

CHAPTER I

INTRODUCTION

A. Background

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. Only promoted and supported by the community itself, it is interesting to know exactly how the community, which not stemmed from an international association or a state, able to made the world recognize the existence of video games as electronic sports.

Originally called the Computer Game Developers Conference, the first conference was organized in 1988 by Chris Crawford in his San Jose, California-area living room. About twenty-seven designers attended, including Don Daglow, Brenda Laurel, Brian Moriarty, Gordon Walton, Tim Brengle, Cliff Johnson, Dave Menconi, and Carol and Ivan Manley. The second conference, held that same year at a Holiday Inn at Milpitas, attracted about 125 developers. Early conference directors included Brenda Laurel, Dave Menconi, Jeff Johannigman, Stephen Friedman, Chris Crawford, and

Stephanie Barrett. Later directors include John Powers, Nicky Robinson, Anne Westfall, Susan Lee-Merrow, and Ernest W. Adams. In the early years the conference changed venue each year to accommodate its increases in size. Attendance in this period grew from 525 to 2387. By 1994 the CGDC could afford to sponsor the creation of the Computer Game Developers Association with Adams as its founding director. In 2005, the GDC moved to the new Moscone Center West, in the heart of San Francisco's SOMA district, and reported over 12,000 attendees. The GDC returned to San Jose in 2006, reporting over 12,500 attendees, and moved to San Francisco in 2007 – where the organizers expect it will stay for the foreseeable future. Attendance figures continued to rise in following years with 18,000 attendees in 2008 event. The 2009 Game Developers Conference was held in San Francisco, on March 23–27, 2009. The IGDA awarded 25 scholarships to send qualified students to attend the 2009 GDC

GDC innovation and struggle to set good platform to play game and the sort is not wasted, proved by the event of International tournament. The International (TI) is an annual electronic sports, *Dota 2* championship tournament hosted by Valve Corporation. Sixteen teams are given invitations to compete in the tournament. The first tournament took place in Cologne, Germany at Gamescom from August 17–21 and was held shortly after the reveal of *Dota 2*, with a total prize pot of \$1.6 million and a grand prize of one million dollars. The second International took place from August 31–September 2, 2012 at Benaroya Hall in Seattle, Washington and retained the same \$1.6 million prize structure. For the third International, again at Benaroya Hall, Valve introduced an interactive, digital "compendium" which fans could purchase

to follow the event and contribute to the prize pool; TI3 spanned August 7–11 and reached a \$2.8 million prize pool with \$1.2 million added from compendium purchases. The fourth International, this time held at the larger Seattle venue KeyArena from July 18–21, continued the practice of compendium sales and ultimately broke records for having the largest prize pool in Electronic Sports history, with a total of \$10.9 million (following the event, the 2nd and 3rd largest prize pools were \$2.8 million from TI3 and \$2.1 million from the 2014 League of Legends World Championship, respectively). The fifth International is currently scheduled for August 3–8 for a consecutive year at KeyArena. As of June 10, 2015, the growing TI5 prize pool of \$13 million, garnered from 40 days of compendium sales with 61 days remaining, has already surpassed the previous TI4's winnings, making it the largest e-sports prize pool to date for a singular tournament. Set to take place in a sold-out Key Arena, the fifth edition of 'The International' broke its own record this week when its prize-pool bubbled above the \$US 11 million dollar mark after another surge in funding support from fans. That number could balloon to as high as \$US 15 million on current trends before the tournament takes place in August.

An event with such scale will not be possible without the recognition from the states of which the event held. The third tournament in USA gained an explosion of fame of fortune after in 2013, U.S. recognizes Electronic Sports players as professional athletes, and will grant them visas under that identifier. And the last major recognition is the accreditation of Electronic Sports as a 2nd-level Olympic sport by the Korean Olympic Committee (KOC), made by the Korea Sports Council's board of directors during a conference at the Seoul Olympic Parktel , Jan. 27, 2015.

As an International Relations student the phenomenon of the growth of eSport is interesting in the way the recognition given after the tournament begin. The recognition that has been given by USA in 2013 happened after the 3rd tournament being held. There are also several states, such as Philippines and Malaysia that gave recognition to the eSport and supporting the nation's eSport team after the team joined the tournament. Such phenomenon is as if the recognition is contagious from one state to another. USA, South Korea, Philippines and Malaysia did not influence each other to accept and recognize eSport, yet the recognition come one after another.

B. Research Question

The fundamental of an academic paper is often appear in a form of a question. This undergraduate thesis is no exception. With the data shown above it is clear that the recognition is still growing, however the question lies in the growth itself. In order to make a more specific and structured thesis, the chosen question is :

How does the process of the recognition of video game in International scale went?

