

responsibility to work closely with communities to create non-stereotypical, positively inspiring, and complex characters—especially when inspirations from real-world cultures are so apparent and recognizable.

Finally, the prevalence of hate speech and racism can vary by geographic location of the server/forum, which is a detail that gaming companies should recognize in the context of moderation. One likely explanation for the variation that we observed is that a large share of Middle Eastern users in a server/forum reduces hate speech, possibly due to self-moderation (see e.g., [24]). Thus, creating both in-game and online spaces that have robust representation of diverse player groups could mitigate race- or ethnicity-related toxicity, although the competitive nature of the game environment may work against such a strategy.

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