

# **Youth Impact Communication**

## **Young Talents Drain In E-sports Industry Caused By Social Prejudice : How To Educate Teenagers' E-sports Talents Correctly?**

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# Summary

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I am writing the following with excitement: I want to say that I enjoy participating in this activity very much. Although I often break down when I stay up late to edit documents, I often take all the work because I don't trust the team members, which makes me tired - but I believe that this is because I love the proposition I choose and want to praise the ultimate perfection.

At that time, I was walking on the street with my friends and I was amazed by the fireworks, but I wanted to stop suddenly and take out the first draft of mobile phone editor in the cold wind wrapped in a beautiful but thin coat. Now I think it's a really interesting memory. I'll never forget that my friends stopped one after another to accompany me standing on the side of the road, laughing like a fool.

In order to get first-hand information and interview front-line workers, we made numerous phone calls and wrote an email full of hope, but at last we were still reluctant to work in the electric competition circle. If years later, our experience is deeper, our capital is richer and our words are loud, maybe we can really step into the circle as an outsider; unfortunately, we are only high school students now, and what we can only hope for is the education for teenagers. Well, let's give in! I was attracted by a sentence in the activity plan: to change people's stereotype. That's it! E-sports has always been a terrible ghost in the eyes of educators. It sucks the soul of teenagers and makes them degenerate. Is that really the case? We can't watch the sports that we love in this era, whose influence can be comparable to that of football, as the shield of education failure, so we acted, hoping that our insignificant influence could change something.

We summoned up courage to interview the staff in the Admissions Office of the Ministry of education, and finally got a video call with Mr. Zhang through unremitting efforts. We carefully designed the Q & A of each link and were very nervous in the process of waiting for him to answer the phone. Fortunately, he is an enlightened and farsighted old man, from whom we also see the hope of change. There is also a very successful point, that is, through web browsing, I found a vocational high school with a major in E-sports. Its enrollment advertisement has greatly helped me to find out the real existence of youth E-sports education, which means it has a track to follow. From this point of view, I have gradually improved the analysis report on the current situation of E-sports education and pointed out the existing problems (from my perspective)

Finally, I must thank everyone who cooperates with me in my investigation and evidence collection. It is because of you that I am able to complete my passionate proposition. I even know that many of you don't know about e-sports, but I have boldly accepted the rising new moon under my lobbying. I believe that in the near future, it will be accepted by the public, and educators will correctly guide those aspiring young people to work in this industry. The future of China E-sports will be supported by us.

# Identify the Topic

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## | Topic Description

In the era when the post-80s generation has not left the campus, the whole concept of "video game", including video games and online games, has hardly lost the title of "electronic heroin".

For quite a long period of time, when the cases of teenagers who like games go astray are reported, the video games and games will be criticized, and the full-time work related to games and video games is also generally regarded as "not doing business" or "playing things and losing their aspirations". It is quite a pity that people who hold this view are not all born in the old generation before the reform and opening up. Generations, a considerable proportion of the post-80s and post-90s, even if they have played games, often agree with this view. Therefore, when they start to be parents and educate their children, they will also transmit such feudal views to contemporary teenagers. As we all know, teenagers are the mainstay in the field of e-sports, and social prejudice leads to the failure of this part of gifted teenagers to be correctly guided by education on the road suitable for their development, and even their potential is erased. E-sports, a new industry, is in urgent need of fresh blood to support its development.

## | Why it is important

With the promotion of international large-scale E-sports events, the development of domestic e-sports industry is changing with each passing day. The governments of Shanghai, Shenzhen, Beijing, Hainan and other places have issued relevant policies to support the rapid development of e-sports industry. E-sports has become a new industry. In April this year, the Ministry of human resources and social security and other three departments released 13 new jobs, including E-sports and E-sports operators. However, although the current professional development of E-sports is in full swing, the talent of e-sports industry in China is still very scarce. According to the analysis report on the employment situation of e-athletics and e-athletics operators released by the Ministry of human resources and social security recently, less than 15% of e-athletics positions are in the state of manpower saturation. It is predicted that in the next five years, the demand for talents of e-athletics and e-athletics operators in China will be nearly 2 million and 1.5 million respectively.

