Methodology

1. Participant Requirement
   1. Participant Demographics
   2. Survey Data Collection
   3. In-Person Interview
   4. Online Interview
2. Data Analysis
3. Ethical Concern

## 3.0 Methodology ✅

Embarking on a comprehensive research initiative, our study employs a diverse and iterative methodology to systematically investigate the dynamic and nuanced field of the emerging eSports field in Bangladesh. Figure 3 illustrates the structured progression of key elements in our research project. It commences with the formulation of specific "research objectives" that delineate the precise goals we aim to achieve. Subsequently, we implement the "Snowball Sampling" technique, wherein participants refer others, expanding the involvement network. Our focus then transitions to "data collection," involving the meticulous accumulation of pertinent information. The amassed data undergoes rigorous "data analysis" to uncover noteworthy patterns and connections. These insights contribute to developing our "findings," presenting the discoveries made throughout the study. As we approach the culmination, the "conclusion" synthesizes our outcomes, evaluates their alignment with our initial objectives, and imparts insights into the broader implications of our findings. This methodological workflow encapsulates the structured and iterative essence of scholarly exploration, providing a robust framework for our research journey in the realm of professional eSports in Bangladesh.

### 3.1 Participant Recruitment: ✅

This research embraces a comprehensive participant profile, engaging 60 individuals carefully selected through the effective snowball sampling technique in the vibrant eSports field in Bangladesh. This method, renowned for its efficacy, ensures the inclusion of key informants across diverse segments, encompassing enthusiasts, professional players, and community members. These participants, representing varied age groups, genders, educational backgrounds, and geographical locations, contribute to a rich tapestry of insights. Their diverse levels of involvement, spanning from casual enthusiasts to dedicated professionals, offer a nuanced understanding of the industry. At the same time, their distinct roles as players, organizers, and avid followers provide a multifaceted view. Beyond numerical considerations, participant perspectives reveal motivations driving their eSports engagement, including a passion for gaming and a commitment to community bonds. Through survey data collection, in-person interviews, and focus group discussions, this research amplifies the voices of those intimately involved, enriching the narrative with a participant-centric lens and providing a holistic understanding of the eSports dynamics in Bangladesh.

#### 3.1.1 Demographics:

The demographic profile of the 60 participants in this study provides a nuanced insight into the varied characteristics of the eSports community in Bangladesh. Participants span across different age groups, with the majority falling within the 18–24 age range, constituting 66.7% of the sample. A significant portion also belongs to the 25–30-year-old age group, comprising 25% of the participants. This distribution highlights the predominant presence of young adults, reflecting the popularity of eSports among the youth in Bangladesh.

The gender distribution within the participant pool indicates a predominantly male presence, with 86.5% identifying as male and 13.5% as female. This mirrors a broader trend in eSports, where male participants historically dominate, although the increasing involvement of female participants is noteworthy.

The participants' educational backgrounds reveal diverse academic pursuits within the eSports community. The majority, constituting 56.5%, are undergraduate students, underscoring the appeal of eSports among the college-going demographic. Additionally, 17.4% are graduate students, indicating a substantial presence of individuals pursuing higher education. A notable 13% are intermediate students, offering insights into the engagement of younger participants in the eSports field.

These demographic details contextualize the participants' perspectives within the broader socio-demographic field of eSports enthusiasts in Bangladesh. The age, gender, and educational diversity offer a comprehensive backdrop for analyzing and interpreting participants' motivations, challenges, and experiences.

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#### 3.1.2 Survey Data Collection: ✅

For the quantitative facet of this research, we meticulously administer a standardized Google Forms survey designed with precision. The survey, distributed among the 60 participants, aims to uncover insights into their motivations, competitive perceptions, and the impact of advanced technology in various aspects of eSports involvement. The survey structures questions to elicit responses that enable a systematic examination of the participant's engagement with eSports.

