

THE PROCESS OF ELECTRONIC SPORT RECOGNITION IN INTERNATIONAL SCALE

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Abstract

The phenomenon of the booming of gaming competition across the world is surprising. Video game that usually considered only as a form of entertainment and used to be largely seen as wasteful activity now become part of daily activity. Many states such as USA, Malaysia, South Korea and Germany already accepted the video game as a form of competition and allowed the professional athlete to enter the competition by giving visa to joining the competition. The organized video game competition, also known as Electronic Sport, able to rise from an entertainment and a means to pass the time into an International Competition that recognized, supported and joined by many state with their respective eSport Athlete.

This paper will try to seek out the data and explain the process of the recognition itself. The phenomenon will be explained by using the acceptance of the video game itself, in short the norm of video game as competition. The explanation will be divided into 3 parts, which followed the concept of Life Cycle of an International Norm. The first part explained the process of norm emergence. Started by explaining the history and giving an example of the struggle to establish the game competition. The second part is a part where the norm of gaming as a competition become institutionalized, the stage of norm cascade. Explained the establishment of eSport organization in national and international scale. And the last is the process of internalization where the eSport already accepted as a profession and play in video game is no longer to be seen negatively, but as normal activity.

Keywords:

Video Game, Electronic Sport, Recognition

Introduction

Electronic Sports is a term for organized multiplayer video game competitions. The most common video game genres associated with electronic sports are real-time strategy, fighting, first-person shooter, and multiplayer online battle arena. Tournaments such as the League of Legends World Championship, The International Dota 2 Championships, the Battle.net World Championship Series, the Evolution Championship Series, the Intel Extreme Masters, provide both live broadcasts of the competition, and cash prizes to competitors. The rise of popularity and the growth of scope of the competition linked with the acceptance and the recognition of the International society for the existence of Electronic Sport.

Definition of Norm

In the International Norm Dynamics and Political Change, Finnemore and Sikkink explained norm as standard of what is appropriate for an actor with given identity with further explanation of it as shared assessment. Both definition have a similarity in the way that the definition of norm is justification of what one ought do or what is right and acceptable. The justification can only become a norm if it already become an acceptable assessment of the masses.

A norm as itself is not good or bad, the only thing a norm that represent such thought is whether is it still become a norm or that the said norm is already replaced by a new norm that justifies the norm before it as bad. The example given by Finnemore and Sikkink is about the racial superiority, divine right and imperialism. Those norms are used to be considered as good because there are people who believed so and thus given the norm power to justify of what is good or not.

The norm that will be explained in this undergraduate thesis is about the view of video game. The justification of video game as a good or bad is a norm in itself and with the assumption that a recognition of a certain norm is also recognition of the rightness of the justification in the norm itself. It can be concluded that if the video game is deemed an appropriate thing then the norm that video game is good is accepted.

The research question asked of the step of progress in the acceptance of video game in international world. To make a more logical approach, it is necessary to put on a concept of the progress of acceptance itself.

Concept of the Life Cycle of an International Norm

A progress is a change of condition. The progress of an acceptance of a norm is a change of condition where a norm is accepted in its domain. Norm keep changed by one-another and made a cycle when one norm replace another, thus made a life cycle. A norm that encompass more than a nation or domestic area can be considered as International norm and as the recognition norm of video game is encompass more than a nation it is included.

The stage of Norm Emergence is where a new norm is being introduced, Norm Cascade is when the norm is become more accepted and recognized and the last stage is Norm Internalization is when the norm is already accepted and define what is accepted and appropriate in the life of those who accept it

Constructivism Theory

Reus-Smith defined the three main ontological prepositions that established by the constructivism. First, constructivism believes that structure is able to shape the behaviour of social and political actors both individual or states actors. Material aspect is an important aspect in the building of structure, however constructivism believes that normative and ideational aspect is also important. Normative and ideational factors here mean that unseen, explicit or metaphysical aspect aspects such as ideas, belief, value, culture, and norms which embodied inside the actors. Constructivism believes that the normative and ideational factors also have structural characteristic in which they are able to influence the political and social actions. It believes that the material aspect only have meaning as far as the knowledge or normative and ideational structures embodied inside the actors. Therefore one kind of material source will have different meaning based on the actors who acquire them, since every single actor has unique normative and ideational structures.

