Group E21 eSports

Collaborators: Gabriel Anover and Isaac Ng

Research Study Instruments

Our interviews will be conducted through a call/video call platform and on a date arranged by the interviewee beforehand. We will each cover a type of person important to the viewership of gaming content.

We begin our interview with the following statement of consent and confidentiality:

We are a group of students at the University of Toronto taking a course in the Design of Interactive Computational Media. As part of the course, we are interested in and researching more about viewing content surrounding gaming with a specific focus on eSports. As part of our research process, this interview will be recorded. We will ensure all steps are taken to keep your confidentiality throughout the process and the information you share with us will only be circulated among our group. With this in mind, would you still like to participate in this interview study?

After the participant consents, we start the interview with the intro questions. We will then proceed to select questions described below that best follow from the participant's answer to the intro question. Certain questions may not be used and some new questions may be asked that are not listed here depending on the response of participants.

Intro Questions:

- What kind of games do you play and/or watch? Why?
- How often do you watch/create videos?

Questions about who they watch:

- Are there any specific content creators you enjoy the most?
    - What about them do you enjoy?
        - Upload schedule, skill, character, etc.
    - How often do you interact with the community surrounding that content?
- How likely are you to watch content creators you have not previously watched?
    - What impacts your decision on viewing new creators?

Questions about what they watch:

- Describe an instance where you thoroughly enjoyed watching/creating videos
- Describe your thought process in choosing a video/stream to watch. Are any parts complicated/easy?
- Do you usually watch these videos with other people around or by yourself?
- Describe the most recent video game content you have watched. What was it about? Why did you watch it? Was there anything you liked/disliked about the content?
- Describe in detail an instance when you were annoyed with and/or unable to view a certain kind of gaming content.
  - Was it because of the creator/their content? your hardware? the platform?
- What makes you watch these videos more often?
  - Factors related to the content, factors relating to other things
- Has the pandemic affected your viewing behaviour surrounding gaming content?

Questions about when/where they watch:

- When do you usually watch videos related to video games?
  - Timing (Before/after work/events?)
  - Mood (Tired/energetic?)
  - Time of day (morning/night?)
- Where physically do you typically watch videos related to video games?
  - Comfortability? (i.e. at home vs at the library?)
  - Opportunity? (i.e. during commutes on a train?)

Questions about their tools (software i.e. YouTube or Twitch)

- What platform/service do you use to watch such videos?
- How do you find new content to watch on your platform of choice?
- What about their platform do you like/not like?
  - What about it is easy or complicated to use?
  - Is any part of it confusing for you?
  - The people/community?

Miscellaneous Questions

- What are your experiences regarding time management and your watching of videos/streams?
    - Has there been a positive/negative impact on other areas of your life?
- What, in your opinion, is the most important part of your setup which affects your viewing of games?
    - Internet issues? Monitor/quality of video? Comfortability (chair/surfaces)?
    - Have you wanted to upgrade any of these devices? If so, which do you want to upgrade first?

Questions at the end

- How big of an impact has viewing video game content had on your daily life?
- Are there any final thoughts you would like to share regarding videos/video games?

For version history see Google Doc link:
https://docs.google.com/document/d/1ICLm0heMK2gCl6gEai3uJTKxxga_B_4HBqsaMOk2OiU/edit?usp=sharing

Research Protocol

1. **Project Title**: e.g., "Interviews of video gaming viewership".

2. **Investigators**: Isaac Ng <isaac.ng@mail.utoronto.ca> Gabriel Anover <gabriel.anover@mail.utoronto.ca>

3. **Purpose**: The purpose of our research is to understand everyone related to the viewing experience to help us derive requirements for the design of novel interactive computational media that are intended to be useful to people who provide, the people who watch, and the platforms through which esports viewership is provided. A brief description of our design concept is: We aim to further understand the viewership of esports and to see, in detail, what people use to create/watch esports in hopes to make the process simpler and/or aesthetically pleasing to users.

4. **Process to be followed**: We will brief the participants about the purpose of the study, explain the consent form to them, and ensure that they sign the consent form. We will then engage the participants in a roughly 15 minute semi-structured interview.

5. **Participant selection:** Participants will be chosen from content creators and everyday viewers. They will be identified via email/colleagues and selected according to interest in watching video games and creating content. In general, they will be characterized by age (young adults), gender, occupation (i.e. whether they are a viewer/creator), and industry.

6. **Relationships**: Our relationship to the participants may be described as follows: friends, friends of friends, even people we have heard of but do not know personally.

7. **Risk and benefit:** There will be minimal risk to the participants, for example that they feel that they have wasted their time. The only benefit will be to contribute to the education of the investigators. Participants are free to withdraw before or at any time during the study without the need to give any explanation.

8. **Consent details**: We will brief the participants about the purpose of the study, and explain the **attached consent form** to them, and ensure that they consent to participate and sign the consent form.

9. **Compensation**: Participants will receive no compensation.

10. **Information sought:** The information to be sought is described in the attached protocol for asking questions in a semi-structured interview.

11. **Confidentiality**: Information will be kept confidential by the investigators. Names or other identifying or identified information will not be kept with the data. The only other use will be to include excerpts or copies in the assignment submitted, but names and other identifying or identified information will not be submitted.