Key survey questions include inquiries about the participants' favorite esports genres, the frequency and duration of their gaming sessions, and their preferred platforms for accessing esports content. Additionally, the survey explores their perceptions of the competitive field within eSports, gauging factors such as the significance of teamwork, the role of skill development, and the influence of technological advancements on gameplay experiences. The collected survey data contributes valuable quantitative information, complementing the qualitative narratives obtained through in-person interviews.

#### 3.1.3 In-Person Interview: ✅

In the In-Person interview component of our research methodology, we conducted face-to-face interviews in various physical settings, including dedicated eSports LAN events, tournaments, and participants' homes. We visited participants' homes, creating a personalized and comfortable environment for sharing insights into their experiences within the eSports field in Bangladesh. Meeting participants in the familiar surroundings of their homes allowed for a more intimate exploration of their motivations, challenges, and aspirations in the eSports community. Additionally, we strategically chose LAN events and tournaments as locations for interviews to capture the vibrant atmosphere, camaraderie, and competitive spirit inherent in these gatherings. This methodological approach, involving genuine, real-world conversations within the dynamic context of homes, LANs, and tournaments, enriched our study by providing a diverse and nuanced understanding of the participant's perspective in the evolving eSports community.

#### 3.1.4 Online Interview: ✅

The qualitative component of the research methodology unfolds through online interviews conducted via diverse communication channels, ensuring a rich and varied tapestry of insights. Discord, Facebook Groups, Messenger, and audio calls are interactive platforms enabling participants to share personal experiences, challenges, and aspirations within the eSports domain.

Through semi-structured interviews, participants provide nuanced accounts of their journey in eSports, shedding light on pivotal moments, the evolution of their interests, and the community dynamics they have encountered. Furthermore, these interviews explore the emotional and social dimensions of eSports involvement, capturing sentiments, intonations, and subtle cues that transcend the boundaries of written communication. The diverse methods of involvement, ranging from structured online surveys to personalized audio calls, collectively facilitate the discovery of significant stories, personal anecdotes, and experiential knowledge from a broad spectrum of eSports enthusiasts.

The interconnectedness and permeability of digital platforms create a unique opportunity to curate and facilitate focused group discussions, fostering a collaborative exchange of ideas, experiences, and perspectives. This holistic approach ensures a comprehensive and authentic collection of qualitative data, enriching the understanding of the eSports phenomenon in Bangladesh from the participant's perspective.

### 3.2 Data Analysis:

In our comprehensive study, we meticulously examine both qualitative and quantitative data to unveil insightful correlations within the vibrant eSports landscape in Bangladesh. In the qualitative segment, comprising 22 in-person interviews, we employ a thematic analysis approach to delve into the intricacies of participants' experiences. By identifying recurring themes, narratives, and noteworthy perspectives, we aim to gain a profound understanding of the diverse and nuanced aspects of the eSports community. A common theme that emerged from these interviews is the participants' shared enthusiasm for eSports as both a hobby and a potential career path.

For the quantitative aspect, data from a survey of 60 respondents undergoes robust statistical analysis. Utilizing measures such as frequency distributions, percentages, and correlation analyses, this quantitative approach is instrumental in identifying overarching trends, patterns, and measurable aspects. A common theme among survey respondents is the increasing significance of eSports involvement in their lives, reflecting a broader trend within the community.

### 3.3 Ethical Concerns: ✅

The ethical framework guiding this research underscores the paramount importance of ensuring the well-being and rights of the 82 participants involved in the study. Informed consent is obtained from each participant, clearly outlining the purpose of the study. Confidentiality measures are strictly adhered to, with participants' identities protected throughout the study. The collected data is securely stored and only accessible to the research team to maintain participant privacy. Additionally, participants are assured that their responses will be aggregated and anonymized, ensuring that individual perspectives contribute to the broader narrative without compromising personal privacy. The study aligns with ethical guidelines, emphasizing transparency, respect for autonomy, and the responsible handling of participant information. This commitment to ethical conduct contributes to the integrity and validity of the research, fostering a trusting relationship between the researchers and the eSports community in Bangladesh.