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Finnish football clubs' understanding and goals regarding e-football



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Abstract

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This thesis investigated the Football Association of Finland's member clubs. The aim was to find out about their understanding and goals regarding e-football. Quantitative research was conducted by a voluntary survey, which was sent to every member club of the Football Association of Finland. The total of respondents was 54. It was then processed to Microsoft Excel for easier analysis using graphs and percentages.

The results showed that Finnish football clubs have a good understanding of esports and e-football. The goals varied, but the conclusion was that the more guidance and resources the clubs would have at their disposal, the more likely they would practice e-football. It is worth noting that no research had been done on Finnish e-football prior this study, so this thesis can be used as a cornerstone for e-football in Finland.

Glossary

Esports – Electronic sports, video games that are played in a highly organized competitive environment

E-football – Football esports, a term for competitive football video games

FAF – Football Association of Finland, football governing body in Finland

EA – Electronic Arts, an American video game company

EA FC - Series of association football simulation video games developed and published by EA

FIFA – International Association Football Federation, international governing body of football

Table of Contents

1	Introduction.....	1
1.1	Background.....	1
1.2	Structure of the Thesis	1
2	Theoretical Framework	3
2.1	Phenomenon of Esports.....	3
2.2	E-football	4
2.2.1	E-football in Finland	4
2.3	Football Clubs' Interest in Esports.....	5
2.4	How Sports Attract New Members	6
3	Methodology	8
3.1	Data Collection Methods.....	8
3.2	Data Analysis	8
3.3	Reliability and Validity	9
4	Results	10
4.1	Baseline of Respondents	10
4.2	Perspective and Interest in E-football.....	12
4.3	The Club's Attitudes Towards E-football.....	15
4.4	The Club's Opportunities and Passion for E-football	18
5	Discussion	21
	List of References.....	23
	Appendices.....	1

1 Introduction

The aim of this study is to understand the general view of Finnish football esports from the point of view of Finnish football clubs and what kind of future it holds. For the empirical part of this study, survey on a voluntary basis was sent to all the member clubs of the Football Association of Finland. The Football Association of Finland can use the survey conducted in this thesis to grow the field of Finnish football esports and gain cooperation projects with Finnish football clubs.

1.1 Background

This topic was selected due to personal interest and work experience. E-football is relatively new addition to esports and holds very little of previous researches. Therefore, this research has paramount importance in the field of Finnish e-football. This research could be beneficial whether to invest and grow the Finnish e-football scene and, in the midst of it all are Finnish football clubs, which without them a systematic rise in e-football could not happen. This thesis along with the survey can be looked at as a cornerstone of Finnish football esports.

Football esports refers to competitive video gaming that simulates the sport of football. Players control virtual football teams, competing against each other in popular video game titles like EA FC, formerly known as (FKA) FIFA. Football esports, the virtual counterpart of the world's most popular sport, has experienced exponential growth in recent years as have esports in general, which is why the topic is timely. Although in Finland it has not grown to the same levels as some of the most prominent e-football nations. Since there is not much research on esports yet, and none on e-football in Finland, this research focuses its theoretical part of what football clubs in other countries have done in the field of esports, which bolster the study's conclusions and make analogies to the esports industry.

1.2 Structure of the Thesis

The theoretical background is covered in the first section of this thesis. It helps the reader to understand esports and e-football in their entirety, and also how football clubs have implemented

esports to their businesses. After that is followed by rundown of the methodology used in this research. Next, the results are displayed in various graphs followed by a discussion of the results and what conclusions can be drawn from them. The complete collection of survey questions and the survey foreword are included in the research appendix.

2 Theoretical Framework

A theoretical framework is an overview of current theories that provide a solid foundation upon which to build the arguments in research. In research, a theoretical framework aids in the planning, execution, analysis, and interpretation of the findings. It highlights knowledge gaps and illustrates how variables relate to one another. There is not much research conducted on esports, and even less on e-football. First, an overview of esports and e-football in Finland is made, so that the reader understands which area is being studied in the thesis. Then especially sport games are studied and how football clubs have implemented esports in their activities. Also, how traditional sports get more members to their respected sports and could e-football possibly implement the use of same methods.

2.1 Phenomenon of Esports

When first delving into esports, one needs to understand its meaning. It is simply put a type of sports in which players' and teams' input is mediated by human-computer interfaces, and the main components of the sport are enabled by electronic technology. More practically speaking, competitive online video gaming. (Hamari and Sjöblom, 2017.) Despite being a newcomer in the global landscape, esports tracks its first steps as far back in time as in 1972. On October 19th the very first video game competition was held at Stanford University's Artificial Intelligence Laboratory in which about two dozen students competed playing Spacewar. (Larch, 2023.) Since that esports has seen tremendous growth in revenue and viewership. Its global market value was valued at USD 1.45 billion in 2022 and it is projected to grow to USD 6.75 billion by 2030 (Esports Market, 2023).

Traditional sports could be looked as almost the same as esports. Esports have different genres of games, for example, first person shooter games and role-playing video games, traditional sports have also different sports, for example, football and swimming. Both are also watched by millions of spectators every week and in both, contestants are trying to win and be better than everyone else. Because of this, there are noticeable similarities between the two. As esports has grown a formidable force especially among children and young people, there has been many times claims that esports should not be treated and called a sport. However, its inclusion in the

Olympics was a strong statement that public opinion favors its integration closer to sports. Esports differ from traditional sports in several significant ways, including the role of game developers and publishers, the possibility of becoming outdated, and game distribution and accessibility. (Leroux-Parra, 2020).

2.2 E-football

As a rather new addition to the vast pool of esports genres, e-football has risen its impact in recent years. Esports football is competitive playing of digital football games, such video game series like EA FC (FKA. FIFA) and Pro Evolution Soccer. E-football is gaining popularity and there are an increasing number of players worldwide. One reason for this is that football is the world's most popular sport. In terms of structure and reach, international competitions are comparable to the most well-liked contests for the greatest e-sports titles. Every year as the e-football has become more well-known, prize pools have also taken steps to higher amounts. This has been noticed by International Association Football Federation, most commonly known as FIFA. In order to construct a long-term perspective on gaming, esports, and interactive entertainment sectors, FIFA is interacting with a variety of industry stakeholders, including developers, investors, and analysts. As a result, FIFA will have access to a variety of qualified parties with specialized skills to actively develop the finest experiences and products for customers and supporters. (International Association Football Federation (FIFA), 2021.) The total prize money awarded in 2023 in e-football was almost USD 6.1 million (Esports Earnings).

2.2.1 E-football in Finland

In Finland, e-football has relative long history. Community of Finland's best players started to form between 2011 – 2013, when they started to compete in online tournaments. Since then, the FAF has taken more interest and started to organize everything that happens in Finland regarding e-football. The FAF has a clear view on how they want to develop the ecosystem of Finnish e-football. Their approach is grassroots-like, which means foundational, local-level, community-driven, and primarily recreational social movement (Harris, 2019). By this they want to try piloting football clubs' e-football operating model. (Sopanen, 2022.) In another words, their aim is not to focus on the current professional e-football players, but to create the rise of Finnish e-football

from the grassroots level up. Although, they strive to keep the competitive level fierce. Throughout the season, the FAF hosts multiple competitions. The largest tournament of the season is the Finnish Cup of e-football. The competition lasts anywhere from one to two months, and the players play for Finnish football teams. The top teams take home money awards. The FAF also hosts monthly events where participants can win product prizes over the course of one day of play. The Finnish national e-football team participates in tournaments and matches for national teams organized by FIFA and UEFA.

