Living by the Code: Drafting and Enacting Community Guidelines for a More Inclusive Esports Environment

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UCI Esports

GIRLS' summer camp

WINZ
UNIKOE
SOON
KNOXXX
AKM
NICO
FRANCE
ZHUFANJUN
YUANFANG
LEAVE
EILEEN
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TIME
CHINA
OVERWATCH

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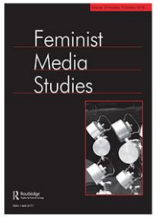

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"I play to win!": Geguri as a (post)feminist icon in esports

Amanda L. L. Cullen

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Backtrack, Pause, Rewind, Reset: Queering Chrononormativity in Gaming

by Matt Knutson

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Matt Knutson is a doctoral candidate at UC Irvine's Program in Visual Studies. His research focuses on media temporality, esports and frame-perfect play.

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Abstract

Applying Elizabeth Freeman's concept of chrononormativity to play, this article examines time in high-stakes, professional play as a normative structure against which to recognize a set of queer temporalities. Instead of twitch reflexes, frame-perfect timing and rapid decision-making, queer play temporalities unwind linearity by backtracking, rewinding, resetting, mulling over and accepting frame-imperfect play. The article discusses *Life is Strange* as an illustration of both queer content and queered time in games.

Keywords: queer, temporality, time, replay, rewind, pause, backtrack, esports, chrononormativity

I weigh a gameplay decision as if I have all the time in the world. There is no timer, one option or another does not promise to make playing the game easier and if I choose to reverse my decision, I can do so immediately using in-game mechanics. I am playing *Life is Strange* (2015), a story-based game in which a defining mechanic is the ability to reverse time and (in most cases) unmake decisions after having seen their consequences. *Life is Strange* unwinds the linearity of time to enable the player to follow different branching paths, double back, rethink, accept inevitable failures and remake its story. Among the player's many decisions of narrative development and characterization is the way in which main character, Max, responds in moments of sexual tension with her closest friend Chloe.

In both its mechanical manipulation of time and its diegetic flirtations with outedness, *Life is Strange* invites its player to explore non-

Esc
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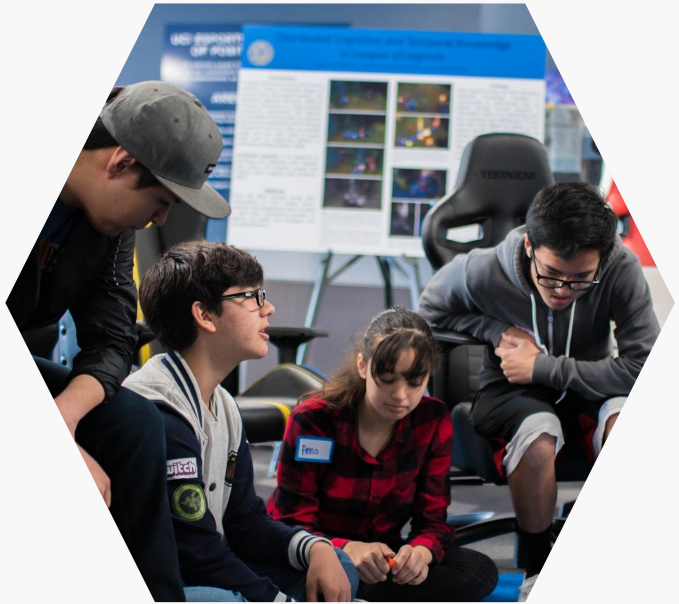
CONFERENCE
2018

UCI Esports
REPUBLIC OF GAMERS
UCI

The Need for Inclusion & Diversity



Talk Outline

1. Describe formation of UCI Guidelines Committee
2. Summarize our goals and motivations
3. Highlight resources
4. Describe the processes and programs developed/in development
5. Present a template for replicating/improving our efforts

