

# Findings in Sport, Hospitality, Entertainment, and Event Management

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## 2024 Sport Science Forum Abstracts

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# ***Findings in Sport, Hospitality, Entertainment, and Event Management***



## **Sport Science Forum Abstracts**

The Sport Science Forum is hosted by Dr. Frederick G. Grieve and Western Kentucky University. This is a collection of abstracts from the Forum in order of presentation.

April 5<sup>th</sup>-6<sup>th</sup>

In order of Presentation Schedule

### **Sparks of Imagination: Disseminating Research through Creativity (or try to at least)**

**Cody T. Havard, Ph.D.**  
**The University of Memphis**

The presentation will highlight my attempts at teaching a general audience about research into individual and group behavior through creative projects such as writing, podcasts, and videos. Highlighting examples such as short videos, a documentary, podcasting, and comics to teach people about rivalry and fan behavior, the presentation will primarily focus on three creative projects that I have recently published or am currently working on. First, I will discuss *Being a Fan of Disney: The Book* which accompanies a class I teach at The University of Memphis where I discuss what it means to be a fan of Disney and how the brand can be used to help people find common interests (Forum favorites Dr. Grieve and Dr. Wann may even have something to say about this). Next, I will discuss the ongoing project *The Perspectives Files*, which is a middle reader and young adult novel about teenagers learning the importance of different perspectives as they try to navigate their new roles as protectors of the world. Finally, I will discuss a planned creative project that will focus on the City of Memphis' ties to ancient Egypt and how some rivalries among gods can threaten everything what we have today.

### **Who Are You Rooting For? Yellow! The Likelihood of Sport Fans Selecting a Team to Support Due to Team Color**

**Logan M. Grieve**  
**Ethan Puckett**  
**Trevor Life**  
**Western Kentucky University**  
**Jordan Pearsall**  
**Murray State University**  
**Lincoln Ford**  
**Western Kentucky University**  
**Ella Schleuning**  
**Catey Lehtola**  
**Myla Robinson**  
**Amy Goodin**  
**Ryan Hocklander**  
**John King**

The focus of the study was to examine how team identification occurs at the initial stages. Team identification is the psychological connection people feel with a sport team (Wann & James, 2019). Team identification is an important aspect of people's lives, and has been shown to have a number of social psychological benefits (see the Team Identification/Social Psychological Health Model; Wann, 2006). People who are highly identified with a local team, compared to those who have lower levels

of identification, feel less stressed and less lonely in life, even when not at sporting events (Wann & James, 2019).

Another important concept for this study is the minimal group (Tajfel & Turner, 1970). That is, simply assigning people to groups will allow them to act as though they are full-fledged group members, with the associated in-group favoritism and the outgroup bias. This was demonstrated in vivo by experiences at 3Ice in Nashville (2022) and Clarksville (2023).

There were two hypotheses under study:

H1: Sport fans will be more likely to support and cheer for teams with the same colors as the teams with which they are identified.

H2: Stronger identification with a college team will lead to stronger identification with the team having the same color.

Participants for the study included 131 college students who attended one of two regional colleges in Kentucky. Composition of the participants included 71% women, 71.8% Caucasian, and a mean age of 19.75 years.

Participants completed the Sport Spectator Identification Scale, Revised (James et al., 2018) about their favorite college basketball team and the Sport Fandom Questionnaire (Wann, 2002) about their enjoyment of basketball. Then they read a vignette about a 3-on-3 basketball tournament that had teams identified by color. They were asked which team they would support at the tournament and then completed the Team Attachment Scale, created for this study from three items from the SSIS-R and one item asking why they selected the team.

Results indicated that 15% of the participants reported that they would root for a team that had the same color as their favorite college team. The correlation between SFQ scores and rooting for a same-colored team was .21. Color was the second most popular reported reason (behind wanting to support a good team) for selecting a team. Finally, SSIS-R scores were correlated with rooting for a same color team at  $r = .20$ . People who said they would root for a same color team scored higher on the TAS ( $M = 16.05$ ,  $SD = 4.01$ ) than people who said they would root for a team that was not the same color ( $M = 12.78$ ,  $SD = 5.96$ ),  $t(129) = -2.30$ ,  $p = .012$ .

Thus, it is clear that color plays a significant role in the teams for which people cheer. There are marketing

implications for this, including selecting colors similar to existing teams to capitalize on existing fan bases. In addition, future research possibilities are discussed.

