

## BULLET BACKGROUND PAPER

ON

### CONSCIOUS AND UNCONSCIOUS GENDER BIAS REVIEW RECRUITMENT GAMING TECHNOLOGY

#### PURPOSE

Provide a response answering the request for information regarding DACOWITS and the conscious and unconscious gender bias in recruitment.

#### FUNCTIONS

Air Force Recruiting Service, in collaboration with our contracted marketing agency, has developed games to challenge prospects to learn about the Air Force, career fields, and test cognitive abilities through interactive, inspiring, and entertaining scenarios.

CURRENT APPLICATIONS (Descriptions and gender-specific details reviewed.)

- Airman Challenge
  - Series of single-player scenarios hosted online: <https://www.airforce.com/airmanchallenge/>
  - Player selects an Air Force team derived of different AFSCs to complete the mission
  - Team members are presented for selection by skill and job title along with a description and has an example background image of a member of that career field
  - Each scenario requires different specialists
  - Game attempts to teach prospects about the different career fields in an interactive, fun way
  - Male and female members are portrayed, but are static for each description
- AF Spec Ops Nightfall (Sony PlayStation)
  - Free download on the PlayStation platform with a virtual reality, 360 degree capability
  - First-person game which provides knowledge about Special Operations and parachuting
  - Members can select a male or female character during the initial starting process
- Air Force Performance Labs (AFPL):
  - Series of first-person games developed to test cognitive and physical abilities

- Three touch-screen games, an F-35 flight simulator, and a pull-up challenge
- Touch-screen games are not gender associated, other than character depiction
  - The flight simulator is a first-person flight simulator
  - Pull-up challenge is a physical assessment paired up against a virtual reality partner to compete against
  - The gender of the VR partner is selected during at the beginning of the challenge
- F-35 Oculus Rift
  - Flight simulation game (traveling) presented in a virtual reality, 360 degree environment
  - The game is gender agnostic and doesn't present any character as the player is the pilot

## TRAINING

- Unconscious bias training is not currently embedded in recruiter training however, incorporation of related training is to be addressed in January 2019.
- Although unconscious bias training is not currently included in recruiter-specific training, Diversity and Inclusion training is embedded throughout an AF member's career, including: Basic Military Training, First Term Airmen Center, Airman Leadership School, Non-Commissioned Officer Academy (D&I-specific), Senior Non-Commissioned Officer Academy, First Sergeants Academy, Chiefs Leadership Course and Squadron Officer School. Additionally, modules are available in Air Force eLearning courses and videos (voluntary).

## FUTURE OPPORTUNITIES

The Air Force is currently investigating new opportunities to develop gamified neuroscience-based assessments which would be used to better define the characteristics of Airmen then identify those traits in prospects and leads. As game development proceeds, we will continue to ensure they meet legal and regulatory standards to prevent gender bias.

## CONCLUSION

The development of games to present an opportunity for prospects to gain interest in the Air Force and the different careers offered is a key component of our marketing and engagement strategy. There has been a deliberate effort to ensure gender inclusion was present for both males and females in the development of these games, to ensure a diverse representation was present, and to eliminate and/or prevent gender bias. We do not collect gender information for accession purposes from the games to eliminate any gender bias.