

IUPUI Multidisciplinary Undergraduate Research Institute (MURI)
Mentorship Project Proposal Form

COVER PAGE

Proposed Project Title: An investigation of relationship among sport motivation, involvement, and quality of life of the fans attending professional sports.

Date of Submission: 10 September 2008

The project will be carried out and completed: Academic Year 2008/09

This is a block grant project but not carried out in a class

This is a block grant project for a class designated as an IUPUI MURI project

Principal Mentor:

Jinmoo Heo, PhD, Assistant Professor, 278-5737, jheo@indiana.edu, Department of Tourism, Conventions, and Event Management, School of Physical Education and Tourism Management

Co-Mentors:

Kristin Norris, MS, Visiting Lecturer, 278-0981, norriske@iupui.edu, Department of Tourism, Conventions, and Event Management, School of Physical Education and Tourism Management

Carina King, PhD, Assistant Professor, 274-1978, carking@indiana.edu, Department of Tourism, Conventions, and Event Management, School of Physical Education and Tourism Management

This application is being submitted by a student or student group .

Total Number of Students Requested: Four

Disciplines or Majors of Students (at least two disciplines or majors):

Tourism Management, Education, Business, Psychology and/or Physical Education

Skills Expected from Students:

People and communication skills

Library research skills

Data collection/entry/analysis skills

Report writing and presentation skills

Proposal

1) Objectives

The purpose of this project is to explore the relationship between underlying drivers of sport fans motivation and the level of involvement, and how those factors contribute to quality of life.

Sports is a important part of American life, especially within the leisure and tourism industries. Hence, studies centering around the motivation behind participation and spectatorship in sports and leisure activities are of increasing interest to professional sport industry professionals, sport facility/events managers, tourism and leisure industry service providers, destination planning and strategic marketing professionals, etc. In the sport, recreation and tourism field, a relatively large body of research exists on examining the association between sport participation and quality of life (Kavussanu & McAuley, 1995; Lamb, Roberts, & Brodie, 1990; Laverie, 1998; Ogles & Masters, 2000; Park, 1999). Many studies demonstrated the positive aspect of participating in sports and found beneficial effects on quality of life (Goff, Fick, & Oppliger, 1997; Hastings, Kurth, Schloder, & Cyr, 1995; Lee & Scott, 2006; Losier, Bourque, & Vallerand, 1993; Reinboth & Duda, & Ntoumanis, 2004).

There also exist numerous studies that investigated sporting behavior from the fans' perspective (Eastman, & Land, 1997; Smith, 1988; Wann, & Branscombe, 1993; Wann, & Schrader, 2000). Researchers often used fan motivation, fan involvement, and fan identification as key variables to examine how sport "consumption" is affected. While those investigations have discovered interesting findings, there has been limited research on the relationship between sport fan behavior and quality of life. This research will investigate the relation between fan motivation (e.g. self esteem, eustress, entertainment, economic, aesthetic, group affiliation, family needs, and escape) and level of fan involvement, and how those factors influence quality of life.

Given the above understanding, this research will help answer the following questions:

- How does involvement in sport influence quality of life among the fans?
- What are the motivation factors that predict sport fans' involvement?
- Are there subgroups within the fans that have different levels of identification with the team?
- Do significant differences exist among these subgroups?

2) Research Methodology

Under the guidance of MURI mentors, students will learn about survey development and administer surveys at National Basketball Association sport

venues. Students will collect data (N=400) at Indianapolis Pacers home and away games in order to examine differences in sport fan behavior and profiles..

The proposed survey instrument is based on several validated scales used by notable researchers in the areas of life satisfaction and sport fan motivation and involvement. Additional components, demographic and behavioral questionnaire items, will also be added to the survey. The variables selected for this study were each justified using previous theories and concepts presented in the sport and tourism literature. They have not however been studied in the combination proposed in this study. Paperwork for the survey will be submitted to IRB in October and is expected to go through expedited review, given the nature of the questions.

Dependent variable (life satisfaction). Satisfaction with Life Scale (SWLS) by Diener, et al. (1985) will be used to measure a global life satisfaction. This scale has been extensively used and was proven to be applicable to adult age groups (Hamarat, et al., 2001). The SWLS is rated on 7-point Likert scales (1 = strongly disagree and 7 = strongly agree). *Predictor variables.* A number of variables will be employed to predict life satisfaction. *Sport Fan Motivation Scale* (Wann, 1995) will be employed to assess 8 dimensions of motivation of sport fans (e.g., self esteem, eustress, entertainment, and escape). Previous studies indicate that this instrument is a valid measurement. *Sport Fan Involvement* will be measured using selected items from Serious Leisure Inventory and Measure (SLIM) by Gould et al (2008). SLIM is designed to examine depth of involvement and commitment to leisure activities and 3 items that are measuring identification will be adopted. Based on the sport literature, it was assumed that extent to which a fan identifies with a team is an indicator of depth of involvement.

3) *Team Organization (describing the roles of the students and mentors)*

This study will complement mentors' interest and ongoing research in the areas of tourist and sport consumer behavior, in particular, the specialty areas of sport fandom, serious leisure, sport tourism, and life satisfaction. Each MURI mentor will share knowledge and research skills in their speciality areas (e.g Dr. Heo in quality of life, Mrs. Norris research methodology and Dr. King in fan behavior).