## Understanding Sport Rivalry's Influence on State Perception

**Morgan Macke**  
**Murray State University**

Team identification has been defined as an individual's psychological connection to a team or athlete (Wann, 2006). Rival salience refers to the awareness of a rival team. This study seeks to examine the relationship between the level of team identification and the perceptions of a state containing a salient rival. It is hypothesized that there will be a negative correlation between the level of identification with a team and the self-reported perceptions of a state containing a salient rival of the University of Kentucky men's basketball team. Further, we expect perceptions of the rival team will mediate the relationship between level of identification with a team and the perceptions of the rival salient state.

## God, Basketball, and the Grateful Dead: A Pilot Study

**Tony Paquin**  
**Isabel Mukonyora**  
**Frederick G. Grieve, Ph.D.**  
**Western Kentucky University**

This pilot study examined if attending Grateful Dead concerts and University of Kentucky basketball games is similar to Christians attending church. While this comparison may seem strange to some, it is not unusual for people to describe their experience attending an especially moving event as a "religious experience." Furthermore, an examination of the criteria for a mystical experience presented by William James (1982) in 1902 or Smart's (1999) work on the dimensions of the sacred suggest that venues outside of established religions may rise to the level of a religious experience. Past research suggests a similarity between religion and Deadhead culture, but

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no research has used a quantitative approach to answer this question. Similar to research on sport fans, the current study used both quantitative and qualitative methods to compare the two experiences. Preliminary results, while not identical, suggest many similarities with respect to descriptions of the experience, the importance of being a member/fan, and participants identification and identification with their faith, the team, or the band.

## **The Use of Sport Fandom to Meet Basic Psychological Needs**

**Daniel L. Wann, Ph.D.**  
**Murray State University**

The current investigation examined the extent to which sport fans believe that basic psychological needs can be partially met through their involvement as a fan. Four needs were examined: the need to belong, the need for distinctiveness, the need for structure, and the need for meaning. Participants completed a questionnaire packet assessing demographics, sport fandom, team identification with a favorite team, and two version of a scale designed to assess the extent that they believed being a sport fan and being a fan of their favorite teams helped them meet the four psychological needs. Results indicated that as an individual's sport fandom increased, so too did his/her perception that the fandom assisted in meeting the four psychological needs, and as an individual's degree of identification with their favorite sport team increased, so too did his/her perception that the identification assisted in meeting the four psychological needs. Additionally, the results indicated that participants believed that their sport fandom and their identification with a team was most effective in assisting with the need to belong, followed by the need for distinctiveness, followed by the needs for structure and meaning. And finally, sport fandom was thought to be more effective in meeting the need to belong while team identification was thought to be more effective in meeting the need for distinctiveness.

## **Athletes: While We Should be Making Them Stronger, Society is Encouraging Them to be Smaller**

**Bruck J. Kane III**  
**Western Kentucky University**  
**Advisor: Andrea Jenkins, Ph.D.**

Intense dieting, rigorous workouts, and frequent weigh-ins are often typical demands for athletes. Athletes are pressured by coaches, peers, spectators, and themselves to maintain strict body requirements. These requirements affect athletes of all performance levels, both mentally and physically. According to NFHS (2023), 7,851,833 adolescents participated in high school sports in the United States from 2022 to 2023 (p.55). This statistic does not represent athletes worldwide, nor does it consider youth leagues, collegiate-level sports, or professional-level sports. Yet, this representation of athletes is still a large portion of the general population that is regularly pressured to make quick changes to their body, such as losing weight or building muscle quickly to meet the demands of their sport. These weight requirements for their sport may force individuals to find faster methods of losing weight, which may lead to eating disorders or potentially a culture that promotes disordered eating. In this research presentation, we will explore the hidden world of eating disorders among athletes.

## **Sport Fandom and Work Behavior**

**Timothy J. Gaylon**  
**Advisor: Daniel L. Wann, Ph.D.**  
**Murray State University**

This study examines the relationship between sport fan dysfunction and workplace deviance. Workplace deviance involves voluntary employee behaviors that are harmful to organizations. Because these behaviors are harmful, it is in the interest of researchers and organizational members to understand their predictors. Research shows that sport fan dysfunction and workplace deviance share some important characteristics. For example, both constructs are associated with aspects of aggression and can be

predicted by the Dark Triad. This suggests that sport fan dysfunction will positively predict workplace deviance, and this hypothesis was the focus of the current investigation. Data were collected from members of the Murray State University community (i.e., students, faculty, staff, and attendees at a basketball game). A simultaneous multiple linear regression was computed with workplace deviance as the dependent variable and dysfunction, team identification, and sport fandom as the predictor variables. The results were consistent with our hypothesis as fan dysfunction scores positively predicted workplace deviance.