C. Theoretical Framework

A logical sequence after having a question is to figure out the way to answer and make analysis out of the question, part of it by structuring a framework of thinking. This undergraduate thesis seek out the explanation which backed up by logical, scientific and credible argument by doing so. Thus this undergraduate thesis choose the theory of Constructivism that explained in A logical sequence after having a question is to figure out the way to answer and make analysis out of the question, part of it by structuring a framework of thinking. This undergraduate thesis seek out the explanation

which backed up by logical, scientific and credible argument by doing so. The first step is to make clear of several definition, concept and theory that will be used to make explanation of the case.

The progress of the recognition of video game is closely related to the opinion about the video game itself, which can also be deducted that the recognition is related in how the video game is looked at, whether it viewed as good then accepted and recognized or viewed as bad then rejected and refused. Thus can be concluded that the understanding of the said view is importance and a definition is required to do so.

1. 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 a bad one. 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.

Although relatively little research has focused on the benefits of playing video games specifically, the functions and benefits of play more generally have been studied for decades. Evolutionary psychology has long emphasized the adaptive functions of play (Bjorklund & Pellegrini, 2010), and in developmental psychology, the positive function of play has been a running theme for some of the most respected scholars in the field (e.g., Erikson, 1977; Piaget, 1962; Vygotsky, 1978). Erikson (1977) proposed that play contexts allow children to experiment with social experiences and simulate alternative emotional consequences, which can then bring about feelings of resolution outside the play context. Similarly, Piaget (1962) theorized that make-believe play provides children opportunities to reproduce real-life conflicts, to work out ideal resolutions for their own pleasure, and to ameliorate negative feelings. Both Piaget (1962) and Vygotsky (1978) espoused strong theoretical links between play and a variety of elements that foster the development of social cognition

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.

2. 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 international norm have its own life cycle which can be seen in the table below :

Table 1: the Life Cycle of an International Norm

	Norm Emergence	Norm Cascade	Internalization
Actor	Norm Entrepreneurs with organizational Platform	States, international Organization, networks	Law, profession, bureaucracy
Motive	Altruism, empathy, ideational commitment	Legitimacy, reputation, esteem	Conformity
Dominant Mechanism	Persuasion	Socialization, institutionalization, demonstration	Habit, intitutionalization

Source : International Norm Dynamic and Political Change

In the International Norm Dynamics and Political Change, Finnemore and Sikkink used the table above to explain how a norm changed from one to another in International world. The progress here referred in three stages with three different variable which each explained the question of ‘who’ in actors, ‘why’ in motives and ‘how’ in dominant mechanism. 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.

The table introduced the term of moral entrepreneur, Finnemore and Sikkink defined the Norm Entrepreneur as the main actor of norm on its early or first stage, the stage of which the norm emerge. Furthermore Ingebritsen clarified that the Entrepreneur can be taken as individual, state or societal actor.

By using this term, the actor or the one who responsible for the early stage of the norm. The early stage of the rise of a norm is or also called as Norm Emergence is a crucial part of the norm acceptance. This stage of introduction have a big impact towards the future acceptance because of the effect of first impression that followed any newly introduced norm.

Table 2: The Implementation table

	Norm Emergence	Norm Cascade	Internalization
Actor	Zach Wigall, Gamer for Giving	ECA and KeSPA	Professional eSport Athlete
Motive	Shows benefit of video game	Establishing the support and organization for video game and its competition (eSport)	Playing video game viewed as common and acceptable The professional gamers accepted as a profession
Dominant Mechanism	Helping the patient of autism by donation and giving games	Institutionalization of eSport by establishing coalition with First Amendment advocacy groups and parallel trade associations	Made playing video game into a habit and establishment of regulation of ethic and drugs for the professional athlete

	to play		
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If norm entrepreneur is referring to the actor or group of individual, the organizational platform is referring to the organization of which the norm is promoted. The NGO, such as Greenpeace and Red Cross have a platform that directly promote their respective norm. Moral Entrepreneur that works from an NGO that didn't stand for one specific norm, World Bank is one of the example.

The organizational platform is as its term suggested, a platform for the norm Entrepreneur to promote the norm in order to make a people or society accept and recognize it. The explanation is still incomplete because of the lack of explanation of how a norm able to make people recognize it. A theory is required to make a relation between the norm, from the process the actors, with the society that aimed to be constructed, thus the theory Constructivism which taken from Reus-Smith in *Theories of International Relations Third Edition* .

3. Theory of Constructivism

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.