Therefore, to change and gradually improve the current situation that the supply of talents is less than the demand has become an important issue in the rapid development of e-sports industry. With the advent of the Internet experience economy era, people turn their attention to new forms of entertainment and emphasize the proper entertainment brought by E-sports. In the current economic downturn, it can also improve the national economic income, increase employment, promote the traditional sports industry to burst out new productivity, and increase the economic proportion of the sports industry.

In this special period of epidemic prevention, many video game companies have made a lot of money. In fact, not only because of the epidemic, throughout the trend of human development, we will more and more participate in the virtual world, and less and less participate in the physical world interaction. Just like the movie "top player", people can enter a virtual game universe as long as they wear VR devices. This virtual world, which has a strong contrast with reality, is exactly the hope of people's salvation.

## | Project Objective

Our ultimate goal is to change the concept of young educators, reduce the brain drain of young people in e-sports industry, and strive for the development of E-sports. In order to achieve this goal, we will divide it into three parts: the first part is to let parents put their attitude towards e-sports, understand the value of e-sports, and teach them how to educate the next generation to correctly look at this emerging industry. If their children have a natural sense of smell in this field, they should encourage and cultivate their children's interests, and not exclude them from working in this field in the future. The second part is about school education. For those teachers who understand and accept e-sports, we encourage them to teach their students how to treat E-sports correctly, and even how to teach interested or gifted students how to enter the industry. For those who don't understand and can't accept students to work in E-sports related industries, we will explain the value of E-sports to them. It is not only so superficial as playing games and entertainment, it is the most potential sports. Finally, we will appeal to our peers and the next generation to see E-sports correctly. If you find that you don't have the talent to be a professional, you should treat games as entertainment rather than as the future. There is not only one way to love E-sports, around it, a new industrial chain is rising: young people can not only become players, but also host, explain, guide, lead, club boss and even the chairman of professional league.

# Identify the Target Audience

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## | Who Are They?

All the students from Chongqing international language school and the International Department of Nankai Middle School and the teachers who can be contacted, Mr. Tang Gang and Mr. Tian Xiangping, the elders of our four families and the people who have already worked in their social circles, and the netizens who have filled in the questionnaires on the micro-blog and official account we released, Chongqing rural vocational school (including the occupation of electric games industry) Mr. Zhang, former director of the Admissions Office of the Ministry of education.

## | Why Are They?

Our team members are from grade one of Chongqing foreign language school and grade two of International Department of Nankai Middle School. Since we are at the center of the innovation target population, why not make good use of this resource? Our E-sports and teenagers issue is based on the fact that the ideal of E-sports is budding among teenagers. It is our partners who give us confidence. Since our purpose is to change the traditional concept of educators, so as to get the correct teaching, and continue it all the time, it will certainly involve the link of communication with educators. Our direct educators - parents and teachers, come from the families and schools we live in every day, and our growth is inseparable with them. These educators will also take the responsibility of educating our younger brothers and sisters, and even our next generation, so that they can learn to treat e-Competition correctly, so as to continue the correct concept. We choose a certain number of social media because we want to listen to different voices, maybe get support and expand influence. E-sports vocational schools have only risen in recent two years. We hope to know whether the existing relevant education is reliable and whether it can guarantee the connection between teenagers and the e-sports industry.

## | What is your scope?

There is such a realistic problem: Although we are ambitious, we are only ordinary high school students after all. It's impossible to get experience from the in-service E-sports practitioners. Even interviewing the core staff of the Education Commission requires great efforts. Because of the lack of social experience and contacts, we decided to focus on what we could do, that is, education for our teenagers. On the one hand, we should understand the general ideas of most teenagers, guide them to correctly treat the blood or give help to the gifted when their inner E-sports ideal is sprouting; on the other hand, we will set an example to maintain our sense in the era of E-sports rising among teenagers, and at the same time seek common ground while reserving differences. The people responsible for educating us are also included in the survey.