## **An Analysis of the Sport Spectator You Don't Want to Encounter: Stress, Willpower, and Fan Dysfunction**

**Anna Minor**

**Advisor: Daniel L. Wann, Ph.D.  
Murray State University**

Dysfunctional sport fans are classified as those who have impaired function as it relates to socialization and social groups in the sports context, leading them to be highly confrontational and frequently complain (Wakefield & Wann, 2006). These fans are frequently loud, obsessive and even violent (Wann & James, 2019). Current research attempts to provide insight into this degree of excessive fandom behavior. Specifically, although previous work has examined demographics, alcohol, media consumption, and game attendance among dysfunctional fans, research has yet to examine the level of willpower, or self-control among these types of fans (Wakefield & Wann, 2006). With consideration that dysfunctional sport fans are expressive and aggressive with their opinions and of their team's performance, this study sought to investigate the relationship between dysfunctional sports fans and willpower. We expected dysfunctional sports to have weaker willpower than non-dysfunctional sport fans. This was examined through student participation in a questionnaire assessing the level of self-control, sport fandom, team identification, and dysfunctional fandom maintained within the individual. Results indicated that there was not a significant relationship between fan dysfunction and willpower. However, results did indicate a significant

relationship between sport fandom and willpower, which could provide insight into the capacity that sport fandom has for maintaining and predicting individual self-control.

## **The Relationship Between Chronotypes and Sporting Events**

**Callie M. Hart**

**Advisor: Daniel L. Wann, Ph.D.  
Murray State University**

The purpose of this study is to examine the relationship between a person's preference for daytime or nighttime and their preference for when a sporting event starts. A person's preference for daytime or nighttime depends on his or her chronotype, that is, when one's body believes it is time to sleep. A person's chronotype determines whether they are more on the "morningness" or "eveningness" side of the spectrum, although many people fall in the middle between morningness and eveningness. Researchers discovered that athletes with differentiating daytime/nighttime preferences respond differently to start times of competitions (Lastella et al., 2016). The current investigation is designed to examine how chronotype might impact sport fandom. Sport fans are impacted in many ways by their interests in sport, teams, and players, including affective, behavioral, and cognitive reactions (Wann & James, 2019). It is hypothesized that fans who identify with the morningness chronotype will be more likely to prefer (and thus, choose) athletic event times occurring earlier in the day, while those who identify with the eveningness chronotype will prefer a later game start time. Given that this relationship has not been previously studied, the current investigation will fill a void in the literature. The results of this study indicated that chronotypes can predict a person's preference for game start time. Participants with a morningness chronotype preferred an earlier game start time, and those with an eveningness chronotype preferred a later game start time.

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## **Scoring On and Off the Field: Relationship between Sport Fandom and Dating**

**Emily H. Kinsey**

**Advisor: Daniel L. Wann, Ph.D.  
Murray State University**

Sport fandom runs deeper than simply cheering for a favorite team. Rather, it assists in meeting powerful, innate human needs, such as sharing a connection that facilitates the need to belong (Wann & James, 2019). Previous research has suggested that men with a high interest in sport tend to view females who share this high level of interest more positively than females showing little interest in sport (Wann, Schinner, & Keenan, 2001). Given this, I was interested in extending this line of research to relationships between level of sport fandom and desired traits in a romantic partner (i.e., dating traits). The current investigation examined the relationship between sport fandom and traits desired in a romantic partner. It was predicted that there would be a positive relationship between sport fandom and sport fandom as a desired trait in romantic partners. The sample ( $n = 108$ ) consisted of 18–24-year-old students attending Murray State University. Questionnaires were completed in university classrooms and respondents received class extra credit for participation. As predicted, sport fandom was significantly correlated with beliefs that sport fandom is an important trait when choosing dating partners ( $r = .772, p < .001$ ). Sport fandom was also found to be the least important dating trait of the seven traits studied.