2.3 Football Clubs' Interest in Esports

As said earlier traditional sports and esports have a lot of similarities. This is of course highlighted in the relationship between football and e-football. Esports can assist football teams in their marketing efforts by drawing in younger fans and sustaining their enthusiasm in the game. Entering the esports market ensures brand durability and fosters fan devotion among younger audiences. A younger audience is drawn to esports teams rather than to traditional sports. With each passing year, the average age of a Premier League supporter has increased to 42. On the other hand, 26 is the average age of esports watchers. (Warburton, 2022.) This also brings benefits through visibility to the sponsors of football clubs, which will enable them to connect with a younger fan base. E-football audience is usually a mix up between football audience and esports audience. Potential audiences for sports simulation games are restricted by a required degree of interest in traditional "offline" sports.

The interest towards esports from football clubs started a while after esports got popular in author's point of view. Its strong growth in user and fan numbers and the economic development and appeal of its audience were the main reasons football clubs started to create penchant towards it. In terms of reaching out to new demographics, bringing in fresh money, or even establishing their own club brands. (European Club Association (ECA), 2021, 3.) The football clubs that have joined esports industry are usually from countries where esports is more accepted from social and political point of view.

The most notable way football clubs are associated with esports is that they have founded their own esports teams. Most of the football clubs have taken a more certain approach by having e-football teams. Some bigger clubs have gone even beyond. For example, Paris Saint-Germain F.C. and Manchester City F.C. have created esports divisions within the club and are competing in

various esports games not just e-football. Due to the rise of e-football, many national leagues have established their own e-football leagues, which will help the club make its first step towards esports. Even if a football club does not want to have an esports team, it has been seen that they utilize esports social media influencers in their social media activities. This shows that the interaction between football clubs and esports is not always competitive gaming, but seeking new fans and making revenue other ways. Even though e-football is becoming more popular among football clubs, there are also threats why some are more hesitant to join the others. Football teams that engage in a competitive and professional e-football mostly rely on prize money and sponsorships as their revenue streams from e-football. The small prize pools that teams are able to earn in comparison to other esports games makes it unnecessary for football teams to play the game. Apart from club products, the only other way to make money right now is to promote in-game panel advertising, as long as the relevant league contract specifies the regulations for this. (ECA, 2021, 56.)

2.4 How Sports Attract New Members

One of main reasons for this thesis is that the FAF can find methods to grow the Finnish e-football scene and allure more younger people to start e-football. Attracting new people to e-football can be challenging with many different esports games being popular.

Sports, especially football has seen so called “drop off”- phenomenon, where young people tend to quit their respective sport or hobby and therefore the number of members of sports clubs has decreased. Sports have been using methods perceived as good for decades now. The main aspect is that the sport needs to be fun, allow participants to learn new things and doing so together with friends. Feeling of social connectedness at sport clubs is the glue that sticks young people to continue with the sport longer. This feeling is created through companions, partnership, and encounters of safety, as well as basic reassurance from coaches. (Lindgren et al., 2017.) The FAF has started many different development programs and tools that Finnish football clubs can use to increase the number of players. These include for example, family football, school and kindergarten football and club coaching to increase the number of players. (Football Association of Finland (FAF), n.d.)

One popular way to attract new members is no other, than famous athletes. Many children have seen spectacular performances though TV from the likes of Lionel Messi, Michael Phelps and Rafael Nadal and decided that they want to be like their idol and start practicing that sport. Of course, those role models are not always the best ones, but it remains the responsibility of each sport to translate the success of one top athlete into a growing number of enthusiasts within the sport.

Method that has risen its head in recent years is social media. Numerous sports teams utilize social media platforms to publicize events or initiatives and connect individuals with sports-related content. These entities leverage social media platforms to inform the audience about upcoming matches, disclose the rosters for a forthcoming game, and spotlight a player's achievements. (Social Media in Sports: Driving Fan Engagement, n.d.) This can be seen as an opportunist way to attract new members, but it does not remove the fact that sports clubs create a connection with the individual in this way and it contributes to the awakening of interest in that individual.

3 Methodology

This chapter looks closer to the research part of the thesis. It covers the process of the research, how data was collected and the analysis of the data. Research hypothesis for the survey was as following; Clubs that have previously participated in e-football activities understand and experience e-football more positively than clubs that have no experience with it. The appendices at the end of the thesis contain the list of research questions that were employed on this survey.

3.1 Data Collection Methods

For this research a quantitative survey was sent to every football member club of the Football Association of Finland, which consists of 866 clubs. A selection of quantitative survey for this research was valid, because a quantitative approach enables the use of statistical tools and methods to analyse data systematically. Also, a quantitative approach allows for the collection of data from a large and diverse sample, as in this case the participation numbers could have gone to very lofty numbers.

Survey was assembled through the Football Association of Finland's system, which had ready-made survey bases on seasonal surveys they use. The first part of the survey gathers information about the respondent. In the next part respondents answer questions about club's perception and interest towards esports and e-football. At this point the answer options are on a numbered rating scale from one to five, with one being *completely disagree* and five being *strongly agree*. Third part of the survey process club's attitudes towards e-football. In the final part the respondents are asked to answer questions about club's opportunities and passion for e-football. There was also open feedback at the end of the survey.

3.2 Data Analysis

The data collected from the survey was processed into Microsoft Excel for easier analysis. The results are analysed after being visually represented using various graphs for easier consumption.

The results in the graphs are in percentages and a couple of questions have "yes" and "no" options. Analysis of the data was studied in the same order as the survey. Gathering information started by dividing the respondents by area and size of their football club they were associated with. On that point forward observes were made about how positively or negatively football clubs feel about e-football. Also, taking into account the answers of clubs that have participated in e-football activities compared to clubs that have not participated in e-football activities.

3.3 Reliability and Validity

Reliability and validity are two essential concepts in research. Reliability is the level of consistency demonstrated when research is made again under the same circumstances (Porta, 2014). Validity is being used as how effectively research results reflect genuine findings among similar respondents outside the research (Patino & Ferreira, 2018).

Considering that the response rate was only 6.2 percent, the results could differ if different Finnish football clubs would attend following researches from the same topic. On the other hand, clubs from all of the regions that FAF regulate participated to the research. These regions are northern, western, southern, eastern and Åland. It can be also argued, that clubs in the same regions would have approximately the same opinions and also, clubs that are at the same level in the Finnish football pyramid. One big factor is also how many clubs that have already participated in e-football activities in the past would participate in future surveys, as their response would likely differ from clubs that have no experience with e-football.

