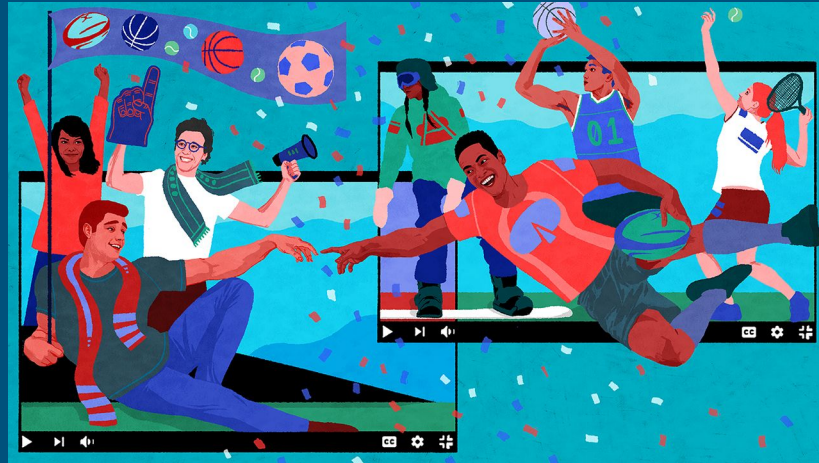


# Intro to Fandom



What is your  
definition of a  
“fan”?  
(sports or otherwise)



Can someone  
be a fan of  
multiple teams  
or sports?





Is it possible to be both a Yankees  
and a Red Sox fan?



Barstool Sports  
confronts actor  
John Cusack  
for being a  
bandwagon  
Chicago fan

- Is Cusack a true fan if he follows both teams?
- Does knowing stats about the team make someone a true fan?
- Does it even matter?

# What started or sparked your fandom?





# What do you get out of being a fan?

The team gets your rabid support (financial & emotionally), but what's the return on your investment?



Some say sports fandom is like a religion. What do you think?





Have you ever behaved in a way that is out of character *because* you were a fan or a part of a crowd of fans?



Is there anything that would  
make you cut ties with your  
team/sport?

\$1.50 • NYDailyNews.com

SPORTS FINAL

Partly cloudy, 37/24, Saturday, January 30, 2016

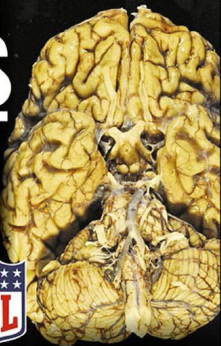
# DAILY NEWS

NEW YORK'S HOMETOWN NEWSPAPER

## This is your brain on football

Despite immense pressure from the medical community and attempts to lower concussion ratings, the NFL reported a whopping increase in head injuries for 2015.

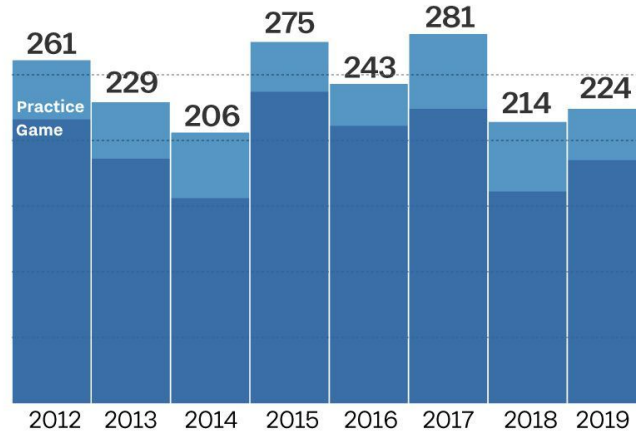
SEE SPORTS



● NFL concussions up a stunning 58%  
 ● Frightening figures just 'tip of iceberg'