UCI Guidelines Committee

Erik Bleitz
Development Manager
UCI Esports

Kathy Chiang
Assistant Director
UCI Esports

Evan Conaway
PhD Candidate
Dept. of Anthropology

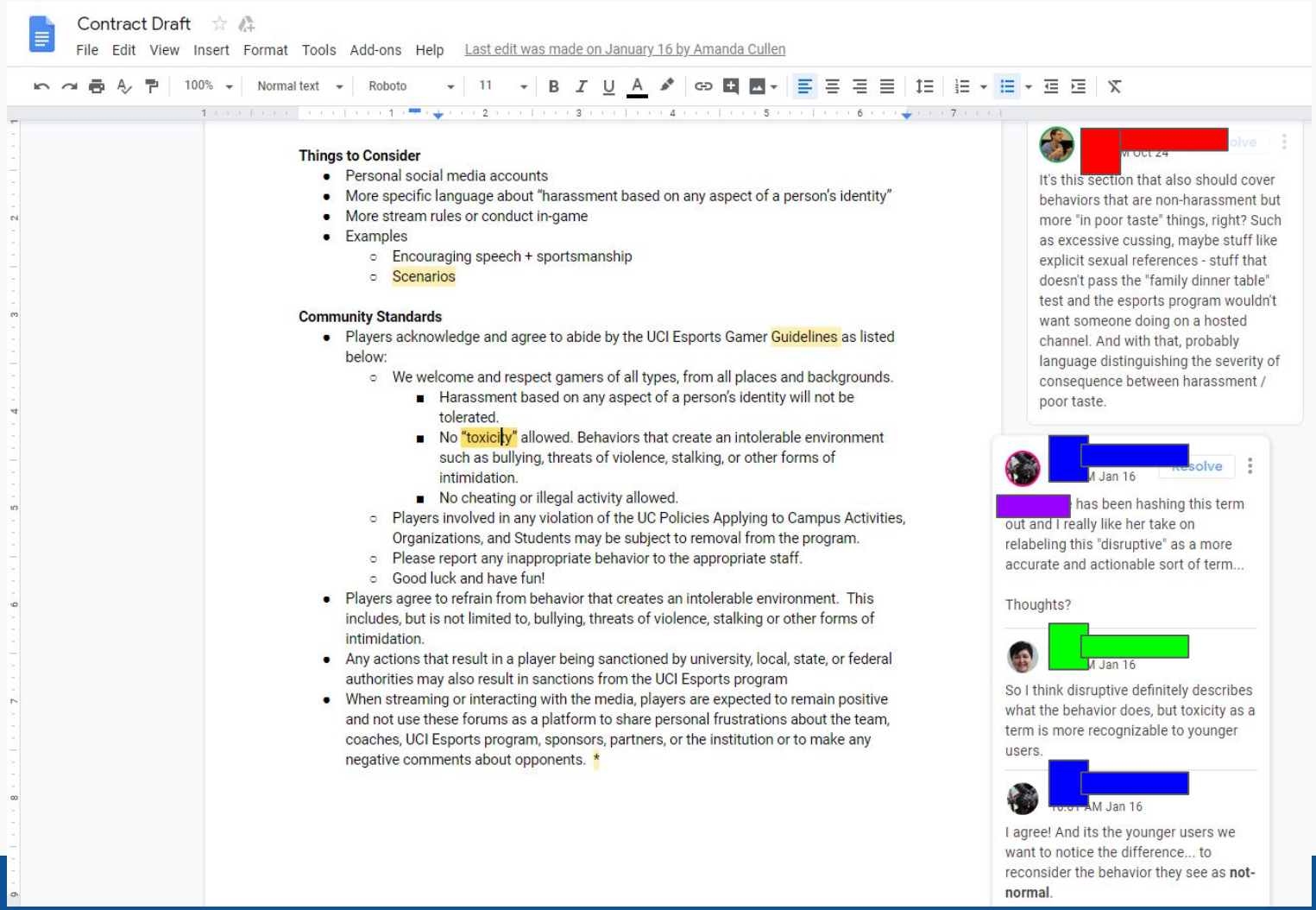
Marie Tsaasan
PhD Candidate
Dept. of Informatics