Regarding the results of this research, they do present relevant accurate results of Finnish football club's understanding and goals about e-football. Meaning that survey questions were correctly formulated to match the issues sought in the research. It could be said that since the survey had plenty of scale-based questions the results are not hundred percent accurate.

4 Results

The research survey received 54 respondents out of 866, therefore the response rate was quite low. The survey has been conducted in Finnish because it is intended for operators in the Finnish industry. For this thesis, the presentation of the results has been translated into English.

The baseline for the survey respondents is presented in the first section of the results. Those figures will show the geographical area and size of their respective football clubs. The first section is finalized by a figure of their participation to e-football activities. The club's perspective and interest in esports and e-football will be the showcase of the second section. The third section of the results shows club's attitudes towards e-football. The final section will cover club's opportunities and passion for e-football.

4.1 Baseline of Respondents

Figure 1 will show that the respondents associated with their respected football clubs mainly were located either in the southern or western area of operation of Finnish Football Association.

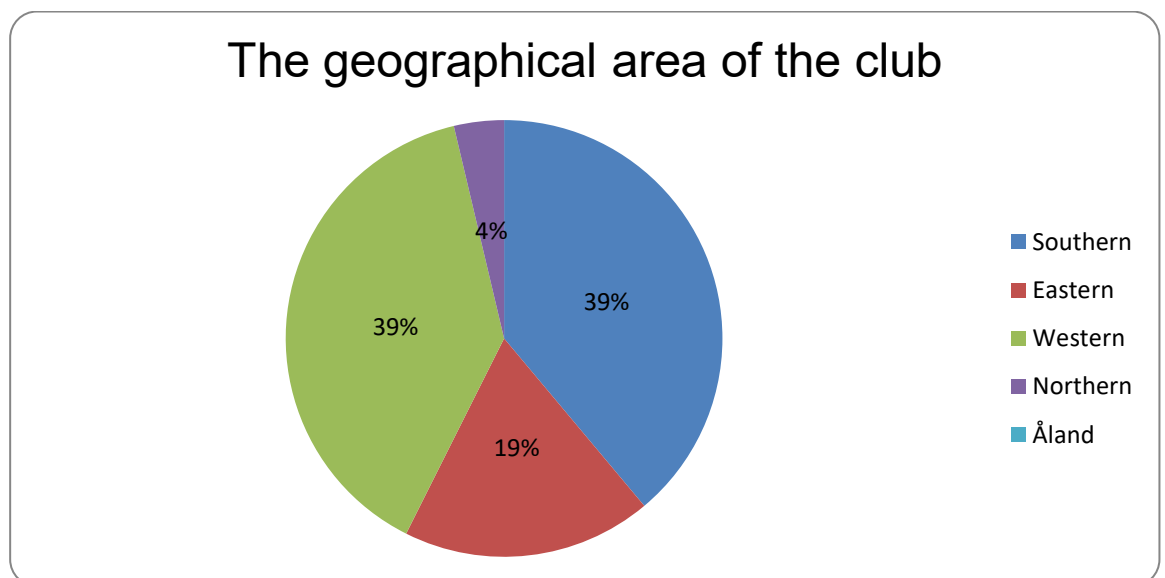


Figure 1 – Geographical area

As seen in Figure 2, most of the football clubs were small clubs in terms of number of players they have. 75 percent of the clubs have 0-249 registered players.

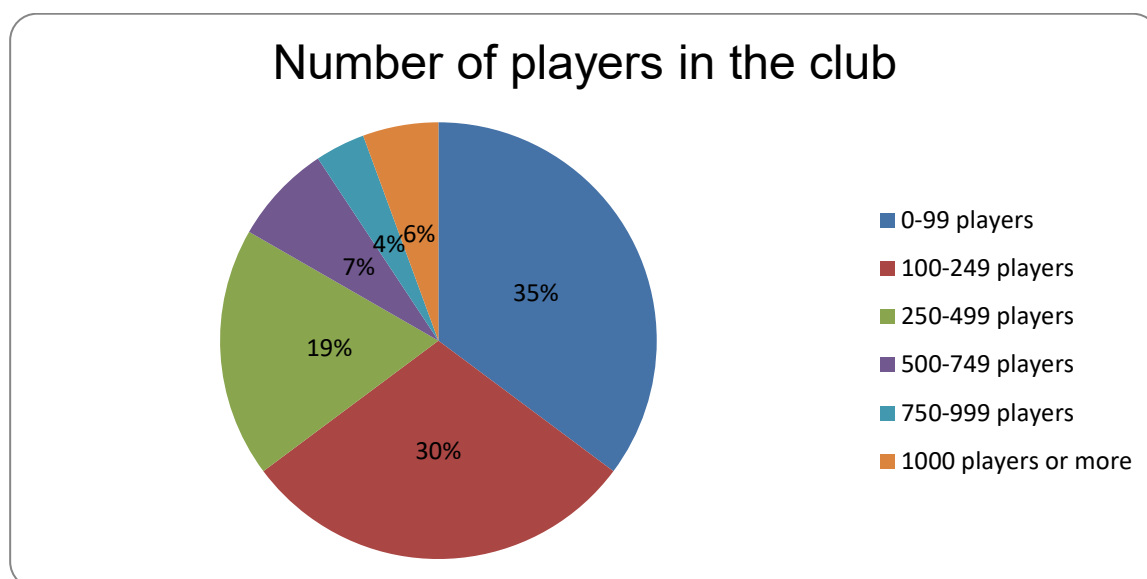


Figure 2 – Number of players

Only a third of the respondents' clubs had previously participated in the e-football activities organized by FAF seen in Figure 3. Meaning that the numerical portion was 13 out of 54. Also, two percent of respondents did not know whether their respected club had participated in e-football activities.