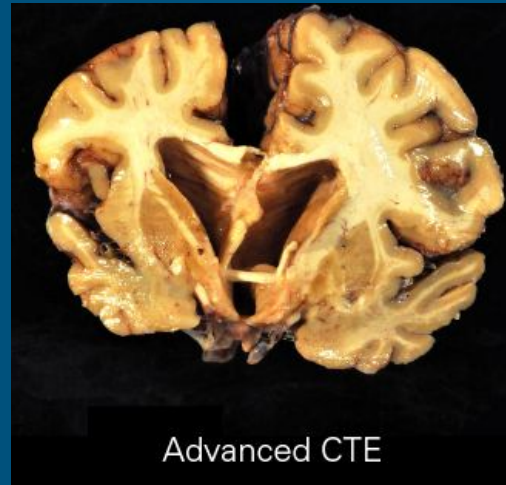
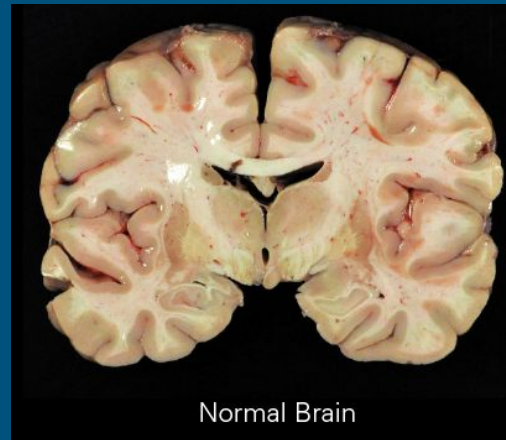
## Concussions in the NFL by year

Preseason and regular season



Source: NFL

Vox



Did you or anyone you know question whether to keep watching NFL football when all the concussion (CTE) studies came out?



# The Providence Journal

Wednesday, September 11, 2019 W. COV., Va. 45 © 2019 Published daily except 12/25 providencejournal.com @projournal Facebook.com/ProvidenceJournal

## New Patriots receiver Brown accused of rape

By Kevin McNamara  
In our Sports Center

**FOXBORO** — Newly acquired New England Patriots receiver Antonio Brown was sued in Foxboro Tuesday for a woman who claims she was sexually assaulted on three separate occasions. The woman was a student-athlete at Central Michigan University when Brown was a star on the football team and was later hired by Brown as a personal trainer.

Brown, in a statement released by his attorney, Carme Blumenthal, denied the charges.

"Mr. Brown denies each and every allegation in the lawsuit," Holmes said. "He will pursue all legal remedies to not only clear his name but also to protect other professional athletes against false accusations."

Britney Taylor, the woman who filed the lawsuit, says she was assaulted in 2013 and 2015 at Brown's home in Pittsburgh and Florida. In her lawsuit, Taylor says she wants compensation for "physical injuries, pain and suffering, humiliation, embarrassment, stress and anxiety, loss of self-esteem and self-confidence, and emotional pain and suffering."

Taylor issued a statement through her attorney saying, "As a rape victim of Antonio Brown, deciding to speak out has been a incredibly difficult decision. I have found strength in my faith, my family, and from the accounts of other survivors of sexual assault. Speaking out removes the stigma that I have felt for the past year and places it on the person responsible for the rape."

Antonio Brown, who was officially signed by the Patriots on Monday, has been accused of rape by a former trainer. [LIVE BLOG THE CASE](#)

See **BROWN**, A4



Hollywood Police Department  
Criminal Investigations Division  
3250 Hollywood Boulevard  
Hollywood, Florida 33021  
954-967-4411

Date: 12/19/20 FOR OFFICIAL USE ONLY

### WANTED/ACTIVE WARRANT


Burglary w/ Battery

NAME: Antonio Brown  
DOB: 1/16/88  
LGA: [REDACTED]




The subject pictured above has an Active Warrant Burglary with Battery in reference to an incident occurred on 1/21/20 at [REDACTED]





**“ I AM A SURVIVOR, AND I KNOW I'M NOT ALONE. ... I WANT EVERYBODY TO KNOW IN THE SPORTS WORLD, AND IN THE WORLD, THAT YOU ARE NOT ALONE. ”**