UCI Donald Bren
School of Information & Computer Sciences
UCI eSports
WOMEN'S empowerment initiative
WOMEN IN GAMING

REPUBLIC OF GAMERS
REPUBLIC OF GAMERS
36
37

Committee Goals/Purpose

1. Update and improve the language of the code of conduct


Contract Draft

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Things to Consider

- Personal social media accounts
- More specific language about "harassment based on any aspect of a person's identity"
- More stream rules or conduct in-game
- Examples
  - Encouraging speech + sportsmanship
  - Scenarios

Community Standards

- Players acknowledge and agree to abide by the UCI Esports Gamer Guidelines as listed below:
  - We welcome and respect gamers of all types, from all places and backgrounds.
    - Harassment based on any aspect of a person's identity will not be tolerated.
    - No "toxicity" allowed. Behaviors that create an intolerable environment such as bullying, threats of violence, stalking, or other forms of intimidation.
    - No cheating or illegal activity allowed.
  - Players involved in any violation of the UC Policies Applying to Campus Activities, Organizations, and Students may be subject to removal from the program.
  - Please report any inappropriate behavior to the appropriate staff.
  - Good luck and have fun!
- Players agree to refrain from behavior that creates an intolerable environment. This includes, but is not limited to, bullying, threats of violence, stalking or other forms of intimidation.
- Any actions that result in a player being sanctioned by university, local, state, or federal authorities may also result in sanctions from the UCI Esports program
- When streaming or interacting with the media, players are expected to remain positive and not use these forums as a platform to share personal frustrations about the team, coaches, UCI Esports program, sponsors, partners, or the institution or to make any negative comments about opponents. *

[redacted] Resolve
M Oct 24
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[redacted]
10:01 AM Jan 16
I agree! And its the younger users we want to notice the difference... to reconsider the behavior they see as **not-normal**.

Committee Goals/Purpose

1. Update and improve the language of the code of conduct
2. Communicate that code more effectively and easily to UCI Esports community members
3. Arbitrate in edge cases where the code may or may not have been violated

Primary Resources Consulted

UCI CARE
Campus Assault Resources & Education

QGCON
THE QUEERNESS AND GAMES CONFERENCE

NASEF
NORTH AMERICA SCHOLASTIC ESPORTS FEDERATION™

AnyKey

LIVE STREAMING MODERATION BEST PRACTICES FOR EVENT ORGANIZERS

At its best, the chat component of live streaming sites like Twitch can be an exciting part of the broadcast. At its worst, it can be a trash fire. For large esports streams, chat is where part of the "stadium" experience happens. Chat offers a place for a collective experience of fandom, for cheering and engagement. For small events it can be where fans and community members can find each other and connect, sometimes even with the streamer directly. Perhaps the most predictable aspect of chat is that good ones require active engagement by the broadcasters. Toxic chat can emerge without proper management.

While sometimes the refrain about this side of streaming is simply "hide the chat" we encourage you to think more ambitiously about it. Chat should be seen as an important, potentially valuable, component of live streaming.

If you are broadcasting content, the chat alongside it is **your** responsibility.

The quality of the chat reflects directly on you, your production, and your brand. You can either benefit from it and grow your community or you can neglect it and face serious costs.

This white paper will offer some basic best practices to help you think about your event stream in ways that foster it being an asset to both you and your audience. While not a complete guide (and primarily focused on Twitch), we hope to give you some basic understanding of functions you can use and

CHAT CAN BE AN ASSET

Chat reflects on your event, organization, & brand. Make the most of it.

For big events chat often serves as the online stadium space and can help generate enthusiasm and engagement.