A. The Early Development of Video Game as Competition.

1. The History of Video Game

The history of game making begins with the development of the first video games, although which video game is the first depends on the definition of video game. The first games created had little entertainment value, and their development focus was separate from user experience—in fact, these games required mainframe computers to play them. OXO, written by Alexander S. Douglas in 1952, was the first computer game to use a digital display. In 1958, a game called Tennis for Two, which displayed its output on an oscilloscope, was made by Willy Higinbotham, a physicist working at the Brookhaven National Laboratory. In 1961, a mainframe computer game called Spacewar! was developed by a group of Massachusetts Institute of Technology students led by Steve Russell.

David Winter at Pong-Story.com explains: “After founding Atari on 27th June 1972, [Nolan] Bushnell [the President of Atari] and Alan Alcorn (his first employee) designed the famous prototype of their PONG arcade machine. Once finished a couple months later, it was placed on trial in a local bar called Andy Capp's Cavern in Sunnyvale [California]. Later in 1974, the arcade video game business having flourished, Magnavox filed a lawsuit for patent infringement against Seeburg, Bally-Midway and Atari. Although Bushnell insisted that he didn't copy the Ping-Pong (Tennis) game of the Odyssey, Federal District Court judge John F. Grady was not convinced that Bushnell had designed PONG before attending the [public] Odyssey demonstration [much earlier].”

The flood of Pong clones led to the video game crash of 1977, which eventually came to an end with the mainstream success of Taito's 1978 arcade shooter game Space Invaders, marking the beginning of the golden age of arcade video games and inspiring dozens of manufacturers to enter the market. Its creator Nishikado not only designed

and programmed the game, but also did the artwork, engineered the arcade hardware, and put together a microcomputer from scratch. It was soon ported to the Atari 2600, becoming the first "killer app" and quadrupling the console's sales. At the same time, home computers appeared on the market, allowing individual programmers and hobbyists to develop games. This allowed hardware manufacturer and software manufacturers to act separately. A very large amount of games could be produced by single individuals, as games were easy to make because graphical and memory limitation did not allow for much content. Larger companies developed, who focused selected teams to work on a title. The developers of many early home video games, such as Zork, Baseball, Air Warrior, and Adventure, later transitioned their work as products of the early video game industry.

2. The Beginning of Video Game Competition.

The earliest known video game competition took place on October 19, 1972 at Stanford University for the game Spacewar. Stanford students were invited to an "Intergalactic spacewar olympics" whose grand prize was a year's subscription for Rolling Stone, with Bruce Baumgart winning the five-man-free-for-all tournament and Tovar and Robert E. Maas winning the Team Competition. The Space Invaders Championship held by Atari in 1980 was the earliest large scale video game competition, attracting more than 10,000 participants across the United States, establishing competitive gaming as a mainstream hobby.

In the summer of 1981, Walter Day founded a high score record keeping organization called Twin Galaxies. The organization went on to help promote video games and publicize its records through publications such as the Guinness Book of World Records, and in 1983 it created the U.S. National Video Game Team. The team was involved in competitions, such as running the Video Game Masters Tournament for Guinness World Records and sponsoring the North American Video Game Challenge tournament.

During the 1970s and 1980s, video game players and tournaments begun being featured in popular newspapers and magazines including Life and Time. One of the most well known classic arcade game players is Billy Mitchell, for his listing as holding

the records for high scores in six games including Pac-Man and Donkey Kong in the 1985 issue of the Guinness Book of World Records. Televised eSports events aired during this period included the American show Starcade which ran between 1982 and 1984 airing a total of 133 episodes, on which contestants would attempt to beat each other's high scores on an arcade game. A video game tournament was included as part of TV show That's Incredible!, and tournaments were also featured as part of the plot of various films, including 1982's Tron.

3. Struggle for Video Game Competition

One of the documented struggle for establishing the video game competition as well as establishing an organizational platform, happened in March 2007, where a seventeen-year-old Michigan native Zach Wigal had spent three months planning and organizing a Halo 2 tournament for his fellow peers and classmates at Saline High School. The teenager, along with a group of friends, had received permission from administrators to host a video game tournament in his high school's cafeteria. Nearly three hundred individuals had registered to take part in one of the area's first-ever competitive gaming tournaments.

Three days before the tournament was scheduled to take place, a local police officer (who belonged to a media censorship organization called the Parents Television Council) heard news of the teenager's tournament, and adamantly protested the event be allowed to take place within the high school. According to a voicemail left for the school district's superintendent, it was the opinion of the public safety officer that Halo 2 was "corrupting the minds of America's youth" and that the gaming tournament was a hazard to the public safety of the community. Comparing the game to other M rated titles such as Grand Theft Auto and 25 to Life, the officer strongly suggested the event not take place on school property. The high school's superintendent, convinced by the officer's voicemail, quickly canceled the permit that had been given to Zach and his friends months earlier; citing public safety concerns as reason for cancellation.

