Dan Seed ([00:00](https://www.rev.com/transcript-editor/shared/QyF6MqBc4CM3pNfDgPrEbMkNfqro89-gtedghmmdptEff7kSyjMv6Aj8YGHSPTtB3qJgIr4zOCesnkwJ_64YxCvdBJs?loadFrom=DocumentDeeplink&ts=0.45)):

Hello and welcome to Big Ideas, a podcast from Texas State University. I'm your host, Dan Seed from the School of Journalism and Mass Communication. I'm excited to have my nextdoor office neighbor, Dr. Ali Forbes on the show this month. Ali is an assistant professor in the school of journalism and mass communication with a deep background in sports. She played college basketball before working as a sports broadcast producer and TV and radio, both in Canada, which is where she's from, and the United States. Allie teaches studio production, live sports production and media and society here at Texas State and researches some really cool stuff like sports, video games, eSports and ethics and diversity in sports journalism. She's joining us to discuss her research on the video game N B two K, which has led her to writing a book about the popular video game and how it intersects with issues and topics in sports and society. Dr. Ali Forbes, thank you so much for being here.

Ali Forbes ([00:56](https://www.rev.com/transcript-editor/shared/J9XQJvWtgozio6LhYqUkUk3XRxfexRh2jCR11X5mm2iycQBQOh6VcW8zXRy879D-x3IHKgwow4KK-eORM8vtcoUUn4A?loadFrom=DocumentDeeplink&ts=56.79)):

Thank you, Dan. I am thrilled to be invited.

Dan Seed ([00:59](https://www.rev.com/transcript-editor/shared/BbuPOfdg5yMHIBaMowPGgoUfw2hVNYfrpDvgPBv4stSkheSdMYWPyAHNdjWcPBoBNwYp5ENO5Ga0MjpZUWnijD8NKvk?loadFrom=DocumentDeeplink&ts=59.34)):

And so before we get into the game and the research and all that and the book, tell us what drew you from the time you were little, I would imagine to sports and then ultimately making sports your professional path.

Ali Forbes ([01:11](https://www.rev.com/transcript-editor/shared/mkI77RHqDQZLvDcJjlTX2X_Hfxqspb2K5bmHiadz-GBxJKFOPuZHhtIR446cXhQ-aAvInQ7K8KEl_7qKLxP85VmBfwE?loadFrom=DocumentDeeplink&ts=71.13)):

I would say I was probably born in pretty close proximity to sports. I come from a pretty sporty household. My mom played college basketball and my dad was on the football team, and so I don't think I ever remember a time where sports wasn't some type of part of my life. When I started to work in communications, some of my opportunities were in marketing and those types of things, but I always knew that I wanted to find a way into sports, so I got creative and somewhat lucky in my mid twenties to be able to pair my professional experience with my personal passion. And yeah, I've been working in live sports production and all the things that you've mentioned since.

Dan Seed ([01:54](https://www.rev.com/transcript-editor/shared/K38COcoaxJb-iPpZvfVbq3kX_oPUKrOd1XYFgJS2oi1I1E9BzhtVX0qJv0QjVOyhE75_JCXJkd8YYgr4By4IjQYp9pE?loadFrom=DocumentDeeplink&ts=114.54)):

What have you enjoyed the most about working in sports? You've done so much, the production and of course coaching, and as an athlete, what experiences really stand out to you?

Ali Forbes ([02:07](https://www.rev.com/transcript-editor/shared/72PHqACBviXH2En7OnwdypLBoBgJ_m3ieL7t8cQhsPsgLZtvCc3JmKAenqe7PnscJrv4vozl35rf-e1KD0QBvUEn-OA?loadFrom=DocumentDeeplink&ts=127.41)):

That is a very tough question, especially right at the beginning here, Dan. I'd really have to rack my brain. I mean, I would have one in coaching and one as a college athlete and probably multiple in broadcasting. But I would say the common thread is I'm very curious, and so I want to learn whatever is next, even if it means I've got to slow down to acquire a new skillset. And so I think I would say that my favorite experience will, I never know it when I'm in them. It's always looking back. So I really do enjoy the live broadcast production. I started my career in the newsroom at SportsCenter, and so I didn't really, when you think, oh, I want to work in sports media and sports coverage, you don't think about the difference between being in a newsroom versus actually being on location. And then when you're in the middle of the night clipping baseball games that not particularly invested in a newsroom, you realize, you know what? Not only do I want to work in sports, but I want to work in live sports or sports on location. And so I would say when I was able to kind of finally crack into live production of actual games, that's probably my favorite, but I've had a lot of those experiences too. So I don't know if I kind cheated there with my

Dan Seed ([03:21](https://www.rev.com/transcript-editor/shared/Qt5de7yflyU9x3LPONf3wE7Ps7Ab3735YCnBRyNp-IQUQxGkcjdproUJOM5isbmLSU2x5JywAr3cSOBQuiRppP6WilA?loadFrom=DocumentDeeplink&ts=201.31)):

Answer. No, no, that works because it does explain because for a lot of our listeners, they don't know what goes into it in terms of making a career in television at large and sports television as well. And like you said, you start off with these kind of low level jobs and it's like at that moment you either decide, I really, really like this, or No, this isn't for me. And so walking through your career and your time when you did work in television sports, give our listeners a sense of what that's like.