Second, constructivism believe on the importance of non-material structure in the formation and shaping of identity of the actor, and the identity is crucial factor that determined the interest of both individual and states actors, interest that will produce action. The identity have very significance influence towards the decision of the actor, in deciding a decision one actor will have many possibilities and problem, however the decision one actor to another is different mainly because of what they know or the experience that make the actor decide so. Constructivism believes that understanding the reasons behind the interest creation is crucial to understand the international phenomena. It tends to analyse the identity of the actors to generate the reason behind their creation of interest.

The last ontological preposition is that constructivism believes that the normative and ideational structures will be able to form the identities of the actors but it will not exist without the use or practices of those structures in knowledgeable manner. Identities shape the behaviour of the actors through three mechanisms: imagination, communication, and constraint. Identity will form the actors preference in deciding behaviour related to the phenomena that they face. Thus it usually used by the actor to legitimate their action toward certain case

The ontological prepositions clearly express the importance of identity for the actor to create the reason for their interest. By using Constructivism theory as theoretical framework, this undergraduate thesis trying to explain the process of the

recognition by explaining the step of recognition by representing eSport as the identity of the norm of video game competition in international scale.

D. Hypothesis

The progress of recognition of the norm of Electronic Sports in international society is divided into three stage :

1. The stage of Norm emergence actor's is Zach Wigal the founder of Gamers for Giving. He have motives of ideational commitment in introducing the benefit of gaming by showing the help of video game towards the victim of autism.
2. Norm cascade is staged with the establishment of Entertainment Consumers Association, that seek out the protection for the gamers by giving suggestion to the Court of California to protect video game in the same way of music and video.
3. The Internalization is by the training and regulation of Professional eSport Athlete, that showed the conformity to the state that recognize the eSport and that playing video game become a habit

E. Purposes of Writing

1. An attempt to explain the phenomenon of the recognition of Electronic Sport in International scale

F. Research Method

The method being used in this undergraduate thesis is by the library research with the help of the printed materials such as book, news paper, journal and report. It also helped by the electronic media such as the television news, and online media retrieved from the internet. Therefore all the data collected for this analysis are the secondary data. The data being analyse using the theory that already explained before. Despite the data collected in this undergraduate thesis is the secondary data, the data come from the reliable sources.

The second method used in this undergraduate thesis is the content analysis. According to Weber content analysis is “a set of procedures to make inferences from text”. Moyser and Wagstaffe added more explanation by stating that content analysis is a method that “capable of throwing light on the ways [people]... use or manipulate symbols and invest communication with meaning”. Content analysis is a method to acquire qualitative evidence regarding particular issue trough material such as books, films, pamphlets, party manifestos, television programs, speeches, interviews, children’s readers, newspapers, election commercials, blogs, diaries, letters, open-ended interviews, survey responses, cartoons. This undergraduate thesis particularly uses the content analysis to find the activity of the interest group in supporting the recognition.

G. Scope of Research

The development of video game is already started at the 19th century, but the recognition of eSport only surfaced in the early 21th century. The development of video game and eSport cannot be separated from one another, because of the nature that eSport itself is just a form of application of a video game. Thus to make a more

easy to understand analysis this undergraduate thesis will include both the development of the video game in 19th century, the development of institution that related with the eSport and the establishment and recognition of eSport in 21st century.

H. Organization of Writing

The structure of this undergraduate thesis are to be made as an easy to understand type, by following a simple logical sequence as follows:

Chapter I : An introduction chapter that explain the content of the thesis. This chapter consist of seven sub-titles : background, research question, theoretical framework, hypothesis, method of research, scope of research, and organization of writing. Background as the initial data for Chapter II and III to analyse. Research question as the problem that will be addressed in this undergraduate thesis, Theoretical framework as the explanation of theory that will be used to seek out the answer. Hypothesis as the assumption for the answer of the question. Method of research is the way of collecting data to answer the question. Scope of research which served as a limitation of research in order to create more focus. Organization of writing is the order of how the thesis written.

Chapter II : This chapter will show information of early development of Video game and Electronic Sport. As a part of Life Cycle of International Norm, this chapter explained about the history of the video game and also example of several organization that taken video game competition as identity. The focus of the explanation is activity of Game Developer Conference to establish platform of Electronic Sport and condition of the video game competition before TI 1.

Chapter III : This chapter will explain the second stage of the in the Life Cycle

of International Norm by explaining the process of change from video game competition into an established institutionalized eSport.

Chapter IV : This chapter will show the process of internalization. By using the studies about the effect of video game.

Chapter V : The last chapter will summarize all the chapter before as well as conclude the answer of the thesis.