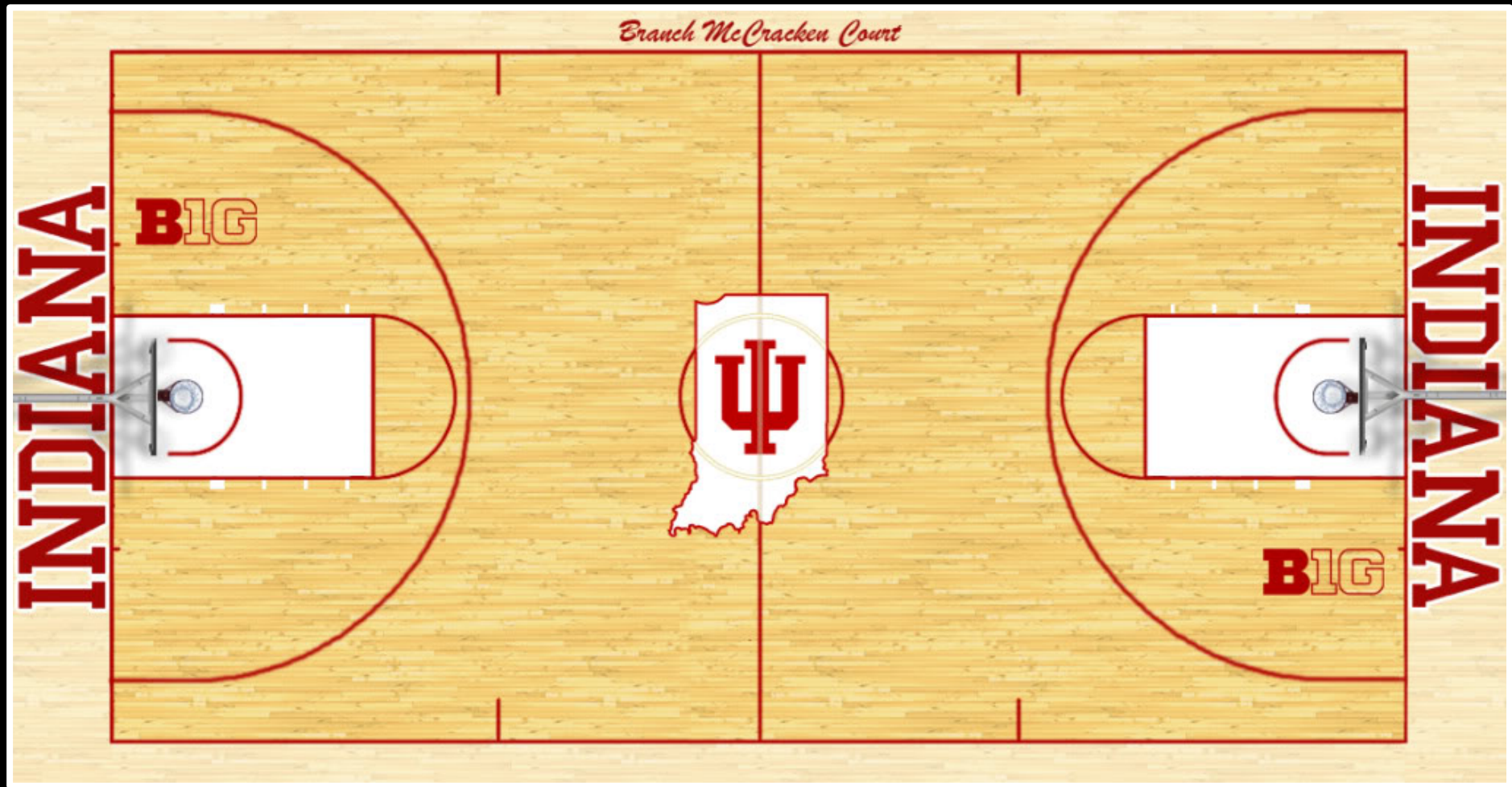


# THE PRICE OF TEAM IDENTIFICATION AT INDIANA UNIVERSITY



SIVLING HENG AND ERIN HENSLEY

**guyism**  
WHAT GUYS NEED

PROGRESSIVE LEGENDS CLASSIC - CHAMPIONSHIP

ESPN

1 INDIANA

57

GEORGETOWN

51

2nd

5:41

35

# INDIANA UNIVERSITY

- IU 6<sup>th</sup> most valuable college men's basketball team ("Forbes lists", 2010)
- [IU vs. Kentucky](#)

"You can walk up to anyone sitting on an IU campus bus and ask them, 'Why do you think we won or lost the game last night?' The response will more than likely be an analysis of the defensive and offense schemes and the results they yielded. Oh, and if it was a loss, expect some expletives." (Broadstreet, 2011)

"Basketball may have been born in Massachusetts, but it grew up in Indiana" (Wertheim, 2004).