Still determined to host a Halo tournament, Zach and his friends began putting together a new event with the hopes of raising money for charity to instead illustrate the positive impact people can make when they come together to play video games. The high school students set out to seek redemption, refuting the negative stereotypes and

misconceptions they had experienced first hand that are often associated with video games.

Over the next few months, Gamers for Giving was born, an event that aimed to benefit a local chapter of the Autism Society of America. In the process of planning this new event, Gamers Outreach Foundation was created. Though the organization was originally established to help encourage and facilitate donations for the event, the foundation quickly began taking on a life of its own, maturing eventually into an organization with a clear vision and a simple goal – help people through video games.

Gamers for Giving went on to be a great success. Teaming with a local LAN party, the 2008 event featured a Halo 3 tournament alongside an MPCOn BYOC LAN. Over 500 participants and spectators attended, generating \$4,000.00 for the Autism Society of America.

In 2009, Gamers for Giving became the annual fundraising event of Gamers Outreach Foundation, and the organization itself experienced a re-launch, merging with two other well-established gaming charities: Fun For Our Troops and Gaming4Others. The organization currently works to develop and sustain initiatives that actually use video games in ways that help others.

B. The Change From Video Game Competition into Institutionalized Electronic Sport

The change from a community driven competition can be seen from several aspect. The table of Live Cycle of International Norm defined it actors as States, International Organization and Network. In this stage of Norm Cascade, the introduction of the norm is already conducted and now escalated into broader scope. In this stage the norm entrepreneur and organizational platform is more focused into establishing an institution that not only promote but also regulate the competition.

1. The Establishment International Organization That Support Video Game As Entertainment

Entertainment Consumers Association (ECA) is a United States-based non-partisan, non-government, non-profit organization dedicated to the interests of individuals who play computer and video games in the United States and Canada.

Mr. Hal Halpin, a game industry veteran and former president of the Interactive Entertainment Merchants Association (IEMA) – now called the Entertainment Merchants Association (EMA) – founded ECA in July 2006. The concept of the ECA was born following an IEMA board of directors meeting, in which Halpin recognized a need for consumer representation. The association was launched as a means for consumer rights advocacy following a string of anti-games legislation aimed at criminalizing the sale of certain video games. Although publishers were effectively represented by Entertainment Software Association (ESA) and retailers by Entertainment Merchants Association (EMA), consumers of video games were virtually unrepresented until the launch of ECA

ECA is an ardent supporter of consumer rights and advocacy, specifically in defending and advancing the interests of gamers. The organization does this through a variety of initiatives including netroots and lobbying efforts at the state and national governmental level. ECA also coalition builds with like-minded organizations including First Amendment advocacy groups and parallel trade associations. The ECA is non-partisan and does not support, oppose or give money to any candidates or political parties.

The ECA Member division negotiates and offers reduced rates for members with various companies that sell game-related merchandise and services including; magazine and premium website subscriptions, discounts on game rentals and purchases and free or discounted admission to trade shows, conferences and concerts, etc. They provide programs for reduced-cost medical and life insurance, financial aid, tuition assistance and scholarship opportunities for members as well as career advice, job boards, resume writing aid and discussion forums and boards

ECA was a coalition partner with Reddit, Google, EFF, Public Knowledge, Major League Gaming, Demand Progress and others in opposing the Stop Online Piracy Act (SOPA) and its counterpart, the Protect Intellectual Property Act (PIPA). The association also stood opposed to the Copyright Modernization Act (C11) in Canada and the Anti-Counterfeiting Trade Agreement (ACTA), internationally The ECA merged a number of long-standing staple brands when forming the organization which lent it early credibility and built-in expertise in the respective fields. Among the more prominent brands was GamePolitics.com, a blog originally written and maintained by

Dennis McCauley, now run by game journalist Pete Gallagher, the former Editor-in-Chief of GameDaily.com. GP, as it had come to be known in the business and by the site's fans, is an information portal for all matters related to game legislation and grass roots lobbying initiatives

The establishment of ECA given the opportunity to the video game competition a platform to access and leverage to the state. An international organization such as ECA is a part of process of the recognition of the competition as something more than a hobby. The ECA also give the norm of video game as competition to become more widespread and broader support by combining many smaller organization into one bigger and more institutionalized

2. The Establishment of Governmental Institution and State's Recognition of Electronic Sport.

The Korea e-Sports Association (KeSPA) is a South Korean body established to manage e-sports in South Korea. KeSPA was founded in 2000 after the approval of the Ministry of Culture, Sports and Tourism. Its official goal is to make e-Sports an official sporting event, and to solidify the commercial position of e-Sports in all sectors. The organization manages the broadcasting of e-Sports, the formation of new events, and the conditions in which progamers work, as well as encourage the playing of video games by the general population. In 2008 SK Telecom was given the leading position on its board, effectively making Seo Jin-woo the organization's president. KeSPA regulates broadcasting by e-sports television channels such as Ongamenet, MBC Game, GOMtv, and Pandora TV, as well as 23 e-sports journalists and over twelve e-sports teams. Additionally, they have created a rankings system.