Small event chats are often where the community builds itself and grows, bringing in new members.

NASEF
NORTH AMERICA SCHOLASTIC ESPORTS FEDERATION™

Code of Conduct

1. **Expectations for Upholding Code of Conduct**

    1.1. **Safe Spaces.** Work proactively to create a welcoming environment where everyone feels safe, regardless of sex, gender identity and expression, sexual orientation, race, ethnicity, disability, physical appearance, body size, age, or religion.

    1.2. **Club participation dynamic.** Always support the Club and NASEF Community, communicating positively and with respect. In that NASEF operates transparently, fairly and dispassionately with regard to Club functions, if Club Members have any concern, disagreement or suggestion with, for or about NASEF, its leadership or its policies and procedures, then Club Members are asked to make earnest attempts to contact NASEF to resolve those matters before posting to internal or external websites, social media, etc.

    1.3. **Moderating.** Moderate public channels, such as social media or forums, in conjunction with your programs and events. Do not tolerate all provisions of the Code of Conduct, including offensive expression and language, harassment, discrimination, violence and competitive dishonesty.

    1.4. **Reporting.** Encourage bystanders and spectators to immediately report any abuse they witness.

    1.5. **Conflict resolution and consequences.**

        1.5.1. **Internal club conflicts.** All Clubs should have a plan of action to deal with situations that arise when someone breaches the contents of the Code of Conduct, as outlined by their Club Charter and their sites' Acceptable Use Policy or site equivalent.

        1.5.2. **Federation conflicts.** Upon discovery of any Club Participant committing a violation of the Code of Conduct, NASEF may, without limitation of its authority, review all data and evidence and issue consequences.

            1.5.2.1. **Investigation.** If NASEF Officials determine that a Club Participant has violated the Code of Conduct, a NASEF Official may assign penalties at their sole discretion. If a NASEF Official contacts a member, the Club Participant is obligated to tell the truth.

            1.5.2.2. **Cooperation with Investigation.** If a NASEF official contacts a Team Member to discuss an investigation, the Team Member is obligated to tell the truth. If a Team Member lies to a NASEF official, creating obstruction of the investigation then the Team is subject to punishment.

Inclusivity

The organizers and volunteers of the Queerness and Games Conference are committed to creating and maintaining an inclusive and accessible space for all participants.

This means every step will be taken to ensure no one is mistreated or disadvantaged because of ability, socioeconomic status, race, sexuality, age, gender, trauma history, religion, nationality, or any other factor. We recognize that many people are coming to our conference with different experiences and different understandings of privilege and social oppression, and mistakes may happen. Because of this, it is paramount that we encourage those who misstep to be open to listening and being

DEFAULT WIDGET

This is just a default widget. It'll
as soon as you add your own wi
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Below is an example of an unorc

- List item one
- List item two
- List item three
- List item four

UCI CARE
Campus Assault Resources & Education

Web | People

About CARE | Support Services | Campuswide Education | Events | Information by Topic | Resources

