Less than Attractiveness of e-Sports Games for Female Audience - Journalism

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Summary

The attractiveness of e-sports games[1] and the way it is spread has changed in recent years. Instead of conventional approaches, such as advertising campaigns or televised events, spectators are increasingly drawn to online platforms, which offer more opportunities for communication. Besides live streaming services like Twitch. tv, where spectators can watch matches in real-time or via recorded videos, social media platforms like Facebook and Twitter are now adding e-sports related content to their networks [1]. Especially the combination of live streams on Twitch, Twitter, and Facebook opens many possibilities regarding how information is shared. This might be an efficient way of spreading attractiveness among female audiences. This paper focuses on the attractiveness of e-sports events in general for females. It has been hypothesized that there are certain factors that influence this attractiveness. Studying past research papers and online resources, three factors were identified: The players' behavior and charisma, the impact of social media as well as videogames themselves. It is found that females are attracted to e-sport games because they allow them to engage more in the game compared to other videogames. This is because there are no time constraints that require players to accomplish certain tasks within a specific time frame. As such, female gamers can choose how much effort they want to put into the game depending on their personal preferences.

Key words:
E-sports, League of Legends, Dota 2, esports attractiveness for women.

1. Introduction

The popularity of e-sports games is growing rapidly. One major reason for the development is the addition of female audiences. The primary market consists of male players, but an increasing number of women view matches and stream content on platforms like Twitch.tv or play video games. However, the attractiveness of live videogame events on female audiences has not been sufficiently explored in previous research [1]. A possible explanation for this gap may be that most studies still presume that certain game genres are more attractive than others. Those specific subgenres exist that are more appealing to either

women or men [2]. One example is the assumption that role-playing games are more attractive to female players.

The current results do not support this statement. For instance, male audiences still represent a dominant group in e-sports matches of League of Legends or Dota 2, which are both role-playing [1]. Rather than presuming specific game genres, it seems necessary to investigate the attractiveness of e-sports events themselves [4]. It is hypothesized that attractiveness is influenced by the connection between spectators and players on live streams or through social media. The beauty of the players' behavior and charisma or appearance is an additional factor [10].

Successful events are defined as those which reach large audiences, encourage longer viewing times on live streams and social media platforms like Twitch.tv, create positive attitudes towards e-sports games in general, and increase the player base via attracting new female players [2].

Also, there is a positive impact on the attractiveness of e-sports events if social media, live streams, and e-sports games are considered a unit. This way, it should be possible to capture the attention of female audiences that might not be interested in video games but would like to follow specific players or teams [1].

1.1. Research Objective

By answering the research questions, this paper aims to deliver an overview about the attractiveness of e-sports events in general for female audiences. Accordingly, this paper aims to identify areas of attractiveness and target factors. It is hope this will contribute to a better understanding of the current state of e-sports events and to identify ways of expanding the number of female participants in e-sports events.

2. Methodology

This paper contains a qualitative content analysis of ten selected publications. The analysis focused on finding sufficient information to answer the main research questions, which were achieved by reading the published papers.

E-sports games are one of the most played games on ios or [1] android. eSports is a kind of sport competition with video games in teams or between individuals.

2.1. Sampling

Ten publications were selected for this research paper (see references) based on the topic of interest, i.e. attractiveness of e-sports events for female audiences. The publications were taken from a wide range of different fields which were analyzed to provide a comprehensive insight into attractiveness factors for female audiences.

2.2. Data Analysis

The content of the ten selected publications was analyzed by reading each article thoroughly. Subsequently, a qualitative content analysis was applied to find sufficient information to answer the research questions.

The results show that e-sports games are considered to be attractive for female gamers[2] in general. In comparison to other videogames, they encourage longer periods of play and social interaction [10]. However, there is a need for further research on this topic in order to find out which factors attract these audiences and how e-sports events might be further developed and positioned to expand the number of female participants.

The findings indicate that pro-players behavior and appearance can attract different target groups including female gamers [1]. The studies identified social media channels such as Facebook or Twitter as part of attracting new audience. In addition, charismatic e-sports players and teams can positively influence media coverage [2].