Ali Forbes ([03:52](https://www.rev.com/transcript-editor/shared/cObXKqdXEikXZLYUnTB0o24gDgeTlt9t7r5RiI_LeRTMFh59j-rbgL8_V1DgtJf4EUALbIz9qu8F3_BBL_afRLiqd1k?loadFrom=DocumentDeeplink&ts=232.69)):

So I actually got my first opportunity, I would say, in this industry out of an internship. So I'm a strong supporter of students trying to get those internships, create networks for themselves, grow their skillsets on location. So I was basically an intern for TSN 10 50, which is ts, N'S Radio Station, E S P N Radio Station. They share a studio wall with SportsCenter. So when my internship was up, I was already familiar with the hiring manager at SportsCenter, so I moved to SportsCenter as my first job in the industry full-time and started as a highlight editor, which meant I would watch a game and I would clip all the highlights for the game, and I would write a little narrative. And basically what you would see the sports center anchors do when they tell you about the baseball game. Last night I was in the Toronto market, so obviously a lot of Raptors, blue Jays, maple Leafs, some C F L as well.

([04:50](https://www.rev.com/transcript-editor/shared/7Tdzczf0GzvMyQmMEM0ODFm5KAIYS4kEMGiuE4x509EIp_8Hoe_Y3vuCHEA763AoXl6xuqRyNWIVNXeQAsx9jDx8BGY?loadFrom=DocumentDeeplink&ts=290.23)):

And so then I went from there to Troy University where I started working both as a producer and a color analyst for men's and women's basketball on E S P N. After two years in Troy, I ended up at Arizona State University where I was studying my PhD, but I also taught the live production for sports class. So we use students in our class to produce all the live streams on the PAC 12 plus network. Myself and my co-instructor, margarita, who's very, very helpful for me growing my skillset. He has a ton of experience in the Phoenix and the LA markets. And so I really attribute a lot of my success in live broadcasting to the time I spent learning from Merck. And then I arrived here at Texas Aid, and as you mentioned, Dan here, I teach courses in video production, sports production, and media and society.

Dan Seed ([05:36](https://www.rev.com/transcript-editor/shared/QwRjybFs3zK2WCy9qufZJWrMjgvqun7l_UVY-aikukjVUTLW0wwl4do2n3CyGg6fRM51PVKHlwVBq6F4qLaPXHML9Oo?loadFrom=DocumentDeeplink&ts=336.76)):

And one area that you touched on when we talked about your interest in sports from the time you were little through college was your curiosity that you're just a curious person. I mean that in a good way, not odd, but that you were curious about the world around you in your experience or the interest that you have, the stuff that you goes beyond the hands-on stuff and your research interests do as well. What led you to those research interests like video games and eSports and the dynamics that happen socially and culturally within sports?

Ali Forbes ([06:11](https://www.rev.com/transcript-editor/shared/Z76qmxFTudB2DEUnGyN7hj84Gkv7T-kBsMemrjWavyshdoXY8FgT5Emwj4_-RYKierbiRV9v-VAAdEAKdckTkQe9oBQ?loadFrom=DocumentDeeplink&ts=371.93)):

Well, I wear the curious person hat both ways proudly, so I'll just say that. But I think what really led me to being curious is I'm really interested in people. I come from a small town in a small province on the east coast of Canada that when I was growing up, there was not particularly diverse. So when I started playing basketball in Niagara Falls just outside of Toronto, and I'm meeting folks from all over Ontario, all over Canada, playing on my team, traveling with these folks, I started to realize that there was a lot that I didn't know about the world and a lot about people that I didn't know. And I felt both ill-equipped to have difficult conversations, or I wanted to ask questions, but I wanted to do so respectfully. And sometimes that's tricky. You need to find folks that you can trust who understand that you're coming from a place of curiosity and wanting to understand.

([07:10](https://www.rev.com/transcript-editor/shared/ZRz3lqLtmXNFUZj9uQgq6KmbwP4eoBbcQF9SUzp2rJ4fUhfsQFMvWyX_xxEVAROcoiqLtVoWBsskce7vNjxqwJbwqxA?loadFrom=DocumentDeeplink&ts=430.97)):

And so I would say, especially then moving to the United States. I mean, I was in a small town in Alabama, so starting to understand how some of those social dynamics are still at play, I think really lit a curiosity in me about where we are socially and then tying it to basketball, obviously N B A two K, that's at least the area that I am familiar. I'm comfortable in basketball culture. I understand the language. So yeah, it was both because of a curiosity and what a skill that I wanted to grow, but also trying to tie it to something that's more familiar to me. And that's how we ended up here.

Dan Seed ([07:50](https://www.rev.com/transcript-editor/shared/MjHf-ucAsn8VipzsPoYVfHj1RyheOCP0gws8g1aOQpiC8wMracCjm0SVC4--rfGeXArjbGmz8ErmmD4Obgg0eyqAH38?loadFrom=DocumentDeeplink&ts=470.18)):

And sports, of course, have often been for a long time at the forefront of those kind of issues that you're talking about. We can go all the way back. I'm not going to go through a history lesson, but Jackie Robinson, title IX sports have kind of paved that way for changes in larger society. So it's a great place to look when you're talking about how we understand the world around us is to start in the locker room and in these other areas.

