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Master's Thesis

Twitch 實況主直播動機探討

The motivations behind Twitch Affiliate Streamers

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The motivations behind Twitch Affiliate Streamers

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**This is hereby certified that this Master's Thesis has
successfully passed the final defense**

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Abstract

Video game studies have been a widely researched area that continues to evolve. One such development is the emerging phenomenon of Twitch, which is driving millions of users to spectate live-streams of video games. This platform is a relatively new online streaming service and has facilitated an arena for spectators and streamers to create a strong online community. This thesis is a study of Twitch streamer motivation, in particular - motivations of Twitch Affiliate streamers.. Researching the motivations of live streamers and spectators is important because understanding whether a streamer is better motivated by monetary gains, community interaction or the enjoyment of video games lends itself to further understanding of how Twitch – and other streaming platforms – will develop in the future. This study took a qualitative approach using a Grounded Theory framework and one-on-one Online Text-Based Interviews. An evenly mixed group of male and female Twitch Affiliate Streamers were recruited to find any differences or similarities in motivations between men and women through a thematic analysis which coded interview transcripts. The research found the main motivations for male and female Twitch Affiliate streamers; community, intrinsic and extrinsic, and monetary. This information could prove useful to Twitch tv and other live-streaming companies to enhance their platforms by encompassing the motivations of why streamers decide to make use of their services.

Keywords: Gaming, Live Streaming, Video Games, Qualitative, Motivation, Twitch, Affiliate, Community, Social Media, Online

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1. Introduction

With digital gaming growing in popularity, a new form of entertainment has been emerging (Lin, 2016; Lin, Bowman, Lin, & Chen, 2017). Twitch tv, which is the biggest online live streaming platform, allows streamers and spectators to network and collaborate, creating entertainment content. Twitch is continuously growing more successful and is steadily becoming a new form of entertainment. . Streamers are finding different ways of attracting viewers, generating new content, while also creating their own ‘fanbase’ of consistent spectators. Thanks to the growing community and some streamers making it their real-life day to day job, live-streaming is an area in entertainment as well as a substantial part of the gaming industry, thus making Twitch a subject worth researching in academia

The streamers record themselves while playing video games, or solely sharing a part of their life with the online world. The platform allows streamers to engage with their spectators through the chat, becoming a new form of audio-visual social media. . Since it was acquired by Amazon in 2014 for US\$970 million, Twitch has become the world’s leading video game live streaming platform and community for gamers (Zhang & Liu, 2015).

According to Twitch’s 2017 analytics, there are over 2.2 million distinct content creators every month using their platform, with average viewership being around 106 minutes per viewer (Twitch.tv, 2017). Many streamers are becoming a form of online celebrities, with hundreds and thousands of people subscribing to them, waiting for them to come online to stream on a daily or weekly basis. The success of these streamers through gaining subscribers, according to Hamilton, Gerretson, and Kerne (2014), can be attributed to a number of factors:

- Many viewers watch streamers to judge whether to buy a game or not, with streamers giving them an overview of the product beforehand.
- With viewers being mostly gamers, they like to socialize with others like them who are playing the same game.
- The chat on Twitch in this case provides a good platform for discussions.
- Some viewers watch streamers to copy some strategies to enhance their skills and become better at the game that is being played, and so they watch some of the best players who stream.
- Some viewers tune in because they value the entertainment, preferring charismatic and funny streams and streamers over more serious ones.

Naturally, a portion of Twitch streamers and broadcasters are female and have been receiving a lot of attention, though not always positive, many having been labelled as ‘booby streamers’ or ‘scantly clad young women who try to lure other users into buying them gifts or sending them Twitch’s official micro-currency’ (McKay, 2017). It is one of this research’s interests to find out whether female Twitch Affiliates have other different reasons or motivations from male Affiliates to stream.

The aim of the study was to build an in-depth understanding of the motivations of Twitch streamers - Twitch affiliate streamers - who have put more dedication and time to the task than average casual streamer. In this thesis, a qualitative approach has been adopted using Online Text-Based Interviews with Twitch-affiliated streamers. Since this is a relatively new field of study, qualitative research provides rich information for us to better understand their motivations of these Twitch streamers. This thesis could offer future research valuable data and guidelines,

giving them the opportunity to analyze this subject through different methods and frameworks, to propose more representative data. Future studies could help not only understand further the needs and motivations of streamers but assist them in building a better platform on which they could build a network or community.

2. What is Twitch?

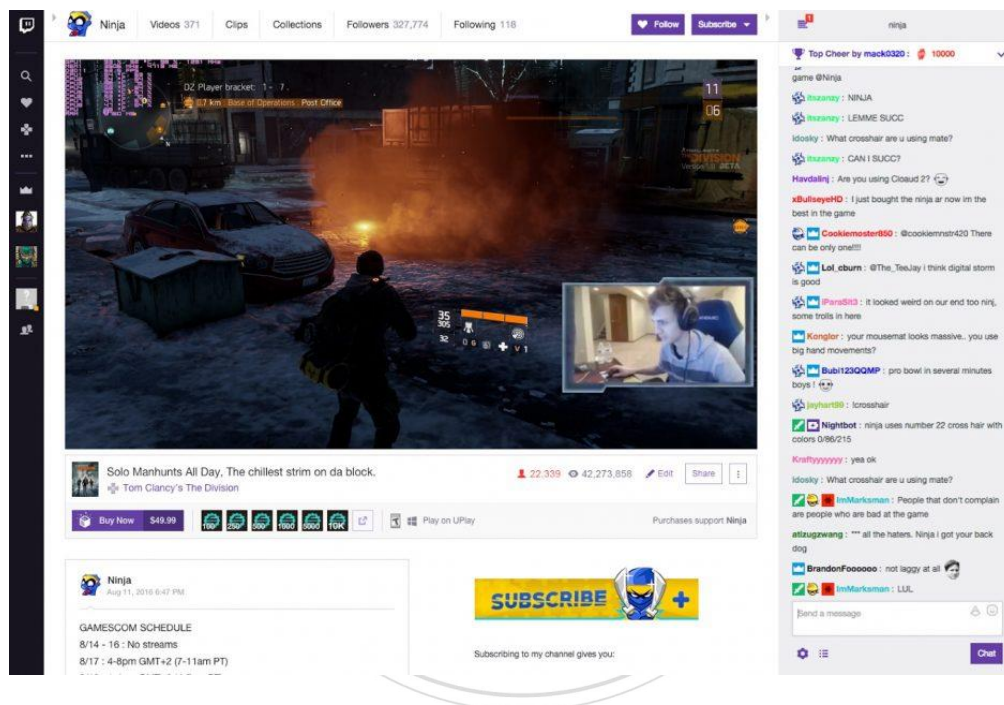


FIGURE 1 - TWITCH CHANNEL

Twitch is the world's leading streaming service which is also becoming another social media platform for gamers. It was launched on June 6, 2011 and is now owned by the American electronic commerce and cloud computing company, Amazon. Everyday over 10 million visitors watch streamers, and chat with them and other viewers in real-time. There are over 2.2 million unique content creators per month with an average of 106 minutes watched per person daily (Twitch.tv, 2017). According to a Twitch whitepaper by Meredith Xcelerated Marketing (2015),

64.1% of Twitch users are between the ages 18 and 34 with a heavily male-skewed audience at an overwhelming percentage of 93.6%.

Twitch has even gone beyond just streaming video games with people livestreaming themselves doing things such as drawing, music playing, cooking, and building of model kits. It has ‘the fourth-highest website in peak Internet traffic in the United States’ (Burroughs & Rama, 2015) ‘behind Netflix, Apple, and Google, but ahead of Facebook, Amazon, and Hulu (Fitzgerald & Wakabayashi, as cited in LifeCourse Associates, 2014).

Due to its ever-growing popularity and streamers becoming a form of online celebrities, Twitch has given streamers who attract a certain amount of views the opportunity to become an affiliate. The requirements to become affiliated with Twitch are:

- At least 8 hours of broadcast time in the last 30 days.
- At least 7 unique broadcast days in the last 30 days.
- An average of 3 concurrent viewers or more over the last 30 days
- At least 50 Followers.

Affiliates can have subscribers, spectators that financially support the streamer through a regular monthly subscription fee. According to Hamilton et al (2014), once the streamers are affiliated with Twitch, they would get a share of the revenue of adverts generated from their streams and would also have the ability to configure ways in which ads appear on the stream. The revenue earned can vary between 2 and 5 US Dollars per 1000 views. The streamers sometimes provide incentives to their viewers such as chance to win a giveaway, receiving exclusive merchandise, or even a chance to play together with them.

By becoming a subscriber to a channel, one can get several benefits and features such as:

Emotes: emoticons which are designed by that channel's owner and can be used on any other channel or chatroom on Twitch. Thus, the more subscriptions one viewer has the more emotes are available to use.

Badges: icons which are placed next to the username in the chat. Streamers are given the customizability of these badges and can be set differently depending on how many months the viewer is subscribed, displaying more loyalty to that streamer and thus encouraging others to subscribe.

Special Alerts: Whenever a user subscribes to a channel, the streamer often has alerts popping up on the stream showing the subscriber's name together with a customized thank you message. This not only gains the subscriber recognition but also helps the streamer know whenever there is a new subscriber. The subscriber can also add a custom message for the streamer to read.

