

Preston DeMarco

Professor Schrier

Intro to Games

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### **Introduction and Research Question**

Esports is a new rising industry that is taking the world by storm with its innovative way to watch entertainment and partake in it. My interest lies within comparing the motivational reasons for why people watch sport and esports since both are forms of similar entertainment. Sports require physical activity, facing off against an opponent(s) in front of an audience. Similarly, esports, although it does not require physical activity, involves competitive play on a computer or game console between two or more opponents in front of an audience. The only discrepancy between the two forms of entertainment is the physical aspect.

Do people watch and become dedicated to esports for the same reasons as sports and vice versa? By the end of this paper, I hope to have solved this question using previous studies done, creating my own research and analyzing both to create an answer. Based on my personal experiences with both sports and esports, I believe that people watch and dedicate much of their time to sports and esports for more or less the same reasons.

### **Overview of the methodology**

My plan is to analyze the audiences of both sports and esports. To do this, I will be collecting, analyzing, and critiquing previous research what has already been discovered in the sports and esports motivational consumption. Also, I will be analyzing other research studies that have been done to make sure that these motivational factors are considered throughout

different studies. Then, I will produce my own surveys to see if my research can match previous work done. Finally, I will examine both sets of research and determine if certain kinds of claims can be made about the sports and esports industries. In the end, I will have hopefully answered my research question in some way.

## Results and Analysis

### Study 1

Back in 2013, a study was done to compare regular sport motivational factors and fantasy sport motivational factors. *Why We Watch, Why We Play: The Relationship Between Fantasy Sport and Fanship Motivations* by Andrew C. Billings & Brody J. Ruihley is a study that will provide support when answering my question about the comparison between sports and esports. I decided to extract the motivational factors rankings from the regular sports data numbers.

Motivation	Consumption Level
Arousal	4.7
Entertainment	5.6
Enjoyment	4.2
Escape	4.7
Pass-time	4.7
Self-esteem	4.5
Surveillance	4.8

This study got its data from a traditional online survey. Getting the data by specifically targeting heavy sport oriented cities and then sending mass emails out to individuals who lived there. A wide range of people, both men and women, were then asked about the motivational factors for their investment sports. This study was based on a correlation with the motivation factors for watching and playing sports. The seven motivational factors on the left were surveyed along with their respected consumption level. What will be important for solving my question will be the rankings among these motivational factors. The problem with the data is that only cities that were deemed to be a big sport city were given the survey. This survey directly went after only big market sport cities which in turn does not make the data as diversified. Although men and woman were both used in the data set, unlike the next set of data we will be looking at.

## Study 2

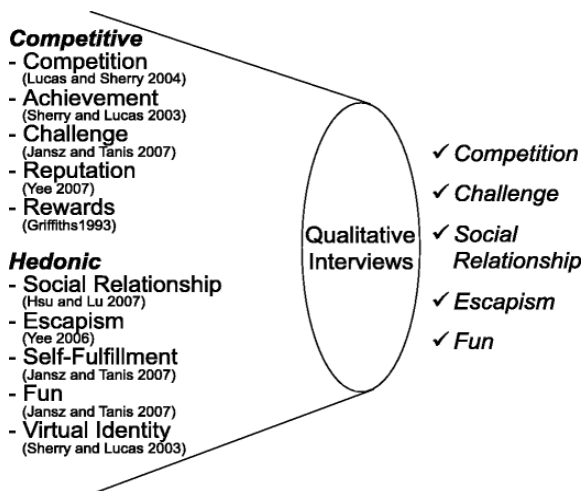
In 2008, a study was done to investigate video games following the major success of the Nintendo Wii. *Fanboys, Competers, Escapists and Time-killers: a Typology based on Gamers' Motivations for Playing Video Games* by Dimitri Schuurman, Katrien De Moor, Lieven De Marez, and Jan Van Looy was designed to determine motivation traits within the video games culture. More specifically this study looks at the reasons for people becoming invested in video games. From this study, I extracted their results involving the motivational factors that the participants chose.

