

CHAPTER IV

THE INTERNALIZATION

This chapter aimed to explain the final process of the norm life cycle. The internalization of a norm, where a norm become a non-questionable part of life. This stage of norm happened after the institutionalization of the norm happened, also noted as the part where the norm become accepted in extreme point whereas the norm is simply seen as day to day occurrence or considered simply as normal.

here are many way to look at the process of the internalization, one of the way is by take a look at the profession that emerged from the norm cascade. The profession that emerge from the norm will be able to train the person with the specific conduct and value of the norm. The norm of video game as competition itself was already established the proper conduct and value of the said person who choose to be a professional gamer. Furthermore the stage of internalization is occurred when a norm is implemented in other activity. This chapter will show how the norm of video game as competition in the form of eSport is accepted through the explanation of the profession of professional eSport athlete, their value and code of conduct and also an example of how video game is also implemented as a standard.

A. The Professional eSport Athlete

An eSports professional. Players are generally in competition by their mid- to late teens, and most are retired by their mid-20s. It's often due to burnout or fatigue: The intense lifestyle and constant hours of work it requires to be a professional gamer is very arduous and time consuming to be taken in a long time. There are also several value that needed to be followed by the eSport athlete. The value has been ingrained as

an expected behaviour of the athlete of eSport and determined the status and the appropriateness of the athlete.

1. Ethical Code

Pro gamers are usually obligated to behave ethically, abiding by both the explicit rules set out by tournaments, associations, and teams, as well as following general expectations of good sportsmanship. For example, it is common practice and considered good etiquette to chat "gg" (for "good game") when defeated. Many games rely on the fact competitors have limited information about the game state. In a prominent example of good conduct, during a 2012 IEM StarCraft II game, the players Feast and DeMusliM both voluntarily offered information about their strategies to negate the influence of outside information inadvertently leaked to "Feast" during the game. Players in some leagues have been reprimanded for failure to comply with expectations of good behaviour. In 2012 professional League of Legends player Christian "IWillDominate" Riviera was banned from competing for a period of one year following a history of verbal abuse. In 2013 StarCraft II pro-gamer Greg "Idra" Fields was fired from Evil Geniuses for insulting his fans on an the Team Liquid internet forums. League of Legends players Mithy and Nukeduck received similar penalties in 2014 after behaving in a "toxic" manner during matches.

There have been serious violations of the rules. In 2010, eleven StarCraft: Brood War players were found guilty of fixing matches for profit, and were ultimately fined and banned from future competition. Team Curse and Team Dignitas were denied prize money for collusion during the 2012 MLG Summer Championship. In 2012, Azubu Frost was fined \$30,000 for cheating during a semifinal match of the world playoffs.

Dota 2 player Aleksey "Solo" Berezin was suspended from a number of tournaments for intentionally throwing a game in order to collect \$322 from online gambling. In 2014, four high-profile North American Counter-Strike players, namely Sam "DaZeD" Marine, Braxton "Swag" Pierce, Joshua "Steel" Nissan and Keven "AZK" Lariviere were suspended from official tournaments after they had been found guilty of match-fixing. The four players had allegedly profited over \$10,000 through betting on their fixed matches.

2. Performance-enhancing drugs

Reports of widespread use of performance-enhancing drugs (PEDs) in eSports are not uncommon, with players discussing their own, their teammates' and their competitors' use and officials acknowledging the prevalence of the issue. Players often turn to stimulants such as Ritalin, Adderall and Vyvanse, drugs which can significantly boost concentration, improve reaction time and prevent fatigue. Selegiline, a drug used to treat Parkinson's disease, is reportedly popular because, like stimulants, it enhances mood and motivation. Conversely, drugs with calming effects are also sought after. Some players take propranolol, which blocks the effects of adrenaline, or Valium, which is prescribed to treat anxiety disorder, in order to remain calm under pressure. According to Bjoern Franzen, a former SK Gaming executive, it is second nature for some League of Legends players to take as many as three different drugs before competition. In July 2015 Kory "Semphis" Friesen, an ex-Cloud9 player, admitted that he and his team-mates were all using Adderall during a match against Virtus.pro in the ESL One Katowice 2015 Counter-Strike: Global Offensive tournament, and went on to claim that "everyone" at ESEA League tournaments uses Adderall.

