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An Examination of Sport Consumers' Twitter Usage

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ACCEPTANCE

This thesis, AN EXAMINATION OF SPORT CONSUMERS' TWITTER USAGE, by MATTHEW BLASZKA, was prepared under the direction of the candidate's Thesis Advisory Committee. It is accepted by the committee members in partial fulfillment of the requirements for the degree Master of Sports Administration in the Department of Kinesiology and Health in the College of Education, Georgia State University.

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ABSTRACT

AN EXAMINATION OF SPORT CONSUMERS' TWITTER USAGE

by

MATTHEW BLASZKA

In the sport industry, many stakeholders, including sport organizations, players, coaches, sports reporters, and fans, utilize Twitter. Twitter has become a practical marketing tool, in part, although Twitter users have not been studied in terms of sociodemographics, team identification, media consumption, team related Twitter consumption, or game consumption of their favorite team. Exploring the demographics and consumptive behavior of Twitter users can be valuable for sport organizations to create marketing plans and make managerial decisions. The purpose of this study was to determine the makeup of sport consumers on Twitter for market segmentation purposes and examine their sport media consumption levels, sport-related Twitter usage, team identification level, and team consumption. Differences between Generation X and Y consumers were also determined. An online survey was administered to Twitter users ($N = 219$). Descriptive statistics, chi-square analyses and MANOVAs revealed characteristics about the users.

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A Thesis

Submitted in Partial Fulfillment of the Requirements for the

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CHAPTER 1
INTRODUCTION

A major concern of sport organizations is marketing their product to their consumers because revenue is the lifeline of professional sport organizations. Sport organizations use the internet and technology to facilitate consumer decisions to purchase tickets, team merchandise, and memorabilia worth billions of dollars (Mullin, Hardy, & Sutton, 2000). With the ever-growing sports landscape, it is important for sport organizations to market their product and reach consumers in new and unique methods. Sport organizations need to understand the makeup and value of their consumers and the best way to market and build relationships. Demographics, psychographics, consumption levels, and team identification are all attributes that teams can utilize to identify their consumers.

One method for sport organizations to communicate with their fans and potential consumers is through the internet. Sport organizations use the internet to better connect with consumers. The internet is a tool that sport organizations have focused on communicating, selling, and marketing with and to their fans. Sport organizations are able to communicate with their fans online through their team website, which provides limitless information on the team (Filo & Funk, 2005). Sport organizations often use their website to sell merchandise, event tickets, and other amenities that benefit their fans. In 2000, approximately 72% of fans, especially young males (18-34 years), of the NBA, NHL, MLB, and NFL used sport websites to check scores. That number has likely increased with more fans turning to the internet and fans engaging in online discussions (Brown, 2003; Joines, Scherer, & Scheufele, 2003). In addition to checking scores, consumers make purchases and find other information online that may aid the decision making process. E-commerce is one of the major profit-generating avenues for sport organizations (Zhang & Won, 2010). The internet allows consumers to make final purchase decisions based on research that will satisfy their needs (Allen, O'Toole, McDonnell, & Harris, 2005). Researchers have suggested that organizations are working

to learn consumer needs and motives to shape their internet marketing plans (Filo & Funk, 2005; Korgaonkar & Wolin, 1999). Filo and Funk (2005) stressed the importance of congruence between consumer interest and the sport product features communicated on the internet. The key to a successful sports fan website is not only dependent on the number of fans, but also on an understanding of the online sports fan and their habits (Zhang & Won, 2010).