-KYLE BEACH

## Deshaun Watson SETTLEMENT

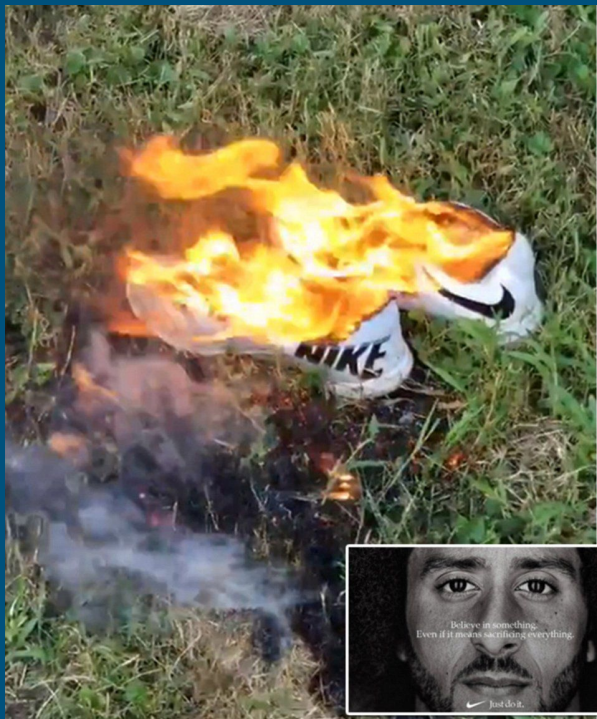
Deshaun Watson reaches confidential settlement with 20 of 24 women who sued him for sex assault



FOX 8 NEWS

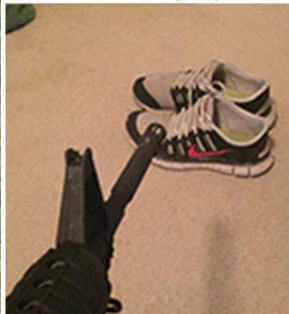
How do you reconcile athletes/organizations who commit crimes or engage in questionable/illegal activities? (i.e. Antonio Brown, Deshaun Watson, Trevor Bauer, Tiger Woods, etc.)





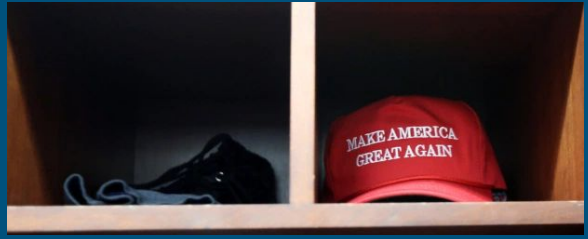
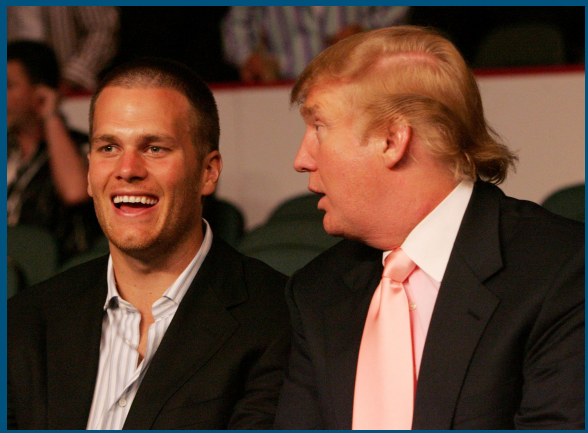
Literally me right now, not even joking.  
#MAGA #Istandfortheflag #BoycottNike

Our Soundman just cut the Nike swoosh off his socks. Former marine. Get ready @Nike multiply that by the millions.



#Nike burn baby burn  
#IStandForTheAnthem  
#maga2020  
@Nike  
#AllLivesMatter

I'm burning all my Nike gear...  
#JustBurnIt #Nike @Kaepernick7  
#BoycottNike #boycottkaepernick  
#BoycottNFL



How do you feel when your favorite teams or players get involved in politics or take social positions you don't agree with?

# How big of a fan are you?

Take the fanship scale!