"Crazy things happen in Bloomington" –ESPN Dan Dakich, Former IU coach (Broadstreet, 2011)



# TEAM IDENTIFICATION

- “Team Identification” is the psychological connection to a team (Wann and Dolan, 2001).
- Highly identified fans = individual level
- Violence in sports has existed since sports began (Swenson, 2012).
- Fan violence is common among many identities (Swenson, 2012).



# LITERATURE

- Affects public and private identities

(Wann et al., 2002)

- Publicly show off knowledge; public pride
- Privately gain sense of pride; internal pride

- Biases in favor of team (Potter & Keene, 2012; Wann et al., 2002)

- Overestimate number of wins
- Lowly identified fans were more accurate
- Influenced by location of games and by outcome of games (Wann, 1996)





# DEVIANCE

- Team loyalty practiced by highly identified fans is akin to emotional loyalty to self and family (Mann, 1974)
- Aggression and violent behaviors manifest in defense of the team; greatest among winning or losing teams (Mann, 1974)
- Higher incidents of deviant behaviors at home games (Rees & Schnepel, 2008)
- Functions as a way to maintain self-esteem and protect team identification levels (Rees & Schnepel, 2008)
- Two types of participants: Active and peacemakers (Lanter, 2011)



# METHODOLOGY

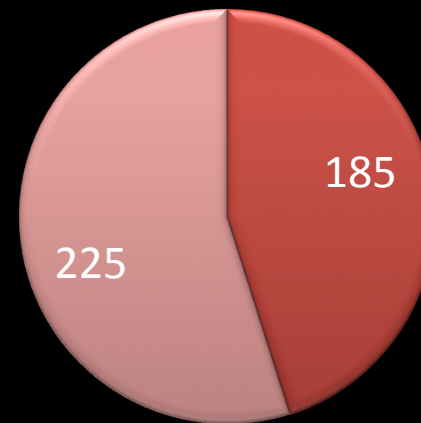
- Hypotheses
  - Overall high team identification
  - Transfer students would have lower team identification



# METHODOLOGY

- Cross-sectional survey design
- Purposeful, homogenous sampling

## Participants



- A265 Modern Sport and the African American Experience
- M328 Sport in American Society



(Creswell, 2012)



# INSTRUMENT

- Modified Sport Spectator Identification Scale
- 7 items
- Identification with team
- Likert scale-8pt.



# INSTRUMENT

- Sport Fandom Questionnaire
- 5 items
- Identification with sport
- Likert scale-8pt.