Students will work closely with all three MURI mentors and other researchers involved in similar thematic research (e.g. Associate Professor Jennifer Mak, Marshall University). Students will meet individually with their designated MURI mentors each week to a) do library research and present literature review, b) discuss survey development and research methodology, c) provide updates on data collection and input phases, d) assist in analysis and report generation to interested stakeholders. In addition, all students and MURI mentors will meet once a month for each student to present their progress/data. This will build camaraderie among the MURI students and provide them with a certain level of comfort in discussing and presenting their work to a group. The topical interest of each student is key

and the common defining factor (sport behavior) will bond the team together. Each student can bring their strengths, unique knowledge and skills set from their diverse programs to enhance the group synergy. For example, an education student may be interested in survey development and research methodology, the psychology student may be interested in sport fan motivation and the business student may be interested in sport fan profiles, etc.

4) ***If this is a summer project, describe any preparation for summer work***
N/A.

5) ***Expected Outcomes (if a MURI project was received in the past, explain how the outcomes of the proposed project differs from it and outline the outcomes of all previous MURI project(s) in the appendix)***

There have not been any prior MURI funded studies done in this area of research.

Sports and tourism are part of a large billion dollar entertainment and travel industry. Attempts have been made by researchers to individually investigate and understand sport fan and tourist behavior such as spectator motivation, fan identity, and sport fan life satisfaction. The project is designed to systematically analyze the dynamic relationships and effects of all three research variables.

The results from this proposed project could be used to supplement key ideas for development of a sport fan involvement scale in the near future. The demographic profile the sport fan will also be useful to various sport and tourism stakeholders. In addition students will gain topic specific knowledge and be able to put into practice the techniques learnt in research methodology. They will learn to be conversant in their specific field of research and master the necessary skills to present their work to other peers/faculty. Students will be expected to present their research at all required MURI and/or UROP workshops, in addition to TCEM 499/461 research classes. Students are also encouraged to present their work at regional and national conferences, and to publishing their findings in sport and tourism related journals.

6) ***Benefits (including the impact on student learning)***

This proposed project will allow researchers to gain a better understanding of the relationship between sport fandom, fan involvement and life satisfaction. Building on this knowledge, future strategies for intervention with life satisfaction can be constructed. This proposed project will also help to build the base for future professional sport based fandom studies and sport tourism behavior and preferences. The results from this proposed project could be used to supplement key ideas for development of a sport fan involvement scale in the near future.

Students in this research study would benefit by gaining important research skills specific to their interests as well as interact with the MURI

mentors and other associated research personnel. They will learn to work individually/in groups and hence sharpen collaboration and communication skills. Real world externalities and constraints faced especially during data collection phase will allow students to be creative problem solvers. One of the tangible benefits will be that each student will be able to record at least one published abstract (MURI workshop) on their resume.

7) **Time Table**

Time Frame	Tasks
October	Work with faculty to finalize survey
October – January	Survey administration training, data collection
January – February	Data entry training, preliminary data analysis
March	Draft reports
April	Final report and presentations

8) **Itemized Budget** (max \$2,000 for equipment, supplies, and travel needed for research)

Item	Description	Cost
Student stipend	\$10 x 25 hrs/wk x 24 weeks	\$6000
Faculty stipend	\$500 x 3	\$1500
Home/Away games data collection	travel, accommodation, parking, mileage, etc	\$1300
Survey supplies and results publication	Paper, pencils, clipboards, mailings, posters, etc	\$350
Online survey subscription	e.g. survey monkey	\$350
		Total = \$9500

9) **Bibliography**

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- Wann, D. L., & Schrader, M. P. (2000). Controllability and stability in the self-serving attributions of sport spectators. *Journal of Sport Psychology*, 140, 160-168.

10) Short Resumes (maximum two-page resumes of the PM and all the Co-Ms)

Jinmoo Heo - Mentor
(please see attached cv)

Kristin Norris, Co-mentor

Currently working on a Ph.D in Higher Education at Indiana University-Bloomington and teaching at IUPUI as a visiting lecturer. Earned a MS from Indiana University in Tourism Management with a focus on sports tourism in 2007. The master's thesis titled *Resident Volunteer Perceptions of Sport Tourism Impacts: A Case Study of Indianapolis, Indiana* assessed the economic, social, and environmental impacts of sports tourism development. Teaching interests include hospitality management and theory.

Carina King, Co-mentor

Earned a PhD (Leisure Behavior) with a minor in Business Administration, and a MS (Athletic Administration) from Indiana University- Bloomington. Earned a BA (Economics and Statistics) from the National University of Singapore. Taught undergraduate and graduate classes in Sport, Recreation and Leisure disciplines (e.g. Introduction to Leisure and Recreation, Sport Law, Sport Marketing, Senior Thesis, etc). Have presented at multiple national and international conferences in areas such as sport fandom and sport tourism. Research areas include risk recreation, sport consumer behavior, and technology in sports.

11) Support Letters (for collaborative arrangements, if any)

N/A

12) Appendix (information on the status and outcomes of the past MURI projects received by the PM and/or any of the Co-Ms must be detailed here)

Appendix A – Jinmoo Heo CV

Appendix B – Sports Fan Behavior Questionnaire

Please check below as appropriate and provide the study number or, if not available, indicate when it will be provided, if the research involves the use of:

Animals (IACUC Study #): _____

Humans (IRB Study #): to be submitted 15 Oct 2008 under expedited review and working draft of survey is attached.

r-DNA (IBC Study #): _____

Human Pathogens, Blood, Fluids, or Tissues must be identified if used: _____

Name and Signature of the Principal Mentor:

(writing the full name suffices as signature for electronic copies)

Jinmoo Heo
Name

Signature

30 September 2008
Date