## Scoring the Fanship Scale

<b>Score Range</b>	<b>Level of Fandom</b>	<b>General Description</b>
<b>11-20</b>	Prospective Fan	A prospective fan is one who has no connection to or involvement in an activity, sport, team, etc., but is open to getting involved in the future. Essentially this person knows or cares little about a particular activity.
<b>21-40</b>	Casual Fan	A casual fan is one who, let's say, watches a game and says "hey, that was fun." They may enjoy attending a game from time to time and generally know something about the team or sport, but they don't follow it closely and will only get involved with the activity if those around them do.
<b>41-69</b>	Avid Fan	An avid fan is one who holds loyalty to a team, sport, player, etc.. He or she will often know the history of the team and details about the most popular players. This fan will try to watch or attend games whenever possible, but might not put enjoying this activity over other life events.
<b>70-89</b>	Die-Hard Fan	One of the most invested types of fans. Die-hard fans will support their team, player, sport at all times - sometimes bordering on the irrational should their team be involved in a scandal. These fans will set aside time to watch as many games as possible and follow the team with complete devotion.
<b>90-99</b>	Superfan	The "ultimate" fan (in the eyes of the team). These fans can make die-hard fans seem rational and almost casual in their loyalty to the team. These fans do whatever they can to watch and support their team, including dressing in costumes or body paint. Super fans may also have season tickets that have been passed down through their family, much like their blind devotion to the team.





**When you think about a super fan, what image(s) come to mind?**

# Kahoot: Sports Fans



Kahoot!







# SPORTS FANS!



Why do we love sports, teams, players and franchises?  
Especially when we have no real connection to them?



# The Mindset of the Superfan

1. What is a “Superfan”?
2. How do clinical psychologists describe being a superfan?
3. Who is most likely to become a superfan?
4. How would you explain the “Optimal Distinctiveness Theory”?
5. What argument does the speaker make about why our fandom is really important at this moment in time when society is otherwise quite divided?

# The Mindset of the Superfan



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**What are some of the factors that influence the development of our fandom?**

Please read your assigned article & answer the questions with your group.

You will be responsible for sharing the factors of fandom that your article outlines back to the class.



# What are some of the factors that influence the development of our fandom?

Articles (1 per group)

1. [How we become sports fans; The tyranny of fathers](#) (NPR)
2. [The Psychology of Being a Sports Fan](#) (Seattle Times)
3. [The Science of Being a Sports Fan](#) (Smithsonian Magazine)
4. [The Thrill of Defeat for Sports Fans](#) (NY Times)
5. [Psychology of why sports fans see their teams as extension of themselves](#) (Washington Post)
6. [Why Sports Fans are Sports Fans](#) (Wait But Why)
7. [The Psychology Of Social Sports Fans: What Makes Them So Crazy?](#) (The Sports Networker)

# What are some of the factors that influence the development of our fandom?

[Reading questions](#) (posted in Google Classroom):

1. What aspects of the article(s) match up with what we have discussed in class about the factors of a sports fan? Please identify two specific details from the article(s).
2. Were there any other/unique theories or explanations (besides the 8 factors we discussed) presented in the article that help explain why people become sports fans? If so, explain that new/unique theory. If not, what new information was provided about one of the theories we have discussed?
3. Were there any ideas, theories or explanations that you identified with in a personal way? (i.e. did you personally associate with one/some more than others?) How so?
4. Were there any ideas, theories or explanations that you disagreed with? If so, what about the information made you question it?

## Group presentations:

What are some of the factors that influence the development of our fandom?







# The eight factors of being a fan

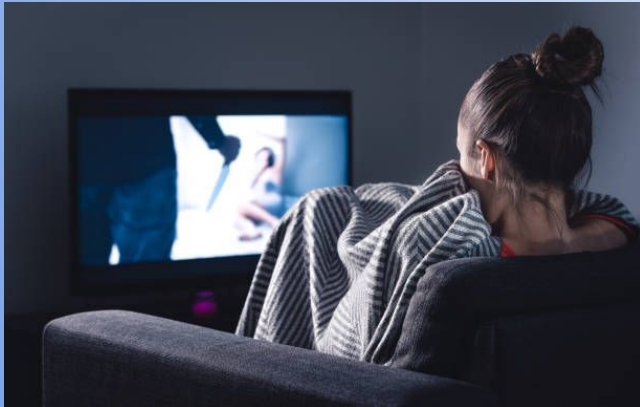
Why do we love it & how did we start?