## | How to reach them?

Our team members are from grade one of Chongqing foreign language school and grade two of International Department of Nankai Middle School. Since we are at the center of the innovation target population, why not make good use of this resource? Our E-sports and teenagers issue is based on the fact that the ideal of E-sports is budding among teenagers. It is our partners who give us confidence. Since our purpose is to change the traditional concept of educators, so as to get the correct teaching, and continue it all the time, it will certainly involve the link of communication with educators. Our direct educators - parents and teachers, come from the families and schools we live in every day, and our growth is inseparable with them. These educators will also take the responsibility of educating our younger brothers and sisters, and even our next generation, so that they can learn to treat e-Competition correctly, so as to continue the correct concept. We choose a certain number of social media because we want to listen to different voices, maybe get support and expand influence. E-sports vocational schools have only risen in recent two years. We hope to know whether the existing relevant education is reliable and whether it can guarantee the connection between teenagers and the e-sports industry.

We will post our activity details and objectives on the campus bulletin board, and distribute questionnaires at the entrance of student activity center or teaching building. As like as two peas, we will publish the same electronic version on campus. For teachers and principals, we will send it to their mailbox by private mail. All surveys will be conducted anonymously to ensure privacy and authenticity. In addition to these more traditional ways, we will also discuss with the students' Union and the staff of campus TV station to hold a small-scale e-Competition together, allowing the staff from other schools to participate. All the work that needs to be done in real large-scale E-sports events will be included, such as

backstage guide, host, commentary, and of course, the teams and players who have signed up for the competition. This competition is to test people's attitudes and reactions to E-sports.

# Identify the Key Message

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## | The Key Message

How to educate teenagers to be E-sports workers reasonably? We must make clear the value created by e-Competition skills, show educators all these, and work with them to create a better future for young people who want to work in e-Competition.

## | The Tactics Behind

We will arouse people's innate passion for Athletics - a tactic called inspiration and mobilization. No matter our elders, our educators, or our peers, teenagers, will feel the power of pursuing glory from the competitive events popular in different times. Once, football dominated an era; we will let the elders understand that E-sports is as worthy of respect and esteem as football. We will also tell young people about the infinite potential of E-sports. With the development of the Internet and global integration, it is only a matter of time before its full rise. If we can attract more people to join the army, it will help our project even more, and add fresh blood to the future e-Competition market. Is it not a win-win situation?

# Choose the Platform

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## | The Platform Chosen

Our preferred platform is micro-blog. We will contribute in three bloggers: Rabbit game, game platform and 15W E-sports, so as to spread our project with the influence of these big V's, so that more people can fill in our questionnaire. Here we explain the main content of our questionnaire: the following three questions are put forward for teenagers. First, do you like playing and watching video games? Second, do you have any interest and idea to work in the e-sports industry? Third, what would you think if your siblings or children wanted to work in the e-sports industry? Since most of the people who use Weibo are aged between 12 and 35, they can also be regarded as teenagers.

If the full score is 10, then we will make the following comments on the platform we choose.

### 1.Wechat : 8

Due to the limitation of the circle of friends, the number of questionnaires we can spread through wechat is limited, and the final rating is about 500, but we are satisfied. The people who fill in the questionnaire must have contact with our friends and parents, so we found that there is a bad factor, that is, when these people fill in the form, they deliberately choose the option that will please us to fill in, maybe not what they think. Moreover, most of the people who filled in the questionnaire were parents. Even if they agreed with the conclusion that "correctly used E-sports products are harmless", many of them still would not agree with their children to embark on this road.

### 2.Weibo : 7

Weibo is a paradise for visionaries. The media that we release questionnaires and some announcements to inform teenagers are specially designed for those who pay attention to E-sports. However, most of the microblogs that we have checked are students of the same age as us, who have not entered the society and feel the pressure of being parents. Many conclusions are just imaginary. However, Weibo not only represents the views of teenagers, but also the volunteers who filled in the questionnaire left their words attentively, showing us their curiosity and rationality, both of which exist in their immature thoughts at the same time, but are surprisingly compatible.

### 3. Billboards on the square : 6

I've tried my best to write a manuscript that is connected with current events and promotes e-sports, but I'm not sure whether passers-by will have the leisure to read this pile of obscure and lengthy words. In any case, we have taken a brave step to try to connect our small group activities with the residents in the community.