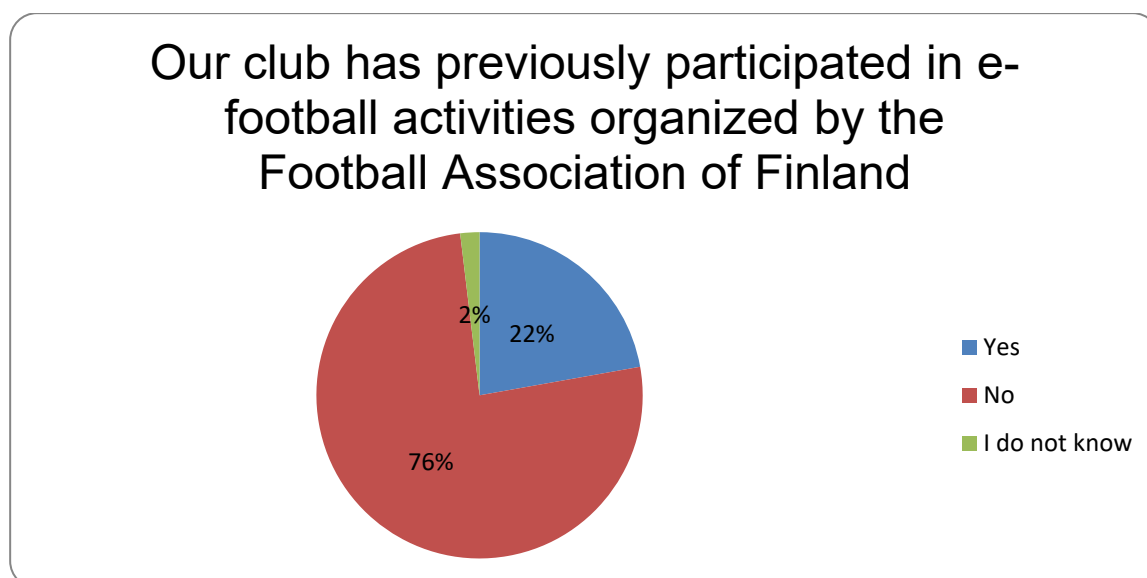


Figure 3 – Prior participation in e-football activities

4.2 Perspective and Interest in E-football

One of the main reasons for this research was to examine the understanding Finnish football clubs have regarding e-football. The next figures will show how divided the answers were, but the percentages in both were almost the same. Figures 4 and 5 tell us that in both questions almost 70 percent of the respondents had a clear understanding of esports and e-football.

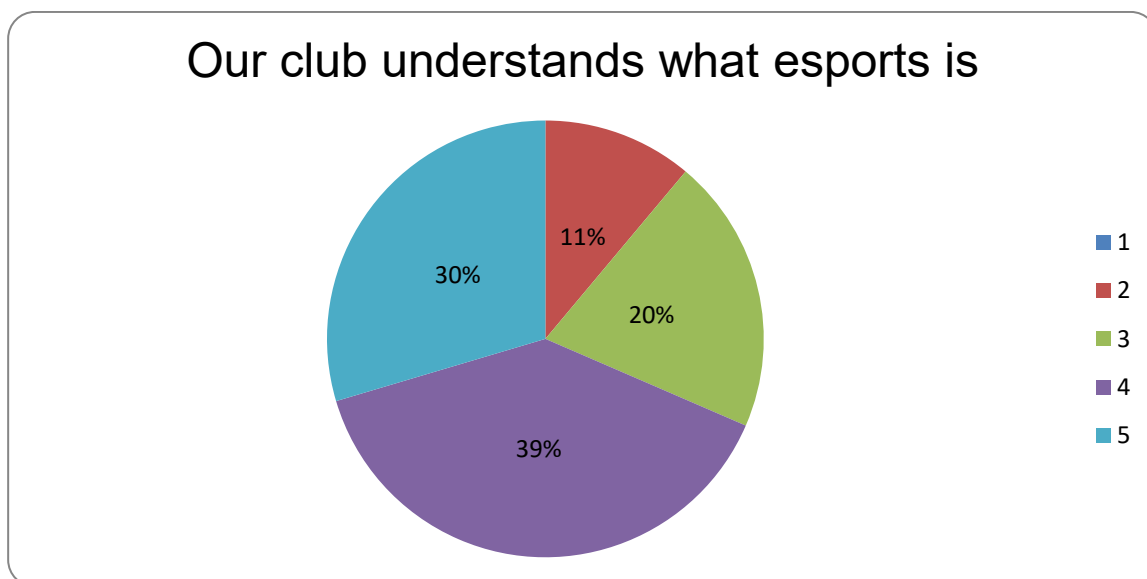


Figure 4 – Understanding of esports

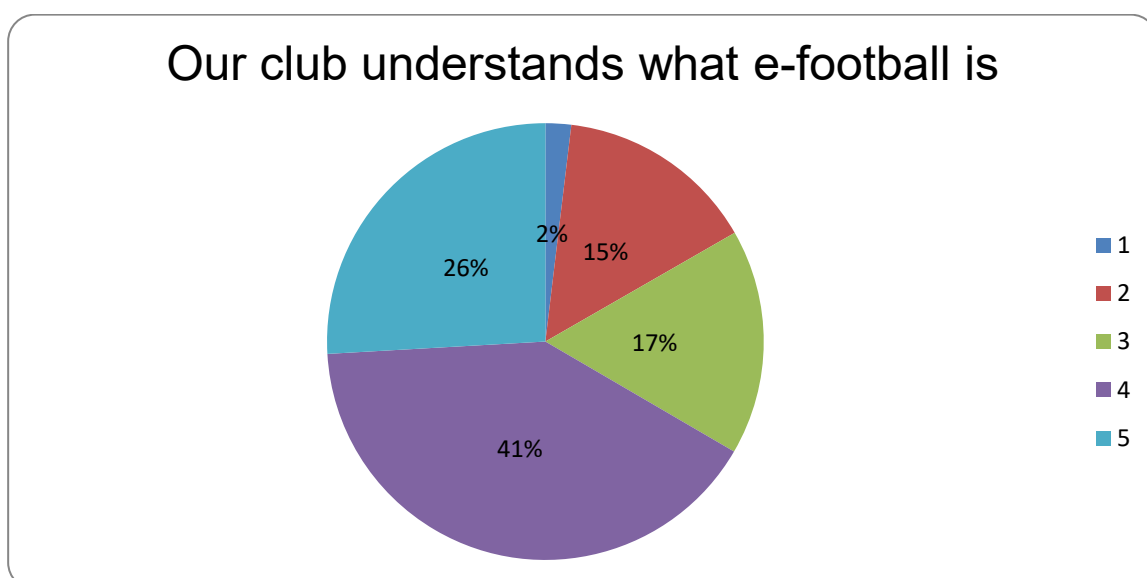


Figure 5 – Understanding of e-football

The respondents have differing opinions regarding their interest in participating in e-football activities as shown in figures 6 and 7. The majority are not interested, although 26 percent of respondents had a neutral answer. As seen in figure 7 only 26 percent of respondents' respective clubs would like to participate to e-football tournaments and events.

