

Name: Craig Cabrera

Research Question: Is E-sports a prevalent and beneficial product for sponsorship and ownership?

My Lens: Economic

How I Expect My Lens to Contribute to My Understanding Of/Answer to My Research Question:

Because the research question is intrinsically rooted in economics, in that the economic opportunities of such a product is the driving factor of sponsorship and capital interest, I expect my lens to contribute greatly to understanding of the research question. This lens can show how E-sports, as a product, is beneficial on a microeconomic level – showing how new firms created from the desire of gaming tournaments can be created and thrive – as well as on a macroeconomic level – showing how such a lucrative business can create a large amount of aggregate demand, form labor opportunities for players and game designers, and stimulate national economy as a whole.

#### Research Item #1:

- Title Of Article - The Economics of Esports
- The Link to Article - <https://usceconreview.com/2019/01/04/the-economics-of-esports/>
- Author And Source - Kengo Miyakoshi; USC Economics Review
- Summary Of the Research – This article analyses the different ways in which the game League of Legends gain revenue and grow as a brand. This includes influences such as sponsorships from major companies (similar to regular sports), social media influence of a young target demographic, prize money for esports competitions, merchandising sales, and video monetization. It also shows the costs of starting such a team, such as crowd funding, salaries, and materials for the competitions and practices.
- Explanation Of How the Research Influences My Understanding of My Research Question – The article takes a major esports game and outlines specific benefits and issues with the growth of it as a financial opportunity. This article is a real outline of esports as a massive sport in effect.
- Evaluation Of the Source's Quality (Reliability, Timeframe, Bias, Author's Credentials/Background, Etc) – The article shows an unbiased perspective of the growth of the esports ecosystem, with very little bias from the author's background.

#### Research Item #2:

- Title Of Article - How Esports Are Fueling the Data Economy
- The Link to Article - <https://www.forbes.com/sites/ibm/2020/01/08/how-esports-are-fueling-the-data-economy/?sh=274f12b735e1>
- Author And Source - Bill LeVoi-Barry; Forbes and IBM
- Summary Of the Research – This article discusses that, because of the scope and technological power needed for esports competitions, businesses such as computer science and information technology will not only expand with the demand from esports, but also gain employees by appealing to the fans of esports. It also shows the high requirements needed to further esports, showing that competition and opportunity breeds innovation.
- Explanation Of How the Research Influences My Understanding of My Research Question – This article suggests a trend in innovation caused by the esports scene, which would lead into further economic growth and, as a result, a larger demand for such a lucrative business to sponsors.
- Evaluation Of the Source's Quality (Reliability, Timeframe, Bias, Author's Credentials/Background, Etc) – While the article was written in such a manner that does not seem like it is biased at first, it is important to note that the article seems to either be created by or sponsored by IBM, one of the largest cloud computing companies today. For them to push an innovation of AI and cloud computing is an incredibly biased stand.

### Research Item #3:

- Title Of Article - The Explosive Growth of Esports
- The Link to Article - <https://econreview.berkeley.edu/the-explosive-growth-of-esports/>
- Author And Source - Staff; Berkeley Economic Review
- Summary Of the Research – The article summarizes the stream of income esports competitions can earn from tournaments, video streaming, video uploads, social media, donations, and contracts. The article also shows the stream of income game developers earn from people playing their game, such as streaming rights and advertising.
- Explanation Of How the Research Influences My Understanding of My Research Question – This article shows from both a player and company perspective the benefits of esports, and the mutual satisfaction that may come from the organization of competitive gaming.
- Evaluation Of the Source's Quality (Reliability, Timeframe, Bias, Author's Credentials/Background, Etc) - The article shows an unbiased perspective of the relation between players and game developers, with very little bias from the author's background.

### Research Item #4:

- Title Of Article - A Sports Economic Analysis of Esports with Regard to Market Structure and Competitive Balance
- The Link to Article - <https://d-nb.info/1220226610/34>
- Author And Source - Jan Henrik Neissen (Neißen); Technische Universität Ilmenau, Department of Economic Sciences and Media, Chair of Economic Theory
- Summary Of the Research – This article analyses, in a similar scope to physical sports and the economics of such an industry, how the esports community can grow socially and economically. It applies several different theories of economics prevalent in physical sports and applies it in a real situation to electronic sports and their sponsors and larger corporations. The article even analyses two different tournaments, although it must be noted that such a small sample size is not indicative of the entire community.
- Explanation Of How the Research Influences My Understanding of My Research Question – A comparison of one area of competition, which is being studied for its benefit to entrepreneurs, can benefit from analysis of another area of competition which has hundreds of influences from external sponsors and companies.
- Evaluation Of the Source's Quality (Reliability, Timeframe, Bias, Author's Credentials/Background, Etc) – It doesn't seem as if there is any major bias that affects the outcome of the article other than the field of study which the source follows. As a technical college, there is a minor conflict of interest in wanting technology to thrive, but as an economics paper on technology itself, there is no issue with the source or the author which created this bachelor thesis.

Research Item #5:

- Title Of Article - Do the Peculiar Economics of Professional Team Sports Apply to Esports? Sequential Snowballing Literature Reviews and Implications
- The Link to Article - <https://www.mdpi.com/2227-7099/9/1/31/htm>
- Author And Source - Nicholas Scelles, Qi Peng, Maurizio Valenti; Multidisciplinary Digital Publishing Institute
- Summary Of the Research – Similar to the previous article, this thesis identifies the economic policy in effect in professional sports and checks if it may apply to esports.
- Explanation Of How the Research Influences My Understanding of My Research Question - A comparison of one area of competition, which is being studied for its benefit to entrepreneurs, can benefit from analysis of another area of competition which has hundreds of influences from external sponsors and companies.
- Evaluation Of the Source's Quality (Reliability, Timeframe, Bias, Author's Credentials/Background, Etc) – This article seems to be the least swayed by external factors, due to the fact that this article is a peer-reviewed, public economic paper, from an institution based in medical and biological sciences.