Consent Form

Consent Form: Viewership and Video Games

I hereby consent to participate in a research study conducted by Isaac Ng and Gabriel Anover for an assignment in University of Toronto Computer Science course *CSC318 The Design of Interactive Computational Media.*

I agree to participate in this study the purpose of which is to identify issues related to the viewership of video games.

I understand that

- The procedures to be used are a semi-structured interview.

- I will receive no compensation (save for a new friend) for my participation.

- I am free to withdraw before or any time during the study without the need to give any explanation.

- All materials and results will be kept confidential, and, in particular, that my name and any identifying or identified information will not be associated with the data.

PARTICIPANT

Name (please print): _____

Signature: _____

Date: _____

INVESTIGATORS

Name: Isaac Ng   Signature: IN

Name: Gabriel Anover   Signature: GA

Appendix 1 - Individual Rough Draft

Isaac Rough Draft Interview Research Instrument

My part will be focussed on people who stream/create content for others to view

Start Broad:

Discussion topics:

- why they stream or create videos/what they enjoy about it

- Current trends/what they have been playing recently

- What seems to be pulling more/less viewership (popularity of content)

- What they stream (anything in specific/many other things)

- When they stream (is it based on them or is there a time that is more popular for people to watch)

- What platforms do you use to show your videos/streams?

Detailed:

Discussion topics:

- How much they stream/create videos

- The process they take both before and after (editing or preparing)

- Is it to psych yourself up (like pregames for sports) or for more viewers (like applying makeup/dressing a certain way)

- What parts of it is complicated (editing? Starting a stream? Getting content?)

- What parts of it is easy

- Have you ever made mistakes starting up streams/creating videos and what were they?

- Do you usually have to do this with other people or just on your own?

Object related Qs:

- What programs/software do you use to create/start videos/streams

- What is their setup? (Monitors? Consoles? Pc? Mouse/keyboard/chair?)

- Expenses?

- Guide me through an example of how they would start a stream/record a video?

- What objects are used for what (for me to group objects into categories)

Gabriel Anover Draft Study Research Instruments

Broad Starting Questions
- What kind of video games do you play?
- Do you watch any content regarding video games (e.g. YouTube videos streams, etc)?
  - If so, what kind of content do you most enjoy (e.g. casual streams, let's play's, eSports steams)?
- How often do you watch video game content?
- On what platform do you generally view gaming content on?
- Are there any specific content creators you enjoy the most?
  - What about them do you enjoy?
  - How often do you interact with the community surrounding that content?

More Detailed Discussion Questions
- Describe the most recent video game content you have watched. What was it about? Why did you watch it? Was there anything you liked/disliked about the content?
- Describe in detail an instance when you were annoyed with and/or unable to view a certain kind of gaming content.
- Describe in detail an instance where you thoroughly enjoyed a piece of gaming content.

Object Related Questions
- What kind of device do you use to watch content?
- Has there been any recent instances where your device and/or your connection has affected your viewing of content?
  - If so, describe what happened.
- Have you wished to upgrade your device for viewing content?
  - If so, which device do you have in mind? What about it appeals to you?

Appendix 2 - Combined Rough Draft

Group E21 eSports

Collaborators: Gabriel Anover and Isaac Ng

<u>Research Study Instruments</u>

Our interviews will be conducted through a call/video call platform and on a date arranged by the interviewee beforehand. We will each cover a type of person important to the viewership of gaming content.

Broad Questions:

<u>Questions for both:</u>

- what kind of games do you play?

- What kind of content do you most enjoy (making/watching)? — common lingo (fascinating)

- How often do you watch/create videos?

- What platforms do you use?

<u>Questions for content creators:</u>

- why they stream or create videos/what they enjoy about it

- Current trends/what they have been playing recently

- What seems to be pulling more/less viewership (popularity of content)

- When they stream (is it based on them or is there a time that is more popular for people to watch)

<u>Questions for an average viewer:</u>

- On what platform do you generally view gaming content on?
- Are there any specific content creators you enjoy the most?
  - What about them do you enjoy?
  - How often do you interact with the community surrounding that content?

Detailed:

<u>Questions for both</u>

- Describe an instance where you thoroughly enjoyed watching/creating videos

<u>Questions for content creators</u>

- The process they take both before and after (editing or preparing)

- Is it to psych yourself up (like pregames for sports) or for more viewers (like applying makeup/dressing a certain way)

- What parts of it is complicated/easy (editing? Starting a stream? Getting content?)

- Have you ever made mistakes starting up streams/creating videos and what were they?

- Do you usually have to do this with other people or just on your own?

Questions for an average viewer:

- Describe the most recent video game content you have watched. What was it about? Why did you watch it? Was there anything you liked/disliked about the content?
- Describe in detail an instance when you were annoyed with and/or unable to view a certain kind of gaming content.
  Object related Qs:

Questions for both

- What is your setup/devices used to watch/create content?

Questions for content creators

- What programs/software do you use to create/start videos/streams

- Guide me through an example of how they would start a stream/record a video?

- What objects are used for what (for me to group objects into categories)

Questions for an average viewer:

- Has there been any recent instances where your device and/or your connection has affected your viewing of content?
  - If so, describe what happened.
- Have you wished to upgrade your device for viewing content?
  - If so, which device do you have in mind? What about it appeals to you?