## **Keeping it Non-specific: General Sport Fandom and Trait Empathy Predict Sport- related Prosocial Tendencies Over and Above Team Identification and State-Level Empathy**

**Tyler Robinson**

**Daniel L. Wann, Ph.D.  
Murray State University**

Extending past work (Allwine, 2022), the current study further examined the relationships among sport fandom, empathy, and prosocial behavior. It was expected that these variables would be significantly positively related. Participants completed scales assessing for trait empathy (Stiff et al., 1988), the Sport Fandom Questionnaire (SFQ; Wann, 2002), and the Sport Spectator Identification Scale-Revised (SSIS-R; James et al., 2019). Afterward, participants were randomly assigned to a vignette depicting a target whose fandom was manipulated. The target was described as needing help in enhancing the lives of foster children in the western Kentucky region. Participant's state-level empathy (Shen, 2010) and likelihood of helping the target was then measured. Results demonstrated no effect of experimental condition on empathy or prosocial behavior. Regardless, regression analysis revealed that a model containing the SFQ, Trait Empathy Scale, State Empathy Scale, and the SSIS-R significantly predicted mean likelihood of helping ( $R^2 = .142, F(4, 127) = 5.239, p < .001$ ), with the SFQ ( $\beta = 0.216, p = 0.015$ ) and Trait Empathy Scale ( $\beta = 0.294, p = 0.002$ ) uniquely contributing to outcome variance. Results imply that both empathy and general sport fandom affect prosocial tendencies in a sport-fan-related context. Limitations and future directions warrant consideration.

## **One of Us Has to Change: Sport-Related Clothing and Fandom**

**Jordan M. Pearsall**  
**Murray State University**  
**Advisor: Daniel L. Wann, Ph.D.**

Clothing is the quintessential form of self-expression. As a person makes choices in what clothes they buy, what they wear, and how they style it, they are cultivating and influencing the way that they will be perceived by others. Clothing can be an empowering tool for self-presentation. Clothing can increase individuality, as in classic self-expression, but it can also increase deindividuation through the use of uniforms. Uniforms can be work related, religious, or for signifying group membership. Using matching or similar clothing to denote group membership would serve to decrease individuality, while increasing similarity and group cohesion. This study focuses on sport-related clothing as a form of a group membership status symbol. This study attempted to examine any relationship between sport fandom and sport-related clothing ownership. Specifically, we hypothesized that general sport fandom would be positively correlated with ownership of sport-related clothing, measured in percentage of a person's entire wardrobe. Additionally, we hypothesized that team identification would be positively correlated with ownership of clothing items related to the favorite team, again measured in a percentage of the person's entire wardrobe. The results of this study confirm the hypothesis that sport fans buy and own more sport-related clothing. These results are important for the sport marketing world, and especially so for sport merchandise sales.

## **Lessons Learned from Working as a Mental Helath Professional with a Minor League Baseball Team**

**Frederick G. Grieve, Ph.D.**  
**Western Kentucky State University**

Since November 2022, Dr. Grieve has been employed by the Tampa Bay Rays as the mental health professional for the Bowling Green Hot Rods. This presentation is a distillation of the important lessons learned while in that position.

First is a discussion of the philosophy of the Rays Team Assistance Program (TAP). People in the program work with players to both promote mental health and intervene when there is psychopathology. Thus, there are a number of times when TAP staff can intervene with players, from relationship issues to serious psychopathology.

The lessons Dr. Grieve learned included: Baseball Is a Grind, Be Assertive, The Mental Health Guy Is Scary, Stay to the End, Bring a Ball Glove, Be Around, Act Fast, Zoom Can Be Your Friend, and The Job Is Fun and Rewarding. These lessons were expanded upon in the talk.

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**Agenda for the 20<sup>th</sup> Annual Sport Science Forum**  
**Friday & Saturday, April 5-6, 2024**  
**Gary Ransdell Hall, Main Auditorium**



**Friday, April 5**

4:30-5:30	Reception Dinner
5:45-6:45	Sport Psychology Skills Workshop Focusing on Anxiety Management, Visualization, Goal Setting, and Mindfulness. Location TBD off campus.