1. Eustress
2. Self Esteem
3. Escape
4. Entertainment

5. Economics
6. Aesthetic
7. Group Affiliation
8. Family Needs

# Eustress

- Positive or good stress
- Short term acute stress
- A blend of anxiety & excitement



# Eustress

- People enjoy the anxiety of watching and attending a close/tense game



- Gives the spectator a sense of exhilaration and a thrill. Essentially like the rush of gambling without any tangible loss if things go wrong, but the same feeling of success and jubilation when things go right.

# Self Esteem



- Sense of achievement when team does well
- Enhances their own self esteem
- Results in positive self concept (image)

**“They hate us, ‘cause they ain’t us.”**

*(Said by many annoying Boston fans over last 20 years)*



# Escape

- A way for those who are bored with life or in need of something outside of their normal daily life to focus on something different.
- A way to temporarily forget problems
- A different focus outside of the self



# Entertainment

- Relaxing way to pass time
- An alternative to watching movies or doing other pastimes.
- Attending live events is entertainment in addition to watching a game, teams, players, etc..
- Attendance is part of the experience



## Attribute

Core Four	The atmosphere in the stadium is exciting
	The view from my seat matches my expectations based on the ticket I bought
	The stadium facilities are clean, comfortable, and safe
	The quality of the competition I came to watch is compelling
Basics	There are basic concession options inside the stadium
	The stadium is easy to navigate
	The stadium is easily accessible
	I can exit the stadium quickly after the event
	The stadium concessions provide a fair value for what I receive

# Entertainment

- Stadiums have to compete with the comfort & convenience of watching the game at home (hard to do when ticket prices are as high as they are!)
  - New stadiums are upping the ante to try to “enhance” the viewing experience for fans

## THE EVOLVING LIVE EXPERIENCE: POSSIBILITIES OF A CONNECTED STADIUM

FINDING A  
PARKING SPACE

STREAM INSTANT REPLAYS  
& ALTERNATIVE VIEWS

ACCESS UP-TO-THE  
MINUTE STATS

KEEP UPDATED ON THE  
QUICKEST ROUTE HOME

FIND THE NEAREST  
TOILETS

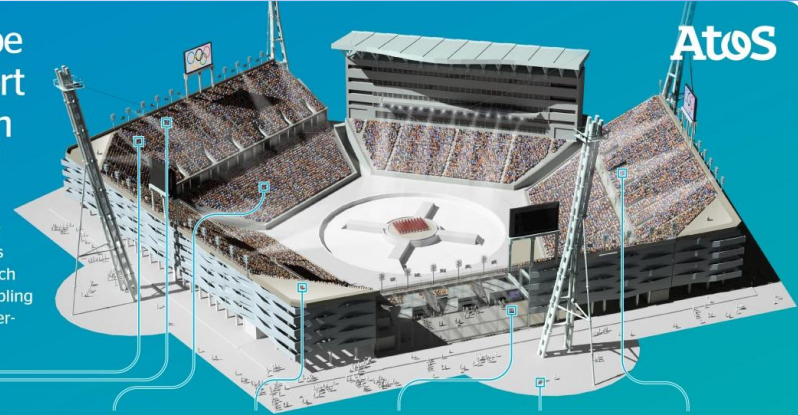
ORDER FOOD AND DRINK

KEEP YOUR SOCIAL MEDIA  
CIRCLES IN THE KNOW AS  
THE ACTION UNFOLDS

www.intechologywifi.com @intechwifi intechologyWiFi

## How will we be watching sport in the stadium of the future?

Technology is transforming the Olympics experience for fans, athletes and organizers alike, bringing everyone much closer to the action and enabling more personalized and better-connected engagements.