Ali Forbes ([08:19](https://www.rev.com/transcript-editor/shared/CHSfCm_ylHM__vOJg6uhIAIiHqKK0Y11uzS8bKTNlJr3NSm99xG_P8DCReihxRvbdyOc2SZoC6MaJY7PD-4kRDzZ8MM?loadFrom=DocumentDeeplink&ts=499.82)):

And as a woman who works in live production for sports, and as a woman who's coached men in college, I sometimes occupy those different curious positions, I guess you would say. And as a result, I didn't know what

Dan Seed ([08:36](https://www.rev.com/transcript-editor/shared/9tHhqCvTMuGCkeyY8Ct6_44i0EvLvF25KR7AJGl_HDWvGKKtg9wY-M4hw57LcCiVPTEG-VdYJx81HEi_p3ls7j2tmag?loadFrom=DocumentDeeplink&ts=516.77)):

That's, it is rare. I mean, it's not a common thing. I worked in sports and you, it's 10 to one.

Ali Forbes ([08:43](https://www.rev.com/transcript-editor/shared/Rcuzo85SDNJTtYppdFmu47eCR32kFmz4Fq9G4seooqJFHRMtdmqWb6NsEVaGe7JVwXeKv07OGYV0GpyLTKpZdrQIP2E?loadFrom=DocumentDeeplink&ts=523.76)):

Absolutely, yeah. I'd say almost sometimes a hundred

Dan Seed ([08:45](https://www.rev.com/transcript-editor/shared/rQWoKEfUDwpLt6xPXE2OaCkaZyL3tAp8ORI9xDhMkt6CxUlJYXaiSNBXeXenRulV8fmfaFnfPnb_8kfST59HSGFxV40?loadFrom=DocumentDeeplink&ts=525.44)):

To one. Yeah, a hundred to one.

Ali Forbes ([08:47](https://www.rev.com/transcript-editor/shared/wbYc4eAK2dzEqie-NBne7XEiT6zZlu_pMa3mfIdn0y16AKSACgO3MfajOOY5bGQ1rfiWYK_s3t96goGGbkQaunq1oRA?loadFrom=DocumentDeeplink&ts=527)):

And so as a result, I identify with wanting to create space for folks who haven't traditionally been represented. So that isn't only specific to video games, that's not only specific to sports media, just generally speaking, I want to help the most amount of folks create worthwhile experiences for themselves. And there are lots of folks in sports who may be represented on the field, but are not necessarily represented in the folks who cover those folks on the field. And that's something that I feel very passionate about. Part of the reason why I wanted to move it into video games is because when I got to my PhD, I realized I am not particularly interested in going back and doing a deep dive on what we've already done. I don't want to compete with other scholars for reinventing any particular theory or wheel, if you will. But I do want to start to look forward and maybe do research that can have an impact that helps folks out. Now, that sounds very aspirational, and it's a lot more complicated than just being able to wake up with an idea and change the world. But some of the patterns that we're seeing in sports, if we're starting to see those patterns in eSports and video games, maybe we can start to talk about that more early and often and start to change the curve on how those folks are being treated in those spaces.

Dan Seed ([10:18](https://www.rev.com/transcript-editor/shared/EgZC3hvB4ozE1IYW1ztiQLvLmCgAGmqqaGUlNwrcbTH7TCVx883VKiMCNQxE1SPiWBEquryHnGbY7sQ9cXGsmW3M5kc?loadFrom=DocumentDeeplink&ts=618.75)):

And for people out there that may be saying, well, video games, video games aren't real, but that's the next step. That's the big next step in the sports industry. Sports Broadcasting, E S P N invested heavily in eSports and whatnot. We even see it in the television production that we see now, for example, golf, right? They have the ball tracers and the strike zones and baseball. All of that stuff is stuff that we've seen in video games forever, but now it's become kind of moved into that television side. So getting into the video games, before we get into the research, one quick question. What's the first sports video game you remember playing and what's your favorite sports video game?

Ali Forbes ([11:02](https://www.rev.com/transcript-editor/shared/HhEOeUc-CIzz0IYGlMNHhPe_hMVxim0DWuwZfHM3DpaV3_vGz1HeAlCyCB3uTqI3jUgNXmR_IMhqV_ypTkdDgFAtsJE?loadFrom=DocumentDeeplink&ts=662.64)):

And I don't want to give you some philosophical answer here, Dan, but I guess it kind of depends on how you define sports. Some folks would say that Pong is a tennis game, but I would say as far as the way that we conceptualize sports video games now, I would say the closest thing was back in Nintendo days when you had the running pads,

Dan Seed ([11:22](https://www.rev.com/transcript-editor/shared/l1HbmB8uUv1AD0QXOH94qzJj-dAZL_JlTNU5TbUE8gP4GeeC3lsAkDqUFmzVbfT89gFDh2hqf4RGfHGKOoeu2SIPndI?loadFrom=DocumentDeeplink&ts=682.98)):

Nintendo,

Ali Forbes ([11:23](https://www.rev.com/transcript-editor/shared/0Cd8STLZY6X7DiOjwoNpJKCKiNLIu0Y-u8u-g9QbgwYzhkCzQB_Q8w6G7-2C25EPaEU9donqIs5GclkOZoWYt-KLyEo?loadFrom=DocumentDeeplink&ts=683.43)):

N e s. And so I say that, and then Duck Hunt was all, so we're at Texas State University. So the hunting thing, I would say Duck Hunt was probably one of the most, the earliest sports video games, if you will. Some of my favorite, I loved N B A street, N b A street was one that I was really great game. Yeah, that came out when I was early high school, so I was still really into video games. And yeah, N B A street was probably one of my favorite. I love that they had those big old heads, so you could really them before the graphics were, I felt like the graphics there were ahead of their time. So I would say that was probably one of my favorites.

