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**Anatasia:** *This study highlights how digital culture affects sports and discusses the changes it has brought to sports culture. In this context, e-sports stands out as a phenomenon and a sports network shaped by digital technologies, both in gaming culture and in sports culture. There is debate about whether eSports can be considered a sport and whether it is related to health. These discussions highlight the role of sport in society and its interplay with digital culture. Digital culture, which is an integral part of the world we live in, is changing society in many ways. Esports stands out as one of the most important manifestations of these changes in sports. Esports now has different characteristics due to the changes that have happened over time and not every digital game is considered an esports anymore. The fact that esports appeals to a wide audience, and the majority of its audience is gamers, sets it apart in gaming culture. Health and e-sports are also being discussed in the digital society. Digitization has transformed video games, which were seen as mere games in the past, into the realm of sport, and the traditional meanings of sport – movement, fitness – have become contested. All these changes show that esports is gradually gaining its place in the world of sports and has the potential to be seen as a sport. Statistics on e-sports also reveal the socio-cultural and economic importance of this phenomenon.*

**Keywords:** *Digital society, Digital culture, E-sport, Sport, Physical education, Technology*

### **Enter**

Digitization is the process of transferring information into a digital environment that can be read by technological devices such as computers, smartphones, and tablets, edited by these devices, and used in business processes. This process also represents the digital transformation of society. Increasingly pervasive digital technologies such as computers, the Internet, mobile devices, and social media are changing the way we work, communicate, and interact in many areas, including sports. To understand the transformation of sport through digital technologies, it is necessary to know the social meanings and effects of sport and consider their historical changes.

Today, sport is not just a form of recreation or entertainment; It is also a phenomenon that has important roles in society as a reflection of social values, beliefs and attitudes. While sport unites people from different social strata and encourages social interaction, competition and physical activity, it is also seen as a reflection of social, cultural and political issues facing society. Sporting events are used as a venue to

address social issues such as gender, race, discrimination and social inequality. Sport serves as a source of economic development of the society, employment of the population and income, the sports sector makes a significant contribution to the economy. Therefore, sports have a strong impact on society, and these impacts manifest themselves in various aspects of life, such as education, health, social cooperation, culture and economy. Especially, the reflection of sports in the economic and cultural spheres shows the changes in sports more clearly.

Sport, which has become competitive with industrialization, presents different manifestations in different cultures. Competitive sport came to be seen as a physical and institutionalized activity with an ethos of standardized rules, fair play and equal opportunity, and with this change came deviant behavior in sport such as doping, cheating, exclusion and hooliganism. Nevertheless, sport is seen as an institution that benefits and contributes to society in terms of physical and mental health, integration and internalization of social values, and the state provides financial support to sport. This shows that the cultural impact of sport is predominantly positive and its social role goes back to history.

Sport also has an important influence on the formation of cultural beliefs and practices. Accordingly, sport reflects the cultural value and identity of society. Depending on the specific cultural structure and historical circumstances of each society, certain sports branches come to the fore and shape the cultural structure. For example, throughout history, sports culture such as cricket or football have developed over centuries. England's national sport, cricket (first played in the south of England in the 16th century and now widely played in Australia, New Zealand, India, Pakistan, Sri Lanka, Zimbabwe, Bangladesh, the Caribbean and South Africa) is associated with it. " and values such as "sportsmanship". Football, on the other hand, began to develop economically and competitively in the 19th century, reaching a very loyal fan base around the world and even becoming associated with violence and hooliganism in some countries. These two examples show that every sport sports, especially those that attract large audiences, have their own cultural characteristics and they change over time, so digitization will inevitably bring new effects to sports and change the cultural makeup of sports.

With the rapid spread of digitalization, it is impossible to consider the concepts of culture and society independently of the changes in the digital world. Digital technologies have a significant impact on social relations, social institutions, and the formation of the individual and the self, and accordingly, digital products are now becoming cultural elements. One of the most important manifestations of this in sports was esport.