[自 说给电竞美少女们](#)

[自 超凡电竞](#)

## | The Alternative Platforms

In order to ensure that everyone can speak their mind, we use anonymous questionnaires and anonymous interviews to obtain people's views. After analyzing these big data, we will consider publishing articles that have our own viewpoints and appeals again through micro-blog and official account. At the same time, we will contribute to readers and readers of two magazines in the world, and publicize the rise of E-sports and how to treat it correctly to the older generation. These measures are all implemented for the masses of society. Their pertinence is not guaranteed to be particularly strong and the target group is not very clear.

In order to distinguish carefully, we will make some distinctions according to the audience. For our peers, our main battlefields are school and Bilibili. We will conduct interviews and surveys in the two schools of our team members, understand the ideas of most of them, and then give lectures at the campus cultural festival and other times, and also interact with the audience. We'd love to have a small e-Competition, but we'll have to make a decision after we analyze the results. With the permission of the student union, we will run a blackboard newspaper on the campus bulletin board, listing the data and information we have collected about the rapid development of the e-sports industry at an irresistible speed. If there is news that Chinese teams or Chinese clubs have achieved good results in international competitions, we will also find ways to post it on the campus network. The purpose of this is to promote a positive E-sports culture atmosphere.

For educators, we mainly use the form of visit. Don't bother them to sacrifice so much so-called precious time, after all, we are not big people, they won't give too many opportunities. So we can only come to the door with sincerity and get a general understanding of the opinions of the staff like the admissions office. Our teachers will give us enough patience, so we send them emails to fill in and reply. Parents will be the most easy to interview. We don't even have to rush to interrogate other parents. We can start with our four members' own parents. Know

yourself and your enemy, and win every battle. We also need to analyze their ideas first, and then apply the right medicine. If some educators are enlightened and have kept up with the pace of the times, we will not need to change them. They can also cooperate with our actions to actively publicize and influence more people.

自 [超凡电竞](#)

自 [说给电竞美少女们](#)

## | The Criteria to Evaluate

We believe that educators who will not cause the loss of young talents in the e-sports industry should meet the following standards: first, they can reasonably treat e-sports, even if they don't love it, they will not be biased. Like many traditional educators, they can't strictly require themselves but claim that E-sports is the quagmire of weak willpower. Second, we don't oppose teenagers to work in the e-sports industry, but we will tell them the advantages and disadvantages, and avoid people without talent who want to give up their studies because they are too passionate about E-sports. Third, it would be great if there were wise people who could understand the passion of competition, explore its benefits and drive the next generation to build and develop the industry. If such educators can be spread all over the country, if such education concept can be popular, our goal will be achieved.

## | The Rating Sheet

We conducted an online questionnaire survey on parents / teachers and children respectively through wechat platform, and a total of 706 people filled in the questionnaire.

Questionnaire 1: if you are a parent / teacher and your children / students are very interested in / show amazing talent in e-sports, will you guide them to enter the industry correctly (or what attitude to respond to it)?

There were 34 people who explicitly expressed disagreement, accounting for 5.35%; 363 people who expressed agreement, accounting for 57.08%; 232 people who expressed prudent consideration, accounting for 36.48%; and 7 people who considered others, accounting for 1.1%.

In addition, some of the respondents said: top talent, support entry, the condition is to adhere to physical exercise and rest, while learning management, to prepare for future transformation; what is talent? How to judge whether this talent will make him successful in this industry in the future? We can't look at this issue in a single way, but we need to analyze it in many aspects.

Questionnaire 2: your original intention of choosing to engage in e-sports industry is: 1. You have talent in this field; 2. You like playing games; 3. You have a good prospect in the industry; 4. You have average academic performance, so you can make a breakthrough in this way.

There are 8 people with talents in this field, accounting for 11.42%; 41 people like playing games, accounting for 58.57%; 35 people with good prospects in the industry, accounting for 50%; 22 people with general academic performance, accounting for 31.43%; 5 others, accounting for 7.14%.

Do your parents support you in the e-sports industry? 1. Support, 2. Respect for children's choice, 3. No support, 4. There are more opportunities to change careers in the future. Try it first.