Exclusive Chatroom: Twitch-affiliated streamers have the option to create a subscriber-only chat allowing only their subscribers access that chatroom. This could be useful for those popular streamers with thousands of viewers, followers, and subscribers chatting together which would make it too cluttered and not allowing even the streamer the time to read.

Exclusive Competitions: Some Twitch streamers sometimes hold competitions and giveaways for their subscribers, with prizes ranging from small items such as shirts and small tokens, but some streamers who are sometimes sponsored can also give away big prizes such as computer hardware, video games, or games consoles.

Ad-Free Viewing: It is not guaranteed however some streamers also choose to allow their subscribers to watch them without having to watch any advertisements prior to or even during the stream.

(Stephenson, 2018)

These distinguished features have been an assistance for Twitch to gain the millions of content creators it has (~2.2 million until now). On Twitch, streamers can live-stream gaming, talk shows, singing. ‘Knowing what functions Twitch offers is the foundation to understanding why people use it.’ (Dux & Kim, 2018).

2.1. Game Streaming and Twitch

As game streams are the most watched types of streams on Twitch attracting more than one million views daily (Zhang & Liu, 2015), it is essential for researchers to study this phenomenon. The idea of video game streaming is straightforward, there is a person playing a video game, referred to as a streamer, and by choosing his or her channel, the spectator is able to watch what the streamer sees on his or her own screen. Furthermore, if a spectator creates an account with Twitch, he or she can chat with other spectators and get the chance to interact with the streamer.

“Broadcasting and watching gameplay is a global phenomenon”, said Jeff Bezos, Amazon’s chief executive in an interview in 2014 (Daily Mail, 2014). It is hard to disagree with this with Twitch getting at least 55 million more video views in 2016 than America’s premium cable satellite television network HBO (Valens, 2017).

Nowadays it has become easier to become a streamer even using game consoles like the Sony PlayStation or Microsoft Xbox. Both Sony and Microsoft are partnered with Twitch

enabling users to stream their gameplay through the Twitch application on their console (Graser, 2013). Before the incorporation of Twitch on Games consoles, streaming gameplay was not possible without the power of a computer. Since the origin of Twitch and its functions, it has made game streaming easier than before.

As more users are moving to Twitch, demonstrating its rise in popularity over the years, more trial partners, business makers, and researchers are becoming aware of its importance and are growing more interested in studying this live streaming platform (Kaytoue, Silva, Cerf, Meira, & Raïssi, 2012).

3. Literature Review

As Twitch and its features have been introduced, this literature review will evaluate the main motivational factors of Twitch Affiliated streamers. The few previous studies of Twitch Streaming motivations such as Hilvert-Bruce, Neill, Sjöblom, and Hamari's (2018) and Zhao, Chen, Cheng, and Wang's (2017) were conducted quantitatively, whereas this study will be conducted qualitatively.

In comparison, quantitative research deals with quantifying a problem by generating numerical data which can be later transformed to usable statistics. Qualitative data on the other hand deals with exploratory research such as this one. It is used to gain an understanding of 'underlying reasons, opinions, and motivations', and helps reveal new trends and opinion (DeFranzo, 2011).

This qualitative approach will provide the 'human' side of the motivation, which previous quantitative studies lacked. The literature review provides a thorough background of the

subject of motivations to stream on Twitch together with how they might differ in relation to male and female affiliate streamers.

3.1. What is Motivation?

There have been many researchers who attempted to define motivation. As explained by Whiseand and Rush (1988), motivation is the willingness of an individual to do something and conditioned by actions to satisfy needs (Kian, Yusoff, & Rajah, 2014). More recently defined by Saraswathi (2011), motivation is the willingness to exert high levels of effort, toward organizational goals, conditioned by the effort's ability to satisfy some individual need.

According to Kian et al. (2014), most researchers agree that individuals' motivations begin with cognitive recognition of a desire that 'is not present at the time the individual noticed, followed by mental desire to achieve something, thus following by physical actions to obtain the desire.' (Kian et al., 2014)

3.1.1. Uses and Gratification Theory on Twitch

One of the theories in the field of communications that focuses on social communications is the Uses and Gratification Theory (UGT). It is a theory which has been used in previous Twitch studies such as the one conducted by Hilvert-Bruce et al. (2018). This theory takes a functional approach to communications and media, stating that the media's most important function is to fulfill the needs and motivations of an audience (Mehrad & Tajer, 2016). According to Hilvert-Bruce et al. (2018) the theory originated from older theories about why people choose different types of media consumption (Rubin, 2009) which also includes live-streaming on twitch and Electronic Sports (Hamari & Sjöblom, 2017). Research in UGT found that in the case of playing video games, the social factor was a critical motivational factor for

young people, and although video games do not completely comply with the classic idea of media, it was concluded that using UGT was still applicable in this context. (Sherry, Lucas, Greenberg, & Lachlan, 2006).

3.1.2. Intrinsic/Extrinsic Motivation in Live-Streaming on Twitch

Used in conjunction with the UGT to study the social factor as a motivation, the theories of extrinsic and intrinsic motivations were applied to analyze the streamers' specific needs. A previous study conducted by Mysirlaki and Paraskeva (2010) provided evidence of a connection between developing a community and intrinsic motivations. According to Ryan and Deci (2000), an intrinsic motivation is doing an activity for an innate or internal satisfaction while extrinsic motivation is doing an action to obtain some separate outcome stemming from external sources such as society or social interaction (Ryan & Deci, 2000). Furthermore, Ryan and Deci argue that a person's motivation is driven by the need to keep their self-confidence or self-worth up. Intrinsic motivation is characterized by a high degree of autonomy referring to behaviors originating from innate interest or enjoyment of the action itself (Zhao et al., 2017). Extrinsic motivation deals with actions initiated and maintained by external contingencies such as rewards or punishments, and can also be controlled (Nie, Chua, Yeung, Ryan, & Chan, 2015).

Zhao et al. (2017) showed that Twitch Streamers could be subject to intrinsic and extrinsic motivations, which would result in their continuing to broadcast their Twitch streams. Zhao et al. outlined 3 intrinsic and 4 extrinsic motivations.

Intrinsic

Challenge Seeking: When streamers get motivated and excited from overcoming challenges they encounter, as well as completing difficult tasks. When livestreaming their

gameplay, streamers may come across several challenges. Sometimes their own spectators may request a challenge or to perform a certain task. Completing these challenges and requests, the streamer will be encouraged to solve more problems and pursue excitement. This in turn influences the streamers' overall performance as well as the motivation to want to continue streaming further.

Enjoyment of Task: This refers to enjoyment that streamers gain from broadcasting on Twitch. Amabile, Hill, Hennessey, and Tighe (1994) defined enjoyment as the 'self-expression and self-entertainment motivation orientations gained from task performance' (as cited in Zhao et al., 2017). The enjoyment or lack of it impacts the performance and perceptions of broadcasting on Twitch.

Self-presentation: refers to streamers' desire to present themselves through engagement on Twitch channels. According to Kamau (2009) and Leary (1996), the behavior of self-presentation is establishing an identity in a specific environment, for example establishing a desired image to the spectators. Two motivations related to self-presentation were proposed by Schlenker (2003). The first is the wish to influence the spectators and obtain rewards through their self-presentation, for example when streamers show positive personality traits to get the affection of the spectators. The second is the desire to show off an image to form a unique identity and create connections with people who are similar to them. In the context of this study, live streamers may achieve self-presentation through Twitch which in turn motivate them to want to stream further.

Extrinsic

Anticipated reward: When streamers anticipate obtaining extrinsic rewards such as financial (salaries, promotions, additional benefits) or non-financial (job security, positive social environment) rewards. A study on transactional virtual communities conducted by Sun, Fang, and Lim (2014) found that there was a positive correlation between achieving goals and external benefits. Thus, in the context of this study, Twitch affiliates would find external benefits as a motivator for their continuing streaming on the platform.

Self-Esteem: This refers to the degree of the reputation and status gained by the streamers. Self-esteem is the individual's evaluation of him or herself, as well as the evaluation of their own personal worth (Sheldon, 2004). In a study by Kuo and Feng (2013), results showed relationships between community interaction and community engagement on self-esteem benefits, thus affecting community commitments and impacting oppositional brand loyalty. When applied to Twitch affiliate streamers, establishing their reputation and status on their channel as well as community would influence their motivation to stream.

Social Benefits: the extent of improving social relationships through streaming. According to Zhou, Jin, and Fang (2014) emphasis of social benefits are an evaluation of benefits originating from gaining the reason to socialize and establish social networks. Moreover, they indicated that these social benefits have a positive association on satisfaction, therefore it would also influence the motivation to continue streaming. These studies suggested that live streamers receive social benefits from interacting with their spectators and creating their own networks in turn influencing their motivation to stream.

Feedback: the extent to which feedback from spectators received by the live streamers affect their motivation to stream. In a study by Han, Min, and Lee (2015) on Twitter users found feedback having significant positive effects on the user's sense of social presence in turn fulfilling their desire for connecting with others and enjoyment. In the context of live streamers, they would receive feedback from their spectators to which they can also reply and give feedback back to them. This would result in influencing the live streamers' motivation to stream.

