

## **Interview guideline (sponsor)**

Hello, my name is Le-Anh VO and I am a last year student in the Master of Management, at Louvain Management School. For the purpose of my master thesis, I plan on interviewing 16 gamers and stakeholders playing online video games (professional and casual) in order to explore the topic of women in Esports. It is important that I stress that the respondents that I interview will remain anonymous, as will the organizations they work for. The interview guide is structured in such a way that the main questions are presented in bold, then composed of numerous reminders to resituate or relaunch the discussion. The goal is to anticipate the points discussed by leaving a good number of reminders available.

I'm going to ask you questions about your practice of video games and your feelings about them for about an hour, asking you to answer as freely as possible. I would like to remind you that this interview is recorded and anonymous. Don't hesitate to correct me if you don't understand a question.

It is also important that you are aware of how the information gathered in this interview will be used. I will ask you a number of questions and later on type out the interview. No one expect my promotor will be able to see this entire transcript. However, what I will do is take out some quotes from the interview to illustrate a common theme, expressed by multiple of the respondents. The end result, my thesis, will be shared with all respondents of this study who are interested in receiving a digital copy, but will only contain aggregated results, to not disclose the identity of individuals. I want to ask you for permission to record this interview. The recording will be deleted, once the interview has been transcribed and the thesis has been written and successfully defended. Is the purpose clear to you, of the recording and in general, of the thesis? May I start recording now? Do you have any questions for me before we start?

### **First icebreaker question**

- How often do you play?
- In a game session, how long do you play approximately?
- What medium do you play the most at the moment?
- What game do you play? Why is this one compared to other online games?
- Do you play other online games or just this one?
- What team do you sponsor?

## **Beginning of the video game practice question**

### **-How did you start playing video games?**

- > At what age?
- > Who introduced you to video games?
- > What was your first game? On what medium?

### **-How did you start playing online games?**

- > Has anyone recommended a game to you?
- > What was your first online game? On what medium?
- > Did you start with friends or on your own? Were your friends already in the game?
- > Did they join the game at the same time?
- > Have you joined any groups in this game?
- > Have you met people in this game? If so, are any of them significant to you? Do you still see these people?
- > How long did it last?

### **-How did you get started in game sponsoring?**

- > Did someone recommend it to you?
- > Did you start alone or with friends?

### **-How did those around you see your practice at the start? Why do you think so?**

- > Your friends, your parents, your brothers and sisters?
- > Did they encourage this practice ?

## **Entry into professional & competitive practice question**

### **- How did you first discover the professional practice of online video games?**

- > When did you hear about it? At what age ? When ?
- > How did you receive this information? Did that appeal to you? Where were you indifferent?

### **- How did you first discover the professional online video game scene?**

- > What was the first event you attended or participated in?
- > What was your first competition? How did this one go? Where was she?
- > Did it motivate you to continue in the sense of a competitive or professional practice?

### **-When did you decide that you wanted to become a sponsor?**

> What attracted you to this practice?

**-What were the determining factors that brought you into professional practice?**

> Was there a precise and decisive moment?

> Did you get any recognition, any satisfaction?

**-What did the people around you think of your practice when you started trying to become a sponsor?**

### **Current professional practice question**

**-What is a professional practice for you?**

> What are the criteria that define it for you?

> Is there one criterion more important than the others?

> How do you situate it in relation to other video game practices?

> How do you think society views the professional practice of online video games? And his sports scenes? What should be done to change this representation according to you?

**- For you, what is a good professional player?**

> What are the criteria for defining a good professional player?

> Is there a more important criterion?

> Do you find yourself in this definition that you give?

> [ **If no** ] What do you miss?

> Do you think of a player in particular when you give this definition?

**- Can you describe the professional online video game scene to me? And your game?**

> Who are the actors in this scene?

> Can you describe their roles to me?

> In your opinion, who are the most important players in the professional online video game scene?

> Are there differences vis-à-vis the professional scene in which you are? Which ones?

> Is the professional scene where you are publicized? At what point ? What do you think of this media coverage?

> Do you have other more publicized video games in mind? Why do you think they are so publicized?

**Sexism question :**

**- Have you ever had inappropriate remarks made about your practice of video games? Have you ever heard inappropriate remarks about other players?**

> About what? What type?

> Who made these remarks?

> Were they justified?

> Are these remarks frequent, or were they exceptional?

> Do you think that these remarks can only come from the players? Or also players, organizers, etc? Do you have a particular example to tell?

**- How did you respond to these remarks? How have other people responded to these comments?**

> Did it work?

> Which answer worked best?

> Do you think there is a better way to respond to these remarks? > How would you have done if it was you instead of the person?

> What would you advise other people who experience these remarks?

**- How do you think we can protect ourselves from these remarks?**

> Can it work in your opinion?

**- Can certain remarks be specific to certain types of players?**

> Do you think that the players are more targeted by certain remarks? Why ?

> Have you ever heard some sexist remarks about the players? Do you have an example to describe to me?

> Are there certain types of players who are more targeted by these remarks? Why ?

> What do you think of these remarks?

> In your opinion, what are these remarks based on?

> Are the elements on which these remarks are based justified for you?

**- Are there any preconceived ideas about female players in general? And on the players?**

> Which ones?

> What are they based on?

> Are they specific to certain types of players? Certain types of players? Why ?

> What do you think?

> Do you think that these preconceived ideas carry significant weight in the professional online video game scene? And in people?

**- Has anyone known to you already experienced these received ideas?**

> Can you tell me about an experience in this sense that marked you?

> Why did that mark you? What were these misconceptions based on?

> How was this case resolved? Did the person get support? From who ?

> Are these cases rather frequent? Are there any others in this style?

**-Is it easy for a woman to become a game stakeholder?**

**- Do you think that some people can play on these received ideas? Or players who can use their strengths, their femininity? If yes, what do you think?**

> Have you ever seen or heard of players using these ideas to their advantage? > Have you ever heard or seen professional female players showing off their advantages?

> What do you think?

> Do you think using these ideas is really useful for people doing it?

**- For you, what are the barriers for women to access a high esport rank?**

**- How do you see the future of your professional scene? And e-sport in general?**