

The Wonder Years: Youth Sport Fandom and Fantasy Sport Participation

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Who We Are



Dr. Andrew Billings

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Bringing to the table: Communication-based
perspective of sports fan motivations, behaviors, and
media consumption habits.

Who We Are



Dr. Brody Ruihley

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Bringing to the table: Fantasy sport from a sport
management perspective.

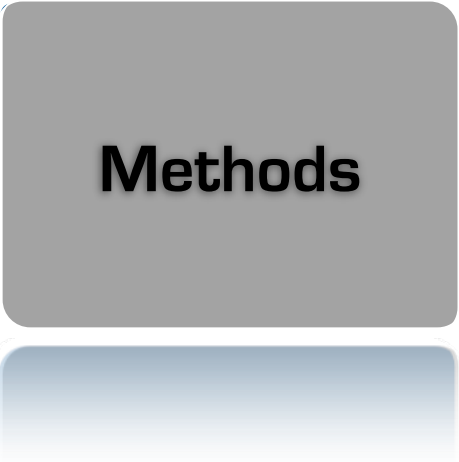
Introduction

In this research...

- Focus on 12-17 age demographic
- Consumption & Motivation

...Methods

Survey-based
Quantitative & Qualitative
New data addition(12-17)
1360 total participants



Methods

- **Purposive non-random sample**
- **Online questionnaire invitation sent through FSTA outlets**
- **Qualitative and Quantitative measures**
- **7-point scales**
 - 1 = Low identification
 - 4 = Neutral
 - 7 = High identification

Motivations

Ownership

Roster management skills in the areas of drafting, trading, adding, or dropping players, and controlling other decisions

Age	Mean	Signf.
12-17	5.1	*
18-24	4.6	*
25-34	4.2	*
35-44	4.5	
45 & Up	4.6	

Motivations

Ownership

Roster management skills in the areas of drafting, trading, adding, or dropping players, and controlling other decisions

Age	Mean	Signf.
12-17	5.1	*
18-24	4.6	*
25-34	4.2	*
35-44	4.5	
45 & Up	4.6	

Self-Esteem

Positive or negative self-concept based on performance of a fantasy team

Age	Mean	Signf.
12-17	5.5	*
18-24	6.2	*
25-34	6.0	*
35-44	6.0	*
45 & Up	5.9	close

Motivations

Surveillance

Information gathering, searching, analyzing

Age	Mean	Signf.
12-17	5.4	
18-24	5.7	
25-34	5.5	
35-44	5.3	
45 & Up	5.2	

Motivations

Surveillance

Information gathering, searching, analyzing

Age	Mean	Signf.
12-17	5.4	
18-24	5.7	
25-34	5.5	
35-44	5.3	
45 & Up	5.2	

Camaraderie

Socializing with a relationship-focus

Age	Mean	Signf.
12-17	4.9	*
18-24	5.7	*
25-34	5.7	*
35-44	5.5	*
45 & Up	5.2	

Motivations

Escape

Disengaging from daily issues and temporarily forgetting about or disengaging from life's worries

Age	Mean	Signf.
12-17	4.5	*
18-24	4.0	
25-34	4.0	*
35-44	4.2	
45 & Up	4.0	

Motivations

Escape

Disengaging from daily issues and temporarily forgetting about or disengaging from life's worries

Age	Mean	Signf.
12-17	4.5	*
18-24	4.0	
25-34	4.0	*
35-44	4.2	
45 & Up	4.0	

Social Sport

Socializing through discussions surrounding the sporting activity itself

Age	Mean	Signf.
12-17	5.5	*
18-24	6.2	*
25-34	5.9	*
35-44	5.5	
45 & Up	5.2	

Motivations

Pass Time

Purposely allowing time to pass, with the goal of nothing major to occur, seemingly to a relaxing or mind-clearing effect

Age	Mean	Signf.
12-17	5.3	*
18-24	5.3	
25-34	5.0	
35-44	4.8	*
45 & Up	4.7	*

Motivations

Pass Time

Purposely allowing time to pass, with the goal of nothing major to occur, seemingly to a relaxing or mind-clearing effect

Age	Mean	Signf.
12-17	5.3	*
18-24	5.3	
25-34	5.0	
35-44	4.8	*
45 & Up	4.7	*

Competition

Participating in an activity for the purpose of winning, dominating, or testing one's skills

Age	Mean	Signf.
12-17	5.4	*
18-24	5.9	*
25-34	5.7	
35-44	5.6	
45 & Up	5.6	

Motivations

Arousal

When an activity causes positive stress,
stimulation, or emotion

Age	Mean	Signf.
12-17	5.4	*
18-24	5.8	*
25-34	5.6	
35-44	5.5	
45 & Up	5.4	

**Group
Differences**

12-17 Different With...

18-24

Ownership (H)
Self-Esteem (L)
Camaraderie (L)
Social Sport
Competition (L)
Arousal (L)

25-34

Ownership (H)
Self-Esteem (L)
Camaraderie (L)
Escape (H)
Social Sport

35-44

Self-Esteem (L)
Camaraderie (L)
Pass Time (H)

45 & Up

Pass Time (H)

Note: These are significant differences (.005)

Other Major Factors

**Start &
Continuance**

12-17 Year Olds

Influence in starting to play...

Friends (78.4%)
Siblings (32.0%)
Parents (28.1%)
Media (7.8%)
Teachers (3.3%)
Coworkers (0.7%)

Continue to play....