16 people expressed support, accounting for 22.86%; 41 people respected children's choice, accounting for 58.57%; 10 people did not support, accounting for 14.28%; there were more opportunities to change careers later, 3 people tried first, accounting for 4.29%

[📄 调查问卷文本](#)

[📄 调查问卷数据](#)

# Set the Agenda

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## | Set the Agenda

This video is based on the questions of many viewers. Although it can't cover all of our topics, it's enough to address some of them.

[📄 你会让自己的女儿去打职业吗（上）](#)

[📄 你会让自己的女儿去打职业吗（下）](#)

[📄 广场-图一](#)

[📄 广场 图二](#)

[📄 广场 图三](#)

[📄 广场 图四](#)

[📄 广场 图五](#)

[📄 广场 图六](#)

[📄 广场 图七](#)

[📄 广场 图八](#)

[📄 广场 图九](#)

[📄 广场 图十](#)

# Design the Packages

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# Create and Track the Impact

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## | The Execution Plan

### Online e-Competition

On February 15, we divided the 37 registered players into three groups according to their daily entertainment games: League of legends, Overwatch and rainbow six. The main purpose of this competition is not to win or lose, but to observe the reaction of the teachers and parents we invited to watch. The first game was held at 9 a.m. with ten players participating in the Moba team game. It took nearly 50 minutes for the red and blue sides to win the battle. We noticed that this dissatisfied some parents. They think that the so-called deliberate games are actually damaging their children's health, but in fact, they want their children to spend more than seven times as much time on non entertainment items as 50 minutes every day. By the time of the second show, the remaining audience will only have very patient educators with strong ability to accept new things. We are very pleased to find that some parents will shout excitedly when their children are shot by the enemy, just as they did when they were watching a ball game. Therefore, the acceptance of male parents and teachers is generally higher. The last game ended at 5 p.m. and some of the remaining parents were very happy, not because they were infected by the competitive atmosphere, but because their children got the prizes. This point will be recorded by us and later criticized in the article.

### Weibo comments

Since February 1st, we have been contributing to micro-blog and official account. Rabbit game, Hupu e-game, game platform and 15W e-game all accepted our questionnaire, and according to the format of Weibo file, they made three visual and simplified question options to attract more people willing to spend one minute in their lives to fill in. Because of the epidemic, the number of people surfing the Internet is beyond imagination, and we are surprised to receive more than double the expected feedback.

Interview the staff of the Education Commission.

On February 7, we were lucky enough to invite retirees from the personnel department of the Municipal Education Commission to have a video call. Here is Mr. Zhang for short. Mr. Zhang appeared in front of the camera in a white cotton Pajama, and we immediately had a good first impression on him. He gave the impression that he didn't stick to the details, which made people feel relieved and expected for the interview. As we had hoped, he gave an answer that met our criteria.

To better advertise the e-sports culture to different groups of people, we choose to use the following methods.

1. Advertising to software users (through mobile phone software to do publicity)
  - a. Search the nearby people to add more friends through Tencent QQ and QQ group to let more people see.
  - b. Release publicity information through the mobile phone software with many users, such as WeChat, Weibo and Momo.
2. Advertising to the main block at the city center
  - a. Print leaflets and distribute them in places where people are dense and moving.
  - b. Let local business area newspaper advertise on behalf of.
  - c. Print newspapers to advertise on buses, subways.
3. Advertising to the residents

Elevator advertisement is especially innovative. The advertising carrier produced and printed on the inner wall of the city building elevator is beneficial for us to advertise in the form of installing photo frames.
4. Advertising to the school students
  - a. All kinds of schools have corresponding post bar which has relative monthly advertising post, can release promotional information. Our students at school can also help in this respect.
  - b. Make posters for the bulletin board on campus.
  - c. Ally correlative clubs to hold various events.
  - d. Shoot educational but humorous videos on platforms such as Douyin and YouTube.

We received one thousand and four hundred hits in micro-blog and official account. Unfortunately, only more than 600 people read our instructions carefully and filled in the questionnaire. Due to the impact of the epidemic, readers and other newspapers and magazines will not accept private contributions from non professional parties for the time being, because this will increase their workload. In total, we interviewed 10 parents and received 30 teachers' responses (thanks to our dear teachers' efforts, we only sent 10 emails at first, but it's obvious that they ran to tell each other.)