Social media is a way for sport organizations to share news, information, and content with potential consumers. Social media are as activities, practices and behaviors among communities of people who gather online to share information, knowledge and opinions using conversational media (Safko & Break, 2009). Social media websites include, but are not limited to, Facebook, MySpace, Twitter, LinkedIn, YouTube and FourSquare. Social media allows a user to construct a public or semi-public profile and articulate a list of other users with whom they share a connection (Boyd & Ellison, 2007). It has combined sociology and technology to form a bond between people that may have otherwise not interacted (Gailmore & Leonard, 2009). Social media has become integrated into many users daily life. A benefit of social media is the unique communication process. The communication process between users is not limited to one-way communication, but rather two-way communication. For sport organizations utilizing social media, the interaction allows sport consumers to have a two way communication process with the team. When a sport organization utilizes social media, it can serve as a line of communication that encourages direct consumer contact, focused information, and constructive feedback from their customers (Galimore & Leonard, 2009). Instant feedback can produce relationships that are more meaningful with their fans (Peck, 2009). The ability for sport organizations to have constant contact with fans is highly desirable. In fact, 61% of MLB fans and 55% of NFL fans consider themselves bigger fans of their respective leagues since they began using social media platforms (Broughton, 2010). All four of the

major sports leagues (NFL, MLB, NHL, NBA), as well as their teams, have links to their respective Twitter sites. Around 9 million social-media users follow each league and the biggest social media site is Facebook.

Evan Williams, Jack Dorsey, and Biz Stone founded Twitter in 2006 as a social network and microblogging website (Farhi, 2009; Goodyear, 2009). Twitter is part of the recent social media growth and it is one of the fastest growing microblogging websites. This software allows a user to connect to other users worldwide. As of October 2010, Twitter had 175 million registered users worldwide with over 65 million daily tweets (Schonfeld, 2010). This is up from 53 million users in 2009 (Rao, 2010). The current CEO, Dick Costolo, believes most users of Twitter do not Tweet, but rather use Twitter as a form of media consumption (Kassing & Sanderson, 2010). With the evolution of “smart phones”, Twitter has become a user-friendly application to help consumers get up-to-date information, as well as a great mechanism for breaking news (Kassing & Sanderson, 2010). Many professional sports leagues, the actual organizations, and college programs have begun to use this type of media to provide information and connect to their fans (Kassing & Sanderson, 2010).

Twitter’s founders designed the service to work with Short Message Services (SMS) or “texting”. SMS is limited to 140 characters per message (sometimes 160 characters), before it cuts off or runs into a second text (Kassing & Sanderson, 2010). Users can send “Tweets” and read “Tweets” of other Twitter users. Tweets can also be “retweeted”, which allows a user to repost another users’ Tweet on their Twitter page for their followers to see. The user can then invite other users to receive Tweets, and they can do the same. The user will develop a group of “followers” who become part of their community (Strickland, 2008). Users who would like to add pictures or video need to use third party websites to link that picture to their Twitter page, such as Flickr and

Bit.ly. Bit.ly is a website that shortens the URL of a website to enable the user to post a comment or characters along with the link. All third party websites have a direct relationship with Twitter.

Twitter is highly used by sport organizations and athletes, who have accounts and disseminate information, stories, and personal information to their followers. The assumption is that many organizations use this as a platform to have a better connection with their fan base. As a free service, teams can market using Twitter to actively engage with their fans through discounts, giveaways, voting platforms, and fan interaction (e.g., fan polls). Fans are able to follow their favorite team and participate in these promotions. For niche leagues such as the Women's Professional Soccer (WPS) league it can be a strong marketing tool. The WPS is dependent on Twitter to help develop a fan base. Players are encouraged to use Twitter during the games to stay close with their fans (Gregory, 2009).

The players or athletes on teams are also avid Twitter users. Players are able to market and brand themselves through Twitter, similar to teams. For example, Chad Ochocinco and Kevin Durant run promotions to meet fans before and after games in different cities. Twitter also allows players and owners a voice, which has led to league policies. Mark Cuban, owner of the Dallas Mavericks, was the one of the first sport professionals to receive a fine for use of Twitter when he complained about the officials in 2009 (Stein, 2009). The NBA has limited its use to no Tweeting 45 minutes before the game until the game is completed. However, the players can Tweet during the media access period, which is 90 minutes prior to the start of the game until 45 before tipoff (Stein, 2009). The NFL has a similar policy in place (Hessel, 2009).

