of gender differences makes female gamers more vulnerable to privacy violations in games, such as personal information disclosure and verbal harassment. These violations not only intensify their social pressure but also make them feel more uneasy and helpless in the gaming environment.

In the face of these pressure sources and discourse conflicts, female gamers may adopt different coping strategies, primarily manifesting in two aspects: discourse power coping challenges and conflict threat perception. Some gamers may choose to conceal or blur their actual gender markers to avoid further stress and conflicts. However, studies have also shown that many female gamers do not easily

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give up. Instead, they may opt to actively confront these challenges, including disclosing their gender markers and empowering themselves through community building, sharing experiences, and supporting each other.

Based on the above analysis, this study proposes the following hypotheses: Gender stereotypes, privacy violations, and discourse suppression positively impact female gamers' discourse power coping challenges and conflict threat perception. Meanwhile, attention should be paid to the coping strategies adopted by female gamers in the face of discourse conflicts and their effectiveness.

H1: Stereotypes positively impact female gamers' discourse power coping challenges and conflict threat perception.

H2: Privacy violations positively impact female gamers' discourse power coping challenges and conflict threat perception.

H3: Discourse suppression positively impacts female gamers' discourse power coping challenges and conflict threat perception.

H4: Discourse power coping challenges positively impact female gamers' intentions to continue using gender markers.

H5: Conflict threat perception negatively impacts female gamers' intentions to continue using gender markers.

Based on the theoretical foundation and research hypotheses mentioned above, this study proposes a theoretical model for the influence mechanism of gender markers on discourse conflicts among female gamers in games, as shown in Figure 1.

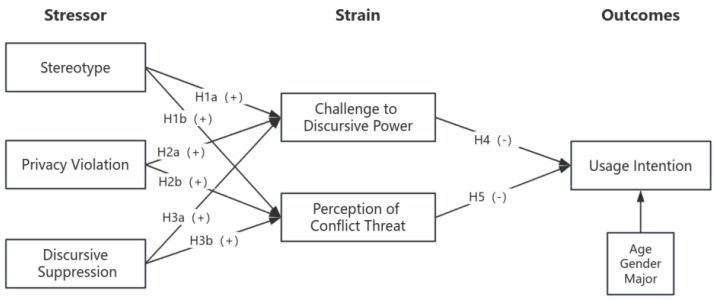

Figure 1: Theoretical model.

4. Research methods

4.1 Participants

Table 1: Participant Descriptive Statistics.

Attribute	Option	Frequency	Percentage(%)
Age(years)	<18	12	4.8
	18-24	71	28.5
	25-30	99	39.8
	31-36	54	21.7
	>36	13	5.2
Education	High School or Below	44	17.7
	Diploma/Undergraduate	169	67.9
	Postgraduate or Above	36	14.5
Major	SVC	51	20.5
	GOV	34	13.7
	STUD	43	17.3
	CORP	73	29.3
	PROF	27	10.8
	OTH	21	8.4

Note: SVC (service industry personnel), GOV (government employees), PROF (professional and

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technical personnel), STUD (students), CORP (corporate/company employees), OTH (others, including unemployed, homemakers, freelancers).

This study conducted a questionnaire survey among female players of various age groups, educational backgrounds, and occupations, who have played "Honor of Kings" for more than 50 hours, to ensure their understanding of the game and gather diverse perspectives from different backgrounds, thereby enhancing the reliability and validity of the empirical research. The questionnaire was distributed online through platforms such as Online social platforms, inviting eligible participants to fill it out. A total of 285 questionnaires were sent out, and after excluding invalid responses due to brief completion time or insufficient effort, 249 valid questionnaires were collected, resulting in an effective response rate of 0.87%. This sample size is adequate for formal investigation. Descriptive statistics of the participants are presented in Table 1.

4.2 Instruments

This study aims to measure six core variables and design a questionnaire survey containing multiple concepts. The measurement items utilize pre-existing scales and undergo semantic adjustments and optimizations based on specific scenarios encountered by female gamers during their gaming experiences, ensuring their applicability and reliability. Details of the Female Voice Conflict Pressure Measurement Scale can be found in Table 2. This study will employ the Likert 5-point scale to quantify the experiences, feelings, and needs of female gamers in games.

Table 2: Measurement Scale.