To summarize, it is suggested that Twitch could satisfy intrinsic and extrinsic motivations of live streamers, performance, expectancies, as well as perceptions of platform's attractiveness (Zhao et al., 2017).

3.2. Motivation derived from the Community

In addition to both UGT and Intrinsic/Extrinsic theories which have demonstrated significance towards social well-being, here the sense of community is being used to understand the social aspect as the motivation to subscribing to a channel or streamer.

The idea of subscribing to a channel can be seen by the spectators as a way of maintaining the community and keeping the channel where the individuals gather open. Furthermore, according to Bingham (2017) a sense of a community is facilitated by personal interactions between the streamer and the spectator. Subscribing to a streamer could financially encourage him/her to maintain the channel, in turn the subscriber could also be supporting others who enjoy the channel and streamer in the same way. Therefore, by subscribing one could be aiding in a small way to maintain the community.

According to Hamilton et al. (2014), two factors are outlined as to why spectators tune in to Twitch and subscribe to streamers. The first being to hang out and socialize with people of similar interests, who play the same games they do. The second is to have discussions with other spectators and possibly also the streamer him/herself by using the chat. 'Community members develop an emotional connection through shared history and an identification with other members' (Hamilton et al, 2014).

In the same way as traditional sports, Electronic sports or E-sports spectators participate in the spectacle as a group and enjoy pleasure and excitement that games bring to the viewer (Cheung & Huang, 2011). There are billions of people worldwide connected to the internet through computers and smart devices, and millions of Twitch viewers daily across the globe. For many streamers, the focus on community is building discussion around tips, donations, and subscriptions (Bingham, 2017).

3.3. Motivation derived from Social Support

Linked to motivations gained from having a community as a stream, is the motivation of improving the well-being through interacting with others. This can be associated with the extrinsic motivations of self-esteem and social benefits. According to Miller (2011), people may decide to participate in online communities, such as Twitch to compensate for the absence of a community in real life. Online communities can be beneficial for the well-being of people who lack support from others such as their family, friends, or a local community (Bargh & McKenna, 2004). In a study by Valkenburg and Peter (2009) it was found that interacting with others online reduced loneliness.

It was also found that interacting with people online can help those suffering with social anxiety, and those who find difficulty interacting with others in real life, making it easier for such people by providing low-threat alternatives to socializing in real life. Social anxiety is the fear of being evaluated negatively in social situations (Leary, 1996; Schlenker & Leary, 1982). According to previous studies, online interaction could remove social barriers that people suffering from social anxiety may experience, helping them better engage with others in ‘real-life’ (Baumeister & Leary, 1995; Desjarlais & Willoughby, 2010; Mazalin & Klein, 2008, as cited in Hilvert-Bruce et al., 2018). Those with higher social anxiety may perceive interacting with others online as less threatening thus increasing comfort and likeliness to prefer online interaction rather than face to face (Caplan, 2007; Feaster, 2010, as cited in Tian, 2011).

When applied to Twitch Live streamers, they may choose to stream to not only interact with others but to improve a part of themselves, to improve their anxiety through interacting with other streamers and spectators.

3.4. Motivation and Information Seeking

Building a community does not only help social well-being and network with others but can also aid in obtaining new information, information which was previously unknown. Like ‘real’ sports such as football, tennis, and many others, spectating people playing video games or what is nowadays known as E-Sports, is becoming more popular thanks to the widespread use of the internet across the globe. Just as with spectating traditional sports, where one can learn or imitate techniques, so can spectators while watching game streams. Some streamers on Twitch also share their knowledge and commentate on what they are doing in real-time. Spectators

consider skilled streamers as experts on the game they are playing, and naturally we can expect to learn best from experts who know what they are doing (Hinds, Patterson, & Pfeffer, 2001).

According to Hilvert-Bruce et al. (2018), Entertainment together with information seeking have been identified as important motivators for watching livestreams. An important part of broadcasting on a platform like Twitch is for the streamers to give the audience an experience and allow the spectators to watch and learn from (Cheung & Huang, 2011). Some streamers also do game reviews by commentating on the game they are livestreaming, giving their spectators a better idea of what the game is about.

Studies by Cheung and Huang (2011) and Trail, Robinson, Dick, and Gillentine (2003) found similar motivations with the study (Hamilton et al, 2014) with regards to the factors that lead to the success of streamers, specifically learning about the game and gameplay skills which is the focus of this section. Spectators could pick up strategies which they would not have been able to come up with themselves, information that would help them win the game or beat other players, and tricks they could imitate.

It is not only spectators that can learn from streamers but aspiring streamers learning from more experienced, more established ones. McMillan and Chavis (1986) noted the importance of learning from other community members, observing the chance to benefit from unique techniques others use as a strong motivating in the community.

According to Mysirlaki & Paraskeva (2010), learning nowadays is a social process and claim people are more likely to learn new skills through cognitive-demanding leisure instead of a structured learning environment. It can be understood that Twitch platform is a source of social and knowledge capital, sharing game experiences with other spectators, and the streamer

him/herself. When doing research on Twitch, the notion of learning skills and gaining information should not be neglected as it could be an important advantage of using Twitch TV or even a motivator for streamers.

3.5. Motivation and User-Generated Content

Apart from Information sharing and seeking, Twitch is also associated with content generated by streamers, it is of key importance to study the motivation related to User-Generated Content (UGC). UGC such as product reviews have become increasingly 'social', where consumers do not only consume but be part of the system which produces UGC. Previous studies conducted by Daugherty, Eastin and Bright (2008) provided evidence of a consumer's willingness to experience UGC depending on his or her attitude towards the consumption or creation of UGC. The data about consumer's attitude is obtained from the perceived value of the content and how it relates to the beliefs and feelings (Daugherty et al., 2008). The source of motivation had to be understood first so that they could understand and influence this behavior.

UGC has led to the increase in the number of online companies that provide services exclusively to the users of their platforms to create content. The rise and success of Web 2.0 media - Facebook, Twitter, YouTube just to mention three - was all thanks to the participation and inputs from the users (Bruns, 2006). Twitch becoming a new form of social media could be another example of a Web 2.0 service where streamers together with their network of spectators create entertainment content.

German researchers Stöckl, Rohrmeier and Hess (2007) distinguished six motives for the creation of user-generated content, which were: enjoyment, information dissemination, contact,

personal documentation, passing time and earning external economic incentives (as cited in Arnhold, 2010).

3.6. Summary

From the previous literature, one can note several reasons and motivations why streamers could decide to broadcast on the Twitch platform – intrinsic/extrinsic motivations, learning skills, enjoyment, social support, and motivation to form or be part of communities. It is in this thesis's interest to find out which of these are the main

RQ1: What are the main significant motivations of Twitch Affiliate Streamers to broadcast on Twitch tv?

3.7. Female motivations to stream on Twitch

It is generally known that there are more male game players than females (Shaw, 2012). Although there is a great majority of male streamers on Twitch (Scholz, 2011), there are also female streamers who are affiliates and make a living out of it. Researchers like Shaw (2012), and Williams, Consalvo, Caplan, and Yee (2009) agree that the stereotypical video game player is a young, white, heterosexual male. The number of female gamers has been on the rise in recent years; according to the 2016 Entertainment Software Association annual report, 59% of game players were male, 41% were female, that is 3% more females than in 2006 (Romrell, 2014). However, females typically show higher levels of anxiety relative to males when it comes to playing online games (Huang, Hood, & Yoo, 2013).

The 'girl gamer' stands out in the gaming community largely dominated by males, and because of this it is difficult for female gamers to be viewed in an equal way to males. Previous studies proved that female streamers feel that their gaming skills are not relevant for them, with most

significance and importance put on their external appearance (Bentham, 2016). This demonstrates that compared to male streamers, popular female streamers are expected to have certain features such as good-looking appearances, rather than solely good gaming skills.

Attention is being given to any possible gender differences due to a study that was done in 2015 by Online Performers Group where it was found that women were not seeing the same type of growth patterns as male streamers, with followers for male streamers four times more likely to turn into future concurrent viewers than followers for female streamers.

Even though past researches mainly show females as being weaker than males in game streaming however, the following two reasons show how female streamers have been gaining their ground:

1. Twitch monetary fund offer for female streamers:

In collaboration with a non-profit organization 1DF, Twitch is offering a special grant – The BroadcastHER grant – for female streamers. It is designed to support female Twitch streamers by granting \$500 to \$2000 and is awarded to two people every academic semester. According to the 1DF website, the award was intended to help the streamers “travel to gaming conventions, educational conferences, hardware upgrades, and instructional programs related to creative or artistic pursuits.” 1DFT CEO Christie Garton said “The initiative will not only raise critical funds but will also boost awareness around the shortage of support for these creative young women in the digital broadcasting space.” (Kaser, 2018)

2. Female streamers making a living from Twitch

Rachell “Valkyrae” Hofstetter is a full-time video game streamer who has made enough money through subscriptions, donations, as well as sponsorships, that she managed to

settle her mother's debt and fund her own childcare business. All of this together with keeping her bills paid living in southern California. "Streaming is about way more than entertainment... but do a lot of talking and reacting, so people say it's just fun to watch, and it gives them hope that they can play better, or feel better about their playing", said Hofstetter (Alexander, 2018). This shows that she does not only stream for monetary purpose only but to entertain and teach her spectators skills.