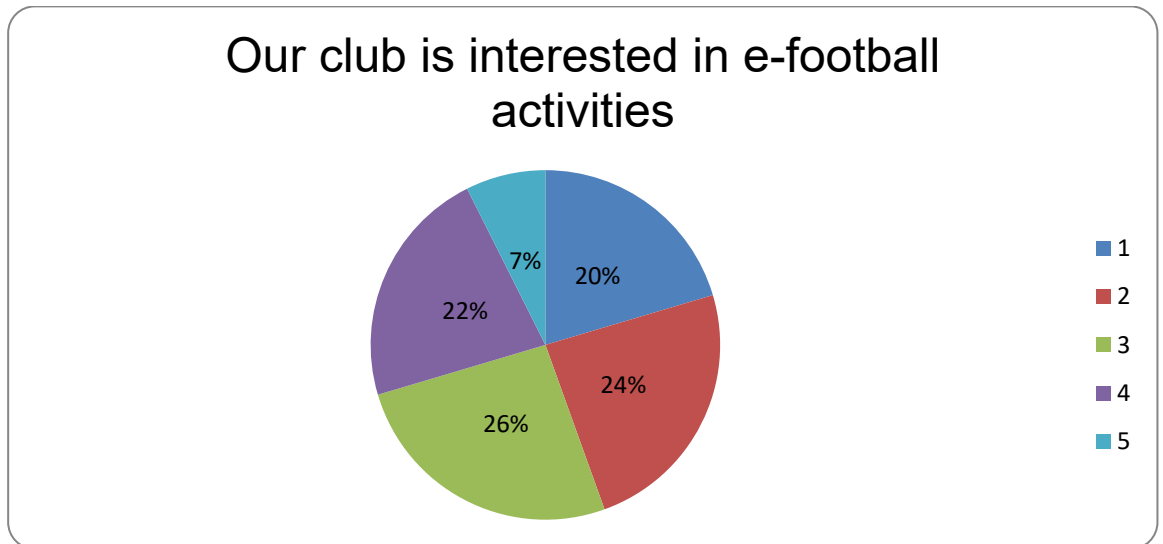


Figure 6 – Interest in e-football

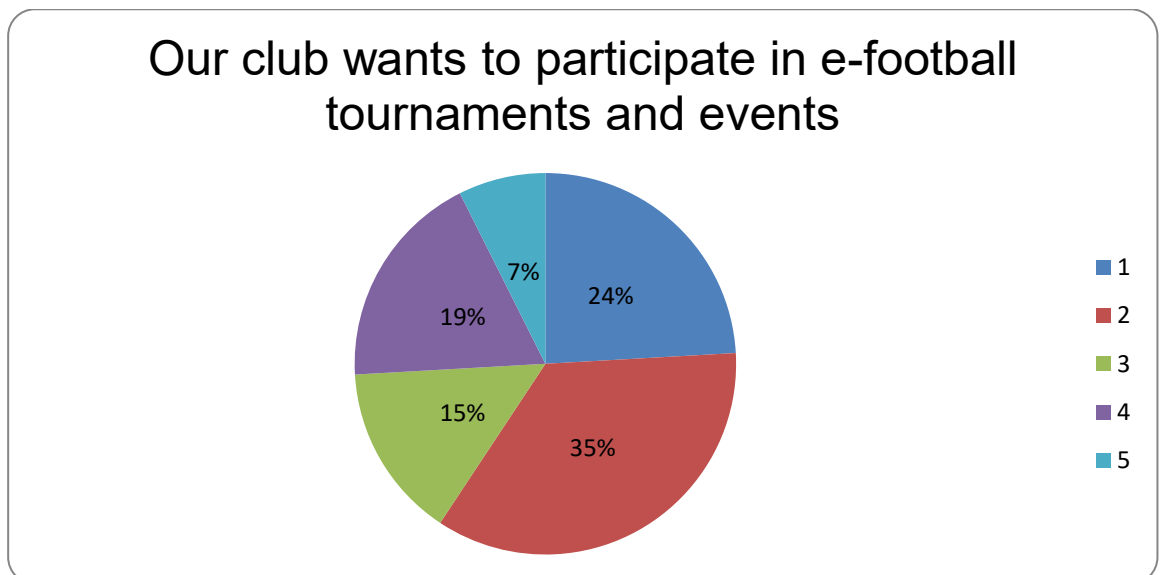


Figure 7 – Will to participate in e-football activities

Figure 8 tells that 65 percent of the respondents do not want to organize e-football hobby activities themselves and 53 percent of the respondents say that they would need guidance and support from the FAF or another organization to organize e-football activities shown in Figure 9. That

tells football clubs do not have the capacity and resources to organize e-football activities themselves.

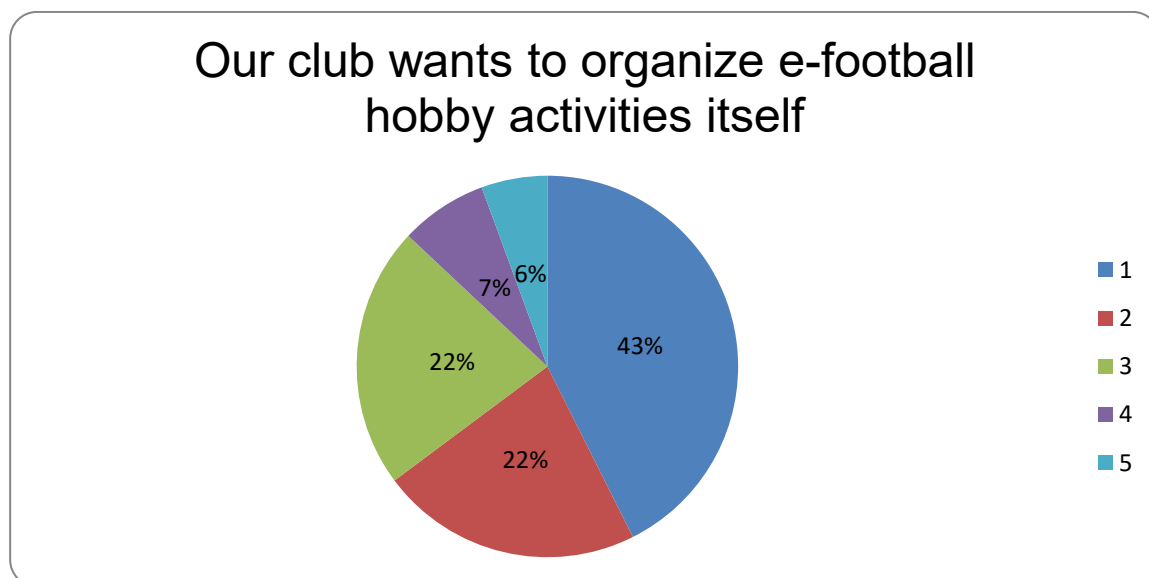


Figure 8 – Will to organize e-football activities itself

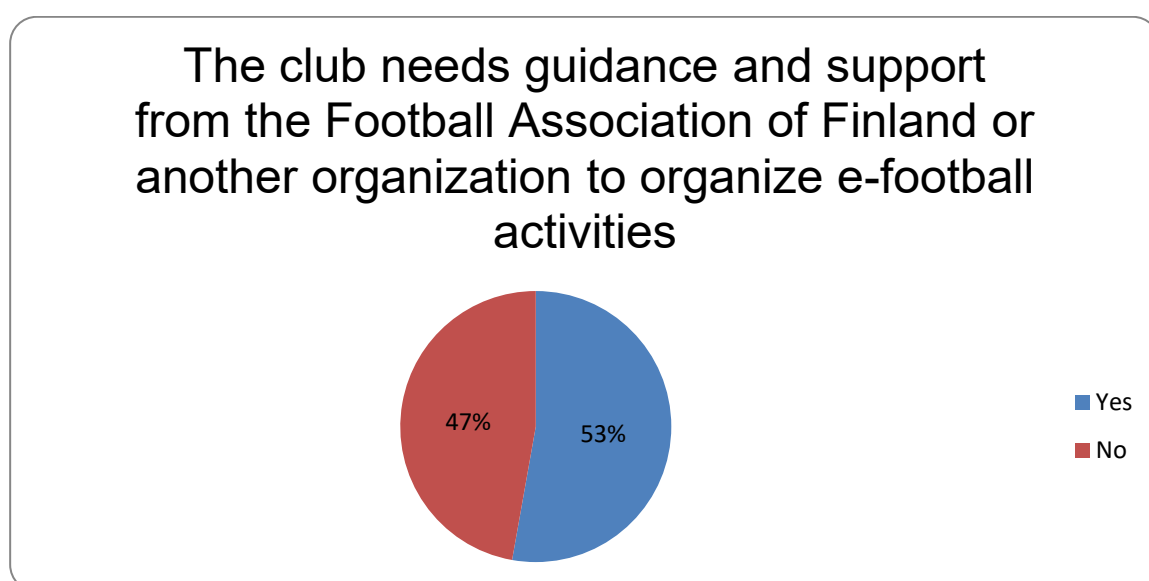


Figure 9 – Need of guidance and support to organize e-football activities

Only fifth of the respondents' respected clubs are going to participate in e-football competitions in the 2023-2024 season shown in Figure 10

