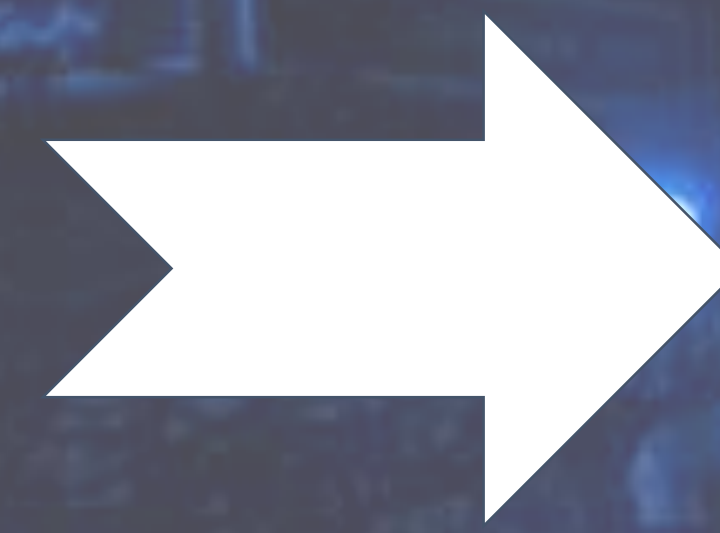


Esports Ethnography: Helping Sponsors Understand Their Audience

The Problem:

- Esports is a world made up of many microcultures
- There is no one size fits all solution for sponsors
- Big Data fails to give a full picture



How Anthropology Helps:


- Ethnographic Methods fill the gap in Big Data models
- Big Data insights serve as great research questions and great assumptions to challenge

As an Anthropologist I...

- Serve as an advocate for gaming communities to event organizers and sponsors
- Bridge the gap between sponsors traditional sports understandings and esports culture
 - Bolster Big Data insights with ethnographic rigor and ethical research methods
- Help the Industry understand social issues in gaming and esports and how they can make tangible impacts

What does that actually entail?

- Boots on the ground ethnography at events
- Participant observation with esports event crews and staff
- Advocating ethnographic approaches to sponsors seeking to break in to the esports space

 @VagrantSeraph

 [linkedin.com/in/loganmclaughlin/](https://www.linkedin.com/in/loganmclaughlin/)



Logan McLaughlin

FANA™