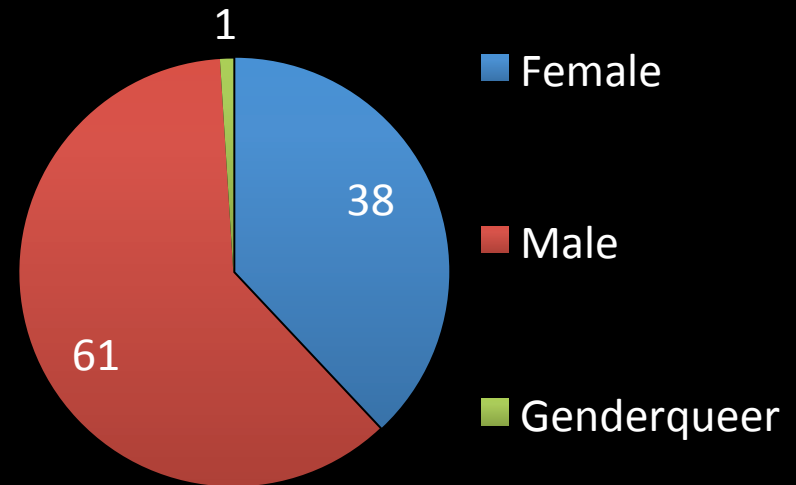


# PARTICIPANTS

24.39%

- 10% transfer
- 8% graduate students
- 95% played sports in HS

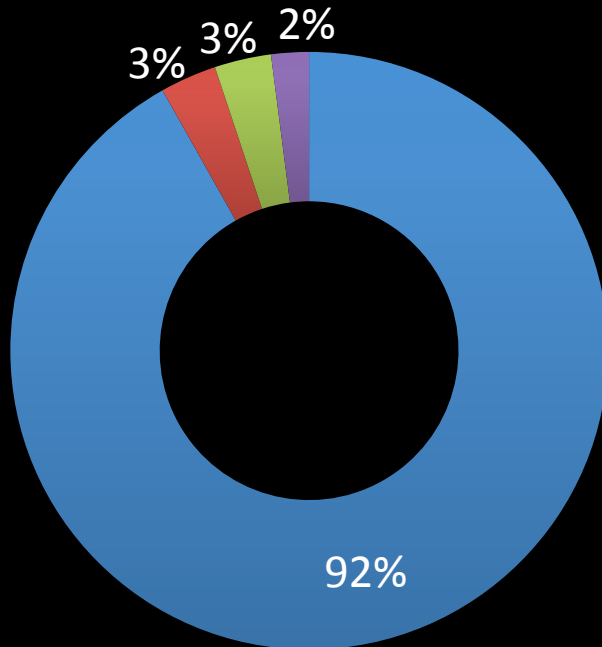
Respondents



# PARTICIPANTS

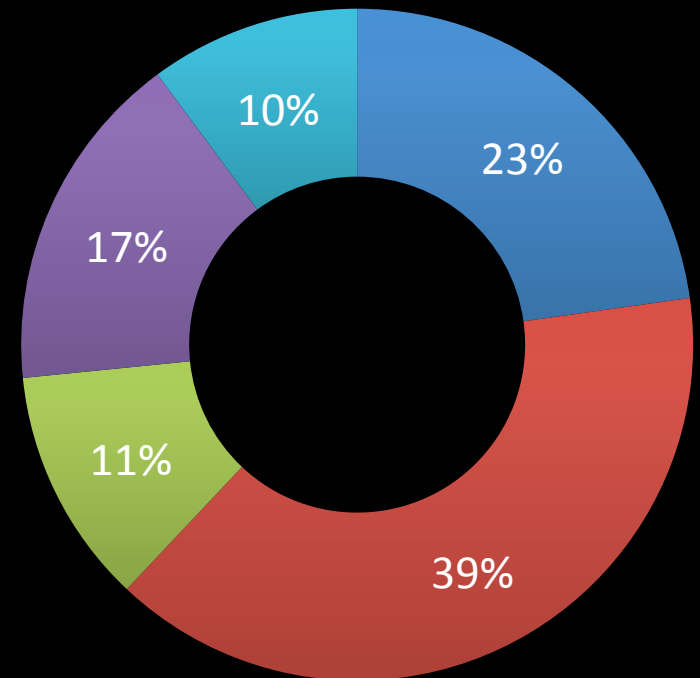
## Ethnicity

- Caucasian/White
- Black/African American
- Asian/Pacific Islander
- Hispanic/Latino



## Class

- Freshmen
- Sophomore
- Junior
- Senior
- Graduate



Text 37607



# OVERALL FINDINGS

- 90.21% IU basketball fans
  - 59.78% *strongly* consider
- 87.78% say friends see them as a fan
  - 54.35% *strongly* agree
- 42.39% say lives would be less enjoyable w/o IU basketball
- 64.13% say IU basketball is *very* important to them
- 45.65% said IU basketball success did not influence enrollment
  - 30.41% said that it did influence enrollment



# COMPARISONS

- Degree levels
- Ethnicity
- Transfer vs. Non-Transfer
- Gender

# LIMITATIONS

- Sample
  - Ethnicity
  - Sports
- Method
  - Cross-sectional survey design

# RECOMMENDATIONS

- Longitudinal study
- Larger sample
  - Sports
- Qualitative study

# CONCLUSIONS

- Helps administrators anticipate deviant behavior
- College athletic programs = \$\$\$\$ (Emma, 2014)
- Benefits for non-revenue generating sports programs, as well (Emma, 2014)

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