Dimensions	Item	Measurement item	Source
Stereotype	ST1	I am concerned that others may have preconceived notions about me based on my gender in games.	[15,16]
	ST2	I feel pressure in games to conform to certain gender expectations.	
	ST3	I worry that my behavior in games will be negatively judged based on my gender.	
Privacy Violation	PV1	In games, I tend to conceal my true gender to protect my privacy.	[17]
	PV2	I believe using a gender-neutral nickname is an effective way to avoid unnecessary gender focus.	
	PV3	I am uncomfortable with disclosing personal gender information in games.	
Discursive Suppression	DS1	I am uncomfortable with disclosing personal gender information in games.	[16,18]
	DS2	When speaking in a gaming team, I worry that my gender may affect my voice and influence.	
	DS3	I feel that my comments or viewpoints are sometimes suppressed or ignored by other players in games.	
Challenge to Discursive Power	CDP1	The pressure of discourse conflicts due to gender bias in games motivates me to constantly improve my skills and abilities.	[19]
	CDP2	Despite discourse conflicts, I remain unyielding and determined.	
	CDP3	When encountering discourse conflicts in games, I don't attribute them to gender reasons.	
Perception of Conflict Threat	PCT1	As the only female player in an all-male team, I find it difficult to rely on the team.	[20,21]
	PCT2	I often worry that expressing my opinions in games may lead to misunderstanding and exclusion within the team.	
	PCT3	Sometimes I fear that if I allow myself to get too close to my team, I may get hurt.	
Usage Intention	UI1	I want to continue to express and identify with my true gender in games.	[22]
	UI2	I will continue to express and identify with my true gender in games.	
	UI3	I intend to keep expressing and identifying with my true gender in games.	

4.3 Statistical analyses

The article evaluates reliability using Cronbach's α coefficient, with higher α values indicating greater

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reliability and internal consistency of the questionnaire. The results show that all Cronbach's α coefficients are greater than 0.8, indicating good reliability of the scales[23]. Validity analysis is mainly conducted through convergent validity and discriminant validity. The results show that the standardized factor loadings of the scale items are all above 0.7, indicating a strong explanatory power of the observed variables for the latent variables. Convergent validity is mainly measured by two indicators: AVE (Average Variance Extracted) and CR (Composite Reliability). The AVE values of the scale items are all above 0.5, and the CR values are all above 0.7, meeting the corresponding constraints. This suggests that the data obtained from the questionnaire survey is sufficiently reliable in reflecting the actual situation[24] and can be used for empirical analysis. The descriptive statistical analysis results of the variables are shown in Table 3.

Table 3: Reliability and Validity Testing of the Scale.

Latent variable	Item	Standard Factor loading	Cronbach's Alpha	CR	AVE
Stereotype	ST1	0.806	0.849	0.851	0.655
	ST2	0.811			
	ST3	0.811			
Privacy Violation	PV1	0.754	0.850	0.851	0.656
	PV2	0.842			
	PV3	0.831			
Discursive Suppression	DS1	0.755	0.822	0.824	0.610
	DS2	0.817			
	DS3	0.770			
Challenge to Discursive Power	CDP1	0.834	0.837	0.832	0.623
	CDP2	0.755			
	CDP3	0.777			
Perception of Conflict Threat	PCT1	0.840	0.825	0.831	0.621
	PCT2	0.774			
	PCT3	0.747			
Usage Intention	UI1	0.889	0.870	0.869	0.689
	UI2	0.807			
	UI3	0.791			

Table 4: Total Variance Explained.

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.93	55.16	55.16	9.93	55.16	55.16	2.71	15.08	15.08
2	1.28	7.09	62.25	1.28	7.09	62.25	2.45	13.59	28.67
3	1.03	5.74	67.99	1.03	5.74	67.99	2.41	13.37	42.04
4	0.62	3.46	71.46	0.62	3.46	71.46	2.32	12.87	54.91
5	0.56	3.10	74.56	0.56	3.10	74.56	2.15	11.97	66.88
6	0.50	2.77	77.32	0.50	2.77	77.32	1.88	10.45	77.32
7	0.47	2.58	79.91						
8	0.45	2.48	82.38						
9	0.42	2.35	84.74						
10	0.39	2.15	86.89						
11	0.36	2.00	88.88						
12	0.35	1.93	90.82						
13	0.31	1.73	92.54		5				
14	0.31	1.71	94.25						
15	0.30	1.65	95.90						
16	0.27	1.52	97.42						
17	0.26	1.44	98.86						
18	0.205	1.14	100						

Note: Extraction Method: Principal Component Analysis.

Using SPSS 27.0, the data was subjected to sampling adequacy tests, including the Kaiser-Meyer-Olkin (KMO) test and Bartlett's test of sphericity. The KMO value obtained was 0.960, exceeding the recommended threshold of 0.8, and Bartlett's test significance (0.000) was less than 0.05, indicating that the data is suitable for factor analysis[24]. Principal component analysis was employed for factor extraction, and the factor loading matrix was rotated using the varimax rotation method. The total

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variance explained results are presented in Table 4, showing that six factors cumulatively explain 77.32% of the variance, indicating good explanatory power[25]. The rotated component matrix a is presented in Table 5.

