CHAPTER 1.

# KEYNOTES

BO RUBERG, KURT MELCHER, AND KIMBERLY VOLL

## DIVERSITY AND ESPORTS: VIDEO GAME CULTURE, COLLEGIATE PLAY, AND LIVE STREAMING

Bo Ruberg, Ph.D., University of California, Irvine

*Esports and related topics like video game live streaming are important and exciting areas of practice and research today. However, esports still faces a number of considerable challenges in the realm of diversity and inclusion. This talk will address current problems and possible ways forward with a focus on three areas: "toxic" video game culture and its impact on esports, questions of diversity in collegiate esports, and how diversity issues play out in video game live streaming. The talk will build from the considerable body of existing scholarship on esports, providing an overview of work in this area. It will also draw from Dr. Ruberg's experience working with the Esports Arena at UCI, as well as their role as the PI for the Inclusive Streaming Initiative, an ongoing research group that addresses issues of harassment and inclusion in video game live streaming.*

**UNIVERSITY ESPORTS GOVERNANCE AND LEADERSHIP**

Kurt Melcher, Robert Morris University-Illinois Esports

*Varsity collegiate esports programs have grown at an explosive rate over the past years. Based on demand and growing interest in esports on college campuses across the country, institutions seek direction beyond game rules and schedules to find an appropriate fit. What are the potential advantages and costs associated with traditional university governance inclusion in the collegiate esports ecosystem?*

**PLAYER DYNAMICS: THE FUTURE OF PLAYING TOGETHER**

Kimberly Voll, Ph.D., Stray Bombay Company

*Multiplayer games are now a global, cultural institution. Yet the social and cultural implications for game development have seen little focus. As a result we have ill-informed practices and a myth of "this is just how games are". But there's actually a lot we can do when equipped with a deeper understanding of how and why player dynamics emerge. As an industry it is up to us to foster healthy interactions and inclusion in our games. To get there we first must invest in understanding the root causes of player misbehaviour. And second we must invest in a more social approach to game development. This talk will explore these issues in depth, why it's hard and what we can do, with a call-to-action for the next decade. It's time for a revolution.*