Another streamer, Mia, who goes by the screen name SeriesofBlurs, is a relatively new Twitch streamer said that she did not have any gamer friends but when she found Twitch and saw many people making connections and sharing their experiences, she became motivated to start doing it herself. "I was working my normal full-time job and then I would come home and start streaming straight away... at the end of the day, I'm doing what I love", Mia said (Convery, 2017).

With regards to becoming successful, Chelsea, another streamer with over 330,000 followers (Convery, 2017), said that for female streamers, appearance plays a bigger role [in their success] than their actual game play compared to men. Getting donations from people was worrying because of the possibilities they could request for giving her their funding (Convery, 2017).

Thus, from all this, the question comes down to whether females have other intentions of streaming that are different than male streamers.

RQ2: What differences, if any, are there with regards to motivations of male and female affiliate streamers?

4. Methodology

4.1. Introduction

The aim of this chapter is to discuss the approach taken to understand the Twitch Affiliate Streamers' motivations behind their desire to stream. It will also present the method taken to select the sample and provide the method used for data collection together with the process used for data analysis. In the end, it will discuss the issues encountered throughout the process, and the limitations associated with this study.

4.2. Qualitative Method

The method that was adopted for this research was qualitative. There have been many attempts to define qualitative research in social sciences and there have been several explanations, with no unified set of techniques or philosophies, growing from wide ranges of intellectual and disciplinary traditions (Mason, 2002). Qualitative research involves the process of induction by which data related to a specific area is collected, after which the researcher will use that data to construct different concepts and theories (Conroy, 2010). This method was chosen for this dissertation as it will allow for better, more in-depth, meaningful data based on the streamers' own experiences, as opposed to a more structured, numerically based quantitative approach.

Since this thesis is dealing with a relatively new area of study, grounded theory, which is a qualitative research approach was adopted. Because it is dealing with conceptual thinking and theory building rather than theory or hypothesis testing which is usually done in a quantitatively, it was concluded that grounded theory would be the most efficient approach.

4.3. Grounded Theory

Originally developed by Glaser and Strauss, Grounded theory is a method that allows movement from data to theory for new theories to be developed. Studies that adopt grounded theory were a step towards conceptual thinking and theory building more than empirical testing of a theory (Khan, 2014). It helped provide guidelines on how to identify categories and the links between them. Categories are groups of instances that share each other's central features or characteristics (Willig, 2013). It is a framework by which one can understand the phenomenon being studied.

According to Willig (2013), unlike most other research methods, Grounded theory merges the processes of data collection and analysis, in which the researcher moves back and forth to 'ground' the analysis in the data. Even the research questions are no permanent fixture in grounded theory, they will become progressively focused as the research progresses.

Strauss and Corbin (1998) explain Grounded theory as:

Data collection, analysis, and eventual theory stand in close relationship to one another...the researcher begins with an area of study and allows the theory to emerge from the data...grounded theories, because they are drawn from data, are likely to offer insight, enhance understanding, and provide a meaningful guide to action.

Goulding (1999) recognized the need for flexibility in some aspects of grounded theory, in which the body of knowledge is vital to the development of new theories. It is important to balance the aspects of data collection that could allow the researcher to develop themes without prejudice and preconceptions (Goulding, 1999).

Although Grounded Theory was developed by Glaser and Strauss, changes have been made to its terminology and coding by Strauss and Corbin (1990) which resulted in a different research methodology in turn forcing data analysis to fit into the coding process, instead of allowing the data to be ‘grounded’, which was originally the purpose of grounded theory. Even though there have been these changes, it is important to note that grounded theory’s aim is not to be used as a prescriptive framework that cannot be adapted. The original aim was to keep the methodology open and encourage thinking about inquiry (Glaser & Strauss, 1967).

Finally, according to Glaser (1992), grounded theory deals with inductive approaches rather than deductive approaches. As this is dealing with developments of new theories in gaming and social sciences, an inductive approach is most appropriate (Glaser & Strauss, 1967).

4.4. Inductive Approach

Inductive approaches are associated with qualitative research, concerning with the generation of new theory emerging from the data (Gabriel, 2013). This method is also referred to in research literature about grounded theory, developed by Glaser and Strauss. According to Glaser (1992), grounded theory deals with only inductive approach rather than deductive approach. Charmaz (2014) added that grounded theory is focused on inductive strategies for data analysis, starting with abstract concepts to explain and understand data. This method requires the researcher to have a completely open mind with the aim of generating new theory based on the data gathered (Gabriel, 2013). Since this research is dealing with a newly emerging area of study, without a lot of theories about it, it was most suitable to adopt an inductive approach.



FIGURE 2 – INDUCTIVE APPROACH

4.5. Data Collection – Text-Based Semi-Structured Online Interviews

Grounded theory allows a wide range of data collection methods which includes semi-structured interviews, participant observation, focus groups, and even diaries for data generation.

By using the Qualitative method, interviews provided a powerful tool to get first hand, subjective experiences from the people being researched (Tuckman, 1994). While face-to-face interviews are dominant in academia, for this research text-based online interviews were conducted. On a practical level this method offers advantages in terms of access to participants, the process of conducting an interview, and the form of the data gathered (Girvan & Savage, 2013). By using online text-based interviews, there is the capability of having people from all over the world participating, those who are unable to travel due to cost, transport or time, and those who are more comfortable using text rather than Voice-Over-IP. Conducting real world face-to-face interviews can be expensive and more time consuming (Conroy, 2010). This medium also allows no restriction over location of the research, requiring only access to internet. Rich and detailed answers are most desired in qualitative interviews, allowing a certain degree of autonomy, and the researcher can delve deeper into the experiences of the interviewee.

Although using semi-structure interviews allows flexibility, it is important that the researcher keeps in mind the subject being studied, what he or she wants to find out and thus drives the interview in the direction required.

According to Girvan and Savage (2013), there are five characterizing features of any kind of interview: purpose, type, form, medium, and location.

4.5.1. Purpose

For this thesis, interviews were conducted to collect information related to the research questions. Secondly, it will also be used in combination with other data collection to develop deeper understandings or find out emerging aspects of the phenomenon being studied.

4.5.2. Type

‘The purpose of the interview then guides the selection of the interview type’ (Girvan & Savage, 2013). The literature in the study presents different aspects of the types of interviews (Cohen, Manion, & Morrison, 2007), most commonly the interviews range from being *structured* to *unstructured* or *open interviews*. In this thesis, a semi-structured synchronous online text-based interview type was adopted. The aim of semi-structured interviews is to analyze the interviewee’s subjective answers with the researcher seeking deeper descriptions and understandings of the subjects’ knowledge about the topic being studied (Datko, 2015).

4.5.3. Form

One-to-one interviews are the most common form of interviews (Kvale & Brinkmann, 2009). They can be time consuming but will allow researcher to get more personalized answers and perspectives from the subjects. One-to-one interviews also allow participants to answer freely without the fear of being shamed or ridiculed by other interviewees in group interviews or focus groups (Girvan & Savage, 2013).

4.5.4. Medium

There are several media by which one could conduct interviews, most commonly face-to-face or in some cases using telephone. With technological advances, the internet, and social media, it opened the horizons to allow doing interviews synchronously or asynchronously through electronic mail, instant messaging, or voice conferencing (Girvan & Savage, 2013). The medium being used in this study is Google Docs which acted as a form of chat-board. Using this method will shorten the time it would require transcribing the audio of a face-to-face interview to a script. This method would also allow the subjects to feel comfortable, in an environment that they are already familiar with which would allow for better answers to the questions. Using Google Docs as an interview platform also allowed the streamer interviewees to remain physically anonymous by not needing to show themselves. When follow-up questions were required, streamers were contacted again through social media.

4.5.5. Location

Face-to-face interviews are limited in geographic location. Other methods such as telephone interviews allows further reach. According to Creswell (2002), the interview should normally happen in a quiet comfortable location with minimal potential disruptions. With online interviews, neither the researcher nor the subject is bound geographically, but simply require a connection to the internet.

In a study by Stieger and Goritz (2006) on using Instant Messaging (IM) for Internet-Based Interviews (text-based), it was found that IM interviews were just as feasible, in some respects superior to other methods of data collection. Not only was the quality of data collected satisfying, but the contact, response and retention rate were high.

4.6. Interview Guideline

Like in conducting a traditional face-to-face interview or focus groups, a guideline was written to act as a prompt reminding the researching of the necessary topics to prove and questions to ask. A guideline makes the process of the whole interview easier for the researcher. Since this is a semi-structured interview, it is not necessary for the researching to stick to the guideline completely and has the freedom to ask questions which are not on the guideline if deemed necessary. The interview guide does not need to be followed chronologically but generally helps the researcher to stick to the scope of the research and ensures flexibility in the process. Furthermore, it helps the researcher not include leading or suggestive questions. For the complete guideline refer to Appendix pgs. 70-73.