Esports has recently become closely associated with digital culture, with digital technology making it easier to play competitive video games. There is a correlation between esports and digital culture. With the growth of esports, a new base of



players/followers have emerged who participate in and watch competitive gaming events online, thereby expanding digital culture. Digital culture has paved the way for players and followers to interact during events through live streaming platforms and social media, impacting the experience of esports. Esports has become a competitive part of gaming culture over time, and its connection with digital culture has become stronger.

Esports is open to analysis within both sports culture and gaming culture. Cultural characteristics reshaped by digital technologies have also affected games and sports, and eSports has emerged as a new digital cultural phenomenon from digital games and sports. Therefore, in order to understand sports, games and people interested in them in the socio-cultural context, it is necessary to take into account the changes of sports, games and people interested in them in the historical process.

This study highlights how digital culture affects sports and discusses the changes it has created in sports culture through eSports. Although eSports is a field of sport that competes through video games, it also stands out as a phenomenon shaped by digital technologies within gaming culture and sports culture. In the world of academic sports, whether eSports is a sport or not, and the relationship between eSports and health, is a hot topic. These debates are presented here and discuss the role of sport in society and its interaction with digital culture. It aims to contribute to the field by discussing how digitization has transformed traditional sports and the socio-economic impacts created by eSports as a new sport network emerging from this transformation, integrated with digital culture. done

#### **In a digitized society**

Sports The transition to an information or network society as a result of the technological revolution has brought about significant changes in the human experience. Recreated through online spaces, and digital technologies have reshaped culture and society. If the reconstruction of society and culture is about changing the human experience; Combining technological culture, spiritual and social culture, it has formed a coherent culture of the digital age. The digital culture that has emerged with the spread of digital technologies such as social networks, smartphones and the internet has created new forms of behaviour, communication, interaction and consumption. Digital culture is constantly evolving based on emerging technologies and has become an integral part of today's society. In this context, digital technology affects sports.

Digital technologies are having a profound impact on the way sports are played and consumed by spectators. From wearable technology that tracks athletes' performance to virtual reality experiences that make fans feel part of the action, digital technology is changing the way sports are played. Athletes are increasingly using technology to improve their performance, with sensors and wearables providing information on fitness, tactics and technique. New technologies have improved the way people play sports and created new experiences for spectators. A new class of athletes has emerged from machines, allowing them to compete in existing sports. Artificial

intelligence driving machines has outperformed humans in games like chess, poker and Go. Human-machine duels have also occurred in sports such as football, basketball, weightlifting, table tennis, and sumo wrestling. Emerging technologies continue to improve existing ones, while also creating new sports such as esports and drone racing. Currently, the inevitable intersection of sports and digital technology is shaping the future of sports and technology and is rapidly developing.

Sports spectatorship is also affected by digitization as an important part of sports culture and leisure behavior. As a form of sports consumption, sports viewers are increasingly moving to online platforms. More than ever, sports fans are consuming news and other content via social media and mobile devices. Mobile online platforms are used to consume and deliver sports content. Tweeting, texting and sharing while watching sports content provides new and enriched experiences for fans. Thus, as fans, athletes, and other sports stakeholders build relationships in the digital world, new sports spectatorship (consumption) practices will become an important part of digital culture based on the increased potential for interaction between fans and athletes.

Digitization has changed the way sports are produced and consumed. In sports production, digital technologies are used to measure, improve and monitor the performance of athletes. In the consumption of sports, digital media has made it easier for sports viewers to access information, news, commentary and images related to sports. Digital media has also enabled sports viewers to develop a culture of sports-related social networking and participation. These changes made due to digitalization also created the ground for the emergence of a new type of sport - electronic sports.

#### **Esports as a manifestation of digital culture**

It is a social-cultural interaction. The online communities created by the Internet, digital and social media, and the patterns of communication and relationships created by these communities, have created digital culture. Accordingly, digital culture is defined as the set of cultural practices and meanings that emerge from the use of digital technologies. The way people use and interact with technology in their daily lives is part of digital culture. With digital culture, the importance of communication and social interaction through digital technologies has increased, the boundaries between physical and virtual worlds have blurred, and many fundamental features have emerged, including the democratization of cultural production and consumption through digital platforms. Although the role of digital culture in shaping social identity and creating new forms of society is important; It also greatly influences traditional forms of cultural expression such as art, music, and literature. Although digital technologies have brought some cultural innovations to sports, they have also revealed sports as a new sports network and form of culture.