Dan Seed ([12:00](https://www.rev.com/transcript-editor/shared/a6yk7GzwwwDwGMb8pHcT-rwC_tpzgjNZQjycI_P3ELJAKPc8aZBCMrUUulv9W0PYz1LxIVddpiydkinLbKz612ozQwk?loadFrom=DocumentDeeplink&ts=720.85)):

Yeah, for sure. I remember that game. Your interest or your research here focuses on N B A two K. For those that are not familiar, it's a video game series that first launched in 1999. It allows players to create a player and complete a career or run an N B A franchise, and it's played by millions of users around the globe. Of course, now, like all the video games, it's segued into the online world. And you started doing this, or looking at this game, as you mentioned, when you were working on your PhD at Arizona State. So why N B A two K and then can you walk us through the research that you've done into the video game? What are some of the highlights of that?

Ali Forbes ([12:40](https://www.rev.com/transcript-editor/shared/5vcTr-EjEZrPhRU6SAe64aOwOoiS_3rjjmYAPIDgbvYFnHhi4hh5QeJMlq-KhEiQRTJMSABR0JFIYfXF5CnTRE71adY?loadFrom=DocumentDeeplink&ts=760.6)):

Sure. Well, one of the first things I think a good PhD program is going to tell you is that if you came here with a very rigid idea of what your dissertation was about, the goal is that that changes a bit over time. Anybody that that's the whole point of research. You want to start to explore something. And so I was paying attention to the world around me in my first year of the PhD program, trying to look for something that I felt like I could attach to, that I could be curious about for longer than a semester. And that's kind of a tricky thing to do. It's almost like committing to a partner in a way because you're saying, I can do this thing for extent and build off of it and make a career out of it, and the world is kind of your oyster.

([13:29](https://www.rev.com/transcript-editor/shared/zVtnjy7MU_saRVaIQg9f5Qk5-U0kohtP5Cd6soVivEZKhmhRbw5m3z-py5ZoCSnxI83DQzCJEY4ov42WEIhQeJ1LFfA?loadFrom=DocumentDeeplink&ts=809.08)):

So I don't know how to describe it. Sensitive is not the right word. It's a complicated process, I guess, to try to figure out what this is going to be. And so one thing that really stuck with me is I was at a great journalism, mass communication school at Arizona State University. And one thing that really stuck with me was I had heard about video games starting to become a part of this mass communications conversation. Now, I don't know that there was a ton of faculty members who were doing video game research, but I knew that it was mostly inside of the bounds of this kind of genre that I had to choose from. And then in real honesty, Dan, one night, there was eight of us in our cohort and one of my fellow classmates who was very soft-spoken, quiet, lovely PhD student, she was missing from class one night.

([14:24](https://www.rev.com/transcript-editor/shared/zFw2F-gg797dhUiZ6HPfxSryzeuS7CKDt8gXSh5XvENDwGWnk3xJgjY6K59Z-yTw7M3uYGmbiuz4u2HxnQw9wglfIXQ?loadFrom=DocumentDeeplink&ts=864.13)):

And when you go to school with folks for four hours a day, four times a week, you kind of have a tendency to have patterns and behavior. I always knew this one was going to come in late and this person was going to open their snack on the break. And so for way when to be missing, it was peculiar. And so I asked at the break if anyone knew where way Winn was, and one of our other cohort members said, oh, she must be sleeping it off from being up all night playing Call of Duty, which for anybody who's listening that doesn't know, it was a very, probably one of the most violent video games on the market today. And Dan, for weeks, I just sat across the table from Wynn trying to calibrate the person that I knew well at this point in our lives with this violent video game player. And so when I realized that I was especially interested in trying to make those two things match, I decided that I wanted to move it at least into a space where I felt most comfortable. I knew there wasn't a ton of literature on N B two K, and that was six years ago. And I have really enjoyed the deep dive that I've been doing ever since.

Dan Seed ([15:28](https://www.rev.com/transcript-editor/shared/PMR6_peVYNcw4OMi_MxIYn-4rx5TEf1XU0FrVUQsdcBB_WwCCvgGI3HPWTahVsV8hctDNv7V6nChzGkeNcR2pMG86lg?loadFrom=DocumentDeeplink&ts=928.28)):

And again, we're joined by Dr. Ali Forbes from the School of Journalism and Mass Communication. And one of the things that you're talking about there, how you've got this person that you think, and then they're another person in this world of the video games fits in really well with N B H two K or these sports games where I can create a guy, I'm not a big person, not particularly strong or fast, but I can create a character that is all of those things, be it a football game, baseball game, whatever. But there's also that component, particularly in N B A two K, where you have a league that is a vast majority African-American black, and you have video game players who are largely white males creating players that don't look like them, but rather look like the African-American players in the game. Is that the connection that you're working with there? Yeah,

Ali Forbes ([16:20](https://www.rev.com/transcript-editor/shared/4huzHH8EWeX9cA1VhhB7Q9aZoau5ZzHeGky3ALiBTEuy5YEighGse_MFy7U2HK5F7-kxcUGCairqTDpF5rvNdmLl-SE?loadFrom=DocumentDeeplink&ts=980.01)):

I would say that is certainly a lot to unpack with what you've said. And you're right, that is definitely some of the motivations, I would say, especially some of the original motivations. In short, I wanted to understand if and why white male video game players were creating black avatars in N B A two K to be able to live out this experience of being drafted to the N B A. I will tell you that though, that was one of my initial research questions. How I feel about that or what the answer to that is, is so much more complicated than just, this is a good thing or this is a bad thing. I think a couple of things that are important to highlight. When we talked earlier about the idea that video games aren't real, I think N B A two K is actually one of the best examples of, well, it depends again on what you consider.