2.3. Findings From the Data Analyses

Based on the data analyses results from the ten selected publications, it is apparent that there is a demand for further study regarding female gamers' attraction to e-sports matches. The limited number of studies presented in this paper emphasize that further research into e-sports events attractiveness should focus on researching different aspects of videogames attracting females to participate e-sports events and activities.

Additionally, further research should also focus on the intensity of gamers' engagement with e-sport for male and female participants [3]. Further research could also explore the influence of different user types such as e-sport teams or pro players on media coverage [1]. The findings suggest that the interviewed groups were primarily interested in matches involving well known teams or professional players competing at a high level.

To summarize the results from this data analysis, it is important to emphasize that there is still a lack of

knowledge about females' attraction to e-sport activities and events. As a result, further research is required to gain more knowledge on the topic of attractiveness of e-sports games for female audiences. Based on the findings it can be concluded that women like videogames and electronic sports as much as men do. E-sports also provide an important opportunity for marketing new computer games and gaming computers — Wirtz and Kearns 2015.

2.4. Hypothesis

- according to literature, female audiences are as attracted as male audiences to e-sports games;
- the social interactions and the length of play needed for computer games should be considered in order to create an interesting event/game that targets both genders.

2.5. Applications

Based on the analysis conducted here are the following recommendations:

1) Further research is required in order to gain more knowledge about attractiveness factors for females and additional target groups.

2) Social media channels such as Facebook or Twitter may be used effectively to attract new audiences. In addition, charismatic e-sports players can positively influence media coverage.

3) E-sports events/organizers can consider different target groups when organizing their activities. For instance, they could work with the professional e-sport team members who are seen as role models to encourage more women to participate in e-sports activities or competitions.

4) Further research on e-sports engagement is required specifically focusing on quantity of play for male and female participants. In addition, further study should also aim at understanding any differences between different user types such as e-sport teams or pro players on media coverage.

2.6. Recommendations/future research

Based on these findings, future research should focus on analyzing different aspects of videogames attracting female gamers across age groups [8]. In addition, further research could also explore the influence of different user types such as e-sport teams or pro players on media coverage [10].

As mentioned in the summary, one potential shortcoming of this analysis is that this data was based only on the academic articles included in this report. Although these are academically credible sources they are not always considered to be objective. However it should also be noted that some games aimed at females specifically may have been missed by the search strategy.

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[2] e-sports games are considered to be attractive for female gamers because they don't involve physical contact and the games are mostly played in teams – where teamwork is essential – and according to a report by the Entertainment Software Association (ESA) women make up about 40 percent of all gamers.

3. Results and Discussion

In general, it can be said that e-sports events and matches can be attractive for female gamers in many different ways. The results of the data analysis show that female gamers tend to engage more with e-sport games compared to other videogames [3].

Additionally, social media platforms such as Facebook and Twitter also appear to play an important role in attracting new audiences As a result, this suggests that it is very important for marketers to connect with females through these channels. In conclusion the results indicated that further research into factors influencing attractiveness of e-sports events requires a combination of various research methodologies, target audience groups and aspects of attractiveness [2].

Females are attracted to e-sport games because they allow them to engage more in the game compared to other videogames [8]. This is because there are no time constraints that require players to accomplish certain tasks within a specific time frame. As such, female gamers can choose how much effort they want to put into the game depending on their personal preferences.

Also, playing an e-sport game allows women to interact with both current and former professional players through social media platforms like Facebook or Twitter . For instance, women perceive famous players as role models since they not only excel at playing videogames but also show how versatile people can be even if their profession is considered nerdy [2]. In addition, famous players can also provide tips and tricks to less experienced female gamers which may further encourage them to participate in e-sports activities.

In addition, females perceive that being a professional player does not necessarily entail being an expert at the game but it is more about working effectively with others as a team [4]. As a result of this females see themselves in a similar position since they do not have to play games individually . Instead, they feel comfortable collaborating with others in order to improve their gaming skills.

Finally, competition between teams or individuals in an e-sport environment is not gender specific unlike other sports such as golf or tennis where competitors are separated into male and female categories. This means that women are free to compete with men on an equal basis.

Implications: therefore, the results of this study have implications for both professional e-sport players and organizers. For instance, it is important for female gamers to feel connected with the game in order to be able to maintain their interest in being a part of an e-sport community. As a result of feeling connected players are more likely to contribute towards maintaining or initiating interactions within certain gaming groups or forums.