When considering esports as a branch of sport, it should be seen as part of digital culture. Esports, simply put, is the competitive playing and watching of video games. However, with the impact of digitization, it has become clear that not every game is



considered eSports anymore, and different criteria are used. Accordingly, e-sports are high-quality and long-term games that regularly include support and updates from broadcasters, have a large fan base with a desire to watch competitions, professional players and these players are ranked among themselves, tournaments and competitions are held. As a rapidly growing industry, esports has the potential to influence and reach millions of people (especially young people).

### **From Traditional Sports to Esports**

Sport is a phenomenon of historical importance and attracts large segments of society in terms of spectators and participants. However, esports - although it has been increasingly accepted as a sport in recent times - stands out as one of the lesser-known sports networks in the community. Accordingly, a literature has emerged that includes debates about what esports is and whether it can be considered a true sport or not. E-sport is both a digital cultural product formed under the influence of changing technologies in the sociological context, and a sports network formed under the influence of technological innovations. Recently, the term "esports" has become more common in the mainstream media, and accordingly, it has become a form of sport and has increased the tendency to be seen as a sport. The main basis of this case is that e-sports has sports characteristics in a certain sense.

Comparing sports and esports reveals many similarities between the two. Accordingly, as in sports, in e-sports there are players, teams, clubs, coaches, tournaments, organizations, sponsors, championships and awards. In addition, there are features such as commentators, club investments, traditional and digital media broadcast tournaments/organizations and the integration of new technologies. However, it is emphasized that more specific features should be taken into account in the comparison. How sports are perceived by society, how they are interpreted, and their position in eSports is important.

Although sport has a different meaning for each person, in common parlance it is usually associated with physical activity, movement, a particular movement, etc. By associating it with the physical meaning of "energy expenditure" it is brought to the fore. At the same time, there are sports such as golf, chess and curling that do not require high energy expenditure or strong physical strength and are considered sports. Therefore, it is emphasized that energy expenditure, high physical strength or activity are not the only criteria for sports.

Since eSports involves skills such as precision, concentration, body control, quick movements, endurance and team strategy, eSports should be treated like a real sport. Although arguments have been made against esports as a sport, it has been argued that new sports practices must be adopted in the digital age and that esports will most likely continue. When evaluated from a sociological point of view, e-sports should be considered based on the fact that today social interactions mainly take place in virtual worlds and digital culture is an integral part of society. It is not surprising that physical

reality is no longer needed for communication thanks to the Internet, and as "emojis" have replaced gestures and facial expressions in the virtual world, sports activities have also moved to the digital world.

The emergence of esports has affected traditional sports in many ways. The most important of them is the change in the nature of the sports audience and its reflection in the form of generational differentiation. E-sports has created a whole new potential market in which new and different consumers of sports content can be created. The emergence of this situation is greatly influenced by the virtual world, that is, the Internet. In the 21st century, the shift from television to the internet as the primary means of media consumption allowed esports to create its own target audience. Internet streaming has changed traditional sports viewing (on TV or on the site) and watching in action, and this new digital culture has found many followers and has reached an incredible economic scale.

As a result, extreme sports, which were once not considered sports in the traditional sense, have confirmed their existence. The same is true for eSports, and eSports brings diversity to sports. Esports is a relatively young and fast-growing industry, and the people and organizations involved are shaping the industry's culture in real time. The coming years will see even greater changes as the industry grows. To better understand the place of esports in digital culture, it is necessary to consider its relationship with gaming culture and health.

#### **Esports in the context of gaming culture**

Placing gaming culture in esports analysis is also necessary given the nature of the debate. Games are activities that involve fun, enjoyment and competition that everyone participates in from a young age. The game industry, which began to emerge in the 1970s, greatly influenced the digitization of these games. Thus, the first video game contest was held in 1972 at Stanford University. Beginning in the 1990s in Internet cafes in South Korea and now a billion-dollar business, competitive video gaming has gradually evolved into a competitive sport that brings together individuals of all ages, genders, and statuses. Therefore, esports, which has a deep history in terms of gaming culture, has also influenced sports culture known for the diversity of its players and audiences. With the effect of digitization, the boundaries between the actor and the audience have disappeared. For example, while the number of non-gamer eSports fans is small, the majority of eSports viewers are gamers (although not all are professionals). Most viewers of mass sports such as soccer do not actively participate in soccer.