([17:19](https://www.rev.com/transcript-editor/shared/0wenH829BgAonnWKIjN1s5xpB1tnQmIAdduIDWz_djW-VEqiVJNw80CcA90lxi8hAN49tJguMIoKzhxOsADSG6sLHdo?loadFrom=DocumentDeeplink&ts=1039.85)):

I'm using quotation figures. I know folks can't hear me, but real because of this idea that you just described, the fact that you can inhabit the body, the virtual representation of LeBron James, of Steph Curry, of Candace Parker now ever since 2019. But also you are able to generate a character either actually like yourself or idealize like somebody else, and then occupy the social spaces and socialize with other players, play and compete with other players, with these avatars that you've generated, two K has one of the most advanced avatar generators in any game, in any genre. And so that also makes it especially complicated from a standpoint of race or even gender in a lot of ways. So yes, I would agree with everything that you said. A lot of what I'm looking at are some of these questions of race and gender and how they're at play inside the game.

Dan Seed ([18:16](https://www.rev.com/transcript-editor/shared/pl56syj3PlxTuDgk7kY91ezRRmSiuLFdr--jLlIQcVbjhIVkR8gB3nyPIbzvlwStzj2LHUEW89UJek13gS4XXPSyzv4?loadFrom=DocumentDeeplink&ts=1096.71)):

And I say this dissertation, your dissertation that you did at Arizona State has now expanded beyond that, and you're actively working on a book. Tell us about the book. What avenues are you going to go down in there? What are you looking at for that?

Ali Forbes ([18:31](https://www.rev.com/transcript-editor/shared/LxDzW1r8p7mhvzGEjH8HMQ5Iyox_HkPtQpXaWB07QQnbBFLaqqlRCQoZ_mzJt52FwF14VN01e1c-VlXLEcKpZJzZs28?loadFrom=DocumentDeeplink&ts=1111.44)):

Sure. I am really excited about the book. I have been working on a few other projects since I've arrived at Texas State, but I feel like it's a really great time for me now to carve out this time in focus on this book. I'm right now looking for publishers. I have someone that I think might be a right fit, so she and I are working together to see if this book proposal is something that they're looking to include. And we actually think there might be a few volumes. So realistically, we think the first one is probably going to interview N B A players and W N B A players about the role that two K has. Oh,

Dan Seed ([19:06](https://www.rev.com/transcript-editor/shared/p46xkpNs13nN4Ht85rHzZhjKHLxNYyAn-9deJXcLGSaQuuGVoUnngfO_0Q8eQLyD77EmUnq7aZLh7PectP513iloxx4?loadFrom=DocumentDeeplink&ts=1146.45)):

That's interesting.

Ali Forbes ([19:07](https://www.rev.com/transcript-editor/shared/2FNLo-BqUY-ilCRELwmKBRz_VMfd_G85I_xYbhQ678QqEmQlR-1feO7NECs_jMEaqDK9tegJ-EIXo8h9v-YHTAiPsvc?loadFrom=DocumentDeeplink&ts=1147.56)):

In their lives and across the board for generations. So folks who maybe weren't growing up with two K because it kind of came around maybe when they were in college or whatever the case may be, but also some of that younger generation who are just rookies in the league and have grown up, don't remember a time, maybe two K is older than they are at this stage of the game. So yeah, I think the first volume is going to do a deep dive on the role that N B A two K has played in the lives of N B A and W N B A players

Dan Seed ([19:37](https://www.rev.com/transcript-editor/shared/xmAGauWkfOwXlvpZXPfBcfKn6oFe8OgPmozKE7QH3utQ-3r0NXYwEuf5XTzKs1Frki5OWHX9CmDyD3OKXephM4gn8t0?loadFrom=DocumentDeeplink&ts=1177.44)):

And ordinary users, I would imagine as well, eventually down the road in terms of other volumes that you'll start to interview people from different walks of life. So fascinating too about video games is you have the people that just play it, and then you have the people that play it for money and for a living. I mean, what a sample.

Ali Forbes ([19:57](https://www.rev.com/transcript-editor/shared/n5CkY2DQ2dQICi9IOJPh9e0N9B-ObNghZf9pwcwk2QSXc0ru73CnHGOiZTZQZt_mhTRn_qQli_hFeoSEpnpGLsy_kWY?loadFrom=DocumentDeeplink&ts=1197.45)):

Yes. So what you're describing is a lot of what I was doing in my dissertation and plan to continue, but the more I got into two K with my dissertation, the more I realized, here's a research paper. Here's a whole book topic. And so what I'm trying to do now is break it out into more digestible pieces instead of this overview of the landscape, which is what I've done with my dissertation, to really start to break it down into pieces that resonate with more folks. And so exactly like you mentioned, I am interested in the experience of folks who stream live when they play and have a huge audience and following of folks who watch them when they play N B two K. I'm interested in the eSports players that you described who are in the N B A two K league. I mean, there is now an N B A two K league and an N B A two K G League.

