Table VI. Gender differences within each Game Playing Situation on all Game Feature

Preferences.

Game Feature Preference	Gender	Liked Game		Disliked Game		Desired Game	
		Mean	F-score*	Mean	F-score*	Mean	F-score*
Appearance	Female	3.21	41.68	2.26	4.90	4.84	6.82
	Male	4.81	<.001	2.89	<.05	5.46	<.01
Narrative	Female	2.75	24.95	1.98	5.54	4.46	7.41
	Male	4.81	<.001	2.60	<.05	5.14	<.01
Characters	Female	3.22	20.51	2.19	4.50	4.73	2.73
	Male	4.41	<.001	2.77	<.05	5.14	n.s.
Control	Female	3.63	18.31	2.18	4.34	4.75	8.14
	Male	4.63	<.001	2.73	<.05	5.42	<.01
Complexity	Female	3.80		2.25	3.03	4.71	7.03
	Male	4.57	9.64 <.01	2.72	n.s.	5.30	<.01
Immersion	Female	3.93	30.14	2.06	6.80	4.86	14.14
	Male	5.32	<.001	2.77	<.01	5.77	<.001
Curiosity	Female	3.23	21.20	2.17	3.19	4.80	4.25
	Male	4.34	<.001	2.65	n.s.	5.29	<.05

* df (1, 211).