Motivation	Consumption Level
Arousal	4.01
Pass-time	3.95
Challenge	3.86
Freedom	3.60
Identity	3.44
Someone else	3.40
Enhance skills	3.35

This study got its data from a traditional online survey that was posted on game forums around the internet. However, only people who specified themselves as gamers took the survey, and most of participants were male. This study was based on obtaining mean scores for the motivational factors with their involvement in video games. Once again, the motivational trait list is similar to the sports survey above. With this study, I am only concerned on the rankings of each of the motivations. Now, when critiquing this study this is where the data can get thrown off because of two main factors. The first being that, the survey requested that only “gamers” participate in the survey when this could have in fact discouraged individuals from taking the survey if they did not classify themselves as “gamers”. The second flaw I see is that the only way the survey was broadcasted was through game forums online. This is only taking data from a specified group of participants instead of a wide variety of game loving individuals that lurk all over the internet. As a result of these two flaws this could have skewed the data into a predominately hardcore gamer male population taking the survey, instead of a wide broad audience.

### Study 3

A study constructed in 2013 sought out to determining esports consumer needs. *Virtual worlds in competitive contexts: Analyzing eSports consumer needs* by Thomas Weiss and Sabrina Schiele goal in mind was to investigate the online competitiveness of esports when surveying 360 esports players. Their results were that competitive (competition and challenge) and the pleasant sensations (escapism) can drive the industry of esports. What I am more concerned about are the different motivational factors that interviewers were able to uncover with a handpicked few individuals within the esports industry.



When looking at the image to the left, a total of five factors were able to be found in the interviews taken place before the actual research was conducted, those being competition, challenge, social relationship, escapism, and fun. I then used some of these factors within my own survey. In addition, I used this study to help justify the motivational

factors that I was researching within the two previous studies. This information will be used to shows how similar motivational factors will appear in both esports and sports, which is beneficial for answering my question. The only problem I see with this study, is that the interviews took place before the actual study were only a select few of individuals. I would have liked to see possibly all esports players used in the survey process be able to list their motivations in the interviews that took place before. A wider range of motivational factors could have been used in this study if more a wider range of individuals were interviewed. This would have expanded the research and included more variables and discoveries as a result.

## My Study

My study listed a fusion of the first three studies done to get an accurate and fair questionnaire to my participants (Arousal, Entertainment, Enjoyment, Escape, Pass-time, Self-esteem, Surveillance, and Other). To get a wide enough audience participation, I decided to reach out to friends, family, the Marist Class of 2020 and the Marist Game Society. My survey was fairly basic having only four questions. A total of 65 participants took the survey. The first question asked about if they watched/played any sports then if they chose yes, then there was a list of motivational factors (from the list I constructed) that the person then selected. The next part of the survey involved asking if the person has watched/played any esports, then if so, they were asked to check the same motivational factors in the last question. The results to follow are quite astonishing. From the looks of my data Entertainment, Enjoyment, and Pass-time were the top three motivational factors for both sports and esports. For sports Enjoyment was 70.2%, Entertainment was 82.5%, and Pass-time was 45.6%. For esports Entertainment was 77.8%, Enjoyment was 72.2%, and Pass-time was 64.8%. My study itself proves my research question correctly when comparing sports and esports motivation. Something to note is that the top three factors in both categories were far and beyond picked more often than the rest of the choices. What I am more interested in is how my data compares to the two previous studies done on sports and esports. Within the sport motivation data, we can see that Entertainment and Pass-time are both in the top three factors within the previous data found and my research. When looking at the esports data, we see that Pass-time was one of the top motivational factor for both the previous recorded data and my data. This overall does prove I was able to replicate previous research done. I was confident to include some of these motivational factors, because some of those factors have appeared in other studies, like the one about analyzing consumer esports

player's needs. Motivational factors for both the sport and esport studies I have looked at more or less have the same top factors listed as.

### **Conclusion**

It is safe to say that I have answered my question, that there are similarities for why individuals watch/play esports is the can more or less have the same reasons for regular sports. Between the three studies on sports and video games, I able to replicate similar results (having some of the top factors match in my study to previous studies) and was even able to find similarities within my own study, having the top three factors be the exact same for both sports and esports. Also, the third study I researched helped prove that similar motivational factors have been studied in other studies done in the esports realm. This help reinforced my justification for using the types of motivational factors I chose to survey in my study. Although my question was able to answer my question, my results were a bit split. As I was able to show how my study produced the same top three motivational factors for sports and esports, my data did not as quite match the previous research done fully. Future studies could help fix this by having the same targeted audience for all studies being researched. It is safe to say that there are similarities between sports and esports and more will continue to be discovered as both thriving industries continue to grow in their respective categories.

## References

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