Chayatron Naritoom 2012: Backgrounds and Factors Affecting the Success of Thai Electronic Sports Players. Master of Arts (Social Development), Major Field: Social Development, Faculty of Social Sciences. Thesis Advisor: Mr. Pattarawat Jeerapattanatorn, Ph.D. 111 pages.

The objectives of this research were to explore (1) backgrounds and factors affecting the success of Thai electronic sports players, and (2) gains from being succeeded, goals of life, and suggestions for playing e-sports. Purposive selection was used to purposively select five e-sports players who succeeded in competitions as case study. Data were collected by in-depth interview and participant observation. Additional data were collected from friends when they pleased to inform.

Findings revealed that (1) there were three male e-sports players while another two were female. All of them lived in Bangkok. Most of them stayed with their parents. Three of them played Warcraft 3 DotA and another two played SPECIAL FORCE. Their average age was 21 and most of them are currently studying bachelor degree program. (2) Most of them experienced both online and offline computer games brought about their developed skills, and later on, decided entering their preferred e-sports competitions. Their internal motivations towards joining competitions were different. (3) E-sports players started practicing their e-sport skills by their own desires. However, after they became e-sports players, systematic practicing schedules were used for skill development. (4) There were several problems of e-sports players such as personal relationship with family members and friends, and including time allocation for their training. However, they were able to solve their problems. (5) E-sports players have learned about time management, team working, emotional control, and promotion of good images as e-sports players. (6) All e-sports players received financial supports for their training and competitions from private companies which normally there were team managers operated about their expenses. (7) E-sports players gained fame from playing e-sports and being interested by mass media organizations and some private companies. (8) Most of e-sports players expected for their success in winning at national and global ranks. And if they were not e-sports player in the future, they have various goals towards their careers, and (9) Their suggestions of being e-sports players were to keep strong discipline about training, emotional control, be open minded for different opinions, time management, physical exercising, rest, and promotion of good images as e-sports players.

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