**Saturday, April 6**

8:45-9:00	Welcome and Introductory Remarks, Rick Grieve, Western Kentucky University
9:00-9:15	Savannah Savage, Western Kentucky University, "Preliminary Analysis on Performance and Anxiety in NCAA Athletes" (Advisor: Steve Winger)
9:15-9:30	Cody Havard, University of Memphis, "Sparks of Imagination: Disseminating Research Though Creativity (Or Trying to at Least)"
9:30-9:45	Logan M. Grieve, Ethan Puckett, Trevor Lile, Lincoln Ford, Ella Schleuning, Zoe Slaughter, Catey Lehtola, Myla Robinson, Abby Goodin, Ryan Hocklander, & John King, Western Kentucky University, "Who Are You Rooting For? Yellow! The Likelihood of Sport Fans Selecting a Team to Support Due to Team Color." (Advisor: Rick Grieve)
9:45-10:00	Morgan Macke, Murray State University, "Understanding Sport Rivalry's Influence on State Perception" (Advisor: Dan Wann)
10:00-10:15	Tony Paquin, Isabel Mukonyora, & Frederick G. Grieve, Western Kentucky University, "God, Basketball, and the Grateful Dead: A Pilot Study"
10:15-10:30	Daniel L. Wann, Murray State University, "The Use of Sport Fandom to Meet Basic Psychological Needs"
10:30-10:45	Morning Break
10:45-11:00	Alex Imm, Murray State University, "Sport Fandom and Perceptions of Color" (Advisor: Dan Wann)
11:00-11:15	Bruce Kane, Western Kentucky University, "Athletes: While We Should Be Making Them Stronger, Society Is Encouraging Them To Be Smaller" (Advisor: Andrea Jenkins)
11:15-11:30	Timothy Galyon, Murray State University, "Sport Fandom and Work Behavior" (Advisor: Dan Wann)
11:30-11:45	Anna Minor, Murray State University, "An Analysis of the Sport Spectator You Don't Want to Encounter: Willpower and Fan Dysfunction" (Advisor: Dan Wann)
11:45-12:00	Callie Hart, Murray State University, The Relationship Between Chronotypes and Sporting Events (Advisor: Dan Wann)
12:00	Pictures
12:15-1:45	Lunch
1:45-2:15	Joseph Case, Mississippi State University, KEYNOTE SPEAKER
2:15-2:30	Emily Kinsey, Murray State University, "Scoring On and Off the Field: Relationship between Sport Fandom and Dating" (Advisor: Dan Wann)



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- 2:30-2:45 Tyler J. Robinson & Daniel L. Wann, Murray State University, "Keeping It Non-specific: General Sport Fandom and Trait Empathy Predict Sport-Related Prosocial Tendencies Over and Above Team Identification and State-Level Empathy"
- 2:45-3:00 Afternoon Break
- 3:00-3:15 Scott York, Western Kentucky University, "Trends in Mental Health among Student Athletes"
- 3:15-3:30 Jordan M. Pearsall, Murray State University, "One of Us Has to Change: Sport-Related Clothing and Fandom." (Advisor: Dan Wann)
- 3:30-3:45 Frederick G. Grieve, Western Kentucky University, "Lessons Learned from Working as a Mental Health Professional with a Minor League Baseball Team."

## **Key Note Speaker:**

**JOSEPH CASE**  
Mississippi State University

# **Kicking It Around the Hexaflex: Utilizing Acceptance and Commitment Therapy (ACT) Principles within NCAA D-1 Mental Performance**



Dr. Case currently serves as the Assistant Athletic Director/Director of Counseling & Sport Psychology at Mississippi State University (Hail State). Prior to his tenure at Mississippi State, Dr. Case served as the Director of Sport Psychology (TOPCARE) at Western Kentucky University. Dr. Case has over 15 years of experience as a mental healthcare provider and has over eight years of experience providing clinical services to NCAA D-1 athletes. He holds a Doctor of Psychology (PsyD) from Western Kentucky University (Bowling Green, KY), and a MA in Counseling Psychology from Trevecca Nazarene University (Nashville, TN). He completed his predoctoral training at the Bowling Green Internship Consortium (Bowling Green, KY). He is licensed as a clinical psychologist (KY).

Dr. Case is passionate about creating transformational moments for elite college athletes, students, and clients. Dr. Case works in a collaborative partnership to identify and create meaning and value in his client's lives both on-the-field and outside of sport. Dr. Case was trained on a generalist-model and has experience applying evidence-based interventions to a wide range of presenting problems and populations. In terms of sport performance, Dr. Case specializes in emotional regulation, mindfulness-based interventions, and providing consultation with coaches and staff. His research interest include motivation and confidence in performance, resilience and psychological recovery from injury, assessment and psychometrics, and fan behavior.

A native of Nashville, TN, He has an 11-year-old son and 7-year-old daughter and has been married to his wife, Hilary, for 14-years.