Table 5: Rotated Component Matrix a.

Dimension	Code	1	2	3	4	5	6
Stereotype	ST1			0.686			
	ST2			0.733			
	ST3			0.745			
Privacy Violation	PV1						0.814
	PV2						0.548
	PV3						0.536
Discursive Suppression	DS1					0.68	
	DS2					0.52	
	DS3					0.725	
Challenge to Discursive Power	CDP1		0.585				
	CDP2		0.754				
	CDP3		0.783				
Perception of Conflict Threat	PCT1				0.599		
	PCT2				0.778		
	PCT3				0.637		
Usage Intention	UI1	-0.799					
	UI2	-0.837					
	UI3	-0.805					

Note: Rotation Method: Kaiser Normalized Variance. a. Rotation converged in 7 iterations.

We conducted further tests on convergent and discriminant validity to assess the comprehensiveness and exclusivity of the measured variables, respectively. Correlation analysis was primarily employed to determine the degree of relationship between the variables, using the Pearson correlation coefficient as our metric. Higher coefficient values indicate a stronger correlation between variables. If the square root of the Average Variance Extracted (AVE) for a factor is greater than the Pearson correlation coefficients of other factors, it demonstrates good discriminant validity [26]. According to Table 6, except for the correlation coefficient between "Perception of Conflict Threat" and "Discursive Suppression" which exceeds the AVE square root value, all other correlation coefficients are less than the respective AVE square roots. Hence, the measurement model exhibits strong discriminant validity.

Table 6: Discriminant Validity: Pearson Correlation and AVE Square Root.

Latent variable	ST	PV	DS	CDP	PCT	UI
ST	0.809					
PV	.682**	0.810				
DS	.680**	.774**	0.781			
CDP	.742**	.696**	.703**	0.789		
PCT	.645**	.781**	.783**	.668**	0.788	
UI	-.585**	-.595**	-.562**	-.524**	-.566**	0.830

Note: The diagonal numbers are the square root of the AVE for each factor.

4.4 Goodness-of-Fit Test

In this study, the theoretical model was analyzed using structural equation modeling in AMOS 28.0 software and tested employing the maximum likelihood method. Structure validity refers to the overall fit of the model. Table 7 presents the goodness-of-fit test values for the model (see Figure 1). The ratio of chi-square to degrees of freedom (χ^2/df) for the model's parsimony fit index is 1.130, indicating excellent parsimony fit. Additionally, the goodness-of-fit index (GFI) is 0.931, exceeding the recommended threshold of 0.9. The root mean square error of approximation (RMSEA) is 0.044, which is below the acceptable limit of 0.05. These results suggest that the model's covariance matrix adequately explains the sample covariance matrix. Furthermore, the comparative fit index (CFI) is 0.992, exceeding the benchmark of 0.9, indicating significant improvement in model fit compared to the null model, thus demonstrating good model fit. Overall, the structural validity between the model specifications and the data has been established, indicating a good fit for the model examining the influence mechanisms of discourse power conflicts among female gamers.

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Table 7: Model Fit Indices.

	P	χ^2/df	GFI	RMR	CFI	NFI	TLI	AGFI
Analog value	>0.05	<3	>0.9	<0.05	>0.9	>0.9	>0.9	>0.9
Reference value	0.000	1.130	0.931	0.044	0.992	0.937	0.991	0.910

4.5 Result

Further examination of the path coefficients in the model was conducted, resulting in the generation of an overall model relationship path diagram (see Figure 2). This diagram illustrates the degree of influence and structural relationships among the latent variables in the structural equation model constructed in this study. The model's output is presented in Table 8.

Table 8: Measurement Results.

		Path		Estimate	S.E.	C.R.(T)	P	Result
H1a	CDP	<---	ST	0.679	0.124	5.479	***	Supported
H2a	CDP	<---	VP	0.119	0.224	0.534	0.594	Rejected
H3a	CDP	<---	DS	0.372	0.258	1.441	0.15	Rejected
H1b	PCT	<---	ST	-0.037	0.096	-0.382	0.702	Rejected
H2b	PCT	<---	VP	0.463	0.186	2.494	0.013	Supported
H3b	PCT	<---	DS	0.57	0.219	2.599	0.009	Supported
H4	UI	<---	CDP	-0.564	0.162	-3.474	***	Supported
H5	UI	<---	PCT	-0.342	0.139	-2.457	0.014	Supported
Control variable:		Age		-0.048	0.051	-0.926	0.354	NS
:		Educational		-0.031	0.086	-0.363	0.717	NS
		Major		0.002	0.031	0.049	0.961	NS

Note: ***, **, * represent significance levels of 1%, 5%, and 10%, respectively.