Green Dot Bystander Intervention

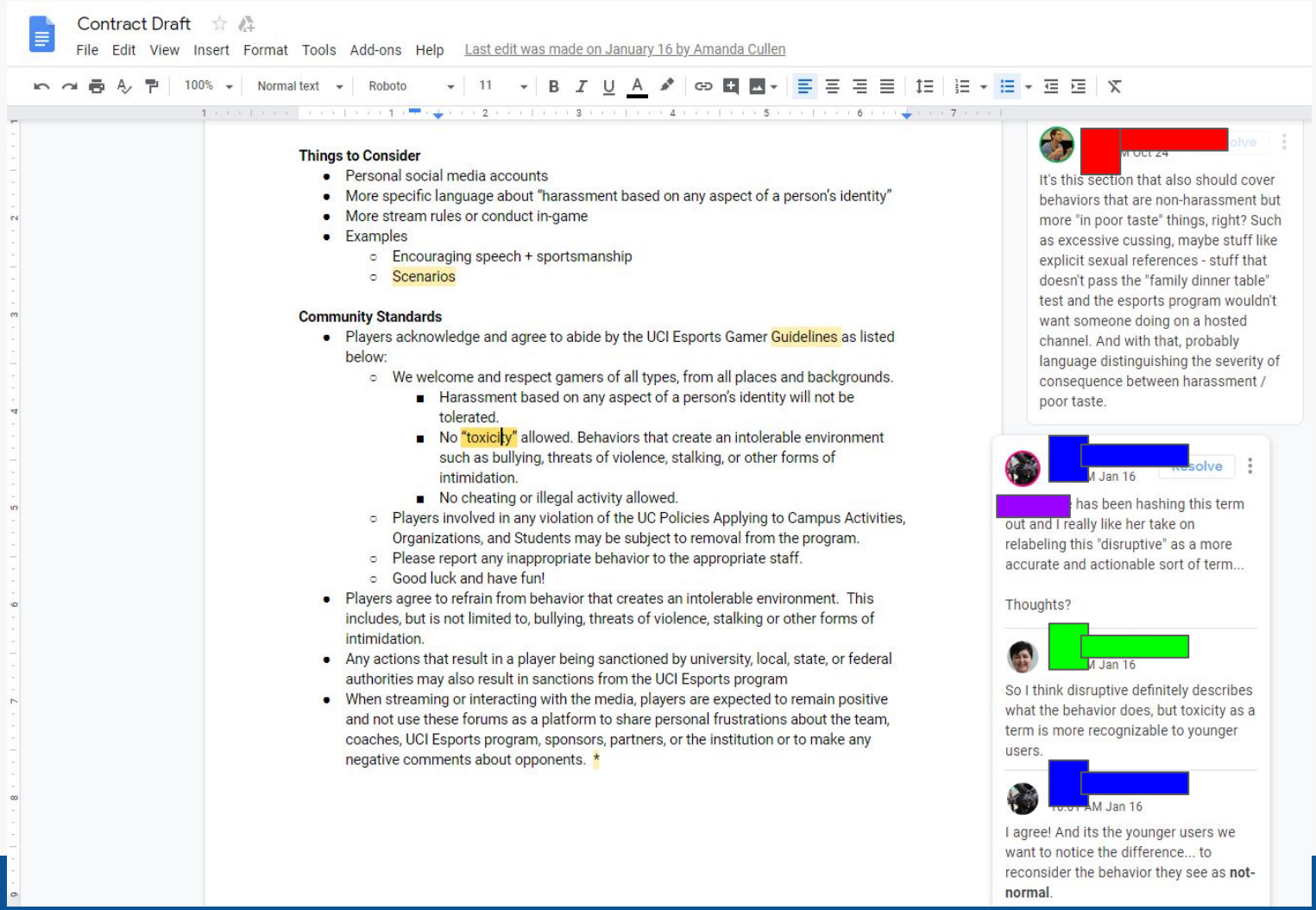
Power-based personal violence (sexual assault, dating and domestic violence, stalking) will end when enough people take singular actions to help end it. Change happens as people become able to identify risky situations and take actions to confront, interrupt, or prevent acts of power-based personal violence.

Green Dot Home | What is a Green Dot? | Types of Green Dots

Ending violence...one green dot at a time

The Green Dots on the map below represent real actions that Anteaters took to promote safety or communicate intolerance for power-based personal violence in our UC Irvine community.

Click on a dot to see what took place.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Bystander Training Scenario

You and some friends are grouped together in a game online. Your matches are going well, but then you lose a few games in a row. One of your friends gets irritated and yells something sexist in voice chat. The other team accuses your friend of being toxic, but your friend insists what they said is normal trash talk.