Twitter satisfies fans' thirst for a closer connection to big-time athletes, owners, and even other fans (Gregory, 2009). To many fans, Tweets show a human side of their favorite athlete or owner as they feel a close relationship with them (Gregory, 2009). The commissioner of the NBA,

David Stern believes that Twitter has changed the sports/fan interaction forever and it has helped his league, which is a leader in terms of its use of social media because of its global appeal (Gregory, 2009).

The growth of social media, especially Twitter suggests the importance of social media. Sport organizations recognize the importance as many of them are hiring social media specialists to handle this avenue of marketing for the team. However, because Twitter is a new social media form, sport organizations are experimenting with finding the most effective means to use it and do not necessarily know what types of fans are using it. Sport consumers follow their favorite teams on Twitter for various reasons, but the identification and involvement levels of fans have not been empirically examined.

As sport organizations aim to increase attendance and number of consumers, very little research exists on Twitter, and social media users are relatively unexamined. To better understand online sports consumers, research is needed to examine their consumption, sociodemographics, psychographics, and team identification (Mullin, Hardy, & Sutton, 2002; Pitts & Stotlar 2007; Zhang, Pease, Hui, & Michaud, 1995). Consumption is the understanding of a consumer's use of a product. In sport, the highest form of consumption by a spectator is event attendance (Mullin et al., 2000; Stotlar, 1989). If a consumer is unable to attend an event, they may consider use of media consumption through television, radio, and the internet. There may also be differences in these consumption levels across generations. Demographic segmentation is the most commonly used method to understand the consumer. Analysis of information such as age, education, and race are used to provide a profile of the consumer and this has been studied about in game consumption, internet consumption, and video games (Pitts & Stotlar, 2007). Psychographics refer to the type of person. Personality, physiological, psychological, lifestyle, desire, and freedom are several

psychographic variables (Pitts & Stotlar, 2007). Team identification theory is the social identity that a group of people has in common with their favorite team (James & Trail 2007; Kwon, Trail, & James, 2007). Team identification can be a factor into why Twitter users follow certain players, teams, and newspapers. Altogether, this information is critical for sport managers to better use Twitter to reach consumers.

Purpose

The first step in market research is to understand the consumer. In this case, sport managers need to understand who is utilizing Twitter. This will allow future research to determine if it is an effective marketing tool for sport organizations by exploring consumers' needs and wants. Twitter has been researched from an athlete's standpoint (Clavio & Kian, 2010; Hambrick, Simmons, Greenhalgh, & Greenwell, 2010; Pegoraro, 2010) and a fans' standpoint (Kassing & Sanderson, 2009). However, as of now, no research has been conducted on sports fans use of Twitter. Hambrick et al. (2010) suggested that future research should include engagement between the sport organizations and the fans. Therefore, the purpose of this study was to examine sport consumers use of Twitter.

Objectives of the Study

The objectives of this study were:

1. To understand the demographics and psychographics of sport Twitter users for market segmentation purposes.
2. To examine the sport media consumption levels of Twitter users.
3. To understand the relationship between team identification and team related Twitter consumption (following their favorite team).
4. To understand the differences between Generation X and Y in sport related Twitter consumption and sport media consumption.

Definition of Terms

Web 2.0 – is user-generated content that has individuals interact, generate content, and share multimedia content (Pegoraro, 2010).

Social Media - refers to activities, practices and behaviors among communities of people who gather online to share information, knowledge and opinions using conversational media (Safko & Break, 2009)

Microblogging – A derivative of blogging, which involves transfer of news, personal opinion, and ideas in an online setting (Clavio & Kian, 2010)

Twitter – An asynchronous form of social communication that been compared to an online version of cell-phone text messaging (Angwin, 2009).

Tweet – A written message on Twitter that can be a maximum of 140 characters.

Follower– On Twitter, someone who “follows” your Tweets. Enables a Twitter user to see the followed user’s tweets and respond if they wish (Pegoraro, 2010).

ReTweet– repost something someone else has said so that your followers see it (Ross, 2011).

Sociodemographics– A combination of sociological and demographic characteristics.

Psychographics – are personality characteristics of a person. Personality characteristics can be favorite color, motivational characters, and attitude (Pitts & Stotlar, 2007).