Originally, we didn't expect the online competition on February 10, but it was successfully held with the strong support of the students! We are still very young, the chest burning blood, this small game also let us feel the passion of the competition.

So far, our discussion group has nearly 100 members from different regions, and more than 99 messages come from QQ every day.

Originally, we also planned many offline activities, such as visits and lectures, which could not be realized temporarily due to the epidemic, but we would carry out the plan once conditions permit.

## **| Collect Feedback**

The three questions we posted on Weibo have received warm responses. Due to the particularity of microblog users (most of them are teenagers, and the place where we contribute is the e-sports blogger), most people have an open-minded attitude towards e-sports, and most of them meet our standards. They also hope that E-sports will rise in a reasonable way and agree that teenagers, as the mainstay of e-sports industry, should be properly and reasonably trained.

The official account number is very bleak and there is little reference value. We will make some adjustments accordingly. The QQ discussion group is full of minors and 18-year-olds. They are all optimistic and positive, and they say they love E-sports but should not indulge in it (professional players are different).

Most parents accept the rise of e-sports, but when we ask them whether they accept their children to work in the industry, they still shake their heads in silence. This is a sign that their traditional ideas are deeply rooted. Although we have emphasized the irresistible development trend and commercial value of E-sports over and over again, and also talked about that E-sports has been recognized by the International Olympic Committee and officially become an orthodox sports event, they still have no small prejudice against it.

Teachers' attitudes are much more open-minded, perhaps because of the current higher education level of teachers. They are easier and more willing to accept new things than their parents, because of the particularity of their profession. After all, if

they want to deal with teenagers, they must understand why they like E-sports.  
They agreed with us and were happy to cooperate with us.

# Review and Reflections

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## | Overall Self Check

*This part is absent or not available temporarily.*

## | What Are Successful

As far as the current stage is concerned, we haven't been able to fully carry out our plans, especially those concerning the offline part. Affected by the epidemic, we can only carry out activities on the Internet now. Therefore, whether it's investigation, interview, meeting analysis and the final release of articles for public opinion publicity, we are all done on electronic products. Even with such difficulties, we have successfully connected the connected E-sports fans, a large part of which comes from the friends we met when one of our team members watched the Dmacia Cup last December. First of all, we have unified the views of our camp, written the first version of the appeal letter for the education sector and the whole society, and are actively analyzing the response received. At present, everyone is working hard for their dreams with a positive attitude.

The online e-Competition let us see the situation clearly, especially the part about parents' opinions. Although the current situation is disappointing, we have found the problems that need to be corrected. All the staff participating in this competition have left a good and deep impression, become more united and willing to cooperate with our work.

It is no doubt a great waste of energy to observe all kinds of comments on Weibo. And we have managed to put together a pie chart of mixed views, which roughly defines the direction of future efforts.

In addition, the only video interview also went very well, and let us see the hope of reversing the traditional thinking of educators. A received email reply is the proof that all teachers actively cooperate with our work. Our ideas are in line with the public values.

## | What to Improve

Although so much has been done, we are far from the goal of completely changing the views of all mainstream educators and helping young people who want to work in the e-sports industry to achieve their dreams. Especially at present, all of our survey data are relatively one-sided, and we can interview people around us, which not only makes us feel a little anxious. The play is still in the back. In order to get closer to the burgeoning e-Competition education and judge whether the e-Competition training courses advertised by vocational schools are qualified, we must organize a visit after the epidemic, with the tentative goals of Chongqing Xinhua computer school and Chongqing energy vocational and technical school. We will continue to look up information about Internet addiction and try to take this part of the hidden dangers into consideration. In addition, I think the survey we have done at this stage is not comprehensive enough to cover areas outside Chongqing, such as some third tier cities that have not yet formed a concept of E-sports. We don't need to cover much, just two or three different types of examples.

As for the logical mistakes in language expression and report content, I'm bothering the judges.