Our club or its team(s) intend to participate in e-football competitions organized by the Football Association of Finland in the 2023–2024 season

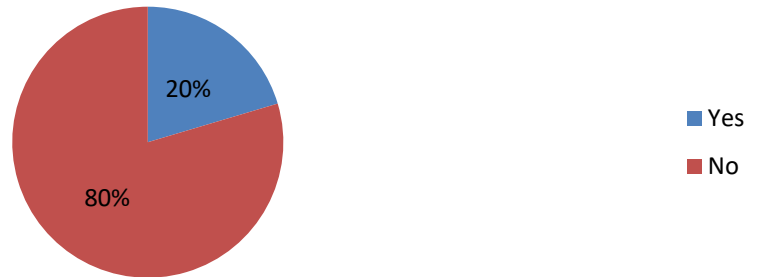


Figure 10 – Intention to participate in e-football competitions in the 2023-2024 season

4.3 The Club's Attitudes Towards E-football

The next part of the survey dives into what are the attitudes of Finnish football clubs. It also investigates the financial possibilities of e-football and how clubs would react if e-football were part of the club's daily operations. Esports has grown exponentially in recent years and people tend to deal it with better. Recent study shows that video game playing time has little to no effect on wellbeing. As Figure 11 indicates most of the respondents feel positively about esports/e-football. Only 15 percent of the clubs do not consider esports or e-football to be a positive thing. This further explains that esports is already generally perceived as a positive thing next to normal sports.

Esports / e-football is generally perceived as a positive thing in the club

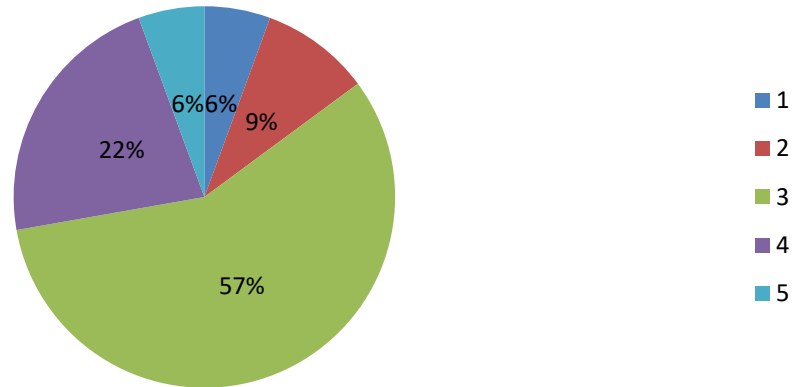


Figure 11 – Perceiving esports / e-football as a positive thing

Figure 12 shows that over half of the respondents feel that they can utilize e-football to connect with new partners and target audiences. The market value of esports and e-football has been understood in the club and possible economic growth as a result.

E-football can be used to reach new target groups and partners

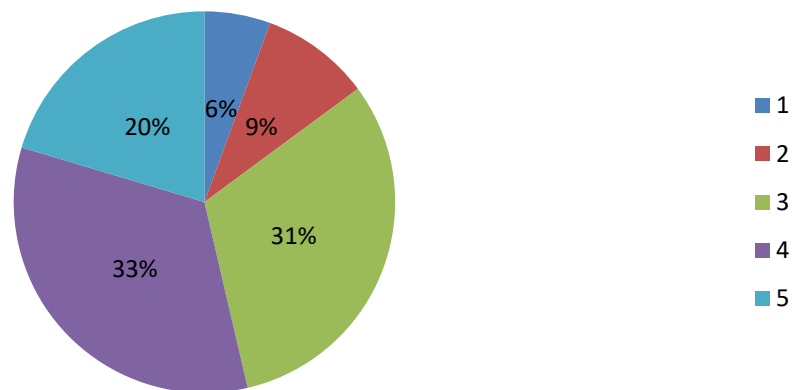


Figure 12 – Reaching new target groups and partners through e-football

The respondents share the same opinion when considering the inclusion of e-football in the club's activities. Figures 13 and 14 show that a larger part perceives it as a negative rather than a positive thing. 39 percent of the respondents have a neutral view of e-football providing support for the vitality of the club and the increase in the number of players making it the most popular answer

as seen in Figure 13. Regarding e-football as an additional benefit for the football hobby of children and young people, 33 percent of respondents feel like it does not benefit it. Figure 14 shows also that 43 percent of the respondents have a neutral opinion about it.

E-football provides support for the vitality of the club and the increase in the number of players

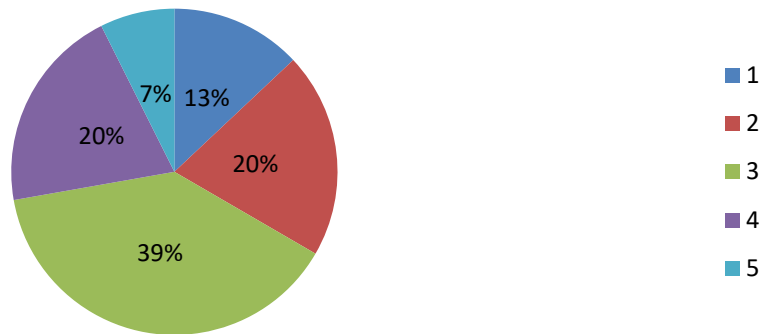


Figure 13 – Vitality of the club and the increase in the number of players e-football can bring

E-football is perceived in the club as an additional benefit for the football hobby of children and young people

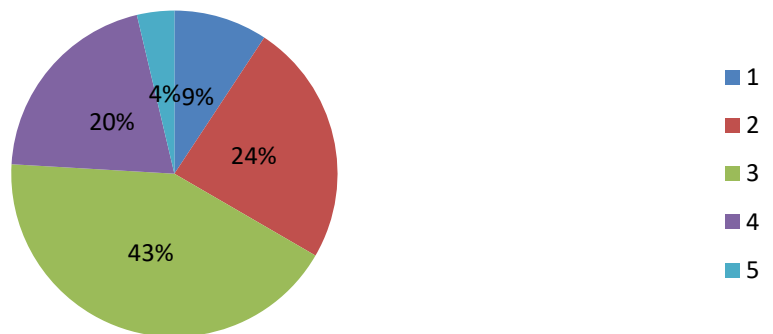


Figure 14 – Perceiving e-football as an additional benefit for children and young people

4.4 The Club's Opportunities and Passion for E-football

The last part of the survey delves into how willing the clubs are to participate FAF's e-football club pilots and organize e-football events themselves. Next two figures will showcase the respondents' respected football club's eagerness to organize e-football activities and how it would supplement the club's selection of sports. Slightly more than half of the clubs share an opinion that e-football does not complement the club's sports selection well if the club could organize guided activities with e-football seen in Figure 15. The answers differ a lot when asked about the club's willingness to organize e-football activities if the club received enough resources. Figure 16 shows little over quarter would like to organize them, while 38 percent do not.