Social Media Consumption– A consumer’s usage of a type of media like Twitter on Facebook.

Generation X–They are people born from 1965 to 1980. They tend to be strong with technology, seek praise and immediate gratification for their accomplishments, are unwilling to sacrifice their personal lives, and tend to capitalize on future job opportunities (Severt, Fjelstul, & Breiter, 2009).

Generation Y – They are people born after 1980 through the 1990's. They are technically literate, desire intellectual challenge, seek professional development, and strive to make a difference (Severt, Fjelstul, & Breiter, 2009). Sometimes they are known as the Millennials.

CHAPTER 2
LITERATURE REVIEW

Social Media

Social media, defined as the sharing of information, experiences and perspectives through community oriented websites (Weinburg, 2009), has grown rapidly over the last decade. The growth of social media is a reflection of the advancement from Web 1.0 to Web 2.0 technology. Web 1.0 technology is characterized by online, limited, one-way communication, such as a person building a website, providing content, and having people visit it (Pegoraro, 2009). Web users were only able to communicate through e-mail, message boards, or forums. Only a few people had their own space for their content (Weinburg, 2009). Web 2.0 is characterized by user-generated content shared with others through interaction. The technological shift from Web 1.0 to Web 2.0 has influenced society and Web 2.0 applications have changed the way individuals use the Web. Technology has allowed users to become participatory, conversational, social, and decentralized, with individuals controlling their own websites, blogs, and using social networking sites like Facebook and Twitter (Weinburg, 2009). These applications can be accessed via personal computer, phone, and game consoles (Weinburg, 2009). According to Online Marketing Trends (2010), the top five social networking websites for 2010 were Facebook, YouTube, Twitter, MySpace, and LinkedIn. Twitter is one of the fastest growing Web 2.0 applications in the new media age (Clavio & Kian, 2010), and companies often use it for marketing or branding purposes. The sports industry is an area participating in this growing phenomenon.

Twitter and the Sport Industry

Professional and collegiate sport organizations often utilize Twitter in a variety of ways. From a sports information standpoint, the sport organizations are able to post scores, live stats, and links to news articles, press releases, and other team related information. From the marketing perspective, Twitter can be used to enhance branding, advertising, and awareness of promotions.

Sports teams and leagues are using Twitter to communicate with fans, and they have realized the potential benefit of an athlete's use of Twitter in affecting their brand (Pegoraro, 2010).

Collegiate athletic departments have used Twitter in a few ways that are unique to college athletics. Twitter has become a major recruiting tool for college athletic programs (Kassing & Sanderson, 2010). The NCAA has allowed Twitter usage by coaches for recruiting (Davidson, 2009). Twitter is a type of blog for recruits to get the most information about the institution (Davidson, 2009). Coaches can Tweet about their team's practice and games, but they are not allowed to tweet about specific recruits or recruiting trips (Davidson, 2009).

Professional leagues face the unique issues of players being employees of the league and managing the players' Twitter activity that interferes with their professional obligations, such as interviews and the games themselves. Professional leagues have set limitations as to when athletes are allowed to Tweet. The NBA has restricted players from Tweeting from 45 minutes before the game until the game is completed. However, the players can Tweet during the media time, which is 90 minutes prior to the start of the game until 45 before tipoff (Stein, 2009). Some teams have begun to implement their own Social Media policies to coincide with the NBA policy. The NFL has a similar policy for their athletes, limiting Tweets to 90 minutes before and after the game, when the traditional media has an opportunity to complete their interviews (Hessel, 2009). The leagues for tweeting too close to game time have fined players, such as NFL receiver Chad Ochocinco. Owners and staff members have been fined for the content of their Tweets, such as NBA owner Mark Cuban, who complained about officiating. The NFL has been proactive and reactive in regards to the changing environment of social media platforms. One challenge for the NFL is the use of social media by its fans. Specifically, fans posting videos of game footage using their phones and posting it to either Facebook or Twitter is a problem. The NFL owns the exclusive rights to all

of these games. Under the new rules and guidelines, fans are encouraged to post messages about their team, but are prohibited to post play-by-play accounts on Twitter (Hessel, 2009).