Friends (85.0%)
Siblings (21.6%)
Parents (21.6%)
Media (3.3%)
Teachers (1.3%)
Coworkers (0.7%)

Major Factors

Fanship

Reason that one considers oneself a huge fan of particular sports and teams

Age	Mean	Signf.
12-17	5.9	*
18-24	6.8	*
25-34	6.7	*
35-44	6.5	*
45 & Up	6.2	*

Sport Consumption

Hours per week

Age	Mean	Signf.
12-17	10.7	*
18-24	18.9	*
25-34	18.1	*
35-44	16.4	*
45 & Up	17.5	*

Major Factors

Fantasy Enjoyment

Age	Mean	Signf.
12-17	5.6	*
18-24	6.6	*
25-34	6.5	*
35-44	6.5	*
45 & Up	6.4	*

Fantasy Hours

Hours per week

Age	Mean	Signf.
12-17	5.4	*
18-24	8.1	
25-34	8.2	*
35-44	9.1	*
45 & Up	12.0	*

Major Factors

Fantasy Satisfaction

Age	Mean	Signf.
12-17	5.5	*
18-24	6.8	*
25-34	6.7	*
35-44	6.6	*
45 & Up	6.6	*

Future Intent

Age	Mean	Signf.
12-17	5.4	*
18-24	6.9	*
25-34	6.9	*
35-44	6.9	*
45 & Up	6.8	*

Major Factors

Fantasy Sport Satisfaction

Age	12-17 Mean	18 & Up Mean
I am glad I have chosen to play fantasy sport	5.5	6.6
My decision to play fantasy sport was a good one	5.4	6.7
I enjoy playing fantasy sport	5.6	6.8
Fantasy Sport Satisfaction	5.5	6.7

Major Factors

Future Intent to Return to Activity

Age	12-17 Mean	18 & Up Mean
I will continue to play fantasy sport	5.5	6.9
I am likely to play fantasy sport next season	5.4	6.9
I will play fantasy sport in the future	5.5	6.9
Future Intent	5.4	6.9

**Major
Factors**

Dissatisfaction

**“Fans verbally abusing players after their
performance via social media”**

Major Factors

Dissatisfaction

“Fans verbally abusing players after their performance via social media”

“Fantasy football defenses being penalized for points scored by the opposing team's defense”

Major Factors

Dissatisfaction

“Fans verbally abusing players after their performance via social media”

“Fantasy football defenses being penalized for points scored by the opposing team's defense”

“I'm not dissatisfied with it, I just do not have very much time for it”

Major Factors

Dissatisfaction

1. 2011-12

“Fans verbally abusing players after their performance via social media”

“Information which requires payment”

“Fantasy football defenses being penalized for points scored by the opposing team's defense”

“I'm not dissatisfied with it, I just do not have very much time for it”

Major Factors

Dissatisfaction

1. Fans

“Fans verbally abusing players after their performance via social media”

“Information which requires payment”

“Paying to play”

“Fantasy football defenses being penalized for points scored by the opposing team's defense”

“I'm not dissatisfied with it, I just do not have very much time for it”

Major Factors

Dissatisfaction

1 2 3 4 5

“Fans verbally abusing players after their performance via social media”

“Information which requires payment”

“Paying to play”
“Fantasy football defenses being penalized for points scored by the opposing team's defense”

“I'm not dissatisfied with it, I just do not have very much time for it”
“projections and rankings being way off on [site]”

Major Factors

Dissatisfaction

“The difficulty of doing on it a phone”

“Fans verbally abusing players after their
performance via social media”

“Information which requires payment”

“Paying to play”
“Fantasy football defenses being penalized for
points scored by the opposing team's defense”

“I'm not dissatisfied with it, I just do not have very
much time for it”

Major Factors

Dissatisfaction

1 2 3 4 5

“The difficulty of doing on it a phone”

“Fans verbally abusing players after their
performance via social media”

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“Paying to play”
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points scored by the opposing team's defense”

“I'm not dissatisfied with it, I just do not have very
much time for it”

Discussion

What does it all mean?

Intro Group

Influencers

Satisfaction

Future

**What to do with
data?**

Questions or comments?



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Appendix

Motivation Scale Items

Ownership	Achievement/Self-Esteem
• I feel like a general manager of an actual sports team • I feel like a coach of a team • Its like having a team in my control • I enjoy controlling the lineup	• I feel a personal sense of achievement when my fantasy team does well • I feel like I have won when my fantasy team wins • Winning at fantasy sport improves my self-esteem

Appendix

Motivation Scale Items

Surveillance

- It provides me with quick and easy access to large volumes of sport information
- I am able to obtain a wide range of sport information
- I can learn about things happening in the sport world
- It provides me with more information about real players and teams
- I feel more up-to-date with sport information
- It provides me with an increased awareness of the athletes and teams

Appendix

Motivation Scale Items

Camaraderie	Social Sport
• It allows me to get along with others • I enjoy the camaraderie of other participants • It helps me stay in touch with people	• I like to chat with people about sports • I like to share my opinions about sport teams and players • I enjoy debating sport-related issues

Appendix

Motivation Scale Items

Escape	Pass Time
• I can escape from reality • I can forget about work • It allows me to escape from my daily routine	• It gives me something to do to occupy my time • It passes the time away, particularly when I'm bored • It is something to do in my free time

Appendix

Motivation Scale Items

Competition	Arousal
• I enjoy winning • Winning the league prize (recognition, trophy, money, etc.) is important to me • Being better than my opponent is important • I enjoy competing against other team owners/managers	• Because I get pumped up when I am watching my team • I enjoy being emotionally aroused by the competition • I like the stimulation I get from participating in fantasy sport

Appendix

Satisfaction and Intent Scale Items

Fantasy Sport Satisfaction	Intent to Return to Activity
• I am glad I have chosen to participate in fantasy sport • My decision to play fantasy sport was a good one • I enjoy playing fantasy sport	• I will continue to play participate in fantasy sport • I am likely to participate in fantasy sport next season • I will participate in fantasy sport leagues in the future