E-football complements the club's range of sports well, if the club could organize guided activities for juniors in e-football

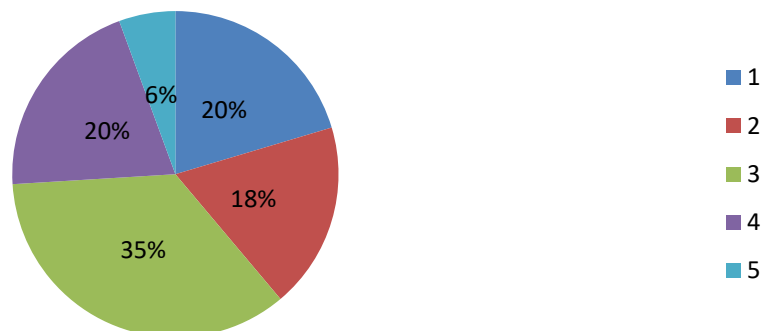


Figure 15 – E-football complements the club's range of sports well

If the club could get enough resources (technology, know-how, training) it would like to organize e-football activities for juniors in the area

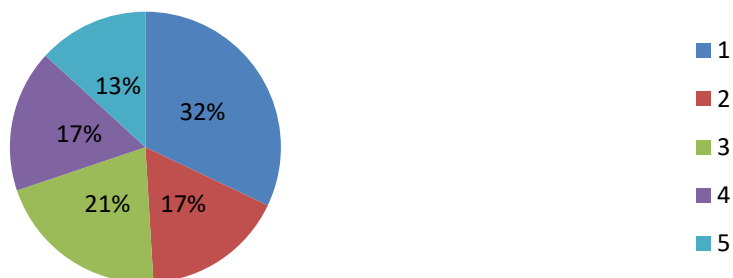


Figure 16 – Will to organize e-football activities if club could get enough resources

Figure 17 will show a more detailed picture of what kind of e-football activities clubs would like to organize. It was possible to select more than one option. The most popular e-football activities are training events and ancillary activities during football matches or tournaments, of which the latter makes sense, because of its ease and prominence.

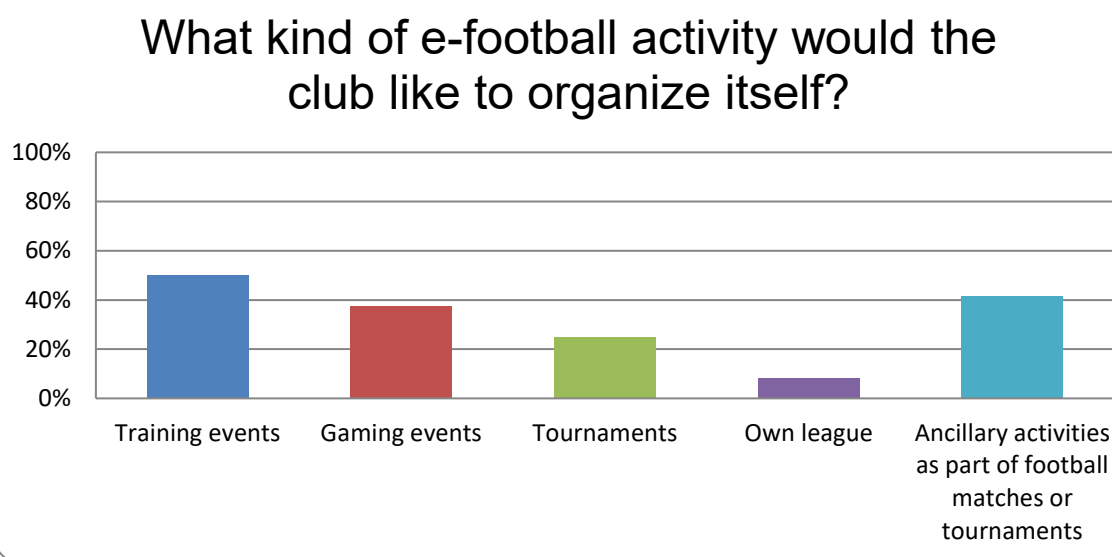


Figure 17 – E-football activities club would like to organize itself

Half of the respondents' respected football clubs are not interested in participating in the club pilots regarding e-football organized by the FAF. However, 22 percent of clubs would be willing to participate as Figure 18 shows.

The club is interested in participating in the club pilots organized by the Football Association of Finland, where operating models for starting e-football are tested

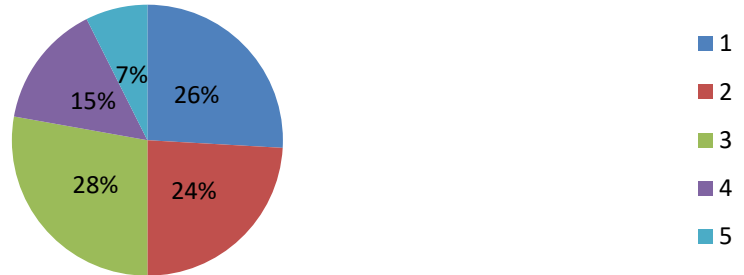


Figure 18 – Interest in participating in the club pilots organized by FAF

In the final survey question, respondents are asked why the club decided to participate in the Finnish Cup of e-football. Figure 19 shows that the biggest reason for the clubs to participate was to try something new, which confirms the fact that football clubs are curious about esports.

If the club has participated in the Finnish Cup of e-football organized by the Finnish Football Association, what was the main reason for participating?



Figure 19 – Main reason for participating in the Finnish Cup of e-football organized by the FAF

5 Discussion

This thesis was conducted to find out about Finnish football clubs' understanding and goals regarding e-football. The results reflected clear trends about the attitudes clubs' had and results of the survey showed clearly that the hypothesis for this research was true. Indeed, football clubs that have previously participated in e-football activities understand and experience e-football more positively than clubs that have no experience with it.

Figures 4 and 5 show that Finnish football clubs have a good understanding of esports and e-football. This was one of the most important pieces of information that this study tried to find out. It supports the theory that football clubs are intrigued by the possibilities esports generally offer, which can already be seen in other countries. The results indicate clearly that football clubs perceive e-football as a positive thing in the club. All the clubs that have had participated in e-football activities before valued it three or higher. That data suggests that you need to have experience in the matter to value it more positively. Studies have been done on the benefits and harms of playing. Video game playing time is not expected to have an adverse effect on wellbeing (Vuorre et al.,2022). That could be a major reason why esports and e-football are seen as a positive thing as seen in the Figure 11. On the other hand, results showed that Finnish football clubs do not see e-football giving additional benefits for the football hobby of young people. This interesting difference in the answers can indicate that the financial benefits of e-football are wanted to be utilized, but the clubs feel that it is harmful to the hobby of football.