4.7. Sampling

For this qualitative study, a purposeful sampling method was adopted. According to Gentles, Charles, Ploeg, and McKibbin (2015), it is the most commonly described means of sampling in qualitative methods literature. Using this method, the participants were chosen based on their anticipated richness and relevance of information related to the research questions (Yin, 2011). No physical or monetary incentives were used in this study, however, during recruitment it was told to the volunteers that they would be ‘pioneers in Live Streaming Motivational Research’. Research conducted by Tanasiuk and Islam (2012) proved that people volunteer to be research subjects for various reasons. If the study is purely for public’s interest and objectives are clearly outlined, respondents would come forward for altruistic reasons (Tanasiuk & Islam, 2012).

The study subjects were recruited from online social media groups, a source with high concentration of subjects with knowledge about the subject being studied. Specifically, the groups were:

1. Twitch Streaming
2. Twitch Streamers and Networking
3. Twitch Connect

At the time of the research, these 3 groups had 16060, 6162, and 5068 members respectively. This however does not mean that all of them were Twitch Affiliates, or even Twitch Streamers at all. With closer observations, it was noted that a lot of streamers post their newly found status of ‘Twitch Affiliate’ on these groups.

An identical post was created on each of the groups to get the attention of the required study subjects. Even though there were thousands of members on each group, finally only 10 were ready and willing to be interviewed. Eighty percent of the sample turnout was from the USA, which is not a total surprise due to most traffic on Twitch being from the United States according to Twitch 2018 Analytics on SimilarWeb.

Participant	Age	Country	Time Streaming	Favorite Stream Style	Favorite Game/s	Followers
M1	23	USA	>2 years	Game	Action Games	342
M2	25	USA	<1 year	Game	Action Games	630
M3	34	USA	>1 year	Game	Action Games	424
M4	30	USA	>1 year	Game	Action Games	317
M5	25	USA	>1 year	Game	Runescape	294
F1	27	USA	>1 year	Game	Action Games	570

F2	24	Sweden	<1 year	Game	Action Games	492
F3	21	USA	<1 year	IRL Streams	Fortnite	756
F4	23	USA	<1 year	Game Streams	League of Legends	443
F5	25	Canada	>2 years	IRL Streams	League of Legends	933

FIGURE 3 – PARTICIPANT LIST

4.8. Coding

Coding is an exploratory problem-solving technique that does not follow any formulas, it is simply an initial step towards an even more in-depth analysis and interpretation of a document (Saldana, 2009). Pole and Lampard (2002) insist that the basis of qualitative analysis is effective coding, requiring comprehensive and careful analysis for the researcher to sort and organize ideas. By using coding, the researcher will look for ‘codes’. A code is often ‘a word or short phrase that symbolically assigns a summative, salient, essence-capturing, and/or consist of interview transcripts, participant observation field notes, journals, documents, literature, artifacts, photographs, video, websites, e-mail correspondence, and so on’ (Saldana, 2009).

For this thesis, coding was done with the assistance of QSR International’s coding software nVivo. Since online text-based interviews were conducted, a line-by-line analysis was adopted, ensuring analysis is truly grounded and higher-level categories emerge from the data (Willig, 2013). To compare and contrast the possible gender differences, Male and Female interviews were coded separately but using the same method.

Coding is an important link between data collection and the development of an emergent theory. It can be carried out line-by-line, sentence-by-sentence, paragraph-by-paragraph, page-by-page, section-by-section, amongst others (Willig, 2013).

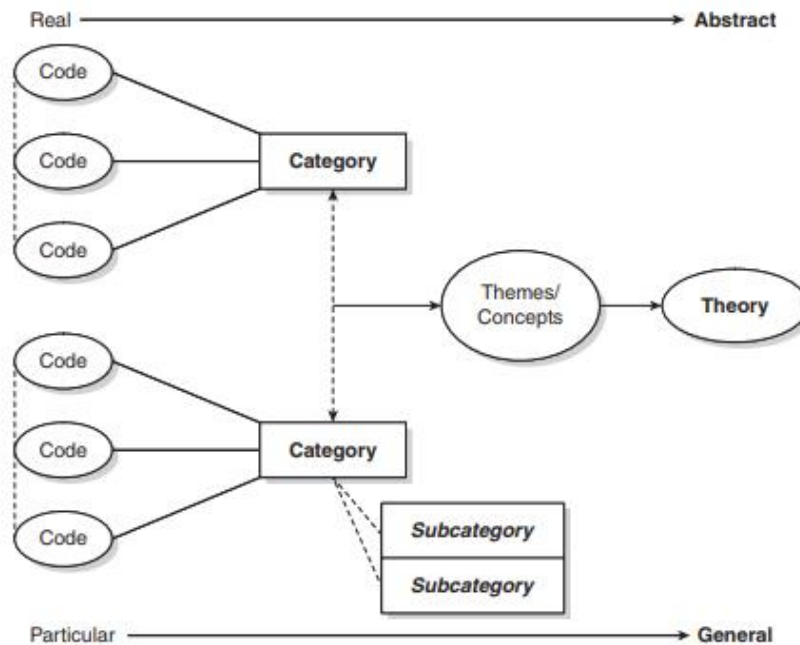


FIGURE 4 - CODING (SALDANA, 2009)

In First Cycle coding, codes can range from one word to a whole sentence, or even an entire page of text. Second Cycle coding can be the same units or longer texts or reconfiguration of the codes from the First Cycle process (Saldana, 2009). Thus, coding is basically creating categories for the texts the researcher is analyzing, because they have the same type of characteristic. Creating these categories is the beginning of creating patterns. It is both natural and intended that there will be repetitive patterns or consistencies in human affairs and is the primary goal of the coder or researcher to look for these patterns (Saldana, 2009).

4.9. Thematic Analysis

Thematic analysis uses coding as its basic analytic strategy, and is the process of finding patterns and themes within the data, starting with the data collection and continues throughout the process of transcribing, reading and re-reading, analyzing and finally interpreting the data (Evans, 2018). Normally a theme would be found in the dataset multiple times, but does not

indicate its actual importance by frequency, a lesser frequent theme may be more important than another (Braun & Clarke, 2006). This is due to the study being a qualitative one and thus the importance or significance of a theme is how it relates to the ‘theoretical position’ or the research questions being explored (Evans, 2018).

Since this study deals with the research of Twitch Affiliate Streamer motivation, an example from one of the online interviews was taken to illustrate what a theme is:

***M2:** “my primary motivation is to get to know new people/other streamers and just grow a bigger community”*

This piece of text, or code, from one of the interviews is an example of one of the main recurring themes in the interviews, the theme of Community, which is also one of the main motivators. Some other themes were not as frequent, but they were nonetheless considered important because they are related to the overall research of this dissertation.

In the process of analysis, a template or a series of templates is created with at least a few pre-defined codes to help guide the analysis. After the initial template or templates are created, if need be a revision of the template/s could be done to develop the final version. The decision of when the template is good enough depends on the study and the researcher, however no template can be considered ‘final’ if there are areas relevant to the research questions left unanswered (King, 2004).

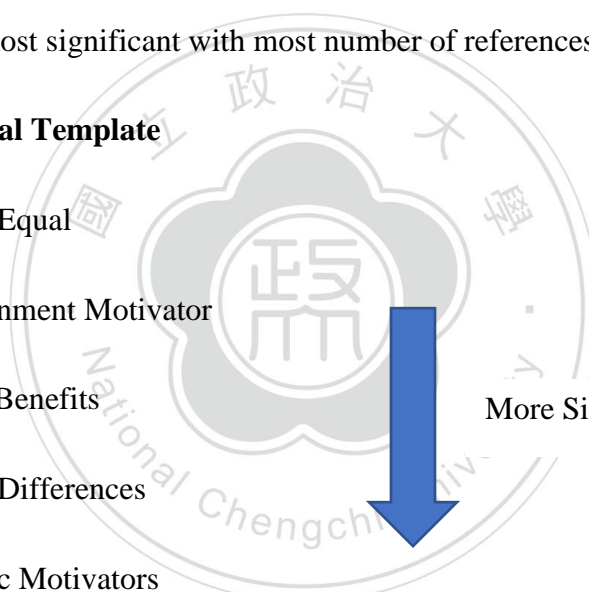
Going back to the question of what makes a theme, the explanation is that it is related to the theoretical consideration or research questions. It is the process of theorizing the data, making sense of it, and getting a message across about what the data really means (Evans, 2018).

5. Findings and Results

After applying thematic analysis on all the ten interview transcripts, and analyzed males and females separately, even though the sample was not large enough to be representative, many similar or repetitive codes were noted. A codebook for each of the male and female interviewees was created for the codes which were analyzed in this dissertation (see Appendix pgs.74-75).

An Initial template was created through the use of the male and female codebooks. In this template number '1' or the first code, is the least significant code with least number of references, and 9 being most significant with most number of references.

Template 1: Initial Template

- 
1. Gender Equal
 2. Entertainment Motivator
 3. Twitch Benefits
 4. Gender Differences
 5. Extrinsic Motivators
 6. Monetary Motivator
 7. Motivation from Enjoyment of Video Games
 8. Intrinsic Motivators
 9. Community Motivation
- More Significant

5.1. Template 1 – Initial Template

The male template shows distinctive motivations of streaming of the male interviewees. Most clear motivations that came out in the male interviews were those related to intrinsic motivation and motivation derived from the community.

5.1.1. Community Motivation

In the female Twitch Affiliate streamer interviewees, the most noticeable motivation was the one related to community. The following quote is an example of how community motivates female twitch affiliate streamers:

F5: “Networking and building community is so important, Twitter is a big one, you can meet and share a lot on it, all social media are good to grow your stream!”