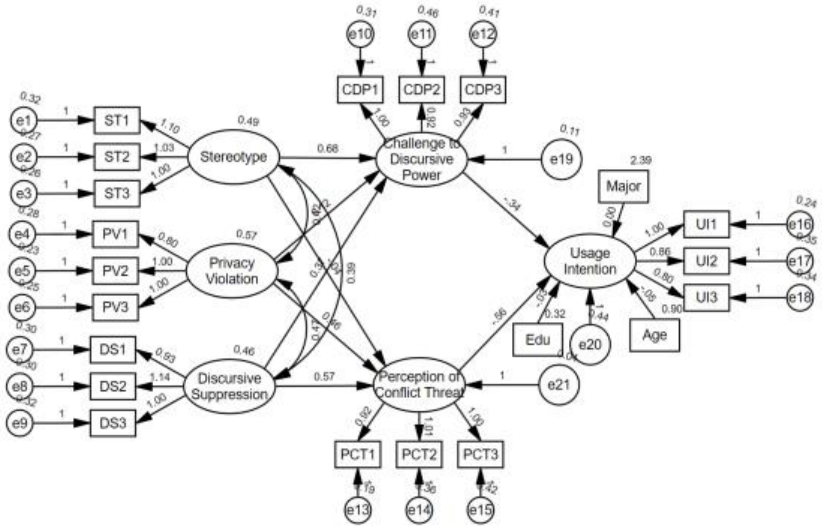

Figure 2: SEM simulation results graph.

The results of the study reveal a significant positive correlation between stereotype and the discourse power challenges faced by female gamers (β=0.679, P<0.001), indicating that as female gamers are subjected to stereotypical behaviors in games, their psychological social pressure also increases. However, the positive correlation between stereotype and the perception of conflict threat in the social environment is not significant (β=-0.037, P=0.702). Meanwhile, the hypotheses regarding the association between privacy invasion (β=0.119, P=0.594), discourse suppression (β=0.372, P=0.150), and discourse power challenges were not supported by the data. However, privacy invasion (β=0.463, P=0.13) and discourse suppression (β=0.570, P=0.009) exhibited a significant positive correlation with the perception of conflict threat in the social environment. Surprisingly, both discourse power challenges (β=-0.564, P<0.001) and conflict threat perception (β=-0.342, P=0.014) negatively impact female gamers' intention to use gender identifiers. This suggests that as discourse power challenges and conflict threat perception increase, they may negatively affect female gamers' willingness to use gender identifiers, subsequently influencing their gaming experience and participation level. This finding warrants further exploration.

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Additionally, the correlations between control variables such as age, education level, and major with users' continued usage intention were not significant, indicating that they had minimal impact on users' intention to continue using in this study.

5. Discuss

5.1 Strategies for Female Gamers to Cope with Stereotype-induced Discourse Conflicts

Research consistently indicates that female gamers face social pressures due to gender stereotypes in online gaming, affecting their discourse navigation, gaming experiences, and psychological well-being. Despite these pressures, female gamers do not view them as a significant threat to their social environment, contrasting with studies suggesting that stereotypes heighten social threat perceptions. In our study, female gamers appear to have learned to coexist with this pressure, possibly consciously choosing to ignore its potential threats. This adaptation showcases their unique coping mechanisms. Such as improving their gaming abilities to challenge stereotypes. By investing time in practice and game study, they demonstrate their competence. When they excel in games, they not only gain respect from other players but also shatter biases that undermine their skills. Additionally, female gamers actively engage with gaming communities. Participating in discussions and building friendships. This bolsters their support network and enhances their community influence.

In essence, rather than being silent or retreating in the face of discourse conflicts from stereotypes, female gamers actively confront these issues. Instead, they proactively address these challenges by enhancing their gaming skills, actively participating in gaming communities, and more. Through their resilience and creativity, they gain respect, recognition, and contribute to fostering equality and advancement in gaming communities.

5.2 Social Conflict Threats to Female Gamers: Privacy Violations and Voice Suppression

Study findings reveal that while privacy violations and voice suppression do not significantly impact female gamers' ability to navigate discourse challenges, they notably increase their perception of social conflict threats in gaming. Privacy violations, such as unauthorized disclosure of personal information, harassment, and intrusive probing, are more frequent in the anonymous gaming environment and difficult to prevent. Due to the anonymity and distance inherent in gaming environments, these privacy violations may be more frequent and challenging to prevent.