**Catching every  
minute via  
second screen**

Spectators will use tablets or smart headsets, taking in a different angle – pitch side or at the back of the stands. Later, they might tune in to another event taking place outside the stadium, making sure they don't miss a minute of the action.



**Pre-match  
stats through  
augmented reality**

Fans will point their smartphone or watch at athletes to get a flash of real time data on their screen including vital stats, historical performance and key achievements.



**Connecting,  
sharing, engaging  
at 5G speed**

5G connectivity will enable spectators to interact with other fans on social media in real-time, discussing tactics and key moments of the game without patchy bandwidth letting them down.



**Bringing the  
stadium  
to the sofa**

Tens of thousands of lenses will be dotted around the stadium to make sure the action can be captured from every angle. Viewers at home can take in the action in 3D as if they are in the stadium themselves.



**Personalized  
digital ads**

Using Predictive Analytics to gain a better understanding of individual fans' profiles, organizers will be able to target them around the stadium with tailored content and offers based on location, time and preferences.



**Picking out  
faces in the  
crowd**

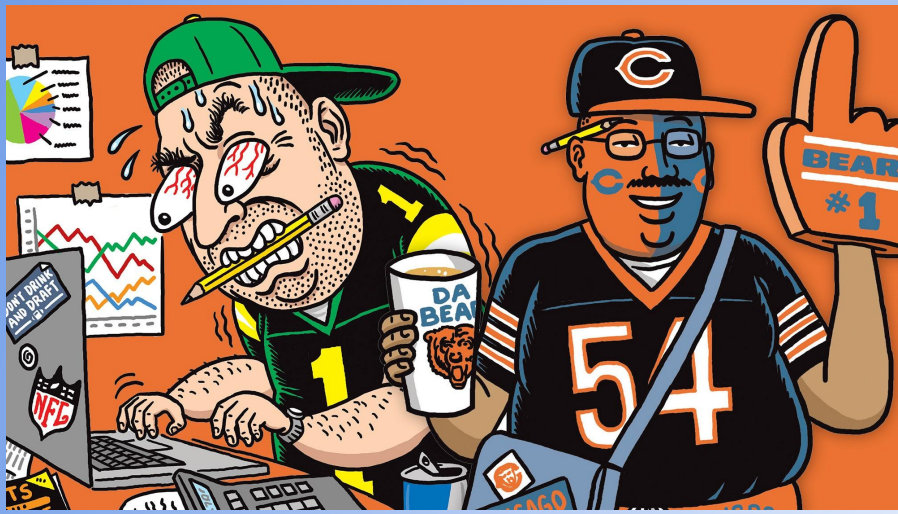
Security and safety will be more effective through facial recognition technology and Big Data tools. To manage crowd control and respond to disturbances, information will be delivered to security personnel in just 0.3 seconds.



**Half-time  
refreshments  
on-demand**

Hot dogs and drinks will be delivered direct to the fans in their seats, having been ordered and paid for via smartphones or smartwatches.





## Economics (Gambling)

- A way to make money
- Gambling in all forms attracts those who enjoy the stress and celebration of competition.
- Obviously this can have both a positive and negative effect on one's support of a particular sport, team, player, or franchise

# Aesthetic



*Can you think of a sport/athlete that you simply enjoy watching because of what they're able to do?*



- Love of sport for the beauty and grace of professional athletes
- Appreciation for what athletes are able to do
- Support is driven by one's awe of the abilities of athletes and for the form of what they do
- Unbelievable feats of athleticism



# Group Affiliation

- The sense of belonging to a group
- Desire to fit in with others and have a group to belong to
- Be part of something
- Share exciting experiences with others
- Celebrate with group - even with strangers who feel bonded together by shared victories or defeats.
- Form an identity with a community.



Speaking of  
forming an  
identity  
within  
the  
community...