Most significantly the community was referenced, but not always necessarily as a direct reference of motivation. In the same way as the male interviewees, though they did not always mention that community is the main driving force, it still shows how important it is to them to become successful, and gives them a positive feeling:

F1: “I really love Twitch for the fact it’s becoming more like a social network, where Twitch streamers and their spectators connect together, and create content together.”

For male streamers motivation from the community was found to be the second most significant motivator. There were several references which were not necessarily referring to motivation directly but shows how important the community is to male streamers and could play a bigger or even the biggest role in motivation to stream.

The following quote from demonstrates an example of how community motivates male Twitch affiliate streamers to start broadcasting:

***M1:** “For me, it always has been and always will be the community. The friends I have made along the way have defined me as both a streamer and as a gamer, and everyone I’ve met will forever hold a place in my heart. There is nothing better in this world than sharing laughs and good times with people who care about one another”*

Similarly, an example of a reference to community, not necessarily being a direct reference as a motivation, is as follows:

***M5:** “I think it really involves the audience and makes them feel like they are here playing with me when I’m able to ask their advice or rely on their experience”*

5.1.2. Intrinsic Motivators

The most significant motivator for male Twitch streamers with most references to it is internal, or intrinsic motivation. An example of such reference of intrinsic motivation – challenge-seeking in particular – is:

***M3:** “It was not too long after that they announced the affiliate program for twitch. This was my stepping stone to achieve something that I wanted so badly years ago and that’s eventually making twitch partner”*

For most of the codes of Internal (Intrinsic) Motivators in female interviewees, results showed relatedness to competence and bettering one’s self:

***F2:** “I saw how fun it was to stream and wanted to take myself a step further and*

get all the achievements that were required. And to also push myself to not be so shy and get out of my shell”

Although the following quote is not a reference of motivation, it explores the question related to upsides of using Twitch as a streaming platform. However, it shows importance towards the self-esteem which is one of the intrinsic motivators:

F5: “upsides would be you can really help yourself with self-esteem issue, anxiety, depression, you learn to love what you are cause there’s people supporting you”

5.1.3. Motivation from Enjoyment of video games

Notable significance was given to enjoyment of playing video games, which was most of the time combined with references to community such as the following:

M4: “I just enjoyed playing games and decided to stream so people could watch if they wanted to”

Although not the most significant it also worth mentioning that 1 male interviewee emphasized learning motives for streaming:

M2: “I started streaming myself at the very end of February 2018 to give people the same outlet and resource I had as a means to enhance their gameplay and possibly learn some new techniques to incorporate into their play style”

It was noted that in females, the motivation derived from enjoyment of playing video games was a less significant than in males. Even though it was found to be of less importance it

was still important to take note of. The following quote demonstrates an example of how females found motivation in enjoyment of playing video games:

F2: “I stream because I had for as long I can remember loved to play games”

5.1.4. Monetary motivator

For the male interviewees, the monetary reason to stream was considered less important than intrinsic and community. Although the external motivation of money was not as important as the internal feeling of satisfaction, or the notion of building a community, it still is as important to mention:

M2: “I found myself enjoying it a lot and realized I could make a little extra money doing something I was already going to do anyhow so why not give it a shot”

There have also been several indirect mentions of monetary motivation such as:

M2: “Upsides to being a Twitch Affiliate is exposure for sure and the ability to make money doing something you love”

The above was a reply to a question dealing with positives and negatives but could be an unconscious motivation simply for mentioning that it was one of the upsides.

Monetary motivation’s significance was found to be less significant in females, with less references to it than in Male Twitch Affiliate Streamers, however it is still significant enough to analyze. The following quote showing that there is a motive to make Twitch streaming a career:

F4: “I really would like to make money and have twitch as a job honestly. I was able to gain affiliate in that week where I jumped in followers and was able to get

3 subs on my first week of affiliate”

There was also a single indirect reference to gaining money, however it does not show it as being a main motivator but as an added benefit:

F5: “Upsides, the path to Affiliate Program isn’t really hard to reach, compared to Partnership, so it’s really nice to get 3 emotes, to be able to have subscribers, to earn money out of hours and hours of stream!”

5.1.5. Extrinsic Motivators

With regards to external (extrinsic) motivators, it was found that they were not as significant as internal motivators. This quote shows how the streamer felt motivated to start streaming from other streamers whom he followed:

M1: “I had many opportunities to meet streamers who only had a handful of followers, up to streamers who had thousands of viewers every stream. All of them motivated me to start my own stream”

In females, what was found to differ from the male interviewees was the significance of external motivators, some being their own family, others found social benefits attractive. The significance of external motivators was just as significant as internal motivators:

F1: “My biggest motivation for becoming a Twitch affiliate was my kids”

5.1.6. Gender Differences/Gender Equal

From this template one can also notice how the theme of ‘gender differences’ was referenced more than gender equal. The male affiliate streamers believed more that male and

female streamers broadcast for different reasons, with different styles and requirements to become successful:

***M2:** “I think for girl most of their viewership typically is due to looks or just the simple fact they are female. Typically, the more attractive a girl is the more viewers she will get. Skill is not a huge factor for female streamers although if they are very skillful and attractive they are going to do very well in the streaming world”*

Agreeing with the results of the male interviewees, female interviewees also thought male and female streamers broadcasted on Twitch for different reasons, with different styles and requirements to become successful. The difference noted with female streamers is that they gave more detailed accounts of this, and were more conscious of female streamers using their body to attract viewers:

***F1:** “Skill definitely plays a part, if there was a female streamer as good as Ninja the gamer world would probably lose its mind. However, females do get a lot of attention if they have cameras and IF 1. That are obviously attractive, and 2. Show a LOT of unnecessary cleavage. You’ll see on some social media of women wearing clothes that purposely show more of their body than needed, I mean it’s just streaming, whatever you’re streaming”*

Only a single male streamer thought that female Twitch streamers shared the same characteristics as male streamers answering “yes I would say” to the question of whether the same characteristics apply to female streamers in order to become successful. Only one interviewee refused to comment on the same question.

The same as with male interviewees, only a single reference was made to the theme of Twitch Affiliate streamers being equal when dealing with gender:

F2: “I don’t think that it’s harder for them to become successful, but I think that they have to put more energy into it. And the reason for that can be different things, for me example I have had a lot of time to work on my social skills through my childhood and my work because I work with and meet new people every day. And to answer the last question, yes, I think physical appearance and skills play the same role for most of the time for both genders”

5.1.7. Twitch Benefits

With regards to benefits that Twitch offers as a motivation, most male streamers mentioned Twitch’s functionalities such as the emotes Affiliates get, or ability to have subscribers:

M1: “It is well known, easy to use, and offers tons of ways for people to make a name for themselves”

Most streamers did not regard these benefits as a main motivator but showed that they were attractive factors to the streamers.

These benefits were not given as much significance in females as other factors like monetary motivation, similar to the male interviewees, but still significant to analyze:

F3: “The features such as the ability to have custom emotes is really fun, and the fans really love them too”

5.1.8. Entertainment Motivator

When analyzing the factor of entertainment, this mainly dealt with whether the streamers' spectators found their content entertaining and whether that gave them more motivation to stream. This did not seem as significant as other motivation such as enjoyment of playing video games as only one source (one streamer interviewee) referenced it:

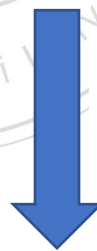
M2: "I think watching someone stream a video game is the same as watching someone play football or any sport for that matter. Entertainment is whatever you want it to be and everyone gets to decide on what their entertainment will be"

5.2. Template 2 – General Final Template

Using the previous results from the male and female codes of the male and female templates, a simple, more generalized template is proposed, summarizing the most significant motivators outlined in the findings and results:

1. Male and Female Twitch Affiliates

- a. Extrinsic Motivation
- b. Monetary Motivation
- c. Intrinsic Motivation
- d. Social Motivation



More Significant

This final template was generated using the method of revision suggested by King (2004) – insertion, deletion, changing scope, and changing higher-order classification:

Insertion is when a researcher recognizes a problem in the text relevance to the research question/s thus generating necessity to create a new code. In this case Social Motivation was

created merging the codes of community, entertainment and enjoyment playing video games since they both shared the common element of wanting to be a part of a society.

Deletion is when a code is deleted at the end of the process simply because there was no need or significance in using it or represented a theme which overlapped other codes. In this instance, the code Gender equal was found to be of no significance in both male and female templates therefore it was deleted. As previously mentioned, Entertainment, Community, and Enjoyment Playing Video Games were *Deleted* and *Inserted* as a new final code.

Changing Scope is when a code is too narrowly or broadly defined and thus will have to be re-defined. It is proposed that the code Entertainment was not only deleted for sharing a similar theme, but also because it was a code which was too broadly defined and had to be merged with a higher code.

Changing Higher-Order Classification is when a code initially designated as a sub-category of a higher-order code would be more significant as a sub-category of a different higher code. This was not relevant in this study as no sub-category was found to have been of more significance in another high-order code.

Thus, the process of generating the final template made use of three of four types of modification that were suggested by King (2004).

