

第242回スポーツサイエンス研究会

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場所 早稲田大学所沢キャンパス 100号館第一会議室

演題

ESPORTS DEVELOPMENT IN JAPAN : A CULTURAL CONSIDERATION

演者

Dr. Donna Wong (Waseda University)

抄録

Japan is, without a doubt, one of the global leaders in the video game business where the 'Big Five' Japanese game developers – Nintendo, Square Enix, Sega, Bandai Namco, and Konami, dominate the global video gaming industry. Although Japan is known for its well-established gaming industry, it is lagging in terms of global esports presence. Japan's esports scene has yet to grow to the same degree of prominence as its video games. While Japan has the potential to become one of the esports powerhouses, little is known about the contextual environment impacting its esports development. This study seeks to address this knowledge gap through examining the critical challenges currently exist in Japan's esports development in relation to its slow growth. Culture offers a logic framework to decipher the growth process behind the proliferation of technological systems. This presentation thus seeks to analyse esports development in Japan through the influence of its national culture and contend that its unique 'Galápagos Syndrome' has in part, shapes the trajectory of development.

Biography

Dr Donna Wong is Associate Professor in Graduate School of Sport Sciences at Waseda University. Her research focuses on the managerial and cultural aspects of sport. She has published extensively on sports mega events, sport media broadcast and esports. Her research has seen her appointed to the Board of UNESCO Chair on Governance & Social Responsibility in Sport. She is currently a Board Member of Communication & Sport Journal and holder of both the International Olympic Committee Postgraduate Research Grant and FIFA Research Scholarship.