However, our study suggests that despite gradually adapting to these privacy risks and learning corresponding coping strategies (such as adjusting privacy settings, avoiding interactions with problematic players, or reporting inappropriate behavior to game administrators), female gamers' perception of privacy violation threats remains heightened. This suppression leads to feelings of frustration and powerlessness, resulting from the cumulative effects of ongoing unfair treatment. Consequently, female gamers become sensitive to threats when their voices are suppressed, seeking fairness, respect, and a sense of belonging within the gaming community. The lack of an inclusive gaming environment may drive female gamers to seek more friendly and inclusive spaces.

5.3 Female Gamers' Reluctance to Use Gender Identification

This study explores the influence of discourse power conflicts on female players' willingness to disclose their gender in games, finding that such conflicts, often rooted in gender bullying or inadequate community support, can significantly deter them from using gender identification. To gain deeper insights, we interviewed five randomly selected female leader players. These interviews revealed a preference for gaming in environments that blur gender differences, as it reduces the energy expended on managing discourse power conflicts, allowing them to enjoy the game more freely.

These preferences stem from the challenges of enduring gender bullying or the lack of effective community engagement in fostering positive interactions. Confronted with discourse power pressures, female gamers often conceal or forgo gender identification to avoid discrimination and unnecessary issues. This behavior indicates that without robust community management, gender identification can deepen gender inequalities and social pressures rather than promote equitable communication.

Our research also shows that female gamers facing perceived social conflict threats in games are likely to employ self-protective strategies, such as eschewing gender identification, to lessen potential

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gender-based threats and discrimination. This reflects the intricate social dynamics within gaming communities, where gender identification can be a conduit for stereotyping and bias. In summary, this study reveals how discourse power conflicts negatively influence female gamers' intentions regarding gender identification and the reasons behind it. The findings shed light on the behavioral choices of female gamers and underscore the necessity for gaming environments that foster gender equality and amicable interactions. Game design and community management must focus on creating inclusive, unbiased spaces for all players.

5.4 Alleviating Discourse Conflicts for Female Gamers: Design Recommendations for Gender Identification

This study explores the effects of gender identification in games on female players' decisions to disclose their gender, revealing that social pressure from discourse power conflicts can significantly reduce their intention to do so. Such pressure often results from gender bullying or a lack of positive community interactions, and research indicates that female players experience better gaming when they conceal their gender. To avoid harassment and discrimination, many female players choose to hide or avoid gender identification, a response that underscores the failure of gender identification to promote equal communication in the absence of effective community management and guidance. Instead, it can amplify gender disparities and social pressure.

Consistent with the study's hypothesis, female players facing perceived social conflict threats in games often avoid using gender identification to lessen potential threats and discrimination. This tactic reflects the complex social dynamics within gaming communities, where gender identification can lead to stereotyping and discrimination against female players. The study's findings show that female players' discourse power is frequently suppressed, and the use of gender identification can intensify this issue. When deciding on gender identification, female players consider the social pressure and negative impacts it may bring. These insights highlight the need for improvements in gaming environments to foster gender equality and friendly interactions.

6. Conclusion

This study employs the stressor-strain-outcome (SSO) model, grounded in social identity theory, to conduct empirical research and deeply analyze the status of female players' voices within game communities. It also provides data support for the rationality of gender identity design. Through the research, we explore in detail how gender identity becomes a fuse of voice conflict among female players in the game community, and how this conflict further affects their intention to use gender identity. The research results show that although gender identity helps players to identify and form social circles to some extent, excessive emphasis on gender may exacerbate gender stereotypes and player differentiation. Especially when gender identity in games becomes a fuse of voice conflict, female players may choose to hide or blur their gender identity for fear of being treated unfairly or harassed. This deprivation of voice not only affects the normal communication of female players in the game community but also weakens their sense of belonging and loyalty to the game community.

However, there are also certain limitations in this study. Firstly, in terms of sample selection, this study only used female players of "Honor of Kings" as the research sample, which may limit the broad applicability of the research. After all, different games may have different community cultures and player behavior patterns. Therefore, future research can consider expanding to more different types of games to obtain more comprehensive results. Secondly, the respondents in this study were recruited through self-selection, which may have some selection bias. That is, those who are willing to participate in the study may differ from the overall female player population in some aspects. To improve the credibility and generalization of the research, future research can try to adopt more random and representative sampling methods.

In summary, although this study reveals the impact of gender identity in games on female players to a certain extent, there are still some limitations. Future research can further improve this area of research by expanding the sample size and improving sampling methods.

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