Since the codes showed that both male and female interviewees had similar outcomes, one can generalize the template for both genders. The interpretation of this template is that the least significant motivator for both genders is extrinsic motivation, the motivation caused by things such as rewards, social benefits, feedback from spectators, etc. The most significant motivator that was found in the results was social motivation, which was almost equal for both

genders. Even though this can be considered an extrinsic motivation, it has been individually outlined by itself as it showed the most significance by the interviewees than any other extrinsic motivating factor. Intrinsic Motivation or innate motivation was found to be the second most significant motivation for both genders. Monetary motivation was another theme worth putting in the final template which was found to be more significant in male Twitch Affiliates.

As stated earlier in this dissertation it is difficult to have a ‘final’ template. Templates are constantly open to change and refining of codes, but ultimate research projects face external constraints which means that one would not have unlimited time to produce an ‘ideal’ template (King, 2004).

6. Discussion

This study explored motivations of Twitch Affiliate streamers and has also presented further detailed information about what the Affiliate Streamers like and dislike about Twitch. Even though the sample was not purposed for generalization, there seemed to be several commonalities between both male and female Twitch affiliate streamers.

6.1. Social Motivation for both male/female streamers

The element of networking on Twitch was found to be the one of the most significant motivators in both male and female Twitch affiliate streamer interviewees, though there has been twice the amount of references or codes in referring to community in female interviewees than male. This is just one part of the results for one of the research questions in this thesis.

From the analysis, the streamers thought the success of a broadcast depended on the community, the interactions going on between the Streamer and the Spectator/s. This is

compliant with research by Hamilton et al. (2014) which found that stream communities exhibit a shared social atmosphere created by the streamer as well as the regulars. Furthermore, the communal benefits satisfy the needs such as sociability, and the success of the community (Hamilton et al., 2014). It was also found that the streamers thought they were outgoing, sociable persons who felt the need to be with others. This disagrees with Miller's (2011) view of how people tend to form part of communities to make up for the lack of 'real-life' friendships. Contrary to the stereotype of gamers being lonely people sitting in front of a tv screen, most of the interviewees commented how they enjoyed spending time interacting with their spectators and playing with other streamers. There were no negative comments from both genders about networking, considering it the most important factor that leads to a channel's success.

6.2. Other Shared motivations

Another motivation which was found to be common in both genders was the notion of bettering oneself, such as helping reduce or remove anxiety, through streaming and interacting with people. This result adds to previous research findings stating that interacting with others online could help reduce anxiety and aids those who find it hard to socially engage with others outside of the virtual environment (Baumeister & Leary, 1995; Desjarlais & Willoughby, 2010; Mazalin & Klein, 2008, as cited in Hilvert-Bruce et al., 2018).

Quoting from the interviews, there was also a shared notion of simply 'having fun', that 'video games and streaming aren't about being the best or being popular'. Streamers simply found it entertaining to themselves and for their spectators. The findings are consistent with one of the findings in previous studies on user-generated conducted by Stöckl et al. (as cited in Arnhold, 2010). Their data demonstrated that there were six motivations - enjoyment,

information dissemination, contact, personal documentation, passing time and earning external economic incentives. Although not all six were found in this study, enjoyment is equivalent to the concept of 'having fun'. Finally, this also goes back to intrinsic motivation, particularly enjoyment of task, finding the feeling of enjoyment as a motivator to continue streaming for their audiences.

6.3. Gender differences in motivations

Although both genders shared a lot of common motivators, there have been a few which may be worth analyzing further. Firstly, female interviewees did not reference teaching skills to spectators as one of the motivators of streaming whereas interviewee **M2** did mention it as being the reason he started streaming:

"I started streaming myself at the very end of February 2018 to give people the same outlet and resource I had as a means to enhance their gameplay and possibly learn some new techniques to incorporate into their play style"

Secondly, even though community was one of the top most significant motivator both genders, there were twice as many codes referring to motivation from the community in female Twitch Affiliates than male. This shows that to female Twitch Affiliates, community is more significant. A possible hypothesis for this reason in future studies may be because female streamers on Twitch are still a minority compared to male and are more appreciative of their spectators. In fact, from a random polling of 2500 channels, women make up just under 20% of streamers (Online Performers Group, 2015).

On the other hand, in male Twitch Affiliates, intrinsic drives were the most significant

motivator to stream. Previous studies on intrinsic motivation for learning showed mixed results, in a study by Yau and Kan (2011) showed no difference in intrinsic motivation of both male and female participants to learn. In a 2007 study by Narayanan, Rajasekaran, and Iyyappan, it was found that females have higher intrinsic motivation in physical education than males. Since this is one of the first exploratory studies of livestreaming motivation, there is not enough literature in this area to compare it to. A hypothesis for future testing would be a passion for gaming and desire to share that passion with a community of like-minded people.

It can also be noted that in male twitch affiliate streamers, monetary motivation was found to be a more significant motivation. In a monetary experiment by Weinstein (1977), it was found that there were ‘negative incentive effects’ in male individuals after monetary reward was reduced, an effect which was not present in female subjects.

Motivator	Male References	Female References	Most Significance
Extrinsic Motivation	3	7	Females
Monetary Motivation	7	4	Males
Intrinsic Motivation	13	7	Males
Social Motivation	11	12	Females

FIGURE 5 - OVERALL RESULTS

6.4. Stream Styles

Most of the interviewees shared a similar stream style which was game streams although only 2 showed interest in IRL (In-Real-Life) streaming, which is typically just interacting and talking with the spectators and not playing games. It is important to note that those two were solely female with no male interviewees having an IRL style of streaming. This could be a hypothesis for future research, that there are gender differences related to streaming styles.

Linked to the way they prefer to stream is the most common genre of games or most commonly streamed game. In this thesis's sample, over 60% preferred to stream action games which are usually fast-paced, and they comprise of eight of the top 10 most spectated games according to July 2018 Twitch Metrics. A proposed hypothesis is that this is the most genre that attracts spectators, apart from the fact that eight of the top 10 most sold games of May 2018 were action games (Kain, 2018).

6.5. Summary

All in all, it was shown how the social community on Twitch plays a critical role in motivating streamers to broadcast, some daily, others on a fixed schedule. It is important to ask why is society so important to the Twitch affiliates? It can be speculated that the motivation of community is linked to other motivations, one leading to another. Through being motivated by feeling a sense of belonging in a community leads to other intrinsic motivations, monetary motivations and other extrinsic motivations.

Hilvert-Bruce et al. (2018) had also found links between social motivations and stream engagement on smaller channels. Since the interviewees are relatively new with less than two years' experience, compared to other more established streamers, they can be considered smaller channels. These younger channels can afford to directly address their spectators and get to know them better than those on bigger more established channels with a larger number of spectators. Due to the sample not being able to take account of motivations of those larger channels, it could only be speculated that there might be motivational differences from the sample in this thesis.

7. Limitations

The first limitation of this research was disclosure of information in the data collection. Self-disclosure is revealing personally relevant experiences, thoughts, and feelings to others (Derlega, Metts, Petronio, & Margulis, 1993). The problem lies in whether the information divulged in the interviews is true and reliable. Research has suggested that in computer-mediated environments the chances of self-disclosure is greater (McKenna & Bargh, 2000; Schouten, Valkenburg, & Peter, 2007; Tidwell, & Walther, 2002; Walther, 1996; Tian, 2011).

Since an anonymous environment of Google Docs was used for the synchronous online interviews in this thesis, it may have been of help to gain more reliable data, and so it can only be assumed that the information gathered was true. A bigger sample size would also help reduce this uncertainty.

As is common with other qualitative studies, this research also suffers from low external validity and little ability to generalize the findings. The sample of this study is also not representative of any specific population and only show the experiences and ideas of the interviewed participants. The size of the sample pool was limited due to the researcher's time available. Another possibility is the lack of an attractive incentive or reward such as a monetary incentive or gifts. Even though this was aimed towards the best interests of streamers and spectators alike, future research should aim at having an incentive attractive to their study subjects. Furthermore, should a future researcher require having a study generalizable to a greater population of Twitch Affiliate Streamers, the sample should be greater.

In the initial phase of this thesis, focus groups were to be conducted however due to low turnout of volunteers, it was decided to change the methodology and attempt one-on-one online

interviews with streamers. Even after changing to interview method, the turnout was still low, possibly due to the lack of physical or monetary incentive.

Also related to sampling, recruiting streamers especially Affiliates and Partners is difficult, not only because of their busy schedule, but unless one already has a network of close Affiliate streamers, the only place to recruit them would be online social media like Facebook or Twitter, or forums such as Reddit.

An important limitation in this thesis is the potential of sample bias. The question that is important to ask is why were there only ten interviewees who volunteered to be interviewed? There is the possibility that these streamers are volunteering to the interviews with an ulterior motive, such as to gain more recognition. Furthermore, it is important to take notice of the fact that streamers with two or less years of streaming experiences came forward. Due to this, the thesis could not consider the possible motivational differences of streamers with more streaming experiences.

Another limitation related to sample bias is the possibility of cultural differences affecting motivation differences. Since the sample in this research has a majority being from the United States, there is the probability of a cultural bias. Thus, the results provide a more ‘Western’ perspective, not having the opportunity to analyze streamers from different countries or different continents. A reason for this is not only due to Twitch having a majority of American streamers and viewers, but a language barrier could also exist, with streamers hesitant to reach out and volunteer for the interviews due to inability to speak English.