Dan Seed ([20:46](https://www.rev.com/transcript-editor/shared/4ciIJMehINaXpr6645PGKZDhLgNPhepfnh1FQ818Cd9tXWTPzxWVUJsvL7MM6phmn5tmQ_rJYT9IICuWawAmlqeRt58?loadFrom=DocumentDeeplink&ts=1246.74)):

Wow,

Ali Forbes ([20:47](https://www.rev.com/transcript-editor/shared/1C0VjaxGkGeCywO3rUDZqyGds7FyS5Q-db-aRT8egkJ4V2WWFurA4aOE3Nz4GHPZb5okZfh6ctX6zQu_tQZaJnVpgCE?loadFrom=DocumentDeeplink&ts=1247.94)):

That's crazy. And so I want to go about those folks as well. And so instead of just saying, here's everything you need to know about two K, it's too much of a beast to be able to just kind of include it all in one book, which is why we're looking now at the genre. So this first book, mainly because I want to leverage my contacts in the industry, eventually, I'm going to be so far out that I don't have the capacity to get these contacts and do these interviews with these folks. So I'd really like to leverage my professional network right now and be able to get some of these interviews to tackle the one that I think is going to be the hardest to access the folks who I need to answer these questions.

Dan Seed ([21:26](https://www.rev.com/transcript-editor/shared/QSrppZPAyrkzFmTAe3iyNdMMJN2uqTAWblY1E1aMmBvIEo6K8RU_3hwzu9g6yYPyO0gKCbH-tURw3mye7oFi3KpozYE?loadFrom=DocumentDeeplink&ts=1286.26)):

Yes, strike while the iron's hot with those folks. And one thing that you mentioned that I picked up on, I used to play video games back in the day. It's been many years since I've played, but you mentioned that Candace Parker is in two K and has been since 2019, I think is what you said. That's interesting too, because growing up playing video games, it was major league baseball, national football League, college football, N B A was kind of on the periphery of video games. There weren't quite to that level, but the fact that they're introducing female players into a male-centric game, that's also really interesting, I would imagine, to look at and see the dynamics there.

Ali Forbes ([22:07](https://www.rev.com/transcript-editor/shared/88T_lmJ6C9R21OqvIIhKLBs9b8fl-WQCWqwRZtOuODTvrT1FOJ_9UZCKtr4AvLkOZoOPC3fHD-2wGE--mxxXngKhe8Q?loadFrom=DocumentDeeplink&ts=1327.87)):

Yeah. Well, obviously a hot topic in sports is the difference in the coverage of women's sports and men's sports. And so if you think about it, and it's most simplest terms, we have a whole generation of folks who've grown up with sports video games, and a whole generation of little girls who've been playing sports video games as men their entire lives. And the N B A two K game was not the first to add female sports avatars. FIFA actually was pretty progressive as the women's national soccer team really started to gain steam, they were kind of adding some of these. It was more so like adding in a team or six teams where the women could play against each other. But yeah, now in two K, you're able to develop a female avatar. So in the same way that we talked about racial tourism, if you will, virtual tourism, racial tourism, there's this gendered tourism that's happening in these games as well.

([23:01](https://www.rev.com/transcript-editor/shared/NUV_OD9_j_y-XQiMouH7IkoQWb5qJ4YiXS6SPKhcmsIaIyWhDlehLXHYGzS-bRczKPZOtRd8Op0ACuY5dh27KmSl3wA?loadFrom=DocumentDeeplink&ts=1381.21)):

First by little girls or women who wanted to play the games and were forced to create a male avatar, but now also with these female avatars that also offers their male counterparts the ability to play as Candace Parker. One thing that I thought was especially interesting that came out of my dissertation work was I interviewed a professor and he was, I think 38, 39 at the time, and had an 11 or 12 year old little boy who was really into N B two K, and he wanted to play with his dad all the time because his dad grew up playing N B two K, but to use it as a tool, the dad would only play with the son when they were playing in the W N B A feature because he wanted his son to learn about all those players, learn their names, understand their styles of play, the same way that that little boy was invested in playing the n a side of things. So I just thought that was so fascinating and not something that I could have anticipated, but definitely something I want to explore more if I can find other people who use this game as a tool for development, for example,

Dan Seed ([23:58](https://www.rev.com/transcript-editor/shared/ncVTr1g80KGzgmvC5GdSZ4UQ4dxSn_L5ea719avtT5Kn8AtHAsgbSlFf4ObkoZiB41l2EDBN8GuvBarw6jrD_imMEDg?loadFrom=DocumentDeeplink&ts=1438.31)):

And that all ties into sports viewership and coverage and all that. If you have a generation of fans growing up with the appreciation for female athletes and the appreciation for the, I say it like this, but it's the same sport, but the female sport, the female version of the sport, ultimately, that can lead to greater appreciation. One would hope of female athletics and coverage of it, which we know has been lacking. But the numbers, when we see the ratings numbers, for example, from E S P N, it bears out that people want to watch women's sports. The Women's College World Series is one of the most popular events that E S P N has the Women's World Cup. Same deal, right? People watch, I remember watching the final in 1999 against China and the Brandy Chastain and all that kind of stuff. It was like, this is something new and it's exciting and it's fun to watch, and it's important I have two little girls, and to sit down and watch the Women's College World Series with them, they're just fascinated that there are girls playing these sports that are like baseball. And so in that sense, that's important for the industry as a whole for its future.

