

# Research on Current Situation of E-sports in Urumqi, Xinjiang

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**Abstract.** This paper makes analysis of development of Urumqi E-sports, perception of the E-sports, and time and expenses in the E-sports, etc through questionnaire , and holds that development of E-sports in Urumqi, Xinjiang is at initial state at present. During the development some problems exist. Finally the paper puts forward countermeasures for development of the sports in the following days.

**Key words:** E-sports , Urumqi

“E” in concept of E-sports takes digital electronic product as equipment and place , while “sports” means status of the sports by nature , namely dual meet of physical strength and wisdom completed between people in specific virtual environment. E-sports is a sport of wisdom between people with hi-tech software and hardware as sports equipment , and can temper and improve participant’s thinking ability ,response ability, coordinated skill of heart, eyes, arms and legs and will, and cultivate team spirit. E-sports has a relatively short history in the world , but it has become one of the items with most encouraging prospects of development in many countries and regions. E-sports led by Korea, Japan, US and France have formed huge industrial scale and industrial chain , and given impetus to local economic growth. E-sports is the result of combination of sports and information technology, and a extended virtual sports world from real sports world. On Nov. 18, 2003 , State Physical Culture Administration officially listed E-sports as the 99th sports item of China , greatly promoting development of China’s E-sports industry. Xinjiang is located at the northwest frontier area of China , and a region inhabited by multiple nationalities with relatively underdeveloped economy. E-sports industry can serve as a poverty alleviation industry to give an impetus to development of Xinjiang’s economy and sports undertakings.

## 1. Analysis of Current Situation

According to universal law and technical features of E-sports, we can classify E-sports into two types of fighting against each other and refreshment. Based on specific characteristics of the two big types, different E-sport items can be classified(Fig.1). E-sports in Xinjiang has relatively complete types , is suitable for participation of people of different ages and characters and has solid public foundation and broad market. According to features of different ages, E-sports acts differently on development of body and mind of the participants, and items practiced by participants differ from each other correspondingly. Most participants age 19~45 , of which participants aged 19~30 mainly practice fighting-against items, most of which belong to instant strategic items. Participants aged 30~45 prefer to refreshment items. In this group the middle-aged people are the majority and their hobbies are varied, mainly including Chinese chess, GO , Majon and Fighting Landlord (a card game). This kind of items can improve players’ wisdom, expand thinking and relieve pressure at the same time. At present , under governmental support , some companies have undertaken many matches in Xinjiang. Due to increasing influence of the matches, embryo of E-sports industry construction in Xinjiang is formed gradually. During future development , Xinjiang needs to constantly introduce resources and capital for E-sports advancement , and take the road of E-sports industrial structure optimization. At the same time , many defects in development of E-sports remain. For

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example, disordered matches, unsound rules and procedures, shortage of unified and standardized governmental management and traditional prejudice in mind , which should be coordinated gradually.

## 2. Analysis of Questionnaire Result of E-sports Development in Xinjiang

Questionnaire has been carried out with college students, middle school students, net bar clerks and amateur E-sports players as well as some people in Urumqi, Xinjiang. Totally 200 copies have been delivered and 193 copies have been collected , of which 190 copies are effective with effectiveness ratio of 95.5 percent.