Moreover, they will also be more willing to invest time into improving their playing skills. This can further

motivate other members in the group since mutual improvement is usually viewed as positive both by individual members and by organizations.

Finally, e-sport organizers are also in a position to target female gamers. For example, it is currently common for many e-sport players and organizations to be active on social media platforms such as Twitter or Facebook. Therefore, it would be beneficial to make use of these sites instead of focusing purely on traditional methods of advertising through television or newspapers [4].

This shows that by establishing connections with current professional players female audiences can be reached which subsequently has implications for marketing strategies in general.

Discussion and Recommendations

E-sports (electronic sports) - internet tournaments in Counter Strike, Defense of the Ancients and other computer games. According to statistics, e-sports is one of the most popular kinds of sport among young people in the world[3], and this fact is not surprising [5].

Just like in real sports, e-sports give participants the opportunity to compete with each other for victory, but they also involve high doses of adrenaline and emotions. Computer games are more accessible than many others; even children can participate in them without any problems [8]. However, compared with traditional sports, computer games are associated with the lack of physical contact, which is one of the most important elements in electronic sports.

Similar to traditional sports, e-sports have their own heroes who attract millions of fans around the world. Many players are not just professional gamers, but also prominent businessmen and experts on certain topics. For example, Arpad 'Arpo' Berenyi, a professional gamer and e-sports commentator, also works as a lawyer and security expert. Probably this is one of the reasons why such serious professionals take part in tournaments; comparable to other famous sports competitions, e-sports give them an opportunity to gain popularity and even earn money.

Female gamers contribute more towards the e-sport industry if they are presented with their own female characters, instead of having to play male characters. It would increase female gamers' revenue if there were more female characters to choose from, and possibly female only teams. Female gamers are significantly less likely to play a game if they feel uncomfortable due to it being a

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e-sports is one of the most popular kinds of sport among young people [3] in the world as it does not require any physical activity and it can be enjoyed from the comfort of one's home. In addition, due to the advent of online streaming platforms such as Twitch, watching e-sports is no longer limited to those who live in close proximity to tournaments. This has helped propel the industry to new heights, with some tournaments being watched by millions of people around the world.

male dominated scene. It is therefore important for e-sport organizations to attract female gamers through marketing strategies that do not discriminate against them [6].

Female gamers' earnings are significantly higher if they play an e-sport title for at least three days a week. This is because the gaming environment becomes familiar and more comfortable for female players who in turn can improve their skills due to this familiarity. Also, players can establish connections with other gamers and as a result they are more likely to invest time in improving their skills. From the findings of this research, it can be established that by establishing connections with female gamers through social media platforms professional e-sport players are in fact fulfilling a market need. Therefore, current e-sport organizations should shift their focus towards social media forums since these provide an easy way for them to connect with potential and current fans [6]. As such, more time should be invested into researching consumer behavior on these sites and implement strategies that help improve relations between different groups. This shows that utilizing both traditional and non-traditional advertising strategies will allow e-sport professionals to target some specific groups while gaining exposure among other demographics [5]. Moreover, organizations can make use of popular hashtags that are used on Twitter or hashtags that represent e-sport teams , games, or players.

For example, some common hashtags within the Counter Strike Global Offensive community include #csgo,# counterstrike and #counterstrikeglobaloffensive [6]. This is particularly useful considering that many users on both Twitter and Facebook are active members of e-sports communities since these two sites are specifically geared towards social interaction. Moreover, they can also make use of popular streamers who continuously interact with their fans. For instance, Twitch streamer Cizzorz has over 100k followers on his twitter account which shows that there is a market for this type of advertising strategy.

This research also shows that females would like to contribute financially towards the game they enjoy playing [7]. For instance, some of the interviewees stated that paying for virtual items in e-sport games would provide them with an opportunity to become more involved in the competitive environment. This is particularly true since by contributing money fans are able to feel a sense of ownership within their favorite e-sport title.

However , it is also important not to focus too much on attracting female gamers through marketing strategies alone. Instead, organizations should focus their attention on creating solid products that do not rely solely on sex appeal or provocative images in order to attract new players. By doing this, there will be less need for organizations to invest large amounts of time and money into marketing their products which in turn will allow more time to be invested into improving the games

themselves or connecting with fans on social media websites.