On May 11, 2012 after a slew of announcements from KeSPA regarding the transition between StarCraft: Brood War and StarCraft II, it was announced that they

would be partnering with Major League Gaming, a US-based eSports organization to send KeSPA players to MLG events.

On October 27, 2014 KeSPA, alongside Riot Games and Ongamenet, issued a press release stating new policies directed toward the welfare Korean professional eSports players. Some of the major changes include a minimum salary for professional eSports players that is competitive with popular traditional sports, and setting a 1-year minimum for contracts between players and teams starting in the 2016 season. There were also many League of Legends specific changes that include limiting companies to have a minimum of one team with 10 players per team, and beginning a shift from tournament to league format for Korean Worlds qualifiers

KeSPA is one of the first and currently leading the development and the organization in the state scope, however there are also another organization that encompass not only the state of which the eSport organization placed but also joined by the similar eSport organization throughout the world.

The International e-Sports Federation was founded in August 8, 2008 by nine e-Sports associations from Denmark, South Korea, Germany, Austria, Belgium, The Netherlands, Switzerland, Vietnam and Taiwan, and held its first general meeting in November of the same year.

A year later, in December 12, the IeSF was able to host its own international tournaments, starting with the "IeSF challenge" in 2009, followed by "IeSF Grand Finals" in 2010, and the "IeSF World Championship" in 2011 and onward.

2012 saw a massive breakthrough for e-Sports and the IeSF, as the IeSF 2012 World championship presented an e-Sports tournament for women for the first time.

In July 7, 2013, IeSF was selected as counterpart for the electronic sports discipline of the 4th Asian Indoor and Martial Arts Games. This was a big breakthrough for e-Sports and the IeSF, as the branch was introduced in an Olympic event for the first time.

In May 2013, IeSF was approved as the official signatory of the World Anti-Doping Agency in the branch of e-Sports. In July 2013, IeSF submitted an application to join Sport Accord, and is expected to be approved as a temporary member in April 2014. In November 2013, IeSF saw a successful overseas launch of its events, as the IeSF 2013 World Championship and the 2013 General Meeting was held in the city of Bucharest, Romania, in what was the first time of an IeSF event held outside of South Korea. In May 2014, IeSF was approved for membership by TAFISA. The IeSF will be represented at the 2016 TAFISA World Games for All, to be held in Jakarta.

In 2014, IeSF restricted female players from participating in the Hearthstone tournament, as part of the World Championship division of tournament into male and female sections. IeSF later revised the policy, uniting the section into open-for-all tournaments while maintaining female-only tournaments with smaller prize pool

Right now International e-Sports Federation (IeSF) also announced a partnership of cooperation exchange between e-Sports and athletics, as signing partnership MOU with the “Athletics for a Better World” powered by International Association of

Athletics Federations (IAAF) at the Sochi EXPO Centre, the venue of the 2015 Sport Accord Convention in Sochi, Russia on April 21, 2015. IAAF is an international sports federation which retains 214 member nations with more than 100 years of history.

Athletics for a Better World has offered the partnership to IeSF on account of possibility and vision of e-Sports as official sports with high popularity among young generation and its rapid growth. IeSF Board has approved such partnership with a positive consideration on the proposal from them.

IeSF became an official signatory of WADA (World Anti-Doping Agency) in 2013, and recognized by TAFISA (The Association for International Sports for All) in 2014. And at this moment, partnership with IAAF will enhance IeSF's status as official international sports federation. This is the first time for IeSF to have partnership with other sports discipline. As starting with Athletics which has the largest number of member nations and athletes, IeSF will continuously cooperate with many sports disciplines and international sports governing bodies. This effort will bridge the gap between traditional sports and e-Sports.

Beck of Riot Games told NBC that the company has been lobbying U.S. immigration services for the past six months, with the tipping point coming from the inception of a weekly "League Championship Series."

Before the recognition of the visa, the tournament cannot last long and only happened for a short amount of time because of the limitation of staying permission. After the recognition, it is easier to have a more organized and longer event and also easier to give the athlete proper lodging and facility.