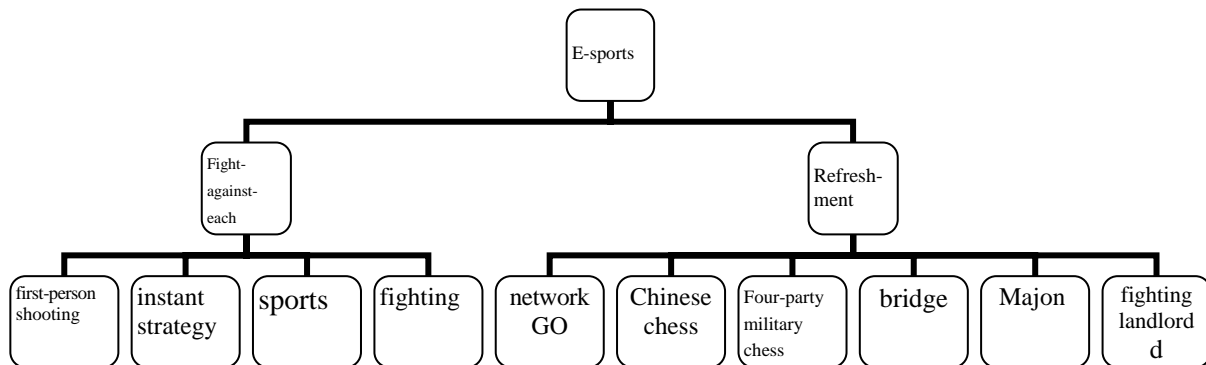


Fig.1 E-sports Item Classification

### 2.1. Investigation of Perception of E-sports Listed as the 99<sup>th</sup> Individual Sports in China

From chart 2 we can know that few people understand the E-sports as an individual sports. 34 percent of the people investigated had perception of the sports, more than 40 percent not. These show that the sports has been launched, but not been known as an athletic sports.

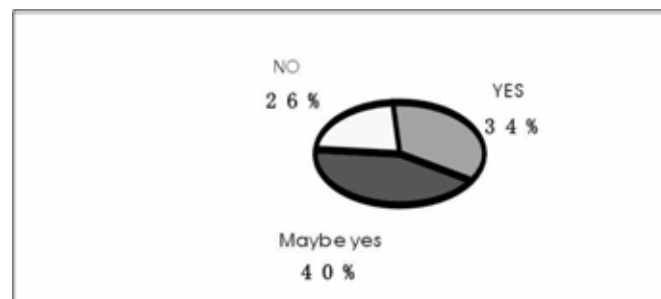


Fig 2 Perception of E-sports Listed as the 99<sup>th</sup> Individual Sports in China

### 2.2. Investigation of Time for E-sports

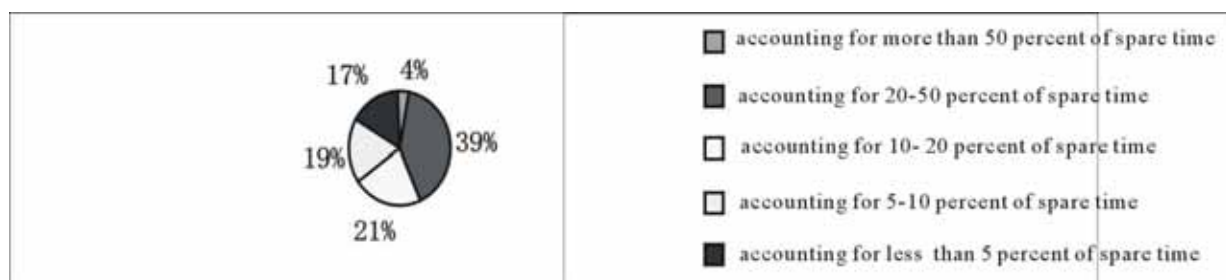


Fig 3 Effective Time for E-sports

Table 1 Investigation of Time for E-sports Each Time of the Investigation Object

Time for E-sports	n(number )	Percent ( % )
1 h	52	30
2 h	68	39.4
3 h	23	13
4 h	17	10
Over 4 h	13	7.6

Of the people investigated, 80 percent had time for E-sports accounting for 20-50 percent of their spare time , showing the sports one of main activities of the masses in spare time ( Fig.3 ) ; 69.4 percent had time for the sports over two hours, and 17.6 percent over four hours , thus it can be seen that participants have a preference for the sports , and time taken on the sports accounts for most of their spare time ( Table 1 ) .