The results indicate that e-football is a good market area to reach new target groups and partners, which correlates the economic upswing of esports since it started to be popular. The results in Figure 16 showed that football clubs would like to organize e-football activities for juniors in the area if they had enough resources. Over half of the respondents valued it three or higher and nearly third of them four or higher. This indicates that respondents probably represented smaller clubs that would not have extra resources at their disposal. From this it can also be concluded that football clubs would need more financial support, which would lead to the club's esports goals and, therefore the popularity of e-football would grow. Regarding Finnish football clubs' goals towards e-football, the results indicate that most of the clubs see e-football as part of their future as Figure 18 showed that half of the football clubs would like to participate in club pilots organized by the FAF. This can also be seen from the results that were shown in Figure 15, where

61 percent of the respondents answered third or higher when asked that e-football complements the club's sports selection well if the club could organize guided activities for juniors in e-football.

As formerly stated in chapter four, the participation rate was relatively low. This could be due to many things. It seems that the survey was not perceived as interesting and probably in some cases time consuming. It is also likely that the survey was not answered if the topic was unknown for football clubs. Despite the fact that this research clearly showed enthusiasm and positive attitude towards e-football, the scale-based questions make it difficult to draw reliable conclusions. Although the results stand alone, they should be seen as a first step toward future studies on the same or related topics, in order to enable a more precise set of criteria for the sample of respondents.

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Appendices

APPENDIX A: Survey Foreword and Questions

SUOMALAISTEN JALKAPALLOSEUROJEN YMMÄRRYS JA TAVOITTEET E- JALKAPALLON SUHTEEN

Hei,

Tämän opinnäytetyön aiheena on "*Suomalaisten jalkapalloseurojen ymmärrys ja tavoitteet e-jalkapallon suhteen*". Opinnäytetyötä varten kerätään kyselytutkimus, joka on suunnattu Suomen Palloliiton jäsenseuroille.

Tutkimuksen tavoittena on selvittää suomalaisten jalkapalloseurojen asenteita ja ymmärrystä e-jalkapalloa kohtaan. Esports ja e-jalkapallo ovat nostaneet suosiotaan vuosi vuodelta, jonka vuoksi aihe ajankohtainen.

Opinnäytetyön tuloksia hyödynnetään Suomen Palloliiton e-jalkapallotoiminnan suunnittelussa ja seuroille suunnattujen palveluiden tuottamisessa.

Kyselyyn vastaaminen on vapaaehtoista ja siihen vastaaminen tapahtuu anonymisti.

Tietoja käsitellään luottamuksellisesti ja tietoturvalisesti. Kyselyyn vastaaminen vie arviolta 5 minuuttia.

Kiitämme vastaajia etukäteen osallistumisesta!

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SEURAN TAUSTATIEDOT

Seuran nimi*

Valitse seura pudotusvalikosta

Seuran alue*

Eteläinen

Itäinen

Läntinen

Pohjoinen

Åland

Kunta*

Valitse kunta pudotusvalikosta.

Seuran pelaajamäärä

0-99 pelaajaa

100-249 pelaajaa

250-499 pelaajaa

500-749 pelaajaa

750-999 pelaajaa

1000 pelaajaa tai enemmän

Vastaajan rooli tai asema seurassa*

- Toiminnanjohtaja
- Puheenjohtaja
- Hallituksen jäsen
- Muu työntekijä
- Vapaaehtoinen
- Jokin muu, mikä

Seuramme on osallistunut aiemmin Palloliiton järjestämään e-jalkapallotoimintaan*

- Kyllä
- Ei
- En tiedä



SEURAN KÄSITYS JA KIINNOSTUS

Vastaa seuraaviin väittämiin asteikolla 1-5, jossa 1 = Täysin eri mieltä ja 5 = Täysin samaa mieltä.

	Täysin eri mieltä			Täysin samaa mieltä	
	1	2	3	4	5
Seuramme käsittää mitä esports on	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seuramme käsittää mitä e-jalkapallo on	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seuramme on kiinnostunut e-jalkapallotoiminnasta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seuramme haluaa osallistua e-jalkapallon turnauksiin ja tapahtumiin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seuramme haluaa itse järjestää e-jalkapallon harrastustoimintaa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Seura tarvitsee ohjeistusta ja tukea Palloliitolta tai muulta taholta järjestääkseen e-jalkapallotoimintaa

Kyllä

Ei

Millaista tukea seura toivoisi Palloliitolta?

Seuramme tai sen joukkue(et) aikovat osallistua Palloliiton järjestämään e-jalkapallon kilpailutoimintaan kaudella 2023–2024

Kyllä

Ei

SEURAN ASEENTEET E-JALKAPALLOA KOHTAAN

Vastaa seuraaviin väittämiin asteikolla 1-5, jossa 1 = Täysin eri mieltä ja 5 = Täysin samaa mieltä

	Täysin eri mieltä		Täysin samaa mieltä		
	1	2	3	4	5
Esports / e-jalkapallo koetaan seurassa yleisesti myönteisenä asiana	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-jalkapallon kautta voidaan tavoittaa uusia kohderyhmiä ja yhteistyökumppaneita	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-jalkapallo antaa tukea seuran elinvoimaisuuteen ja pelaajamäärän kasvuun	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-jalkapallo koetaan seurassa lisähyötynä lasten ja nuorten jalkapalloharrastukselle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SEURAN MAHDOLLISUUDET JA INTO E-JALKAPALLOA KOHTAAN

Vastaa seuraaviin väittämiin asteikolla 1-5, jossa 1 = Täysin eri mieltä ja 5 = Täysin samaa mieltä

	Täysin eri mieltä		Täysin samaa mieltä		
	1	2	3	4	5
E-jalkapallo täydentää hyvin seuran lajivalikoimaa, jos seura pystyisi järjestämään junioreille ohjattua toimintaa e-jalkapallon parissa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jos seura saisi tarpeeksi resursseja (tekniikkaa, osaamista, koulutuksia) se haluaisi järjestää alueen junioreille ohjattua e-jalkapallotoimintaa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seura on kiinnostunut osallistumaan Palloliiton järjestämiin seurapilotteihin, joissa testataan toimintamalleja e-jalkapallon aloittamiseksi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Millaista e-jalkapallotoimintaa seura haluaisi järjestää itse?

- Harjoitustapahtumia
- Pelitapahtumia
- Turnauksia
- Oman liigan
- Oheistoimintaa osana jalkapallo-otteluita tai -turnauksia

Jos seura on osallistunut Palloliiton järjestämään e-jalkapallon Suomen Cupiin, mikä oli suurin syy osallistumiseen?

- Pelaajat ottivat itse yhteyttä seuraan
- Uuden kokeilemista
- Seuran näkyvyyden kasvattaminen
- Jokin muu, mikä