# Family Needs

- You are a fan because you were raised to be a fan
- Like group affiliation - we are often fans of particular sport, team, player, franchise because of family influences.
- “Like father, like son” (or mom/daughter/son/etc)



# Tyranny of a Father



# Major influences on future fans

Influence	Male (fan)	Female (fan)
Father	38.7%	31.3%
Brother(s)	10.7%	5%
Friend(s) [no gender noted]	10.1%	7.1%
School	8%	14.6%
Media	6.9%	4.1%
Mother	4.8%	2.7%
Sister(s)	0.8%	1.9%



What made you the fan you are today?

Which of these 8 factors  
ring true for you?





“Separating  
Yourself from  
the Pack”  
Alabama v.  
Tennessee



“Separating Yourself from the Pack,”  
Hidden Brain (0-10:14)



# Hidden Brain: “Separating Yourself from the Pack”



1. How did being part of a small, visible group (2 Red Sox fans in a stadium-full of Yankees fans) transform psychologist and Mina Cikara, a self-professed non-baseball fan?
2. Consider the psychological transformation that can happen when a person becomes part of a group.
  - a. What power can/does being a member of a group exert over the individual?
  - b. How do you think being a member of the minority group vs majority group plays a role?



# The power of group behavior



“Candid Camera: Face the Rear” (1962)

# Fan Behavior

- How does this *Candid Camera* experiment apply to the world of sports & sports fandom?
- Have/do YOU ever experience the powerful feeling of being in a group when it comes to sports? (playing or watching/cheering)
  - How would you describe the feeling, mindset, etc.?



# Group think

## Groupthink:

- A psychological phenomenon in which people strive for consensus within a group.
- In many cases, people will set aside their own personal beliefs or adopt the opinion of the rest of the group.
- The term was first used in 1972 by social psychologist Irving L. Janis.



Are sports fans evidence of groupthink in action?

# In group vs out group

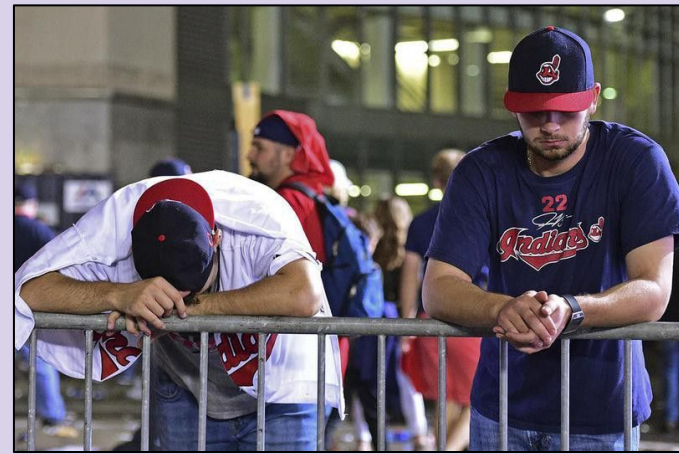


- Define
- Consider, where are you the member of an in group or an out group?
- How does sports at times put you in both categories?



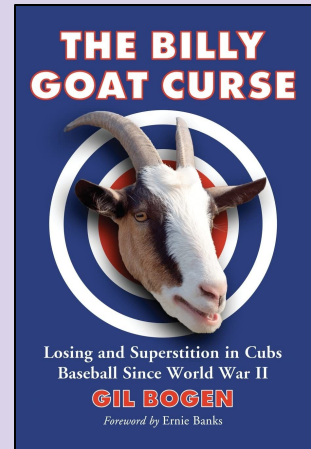


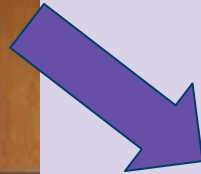
Why do we stay fans even when our teams let us down time & time again?