Ali Forbes ([25:09](https://www.rev.com/transcript-editor/shared/RyW2hkKgzyaTIuBZKziSwtWyAmnKv-_6fNyvbnVoskYzM7iUAX9MQXHnggGA3CXiXLCGig3NTa7E9PCvfeWr3WjHues?loadFrom=DocumentDeeplink&ts=1509.08)):

Absolutely. I mean, I feel like a broken record when I say I think part of the reason why we're not seeing a lot of coverage on the back end of women's sports is because we are not invested in women's sports on the front end, at the grassroots level. And are we doing better? I don't know. I would like to say yes, but I really don't know. But what I do know is that adding in this representation of Candace Parker is an absolute warrior. I mean, she is a fantastic role model for anybody, a hard stop. And so the idea that now little girls can get into these games and see themselves represented in these ways, it also, I mean, when I was talking earlier about the N NBA two K League, well, I mean in the seven or eight years that there have been drafts for the N nba A two K League, only two girls ever, but I mean N B A two K isn't a particularly safe and encouraging environment when they hear a female voice on the microphone or when they realize there's a girl on the team. And so I think some of these changes need to happen to be able to make some of these changes happen on the backend. And video games are no different than soccer, as you've just described, or the women's basketball final, the N C A basketball final this year with as many viewers as it's had. So yeah, we got to start somewhere. And I'm hoping that some of this research will in some ways help with some of this

Dan Seed ([26:29](https://www.rev.com/transcript-editor/shared/qOwBn0I4fCTKHJUkuy7tzmH1LYkrvf7I2ONpDDIYvdpXjSSjRcGhtGGNnL20Ja_enskB2fWbfzGBe3rLXa5J2fnUZo4?loadFrom=DocumentDeeplink&ts=1589.81)):

Fascinating and important stuff for sure. For sports and the industry in general. Do you have an idea, like a timeframe in terms of publication for the book?

Ali Forbes ([26:39](https://www.rev.com/transcript-editor/shared/B_VFJcXNvVj3rti_3H5SckCmWl-7imX2PjdQSfuQ5rgxWywBgYB2s58Tf1SKkhAhRbzizgvEOkUFbq8VgbtXbK5HV2s?loadFrom=DocumentDeeplink&ts=1599.23)):

Yes. Well, since I'm an assistant professor on the tenure track, I would like to think that I have this book published before I go up for tenure. So I mean, I'm not in a rush. I am a broadcast professional, and so writing takes a lot of my time and capacity. I really want to do this well. I really respect the N B A, the W N B A N B A two K, and if I'm going to put my voice in here, I want to make sure that I really do it justice. So I would say two years from now, I would like to have this book published and on a shelf somewhere and available, because I'm doing the volumes. I might be able to do it a little bit quicker, maybe in an 18 month turnaround and maybe be working on my second book 24 months from now. But I also want to give myself a little bit of grace. As you know, Dan here, there's always something popping up with the students project. So yeah, I would say two years maximum, and I've got it out and ready to go.

Dan Seed ([27:35](https://www.rev.com/transcript-editor/shared/wS4k0eSs_uIs9NgTNftbYaLl1luMaY6OwbhSk8x5tKcbBuh-BPPDm1HQ4VZn3ieGsZmfwnx1VclAs4z2NchUkrUcv54?loadFrom=DocumentDeeplink&ts=1655.34)):

Well, that's great. And you're very busy. You just came back from the B e A Broadcast Educators Association Convention in Las Vegas. You were on three panels there. You work very closely with the E SS P N production here at Texas State, helping students get prepared for that and be contributors to that. And you're also developing a video game lab in the school of journalism and mass communication. I'll open it up to you on any of those three things that you'd like to talk about to tell us what your involvement is and what your life is doing all this stuff.

Ali Forbes ([28:09](https://www.rev.com/transcript-editor/shared/viLjpxqjXoSGwnqHRazEjx__5DNnmMfuUfxsSb8lVNw11ccWFUQ_JJF5SCkT4YdwS25jO4s4dbAdmOGqbQ2S7PzoBnI?loadFrom=DocumentDeeplink&ts=1689.48)):

Well, the one I want to talk about most is you said that you used to play, but you don't play anymore. Well, you've also already told them that we share a wall. So that means that you are steps away from the sports Video Games lab, my friend, and we can get you right back up on that horse anytime you want to. So I'm just putting that out there.

Dan Seed ([28:26](https://www.rev.com/transcript-editor/shared/MjbO6j_jWUKrpuwbslmbH0KhK1317R7Oa0IDHUhwE-tQoVD6VTnhl-0UchQuv25jSEa4dN9WYrADydHfcBHGgUNfv7s?loadFrom=DocumentDeeplink&ts=1706.58)):

Do you have Tech Mobile R b i baseball? That's kind of my vintage.

