ABSTRACT

THESIS: The Evolution of Media Coverage in Professional and Collegiate eSports

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My thesis research is a comprehensive project looking at the evolution of media coverage in professional and collegiate eSports. Using the methodology of participant observation and interviewing allowed me to find commonalities between the answers of subjects and the data given by other research on the media coverage of eSportsing events. I used a theoretical approach tailored toward media management and political economy to demonstrate how the understanding of economics in eSports can further change the media coverage of eSportsing events. Media management, while primarily concerned with legacy media, is a theory with the potential to explain the changes eSports is bringing to sports media coverage. The overarching purpose of my thesis is to understand how both professional and collegiate sports coverage emerged from, and responds to, the social practice of eSports, and turns that coverage into a viable form of commercial media.