Broadcast Station

The UCI Esports Arena features a streaming computer available to use for clubs that hold events in the arena, for people doing research, for pedagogical uses such as online office hours, or other purposes aligned with UCI Esports' Five Pillars. Those interested in streaming from this desk should read through this page and contact arena staff to discuss one's purpose for using it and what room there might be in the streaming schedule.

The streaming computer is located by the console area in the arena. For streamer convenience, the station features multiple monitors, a spacious desk, a sound board that can accommodate multiple simultaneous commentators, and a professional backdrop.

Contents [hide]

1 Uses of the Streaming Computer
- 1.1 Competitive league coverage
- 1.2 Events
- 1.3 Research
- 1.4 Pedagogy
- 1.5 Arena content creation
- 1.6 Other uses aligned with the five pillars

2 Proper Care

3 Conduct Guidelines

4 Streaming Procedures

Outline of a Process

Template for adaptation:

1. Cast a wide net for getting people involved in crafting the code of conduct
2. Collaborate on language of the code of conduct
3. Communicate that code to community members (online resources)
4. Train staff
5. Create procedures and establish consequences for minor/major infractions
6. Have a plan for arbitration in place
7. Reflect on what worked, what went unaddressed, what went wrong

Conclusion

1. Incorporate inclusive language and practices into systems of management

2. Reflective policy created by a diverse group protects and improves:
   a. Community
   b. Resources
   c. Participation
   d. Value

3. Inclusiveness is a practice that takes effort, it's not a one-time or simple solution

Thank you!

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5 pillars

- competition
- academics & research
- community
- entertainment
- careers

---

61 paid student roles

25 arena staff
21 scholarship players
6 interns
6 shoutcasters
3 coaches & analysts

10,500+ total customers

900+ unique users per month

UCI Esports

2017-2018

INCLUSIVITY PLAN

esports.uci.edu

Introduction

The last two years have witnessed a tremendous rise in esports on college campuses in the US (Wingfield, 2014). Growing out of student led campus clubs and organizations and now evolving into organized intercollegiate programs, competitive video gameplay is rapidly transitioning from popular student pastime to formal competitive spectator sport following trends in the professional sports arena both here in the US and abroad. In esports, players compete individually or on teams on video game titles ranging from multiplayer online battle arenas (MOBAs) such as *League of Legends* to first person shooters like *Overwatch* to classic fighting games like *Super Smash Bros*. Viewership for such competitions has exploded, rising 43% from 204 to 292 million in the last two years alone (Lofgren, 2017). As the popularity of this new pastime skyrockets and club leagues become varsity sports, universities are having to rapidly catch up with student demand in order to attract and keep a technologically adept incoming student body.

University of California Irvine has joined the game, with premier space in the student center now serving as an esports arena for the student body and sponsor-raised scholarship money offered to 11 undergraduate top esports athletes. As the first major research university to legitimize and accommodate the esports movement, the entire nation has its eye on UCI. National press given to our efforts over this past academic year has only increased: *ESPN, LA Times, New York Post*, and other news and tech outlets that reach a broad audience. As such, UCI is positioned as a national leader in this space. As collegiate esports flourishes, UCI is branded as the "big name" to watch (Chan, 2016).

Yet, a significant challenge faces esports, collegiate, professional, and amateur leagues alike. While participation of women in computer and video gameplay in the US has remained remarkably steady over the last decade, hovering around 40%, the diversity of players and fans of esports remains low: Only 15% of the viewer audience for esports is female and only 35% is non-white (Statista, 2017a, 2017b). Few empirical studies of the lack of diversity have been published yet, but leading esports scholar Taylor (2017) suggests that a primary cause is the toxicity of the esports community culture toward non-male, non-white players. The esports community has a checkered history of racist, sexist discourse and online harassment of female players. To date, there are very few coordinated and institutionalized efforts to impactfully and intentionally address the issue. As such, we see an opportunity and obligation for UCI to lead in