Ali Forbes ([28:30](https://www.rev.com/transcript-editor/shared/_wjD8FqdP1_Fetbfvj_gZcjLqcZt4U3qLQZL3xlbGhWbYAs1Z8xDyXsnqqbmi2dkXmjNJ5H0Z6V4OdEsN0jqKK6ioos?loadFrom=DocumentDeeplink&ts=1710.78)):

Cool. Well, would love to do a paper on it with you. Everybody who's listening has heard me say it. But yeah, the Video Games Lab is really just a spot where I want to have the space where I can go in and if there's a really flagging question between myself and a colleague, because I'm trying to describe this, and she may be understanding that we can go in and navigate through that. I would also like to think that eventually I'm able to use it for quasi experiment type of research as well, where we bring folks in and we have 'em play and we take notes or we have 'em play against somebody else. And so yeah, it's certainly evolving. We've just got it up and running. So we've got a PSS five in there, an Xbox Series X. We also have a switch, a PSS four. We're hoping to get some more retro type games like that, N E Ss that we were talking about. I'd love to start doing a little bit of research on some of those more kind of old school, if you will.

Dan Seed ([29:26](https://www.rev.com/transcript-editor/shared/5wqSuyIrKe2p7yxzWSlDmQ_eAxa8v9p03umCd3UtZ2m76IJ8L7y8dEYQscfT0NRZ4L6YrZZDceAJ8Okqef3LvC1Vuv8?loadFrom=DocumentDeeplink&ts=1766.91)):

Game. Yeah, the linear games, you don't get to pick. It's there. Yeah,

Ali Forbes ([29:30](https://www.rev.com/transcript-editor/shared/tQH6AUJ_E67KgpeIgjyulNkXEikMEYO-RaFt2YgIBDZu7FLjJjwhpDhBtTJGVyOQBxSYrhYreZ4w86bd8fZdw51F-Wk?loadFrom=DocumentDeeplink&ts=1770.84)):

Exactly. Right. If I could find one of those Nintendo pads, Dan, I'd have you in there sprinting on it and seeing what we could come up with out of that. But yeah, the Video Games Lab is just a spot where on campus I can access some of these spaces that I need to access for my research. And the hope is that we can also encourage students to kind of come and go from that space as well. So yeah, that's the video games lab. And then what were the other things? I feel like it's hard to keep track.

Dan Seed ([29:58](https://www.rev.com/transcript-editor/shared/br4QqdRLVXZlS2IOlIsOc05uXZjjjpfIfVKyW8-kRDbiOR447nY13g4T0Iy9mufcI4KswGg8r5E2sVn1emT7UO87vB8?loadFrom=DocumentDeeplink&ts=1798.09)):

You're working with E S P N here on campus as well with our students and the production with athletics, which is a huge deal. It's a massive deal with the Sunbelt Conference. All the schools broadcast every sporting event.

Ali Forbes ([30:10](https://www.rev.com/transcript-editor/shared/MNTITOiQaPvUDxb1zZIq0CaLagKADzNz69RYI6gcnSZRujcSedQkOxVtJ_T7XXLPe6CSUcnxiZNfk1aHUtobuKq14OY?loadFrom=DocumentDeeplink&ts=1810.36)):

Yeah. So we've been really lucky. The athletics department here has been super gracious in helping us get those real world opportunities for our students. And so the athletics department has basically just opens its arms to our students to be able to go over there, train on their cameras, train in their control room, be a part of those live broadcasts. As I mentioned earlier in our chat, Dan, for me, one of the key factors for me in unlocking the door to what I think has been really fun and fulfilling career in sports media was working on the live broadcast at Troy University. That happened as a result of getting a couple of opportunities through networking and then really growing my skillset. So I really firmly believe that if a student is interested in working in live broadcast or in sports in general, at the collegiate level, they've really got to try to seize as many possible experiences as they can. Because if they don't do it here, it's really hard to imagine that they're going to be able to create those opportunities for themselves building off of very little experience. And so we've been so lucky that the athletics department has been able to create those opportunities for our students, and we want to continue to train them so that they can best support the athletics department when they're doing those live broadcasts.

Dan Seed ([31:27](https://www.rev.com/transcript-editor/shared/80yMh9ZFj1eq4VOFZOlEuVrwcKlkVFzWumCIKhgGPKeYgDgauzlEy9b9Zjr74nxjuAklnY0VpSI8Pfoh0PBqaO5DAcc?loadFrom=DocumentDeeplink&ts=1887.28)):

Well, as you can tell, Allie is very, very busy with everything that she has going on, and she does a wonderful job in all the aspects that she does, and she works incredibly hard, and she's not one of these people that is in her office much because she's always out doing stuff. Believe me, I know it was her next door neighbor. She's here, there, and everywhere, constantly. So Dr. Ali Forbes, thank you so much for joining us.

Ali Forbes ([31:51](https://www.rev.com/transcript-editor/shared/0fJT0PXj1TUawEt6NwK6ZwPq9-Nndoud2uWsK7atqI_gT2dge4F27nkY6o-ur4IAoSJqJxbRXlQ3LqYPScQNp__Ynsg?loadFrom=DocumentDeeplink&ts=1911.1)):

Oh, Dan, this was so fun. Thank you for inviting me,

Dan Seed ([31:53](https://www.rev.com/transcript-editor/shared/Mnc1b09mEdqndFq-qUfnKS-qnrKSJRxmyFmQIh5AYuqotHceUndBJZ_duP1camUHUYFn4cleRNP-j0Rc4a5EV16Uf0k?loadFrom=DocumentDeeplink&ts=1913.8)):

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