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5W1H of HADO, From the Athlete's Perspective

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Abstract

Esports which are played by professional teams and players have evolved following the popularity of electronic games. A new field in esports that adds the power of physical activity is called techno sport and is developing under the leadership of HADO. HADO which has been played since 2014, gaining many athletes and fans, has just arrived in Turkey. This study was carried out to determine the reasons behind wanting to learn this new techno sport. A focus group created from 12 participants who were randomly selected among the athletes vying to become a part of the HADO Turkish National Team were gathered for a round table discussion consisting of what, why, where, who, when and how (5W1H) questions. The data were analyzed with NVIVO10 program. Participants' reply to the questions were as follows: WHAT Is HADO? Technological sport, a game with technology and activity, active esports, physical and mental activity, sports in a virtual environment; WHY HADO? It doesn't gender discriminate or require power, to be successful, to have fun, to be an athlete in a different kind of sport; HOW do you think HADO will benefit you? New job opportunities, creating a social environment, learning communication and decision making, psychological benefits; WHERE do you intend to use HADO? Personal development, adapting to other sports, contributing to the physical development of youngsters, promoting sports; WHEN did you learn about HADO? 3 days, 8 months, 1 year; WHO informed you about HADO? Istanbul Rumeli University, Faculty of Sport Sciences' academicians and student-affairs official, social media and friends. As a conclusion, it can be said that, as in the case of HADO, techno sports may attract young people and result in their performing physical activity while using technology. It can also be concluded that the Sports' academicians can play a big role in the introduction and development of new sports.

Introduction:

Innovation in communication technologies has resulted in the modification of our traditional understanding of what a game is. With this new understanding comes considerable changes in areas where games are played and the equipment necessary to enable us to play those new games. As the game playing field shifts to the digital, a profound generational difference appears in terms of the games played, equipment and the game fields. Games, which are interpreted as individual or group activities for the purpose of filling free time, have become both a socialization area and a

marketing tool with the inclusion of new media features (Akgöl, 2019).

In these years of the Millennials, with generation Y and Z, esports has begun to form a big part of the modern sports arena. In an age where technological innovations are quickly adapted, used and discarded as being old, the interest in esports continues to escalate (Yükçü & Kaplanoglu, 2018). The historical emergence of esports started in the 1980s and can be divided into two periods. First is the arcade period which was between 1980-1990 and then the internet era. Developments in the gaming industry

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have led to the rapid spread of economic growth in digital entertainment technologies with the increasing popularity of interactive games and new innovative game forms among young people (Çiloglu *et al.*, 2019).

In the early 2000s, with the advancement of personal computers in terms of sound, graphics, video and capacity, electronic games rapidly progressed and professional gaming emerged (Taylor, 2012). This development is not unlike the development of modern sports in the 20th century only in a shorter time. The significant growth of the esports economy year after year has attracted the interest of many sports clubs including those that are well-established in traditional sports (Üçoğlu & Çakır, 2017). As an example, we can give Besiktas, which entered the esports arena in 2015 and was the first in the world in this respect. In 2016, Europe's popular football clubs such as Paris Saint-Germain, Sporting Lisbon and Manchester City also started their activities in the field of esports. Currently, retired NBA athletes such as Shaquille O'Neal and Rick Fox, baseball players Jimmy Rollins and Alex Rodriguez are among those who invested in esports. The American Basketball Association (NBA) announced that it would organize its own esports league under the name of "NBA 2K eLeague" in 2018 (Demir & Sertbas, 2020).

There are many different definitions of esports in the literature: "Electronic sports is a sport that encompasses much more than most sports require, both physically and mentally, where two people from one end of the world to the other can play games via the internet or people from all over the world can meet and play with large organizations". "Electronic sports is a sport that requires reaction time, like in archery, reflex movements like in baseball, or thinking like in chess". "Electronic sports are virtual competition platforms where skills such as reflex, hand-eye coordination, quick decision making, and team and resource management come to the fore in different content branches as teams or as individuals". "It can be defined as a new digital sports field that can be played via an internet connection from all over the world, where various national and international races and large organizations are organized". "It is a form of sport in which the primary aspects of sports are facilitated by electronic systems that mediate both the inputs of the players and teams and the outputs of the esports system through human-computer interfaces". In line with these definitions, esports is a type of competitive activity that is done professionally/amateurishly, under certain fundamentals, rules and principles by means of technological devices (Evren *et al.*, 2019). As esports has gained popularity all over the World, they have also become popular in Turkey and culminated in the establishment of the Turkish Esports Federation (TESFED) in 2018 (Dogukan, 2018). More recently techno sports which is a new field that adds movement to electronic games has been developed under the leadership

of HADO. Hiroshi Fukuda, the founder and CEO of mealeap INC., a Japanese technology company, dreamed of launching Hadoken as in comics and television. To make his dreams a reality, his firm developed a new game called HADO in which fireballs are launched with augmented reality. Today, HADO players throw these virtual energy balls and protect themselves with shields using VR/AR (virtual reality/augmented reality) glasses and armband sensors as if they were using them in the real world. With the use of augmented reality technology, the addition of physical movement and performance to digital games has differentiated this game from the esports category and created the techno sports category. Since its inception in 2014, HADO has been played in more than 26 countries, transcending language, culture and even location; and it has started to become a sport aiming to compete with traditional sports with an increasing number of teams, fans, sponsors, tournaments and country and world cups (<https://hado-official.com/en/about/>).