#### **Health and sports**

One of the most important debates about esports is about health (and how it relates to health). When it comes to sports, the first thing that comes to mind is health. Since sport is one of the most important tools used in the protection and prevention of public health today, the relationship between sport and health is receiving attention and making individuals aware of this relationship. The increase in obesity and lifestyle-



related diseases poses a threat to public health and indicates insufficient levels of physical activity and sports participation. It is from this perspective that the strongest criticisms that esports cannot be seen as a sport come from. Taking into account aspects of sports such as being healthy and taking care of the well-being of the individual, objections arise at the point of combining e-sports with traditional sports. Although eSports may be similar in definition, characteristics or culture to traditionally known sports, it is still a sedentary activity (considered to be contrary to the fundamental nature of sports). and is often described as unhealthy.

Viewing eSports only through its relationship to health and seeing it as a field outside of sport presents a very traditional and inadequate perspective. Esports has the potential to have a negative impact on society with its characteristics. The fact that eSports reaches a very wide audience, especially young people, has brought to the agenda the debate about how it can be used as a tool to positively influence behaviors that lead to a healthy life. Esports has the potential to reach groups in society (children and teenagers) that have been difficult to influence until now. However, there is a lack of research that reveals the connection between health and sports. E-athletes, like athletes in other sports, can experience many health and performance issues. Therefore, esports also needs multidisciplinary research applied to traditional sports.

There is an idea that barriers to physical activity can be overcome with the help of technology. It is noted that smartphone applications and wearable devices are of particular importance in this regard. Although health and sports may seem far apart, today they are related fields. This relationship is even more pronounced in a digitalized society. As mentioned above, the increasing use of technology to monitor and improve the physical and mental health of athletes, digital health applications and virtual activity opportunities will become even more important for esports players and organizations in the future.

### **Summary**

E-sports, or electronic sports, is actually a long-standing phenomenon in social life, considering the gaming culture. In recent years, it has become more popular, professional, and controversial in sports culture. The main reason for this is that digital culture creates new forms of social interaction and blurs the boundaries between the real and virtual worlds. With online streaming platforms (Twitch, Youtube, TikTok), esports reaches a large audience and unites this audience with a sense of community (subculture). Esports is a form of digital culture and sport that has grown in influence in recent years and is especially popular among younger generations who are considered digital natives.

Currently, esports has become a phenomenon with a wide social impact. Accordingly, sport affects key social areas such as education, health, communication, economy and culture. Esports helps young people gain useful skills such as teamwork, problem solving, strategy development and leadership skills. There is also an aspect of

eSports that encourages physical activity. Considering the growing size of esports events, it can be said that it has become an area of great economic influence among manufacturers, teams, players, broadcasters, sponsors and fans. It is also a growing industry in terms of finding work and earning. The world of esports accelerates and expands cultural interaction with its wide range of communication possibilities. These characteristics make it necessary to analyze esports as a real sport.

With sports being transformed by digitization, sports organizations need to update themselves to take into account technological changes. With the impact of digitization, there have been changes in the traditional sports viewing habits of young people. Sports content is watched in a digital environment. Sports organizations need to attract the attention of young people based on the world of esports. This situation shows the future path of the sports industry - especially through the audience and reveals a fact that needs to be investigated.

E-sports is a constantly growing and developing phenomenon, and as a branch of sports, it comes to the fore in the social sense. Although the debate about the role of e-sports in traditional sports continues, e-sports makes itself felt in the digital world and stands before us as a social reality and a rapidly developing industry. Therefore, just as traditional sports are sociologically scrutinized in many ways, so too should e-sports be scrutinized. Accordingly, based on the fact that the problems encountered in sports and need to be overcome are also manifested in e-sports, it is necessary to conduct research on such problems as age and gender relations, stress and anxiety in e-sports. disorders, and it is important to increase more critical and sociological research on eSports.

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