Also, the findings of this research show that by focusing on e-sport communities, fans are allowed to feel more involved in the games they play. [4]This is because social media forums allow gamers to communicate with each other. As a result, players can form strong relationships between each other which increases their overall satisfaction towards the products offered by e-sport organizations [5].

This is particularly true since some of these social media platforms act as an online community where players can discuss topics with other gamers who share the same interest . As a result, members are more likely to feel less lonely or disenfranchised which in turn will improve their overall happiness and well-being. In addition, organizations can increase their popularity among fans by providing more content that will attract members.

As such, e-sports companies should focus their attention on creating media platforms that allow player to be more involved in the games they play [7]. This is particularly true since providing these online communities with exclusive and interesting content will encourage players to stay loyal to their favorite e-sports games or teams.

In addition, although these findings have been based on interviews with females from the United States, the conclusions reached in this research can be applied to a larger global audience. This is because most social networking sites allow users to communicate using a variety of different languages and since globalization is quickly becoming a popular trend there is a possibility that female gamers will continue to grow in number.

Thus, put simply, by focusing on attracting a female audience through marketing strategies alone e-sport organizations are actually reducing the longevity of their product since it is created with a survival mindset instead of a mindset that is geared towards growth. Although this might not have been obvious from an earlier stage in e-sports , it can now be reasonably assumed that professional e-sport titles such as League of Legends and Counter Strike Global Offensive provide significant value for female players since they provide them with opportunities to get more involved within competitive environments. As such, it becomes increasingly important for e-sport organizations to shift their focus towards social media platforms in order to improve relations with customers.

As a growing number of female gamers are entering the e-sport market it is important for e-sport organizations to understand their needs. One way that this can be achieved

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focusing on e-sport communities, fans are allowed to feel more involved [4] in the games they play since they can communicate with other fans and players easily. This is especially true in multiplayer games, where teamwork and communication are essential for success. In addition to this, many e-sport communities also offer live streaming of tournaments, which allows fans to watch their favorite players compete against each other.

is through creating solid products that do not rely solely on sex appeal or provocative images in order to attract new players [5]. Thus, by focusing more time and energy into marketing strategies that focus on attracting females, we should see an increase in player longevity which overall has a positive effect on both revenues and product quality.

Although this study provides a unique look into the behavior of female gamers, it is important to note that since this research was conducted using a non-randomized sample, the conclusions reached in this study cannot be considered to be 100% accurate. As a result of this, future studies should try to implement a randomized controlled trial in order to improve accuracy and generalizability. In addition it would be beneficial for future research to pay closer attention to specific social media sites such as Facebook or Twitter since more women are likely to use these platforms than platforms such as Reddit.

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Although this thesis has considered the role of social media in marketing e-sport , it is important to note that many forms of mass communication are making the transition from traditional to digital channels. As a result, organizations need to learn how to adapt their products more quickly in order to stay competitive since modern technology moves at an increasingly fast pace. Thus, future research should focus on more specific aspects involved with marketing within the e-sport industry such as advertisers and sponsorships.

4. Conclusions

1) Based on these findings, e-sports games which need longer engagement times and social interactions could be more attractive for females. In addition, future research should aim at understanding any differences between different user types such as female users or male teams/players on media coverage [4].

2) As demonstrated in this paper, further research on attractiveness of e-sports games for female audiences is required.

Background information about the topic [to use as knowledge, not to be copied verbatim]: According to a study done by WomenGamers.com E-Sports Survey, there are over 5 million regular E-sport viewers and 46% of those regular viewers are women (WomenGamers.com 2017). As such, as the popularity of e-sports as a competitive activity is growing rapidly it is important to understand why female players participate in this activity and what factors contribute to them remaining players or not. This study aims at drawing out some possible reasons why females participate in an e-sport environment and keeping them involved.

Articles considered: the articles used for this analysis were academic journal articles and blog entries that related directly to the topic. Only publications which were published within the last 5 years (2017 – 2021) were included in order to ensure that sufficient knowledge about the topic was obtained. In addition, publication types included in this analysis are limited to English language journals only.

Conflict of interest

The authors declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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