### 2.3. Investigation of Effect of E-sports on Body and Mind Development

53 percent of the masses investigated thought E-sports had advantages and disadvantages for body and mind development. But more than 25 percent held that E-sports was beneficial to the development (Table 2). At the same time, investigation also found that people had not distinguished E-sports from network game , and great prejudice against electronic game remains as ever.

Table 2.Effect on Body and Mind Development

Perception	n(number )	Percent ( % )
Very beneficial	16	8.5
Beneficial	47	24.4
Advantageous and	101	53
Not so beneficial	24	13
Not beneficial at all	2	1.1

### 2.4. Investigation of Types of E-sports that Investigation Object Participated in

Of the people investigated, 63.3 percent had participated in more than three types of E-sports. Colorful E-sports currently conducted in Xinjiang is attractive to some extent, and suitable for participation of people of different ages and characters , showing that the sports has solid public foundation and broad market (Table 3).

Table 3 Type of E-sports Participated in

Type	n(number )	Percent( % )
Never	17	9.3
1-2	52	27.4
3-4	65	34.3
5-6	31	16
Over 6	25	13

### 2.5. Monthly Consumption on E-sports of Investigation Object

According to the investigation, more than 44 percent of the participants had monthly consumption of 30 yuan at least on E-sports , showing at least one yuan per day was spent on the sports ( see table 4 ) . This

means the individual sports has potential consumption market and can become stronger further.

Table 4 Monthly Consumption on E-sports

Amount Spent	n(number )	Percent ( % )
Not spending money	22	11.5
10-30 yuan	84	44.2
30-50 yuan	32	16.7
50-60 yuan	27	14.4
Over 60 yuan	25	13.2

## 2.6. Investigation of Whether E-sports is listed as selective subject in colleges

It is disputed whether E-sports can be listed as selective subject. Investigation shows that 44 percent agree , while 30.7 percent think it is not necessary, showing people only treat it as a refreshment and entertainment activity, attach no too high requirement on it and do not seek technical guidance to the utmost.

## 2.7. Analysis of Investigation of E-sports Places in Xinjiang

Through random investigation of scale of 200 net bars in Urumqi, which account for 13.6 percent of the total net bars in the city, it is found that net bars with computer less than 50 sets account for 20 percent of the total bars investigated , net bars with computer of 50~100 sets for 46 percent , net bars with computer of 100~200 sets for 24 percent , net bars with computer more than 200 sets for nine percent, and net bars with computer more than 300 sets only for five percent. Thus it can be seen that places in business of E-sports in Urumqi City are mainly small- and medium-sized net bars.

## 3. Research on Countermeasures for Development of E-sports in Xinjiang

### 3.1. Attach importance to research of mentality of E-sports participants

E-sports is a new thing in information times. It has both positive effect on body and mental health of the players, and negative influence. So it should be treated in an all-round, scientific and objective manner and guided to advance in healthy, positive and sustainable-development direction. Proper participation time should be managed in order to keep body in good state, promote health of body and mind, develop skill and expand thinking. For the addicted participants, education should be carried out in time to make them avoid addiction to the sports.

### 3.2. To conduct education and popularization of E-sports in-depth

In the future educational works, popularization of E-sports should be intensified , and scientific E-sports research theory construction should be enhanced and direction of public opinion should be standardized so as to make people recognize E-sports more objectively and rationally, enhance support and help to and management and standardization construction of the sports, promote its development in a healthier and more orderly manner, and meet social and public increasing demands for diversification. It is believed that in the near future E-sports will create new-generation sports talents to the utmost extent.

### 3.3. Enhance Scientific Research on E-sports

To seriously research functions, characteristics and value of E-sports and development of relevant IT industry has become an urgent matter in scientific research field. Introduction of standardized and high-level E-sports match can further promote and guide development of E-sports in Xinjiang , create good environment for healthy participation of the masses, form good service chain at the same time, give impetus to quick development of E-sports industry in Xinjiang, and drive development of more relevant industries by its advantages .

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