*"We've got it this year!"*

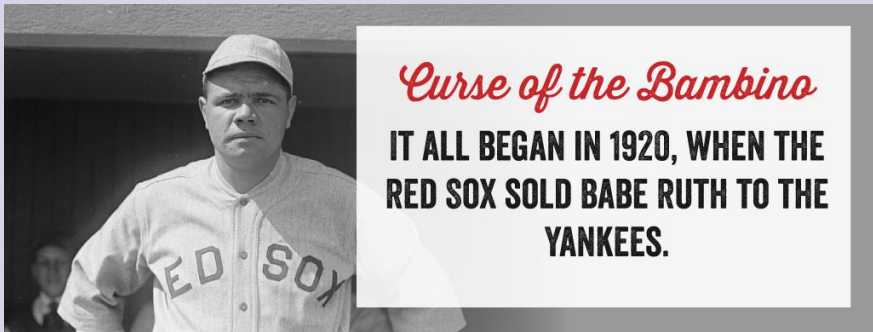
*"It's my team"*





Why are some sports fans  
ok with always being  
losers?

What do we gain from our  
shared membership in an  
out group?



# Fan Behavior

Look back your notes from yesterday. Which of the 8 factors of being a fan does this information about fans and the power of the group feed into?

## **The eight factors of being a fan**

Why do we love it and how did we start?

1. Eustress
2. Self Esteem
3. Escape
4. Entertainment
5. Economics
6. Aesthetic
7. Group Affiliation
8. Family Needs





# Sports Rivalries



What role do rivalries play in sports fandom?



Kahoot:  
Greatest  
Sports  
Rivalries



# Why do rivalries form?

**Tribal Needs** - fans have a desire to belong to something “important”. Being the fan of a team is great, but being a fan when that team is competing against a hated rival creates tighter bonds and gives each fan a sense of being a part of something significant.

**Geography** - Often rivalries are formed when teams are located in close proximity to one another. The battle to “control the fanbase” of a region leads to the rivalry.

Additionally, rivalries can form from different geographic regions when the cultures of the fanbase are inherently different or at odds.

**History** - did something happen between the teams that led to bad blood? Rivalries can change over time for a variety of reasons. Celtics were once bitter rivals with the Knicks and Pistons, but aren't anymore.

**Conference** - Teams within the same conference or division are often immediate rivalries as they are pitted against one another more often than with other teams and they are fighting for the same goal within their division or conference.



Don't date within the division! Although meant to be humorous, there is still a clear connection to group affiliation and family needs in this message.



Known as "The Game" - the Michigan v. Ohio State football game is one of legend. The story of its origins goes back to an actual border "war" between Michigan and Ohio. The two teams have played almost every year since 1897.





# Questions: Are intense rivalries a good thing? Are they healthy? Are they actually beneficial to the team?

Pros	Cons
<ul style="list-style-type: none"><li>- Fills need to be part of a “tribe” (<a href="#">Group Affiliation</a>)</li><li>- Rivalry games build up and provide emotional highs and lows that attract fans (<a href="#">Eustress</a>)</li><li>- Generates high levels of energy and support for an organization - especially if winning (<a href="#">Escape &amp; Self Esteem</a>)</li><li>- Generates broader interest in the sport or a particular team (<a href="#">Entertainment</a>)</li><li>- Can increase profits for team/league (<a href="#">Economics</a>)</li></ul>	<ul style="list-style-type: none"><li>- Creates a type of segregation and dislike of “others”</li><li>- Can (and has) led to violence</li><li>- Can highlight or accentuate deeper, more meaningful and, potentially, more volatile issues such as racism.</li><li>- <i>When misdirected or taken to an extreme, many of the factors of fandom can become negatives that spill off the playing field and into general society. Rivalries often encourage this.</i></li></ul>

# SOME OF SPORTS' BEST RIVALRIES

---



Celtics vs. Lakers



Michigan vs. Ohio State



Yankees vs. Red Sox



Average Joe's vs. Globo Gym

# Sports Rivalries

Look back your notes on the 8 factors of fandom. Which factors do sports rivalries feed into?

## **Fandom: How do I project my support?**

### **Directions:**

- Using your fandom class notes, think about how the 8 factors of being a “fan” apply to you.
- CHOOSE 5 of the factors that are most relevant to YOU personally.
- Design a Google Slides presentation that represents your fandom in these 5 areas.
  - ◆ Your project can be focused on a singular team, a whole sport, OR you can speak to each factor differently (connect a different sport to each element of your fandom.)