Although HADO has come to Turkey as recently as 2018, it has managed to gain a large following. Under the supervision of TC Youth and Sports Ministry, TEFED and HADO Turkey have signed a protocol on June 18, 2020, accepting HADO as a branch of esports (<https://hadoturkiye.com>). This study was carried out in order to determine the reasons behind the interest of athletes to learn this techno sport and become a professional HADO athlete.

Materials and Methods:

In the research, a qualitative research model, which is an approach that prioritizes researching and understanding social phenomena within the framework that they are connected to, was used. Qualitative research can be defined as a research in which qualitative data collection methods such as observation, interview and document analysis are used and a qualitative process is followed to reveal perceptions and events in a realistic and holistic manner in their natural environment (Yildirim & Simsek, 2011).

In this study, the focus group interview method which is one of the interview techniques was used to collect the data. A focus group created from 12 participants who were randomly selected among the athletes vying to become a part of the HADO Turkish National Team were gathered for a round table discussion consisting of what, why, where, who, when and how (5W1H) questions about HADO.

After the data collection, descriptive analysis and content analysis were used to form the results. In the descriptive analysis, the data obtained by using the audio recording were processed by the researcher who is an expert in qualitative research and transferred to the electronic environment. In the content analysis of the data, initially, the data obtained through face-to-face interviews were transformed into prose then transferred to NVIVO 10 qualitative analysis program from where the final results

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were obtained. All procedures within the data analysis process were carried out independently by the researcher and three experts experienced in qualitative research. In the coding, the overlapping expressions were grouped as themes.

Results:

Figure-1: 5W1H of HADO

5W1H questions of HADO are as seen in Figure 1.

Figure-2: What is HADO

The Participants' replies to WHAT is HADO question were: technological sport and activity, a game with technology, active esports, physical and mental activity, sports in a virtual environment as seen in Figure-2.

Figure-3: Why HADO

The Participants' replies to WHY HADO question was: It doesn't gender discriminate or require power, to be successful, to have fun, to be an athlete in a different kind of sport as seen in Figure-3.

Figure-4: How do you think HADO will benefit you?

The Participants' replies to HOW do you think HADO will benefit you question were: New job opportunities, creating a social environment, learning communication

and decision making, and psychological benefits as seen in Figure-4.

Figure-5: Where do you intend to use HADO?

The Participants' replies to WHERE do you intend to use HADO question were: Personal development, adapting to other sports, contributing to the physical development of youngsters and promoting sports as seen in Figure-5.

Figure-6: When did you learn about HADO?

The Participants' replies to WHEN did you learn about HADO question were: 3 days, 8 months, 1 year as seen in Figure-6.

Figure-7: Who informed you about HADO?

The Participants' replies to WHO informed you about HADO question were: IRU-SBF academicians and student-affairs official, social media and friends as seen in Figure-7.

Discussion:

Video games are an important recreational industry with a significant relationship to traditional sports. Although they can be seen as deterrents to healthy physical activity and therefore should be discouraged, there is little doubt that the gaming industry which provides significant promotion and income, is here to stay (Crawford & Gosling, 2019).

As a postmodernist reflection of individualism, people prefer to be performers in sports as well as being an audience and electronic games that can be played in a virtual environment have responded to this request by providing opportunities for individual play. (Özsoy & Kalafat, 2018). Some studies looking at why people are interested in playing or being a spectator in video games show that escapism, novelty and other gratification-related determinants are also seen as being important (Hamari & Sjöblom, 2017).

In the study of Özsoy & Kalafat (2018), excitement, entertainment, feeling of being in control, becoming well known, receiving praise and socializing while playing were

found to be the motivating factors for participants in computer games and led the researchers to conclude that among the younger generation, esports tend to attract more attention than traditional sports. The biggest problem created by this development is the probability of the gamers to succumb to all the negative effects of the sedentary lifestyle created by spending long hours in front of the computer especially if they are not properly guided by parents or coaches (Çiloglu *et al.*, 2019).

In today's world where physical activity is reduced and the health problems brought on by the sedentary lifestyle are being seen even in the young, all developments that help to increase physical activity should be viewed as a positive development. Exploring the current literature, the term exergames defined as videogames that require physical activity in order to play or any videogames that require physical exertion or movements that are more than sedentary activities and also include strength, balance and flexibility activities (Oh & Yang, 2010) comes to attention. Exergames are consoles that require a higher physical effort to play when compared to traditional video games and their wider use for example in schools may contribute to the physical education classes by catching the students' interest (Vagheti *et al.*, 2018). Sween *et al.* (2014) collected data from 27 studies that show a strong correlation between exergaming and increased energy expenditure some to almost 300% above resting levels and meet the American College of Sports Medicine guidelines for health and fitness. HADO which resembles the dodgeball game of our childhood, but is played using AR technology that developed as a product of the digital age differs from exergames and is included in the category of techno sports due to the fact that it is competitive and uses other technological advances such as AR/VR glasses and body sensors instead of consoles. HADO and all other techno sports that add physical movement and physical performance to digital games may attract the attention of the younger generation for all the reasons that we have brought forward in this study and lead them to increase their physical activity while using technology.

When the national and international databases are searched, studies on the psychological and physiological effects on the athletes of techno sports in general and HADO, in particular, are almost nonexistent. Considering the fact that the popularity of these newly developed sports will increase, it is important to carry out scientific studies that will form statistical databases on the answers to these questions. It is also imperative that this important task is

undertaken by the University Faculties of Sport Sciences since they are involved in research on the effects of physical activity and sports on all segments of the population. In addition, as eluded to in this study, the University Sports Sciences Faculties can play a major role in the promotion and development of new sports.

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