The unregulated use of such drugs poses severe risks to competitors' health, including addiction, overdose, serotonin syndrome and, in the case of stimulants, weight loss. Even over-the-counter energy drinks which are marketed specifically toward gamers have faced media and regulatory scrutiny due to deaths and hospitalizations. Accordingly, Adderall and other such stimulants are banned and their use penalized by many professional sporting bodies and leagues, including Major League Baseball and the National Football League. Although International e-Sports Federation (IeSF) is a signatory of the World Anti-Doping Agency, the governing body has not outlawed any PEDs in its sanctioned competitions. Action has been taken on the individual league level, however, as at least one major league, the Electronic Sports League, has made use of any drugs during matches punishable by expulsion from competition

The value is a part of the internalization of the eSport itself. As any other athlete, the eSport athlete is required, obligated and expected to be in the proper conduct as long as they worked.

B. Video Game Acceptance in the Society

There are many studies regarding the society and the video game. Some of the study explaining the good and bad of the effect of video game in the society. There are also several study that focused on how the video game becoming a culture or subculture by its own. It is an important point of analyzation because the acceptance of the norm can be seen when the norm itself is already considered normal or can be seen as the part of a culture.

Terry Flew is a Professor of Media and Communication in the Creative Industries

faculty at the Queensland University of Technology in Brisbane, Australia. He has authored the books *Games: Technology, Industry, Culture* (2005) and *Understanding Global Media* (2007). He is primarily known for these publications, which centre on a new participatory culture that has risen in the media sphere. This book provides an overview of global media production and circulation using the perspectives of politics, political economy, media and cultural studies, and creative industries. Terry Flew also explores how the industries and their audiences function on an international scale

In his book, Flew proposes that the new digital gaming trend works against the mainstream media's portrayal of players as isolated, socially-awkward adolescent boys, hidden away in darkened bedrooms. He draws on recent statistics showing that between 40-50% of those gamers are women, and that the average age of players is mid- to late-20's, rather than young teens. Flew also credits the advent of video games with popularizing innovative media technologies, allowing consumers to archive, annotate, appropriate and recirculate media content. Consumers can use this media source as an alternative tool to gain access to information within their areas of interest, and to generate their own content and ideas

Flew says that people are drifting away from the traditional mode of consumerism. He uses the term "prosumer" to describe the group of users who both consume and produce new media. These "prosumers" involve themselves in gaming communities in which online and offline spaces become merged and indistinguishable. Flew suggests that part of the appeal of MMORPGs lies in the idea of escapism, and the ability to assume the role of someone or something that is not possible in that individual's real life. To the player, his or her online identity may be more acceptable and desirable than

their real-world identity. Flew refers to this form of hopping from one persona to another as "identity tourism". Players see their in-game personae as "theirs", whereas game publishers claim ownership of all in-game characters and property, leading to tensions between the two groups. In response to the perennial question of whether violent themes and action in video games correlate with real-life acts of violence, Flew argues that the research in this area is based mostly on a flawed cause-effect model of behaviour, and is often initiated in response to a moral panic

The term of identity tourism suggested by Flew showed the acceptance of video game in the everyday life by claiming the identity inside the game as theirs. The identity is no longer seen as separate entity but more as a both representative in the preferred video game or a manifestation of what the player want to be. The number of the player and the diversity of age also growing progressively each year.

In 2014, the average age for a video game player is 30, a number slowly increasing as people who were children playing the first arcade, console and home computer games continue playing now on current systems. The gender distribution of gamers is reaching equilibrium, according to a 2011 study showing that 58% of gamers are male and 42% female.,As of 2011 ESA reported that 71% of people age six to forty-nine in the U.S. played video games, with 55% of gamers playing on their phones or mobile devices. The average age of players across the globe is mid to late 20s, and is increasing as older players grow in numbers.

One possible reason for the growing increase in players could be attributed to the growing number of genres that require less of a specific audience. For example, the Wii console has widened its audience with games such as Wii Sports and Wii Fit. Both

require more activity from the user and provide more reasons to play including family competition or exercise. It could also be because people who played video games when they were young are now growing older and still have that interest in video games. Currently, the largest entertainment industry for children is gaming. According to a 2008 telephone survey with a sample size of 1,102 respondents, 97% of children living in the United States and between the ages of 12 and 17 play video games