Article: Comparison of eSports and Traditional Sports Consumption Motives
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eSports has often been viewed as lesser than that of traditional sports when seen in the media; the players and viewership of eSports is often placed under a negative light when discussed in the media in comparison to discussions on traditional sports. The environment surrounding the viewership/consumption of eSports may dictate who or how many people watch a certain event. The article written by Donghun Lee and Linda J Schoenstedt analyzes the differences between the consumption of eSports compared to their counterparts in traditional sports. In this article, the focus is on consumers of both sports and eSports, and the types of involvement with respect to their consumption.

The research was done on students in sport management related courses and attendees at athletic events. Since eSports is a relatively new subject, there have not been many papers published surrounding the topic. This study provides insight into considerations for consumption regarding both eSports and traditional sports, whether eSports can be approached in a similar way to that of traditional sport. The authors of this article have tried to capture this data through questionnaires given to the people mentioned above.

The paper written introduces outside data on the average American, discussing reports of demographics of people who play video games, the percentage of people who own some sort of video game, and changes over time to participation rates at eSport events. These numbers provide the reader with a good understanding of the typical person who enjoys playing video games.

Their collection of data is then introduced, involving a questionnaire asking about a series of items, including but not limited to the entertainment value, knowledge, design/graphics, competition of both eSports and traditional sports. Their data is presented in an easy to understand table including means, standard deviations, and correlations. These correlations are then assembled to see which items have more of an effect on the consumers.

The authors concluded that competition, peer pressure, and skill were the main factors effecting viewership of eSports. Suggestions were made that designers/producers should use team/institution/player rivalries in order to attract more consumers. Some inconsistencies were found regarding game features not having as much of an impact as the authors expected.

From their overlapping Venn diagrams, the authors were able to depict similarities and differences between eSports and traditional sports. The televised viewership and internet usage seemed to relate more between sport and eSport. Fewer similarities were found between game participation, radio listenership, and team merchandise purchase. There were no similarities between the two in game attendance and using print media.

Limitations in the paper mainly included who they provided with questionnaires. All who received questionnaires seemed to be athletes in traditional sports who then were asked about electronic sports. The paper would have been more accurate had they surveyed people of many different backgrounds, for example younger kids, parents, and perhaps the older generation. When focusing on the group project, the results which provided insight on which factors effected viewership/consumption of eSports would be the most helpful, since the group could shift their attention towards those areas, rather than those which have less impact.

References

Lee, D., Schoenstedt, L. J., (2011). Comparison of eSports and Traditional Sports Consumption Motives, Retrieved October 09, 2020. Available at https://eric.ed.gov/?id=EJ954495