## | Summarize Learnings

Our project is designed by ourselves to test ourselves. This initial activity not only taught us how to communicate in a short time and then get results, but also exercised the patience of a team member as the lead writer again. We come from two different schools, from different grades, and this is the first time that we have been so quickly integrated.

Some of us are not good at words, but we can accept the task faithfully. We invite our classmates, parents, teachers and even strangers to participate in our activities. We have also further exercised our ability to arrange time reasonably. On the day of the epidemic, we are dealing with online classes, completing homework and pursuing the opportunity of investigation.

We've learned how to get influential people to empathize with our content and move them to be willing to help us with our project activities. We contributed many times to succeed, just as the hero of Shawshank's redemption spent years writing a petition to the warden to raise money to build a library.

It's hard and boring to analyze the feedback results and then make data tables. We are even still tangled up. Sometimes we argue and doubt the data tables we investigate, and feel dissatisfied with the work of the team members. But we believe that as the weather warms and life returns to normal, we will regain our confidence. The will to pursue the truth is far more important than the result.

We decided not to write a summary for the time being because this was just a beginning, not a perfect ending.

# Team Credits

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Hu xiaoni

I 'm interested in E-sports. My love for E-sports began in 2015, when China won the LOL mid season championship from a strong Korean club. I saw the news on a small channel. Even so, I was attracted by people's proud shouts and tears of ecstasy. The passion of E-sports is something you can't forget once you feel it. Before that, maybe Maradona's goal will have such influence. I have always believed that E-sports is my youth. My friends and I, like my parents, applaud the heroes who pursue glory as they watch football games. It can even surpass the influence of football because it allows women and men to compete on the same stage, regardless of physical differences. I found my love and true self in E-sports. Therefore, I will insist on the recognition of my favorite things by the society, so that one day we can respect the feelings of our youth positively.. So I gave opinions about the topic, and discussed with the team in 3 meetings. Then the route and the methods were clear gradually. I' m the writer and proud of standing at the post of the team, I prefer writing since I was a little girl. I finished the first draft of the report and the final draft of the report. In second stage, I was the scriptwriter of the video of various activities.

Wu Yutong

I' m interested in E-sport too. I' m very glad to take part in this game. Especially, xiaoni has the wide vision, and presented very good ideas. I made a little complement to the first draft of the report written by xiaoni. In second stage, I invited some friends and strangers by my Wechat, qq, and my friends' Wechat, qq, and so on. I selected volunteers from above persons, then taught them how to act as an actor or actress. I have a little performance experience or stage experience, because I am a dancer in my school. I need to prepare the costumes, props and scene layout. At last, make posters and shoot videos by me under my father's guidance.

Zhang yuxin

I made some questionnaires from different angles. I ask some volunteers to distribute the questionnaires on line, or type some papers round the class, school, family, housing estate , shopping mall , etc.. It' s very difficult to recovery the questionnaires, because some people disinterested in E-sport, some are busy or unconcerned. However fortunately, there are many teenagers and their parents were interested and concerned to our game. They gave us courage, strength and hope. All the answers need to be arranged. My team and I took efforts to alalyze,

conclude, refine. At last, we had our own newer and improved view.

Li guanyou

I' m in charge of Outreach efforts. I took part in some business simulations, I thought I could use the experience of them for reference in this game. I got in touch with some Campus communities, student unions, they' re helpful to give us many informations and supports. I also got in touch with a few commercial centers , they' re generous to offer us place to arrange exhibition. I was shy and nervous sometime, but now, I get courage through this game. I have realized what abilities we needed and how to improve such abilities.

# Judge Comments

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" You've done a remarkable job with your offline communication plan, which seems especially poignant because so much of your messaging and plan relies on changing attitudes of those further removed from e-sports. That means that your posters, printed materials and events are critically important, because there is undoubtedly correlation between those who consume social media about gaming and those who are already in favor of gaming activities. Your video does a really nice job of highlighting the excitement and competitiveness behind the industry, while still explaining the nuanced role that gender plays in esports. As a whole the video seemed a little bit long, especially considering the video was all stock footage and the only voice in the video was the narrator. As for your plans and reflection, it's incredibly clear how much passion you brought for this issue, and your honest self-critique is especially appreciated. "