"Effectively we were able to prove that professional eSports is a full time job for these talented young players, practicing 10-12 hours a day with their teammates and competition in regular matches and the government took note," Beck said.

Whether or not the weekly matches were the final tipping point to change immigration policy, the numbers behind a game like "League of Legends" had jumped enough to boost the game's legitimacy as well.

Ben Goldhaber, senior manager of partnerships at Twitch, a video game live-streaming platform that attracts 38 million unique visitors in a given month, told NBC News in an emailed statement that LoL's viewership has "nearly tripled" since last year, with some 450 million views in June alone. Sepso said that at a given professional circuit competition, he expects to see around 20,000 people in attendance, with another 3 million viewing the match online through a service like Twitch

C. Video Game Acceptance in the Society.

There are many studies regarding the society and the video game. Some of the study explaining the good and bad of the effect of video game in the society. There are also several study that focused on how the video game becoming a culture or subculture by its own. It is an important point of analyzation because the acceptance of the norm can be seen when the norm itself is already considered normal or can be seen as the part of a culture.

Terry Flew is a Professor of Media and Communication in the Creative Industries faculty at the Queensland University of Technology in Brisbane, Australia. He has authored the books *Games: Technology, Industry, Culture* (2005) and *Understanding Global Media* (2007). He is primarily known for these publications, which centre on a new participatory culture that has risen in the media sphere. This book provides an overview of global media production and circulation using the perspectives of politics, political economy, media and cultural studies, and creative industries. Terry Flew also explores how the industries and their audiences function on an international scale

In his book, Flew proposes that the new digital gaming trend works against the mainstream media's portrayal of players as isolated, socially-awkward adolescent boys, hidden away in darkened bedrooms. He draws on recent statistics showing that between 40-50% of those gamers are women, and that the average age of players is mid- to late-20's, rather than young teens. Flew also credits the advent of video games with popularizing innovative media technologies, allowing consumers to archive, annotate,

appropriate and recirculate media content. Consumers can use this media source as an alternative tool to gain access to information within their areas of interest, and to generate their own content and ideas

Flew says that people are drifting away from the traditional mode of consumerism. He uses the term "prosumer" to describe the group of users who both consume and produce new media. These "prosumers" involve themselves in gaming communities in which online and offline spaces become merged and indistinguishable. Flew suggests that part of the appeal of MMORPGs lies in the idea of escapism, and the ability to assume the role of someone or something that is not possible in that individual's real life. To the player, his or her online identity may be more acceptable and desirable than their real-world identity.

In 2014, the average age for a video game player is 30, a number slowly increasing as people who were children playing the first arcade, console and home computer games continue playing now on current systems. The gender distribution of gamers is reaching equilibrium, according to a 2011 study showing that 58% of gamers are male and 42% female. As of 2011 ESA reported that 71% of people age six to forty-nine in the U.S. played video games, with 55% of gamers playing on their phones or mobile devices. The average age of players across the globe is mid to late 20s, and is increasing as older players grow in numbers.

One possible reason for the growing increase in players could be attributed to the growing number of genres that require less of a specific audience. For example, the Wii console has widened its audience with games such as Wii Sports and Wii Fit. Both require more activity from the user and provide more reasons to play including family competition or exercise. It could also be because people who played video games when they were young are now growing older and still have that interest in video games. Currently, the largest entertainment industry for children is gaming. According to a 2008 telephone survey with a sample size of 1,102 respondents, 97% of children living in the United States and between the ages of 12 and 17 play video games

Conclusion

In conclusion, the process of the recognition is started with introduction of video game as competition was only began in the competitive event in October 19, 1972 at Stanford University for the game Spacewar where Stanford students were invited to an "Intergalactic spacewar olympics". At that time the video game was already popular in USA and considered as mainstream hobby and can become entertainment or competition, albeit there are no records of a video game competition policy at that time. The only recorded struggle of establishing gaming competition found in this thesis happened in 2007, where the tournament was cancelled due to the reasoning of the bad effect of video game. In other hand, this event showed a sign of a norm emergence where a new norm is introduced and faced the the old norm. The establishment of ECA give the video game enthusiast a legal and more organized support. The KeSPA is the pioneer of the many eSport organization in national level and also one of the founder of IeSPA, the international organization of electronic sport. After the acceptance and recognition in legal matters, the norm of video game as competition in the form of eSport is entered a stage of internalization. A stage where the acceptance is so widely accepted that it become a normal thing to see. The hypothesis in this stage is proven. Video game itself already considered normal and eSport as a competition and job is already established and well known. Talking about video game is no longer considered as uncommon and can be heard in daily activity.

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