Unintentionally, eight out of ten of the interviewees were from the United States, with the other two being from Canada and Sweden. This could be a limitation because people from other

countries or continents might consider other motivations more significant. Furthermore, this research has left out economic background of the interviewees, which could play a role in conjunction with motivations to stream and could be implemented in future studies.

Qualitative interviews are also impossible to replicate since they rely on social interaction, location, medium used, and no matter whether face-to-face, online, or phone calls, interviews are time consuming. Furthermore, qualitative gather is subjective and specific to the participants and because of this it is even harder to generalize.

With regards to conducting online text-based interviews, no pilot test interview was conducted to refine the questions and interview guide due to time constraints. This could be an improvement for future studies using this method of data collection. Using the method used in this thesis also resulted in a lot of extra unusable information, which can be expected even in traditional interviews, with interviewees wandering off in unexpected directions (Leech, 2002).

This study is also limited to one Livestreaming platform, the most popular one for gaming, Twitch. Future studies can analyze other livestream platforms that also broadcast audio visually, YouTube and Hitbox just to mention two of them. As YouTube is best known for being the internet's biggest video repository, it does not share Twitch's reputation of being dedicated to game streaming as Twitch does (Pires & Simon, 2015). Furthermore, according to Hemmert (2017), Twitch was the market leader in "video gaming video content monetization" with a 43% "share of advertising, donation and subscription revenues in the segment". And though it is mostly up to the preference of the streamer, Twitch was shown to be the more desirable streaming site with YouTube's main focus being uploading recorded and edited videos

(Hemmert, 2017). Due to this, the results of this thesis may not also represent the motivations of streamers based on YouTube.

In agreement with King (2004), there is a lack of substantial literature on Template Analysis which as a novice researcher, left doubts on whether the analytic decisions taken were the best ones. This would result in oversimplification or overcomplication of the final templates. In this case it is probable that the template may be too simple however still did the job to find the results to the research questions of this dissertation.



8. Conclusion

Before presenting the conclusion of this thesis, it needs to be reminded that it is an exploratory study therefore the following conclusions are simply the beginning steps of understanding the motivations of Twitch Affiliate Streamers. The conclusion of this thesis is based on qualitative data gathered through online text-based interviews and analyzed using grounded theory and thematic analysis.

Through the use of Grounded theory and the results obtained from coding interviews with Twitch Affiliate Streamers, it was gathered that the main motivation for both male and female streamers is seemingly socially driven, having the desire to connect with other people, the spectators as well as other streamers. Apart from wanting to build their own network, the Twitch Affiliate Interviewees also have an internal drive, most of the time to improve themselves with the help of others. It was surprising to see similar motivations shared between both genders even in the small sample size used in this dissertation.

This thesis can contribute to the UGT and future motivational research on live streamers, through showing how the theory can be used to explore what are the most important drives of Twitch Affiliate streamers and providing a more human perspective through qualitative research, considering all the previously outlined limitations. It also offers contribution to qualitative research in terms of online interviews, since there have not been many tests using online text-based interviews. If Stieger and Goritz's 2006 research results are valid, conducting online text-based interviews could be a more feasible method of gathering abundant information quicker and cheaper, relative to traditional face-to-face, or audio-visual interviews.

Compared to other traditional media like television, social live-streaming websites are a new growing area of study. Twitch itself often changes together with trends in society and changes in technology. Due to these changes results from doing research on Twitch may become outdated relatively quickly.

A suggestion for future research on Twitch Live Streaming is that researchers should put more focus on what style of streams attract most spectators, or what games viewers prefer to watch live streams play. One could also take this study from another perspective and focus on the motivations of spectators and analyze which streamers or types of streamers spectators prefer to tune in to.

To get more reliable results on this type of research, it is suggested that a mixed method research is conducted, adapting both qualitative and quantitative methods. This will improve both data reliability and generalizability.

Because Twitch is rapidly growing, with many new small streamers getting Affiliate or Partner status, in agreement with Todd and Melancon (2018) it is becoming a significant area of consumer interaction, and marketing practitioners are becoming more interested in taking advantage of Twitch's benefits and promote their brands. This is therefore why Twitch is becoming more worth analyzing and researching academically.

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10. Appendix

10.1. Interview Guideline

1. Welcoming the Subject

Welcome and thank you for volunteering for this interview about Twitch Streamer Motivation. I am very interested to hear your valuable opinion on this subject and how it can possibly provide more knowledge to today's online entertainment industry.

2. Introduction

Good afternoon/Good evening (name & surname). My name is Julian Tirazona, I am 27 years old, and I am currently in Taiwan doing a master's degree in international communications studies, from which I will hopefully graduate this year. My final thesis is about the study of motivations of Twitch Affiliated Streamers, and this interview is to get firsthand information from you, what drives you to stream on a fixed schedule, or even daily. The discussion will take no longer than an hour and a half to two hours. Keep in mind that I am here to learn from you, I will not be achieving any consensus, but it will just help me gather more in-depth firsthand information. It is important that you give some input relevant to the questions I will be asking.

3. Anonymity

The information you provide is completely confidential, and I will not associate your name or nickname with anything you say in this interview. I understand the

importance of anonymity and you may refuse to answer any question or withdraw from the interview at any time.

4. Introduce Rules

- There are 16 questions in total prepared however I may need to ask further questions to clarify any doubts that may exist. There are no right or wrong answers to the questions.
- Since typing is slower than actual conversation, please take your time to give longer contributions and more in-depth answers. If you feel like you are not done with your argument, please write ‘...’ at the end.
- You may exit/stop the interview if you feel the need to do so.
- If you have any questions now or after you can always contact me on any social media network.

5. Warm Up

- First, I would like you to introduce yourself, where you’re from, your age, etc, if you’d like to remain anonymous you can use your twitch name, or nickname.

6. Introductory Question

- Now I would like to give you a couple of minutes to think and talk of your experience of how and when you got into Twitch streaming. Are you happy to share that experience?

7. Guiding Questions

- What made you want to take a step further and become a Twitch affiliate?
- What kind of streams do you enjoy doing the most, and why?

- What do you think about Twitch as a streaming platform? What are some of the upsides and downsides of the platform?
- What are the upsides and downsides of being a Twitch affiliate?
- How do you feel about the people watching you play games as a form of entertainment?
- How do your spectators usually react to your streams?
- What gender are most of your spectators?
- What kind of streams you stream usually attract most attention of viewers, and get you most donations and subscribers? Why do you think that is?
- Why do you willfully and consciously choose to be a streamer?
- How do you feel about making this your everyday job? Do you think this can be your lifetime career?
- What is the happiest experience you have had on stream?
- What, in your opinion, is the key to becoming a successful streamer?
- What suggestions would you give to Twitch to improve the ‘work environment’ and make you further want to stream even more?

8. Concluding Question

- After this discussion, what would you say is the no.1 motivation of Twitch Affiliate Streamers that makes them stream day after day?

Conclusion

I would like to thank you for your participation today, your opinions and input will be an asset to my final dissertation, and to future studies on Live Streaming and

Twitch. I hope you have found it interesting, if there is anything you are unhappy with please do not hesitate to reach me directly. I would like to remind you that your comments will be *anonymous*.



10.2. Codebook 1: Male Codebook

Name	Description	Sources	References
Internal motivators	Codes referring to internal/intrinsic motivations	4	13
Community Motivation	Codes referring to community as a direct motivator of streaming	5	11
Indirect References	Codes referring to community indirectly, not necessarily a reference of motivation	5	23
Enjoyment of Games	Codes referring to enjoyment of playing video games	4	7
Teaching skills	Codes referring to teaching skills/techniques in a game as a streamer	1	1
Monetary	Codes referring to money being a main motivator	2	7
Entertainment	Codes referring to streaming for entertainment	1	2
Indirect references	Codes referring to money, not necessarily a reference of motivation	3	5
Twitch Benefits	Codes referring to benefits Twitch offers to Affiliate streamers	2	5
Gender differences	Codes referring to gender differences in streamers	3	3
External motivators	Codes referring to external/extrinsic motivations	2	3
Gender equal	Codes referring to male and female streamers being equal	1	1

10.3. Codebook 2: Female Codebook

Name	Description	Sources	References
Community Motivation	Codes referring to community as a direct motivator of streaming	5	12
Indirect References	Codes referring to community indirectly, not necessarily a reference of motivation	5	22
Internal motivators	Codes referring to internal/intrinsic motivations	5	7
External motivators	Codes referring to external/extrinsic motivations	3	7
Differences in gender	Codes referring to gender differences in streamers	5	6
Enjoyment of Video Games	Codes referring to enjoyment of playing video games	3	5
Entertainment	Codes referring to streaming for entertainment	4	5
Twitch Benefits	Codes referring to benefits Twitch offers to Affiliate streamers	2	3
Indirect References	Codes referring to intrinsic needs, not necessarily a reference of motivation	2	2
Monetary	Codes referring to money being a main motivator	1	4
Indirect References	Codes referring to money, not necessarily a reference of motivation	1	1
Gender Equal	Codes referring to male and female streamers being equal	1	1