While it is evident that there are many uses for Twitter in sport, it is apparent that professional sport organizations are building their social media presence through Facebook and Twitter. Twitter is often used as a tool for leagues and sport organizations because of the ability to send out a quick message to the consumer. Organizations are able to market their league through Twitter to keep up with their consumers.

Twitter and Sport Literature

Four recent studies have examined the use of Twitter by athletes (Clavio & Kian, 2010; Hambrick et al., 2010; Kassing & Sanderson, 2010; Pegoraro, 2010), and the results indicate that athletes use Twitter in various ways. However, researchers have not examined the use of Twitter as a sport media outlet by sport organizations or by sport fans.

Kassing and Sanderson (2010) studied the use of Twitter by professional cyclists to communicate with fans during the 2009 *Giro d' Italia*. Cyclists used Twitter to discuss race conditions and their personal physical condition to give fans a behind the scenes look of the event (Kassing & Sanderson, 2010). Similarly, Pegoraro (2010) examined what athletes are tweeting about from the NFL, the NHL, the NBA, MLB, professional golf, professional tennis, professional soccer, motor sports, winter sports, and mixed martial arts. Tweets were categorized by whether it was a direct message or are tweet, and whether it contained a link or photo (Pegoraro, 2010). Each tweet was then categorized with the following coding: personal life, relating to business life, relating to another sport or athlete, relating to their sport, responding to fans, responding to another sport or athlete, relating to their sport, responding to other athletes, and relating to pop culture. The study found that NFL players and professional golfers were the most active during the time of

investigation, which was in season (Pegoraro, 2010). It should be noted that the research was conducted when MLB and soccer were not in season. Pegoraro (2010) suggest that athletes do not realize the power of this marketing tool for themselves. Most athletes are not tweeting about their products, website, or referencing their brand (Pegoraro, 2010).

Hambrick et al. (2010) examined Twitter use among professional athletes and their interaction with fans and other players. Tweets were placed into the following six categories: interactivity, diversion, information sharing content, fanship, and promotional. Most tweets were interactive (671, 34%). Diversion, non-sport related, had the highest number of tweets (545, 28%), while the promotional category had the fewest tweets (120, 5%) (Hambrick et al., 2010). The study findings identified that interaction was between users, whether it is one professional athlete to another or between an athlete and the fans, which suggests a personal relationship between professional athletes and their fans that is not often found in mainstream media (Hambrick et al., 2010). Hambrick et al. (2010) suggested that future researchers should examine the relationship between sport organizations and its target market.

Clavio and Kian (2010) explored a retired female athletes' Twitter followers' demographics, uses and gratification. They found that consumers who followed this athlete were interested in being fans, and they were intellectual and emotional consumers rather than for business or interactive needs (Clavio and Kian, 2010).

Similar to Twitter, fan message boards were studied to understand the consumer (Clavio, 2008). Clavio (2008) examined the usage of collegiate message boards and the reasons why users were taking part in the online community. Message board users had four primary areas of uses and gratification: interactivity, information gathering, diversion, and argumentation. These findings confirmed previous research on team message boards (End, Dietz-Ulher, Harrick, & Jacquemotte,

2001; Hambrick et al., 2010; Tajfel & Turner, 1986; Walther, 1996). It is apparent that Twitter can be useful in providing different types of information and meeting needs of consumers, yet the relationship between sport organizations and information about their followers has not been studied.

Marketing and Consumer Behavior Theory

A major concern for sport organizations is marketing their product to their customers, as consumers are the lifeline for professional organizations. Bill Veeck, a sport-marketing guru, was among the first to communicate with customers through informal contacts, letters, and speaking engagements in the 1950s (Mullin, Hardy, & Sutton, 2000). Today's sport managers aim to understand the "new" sport consumer. Although there is no foolproof profile of the average sports fan, many sport organizations have conducted enough research to feel they know their consumers (Mullin et al., 2000). Organizations often rely on the most recent technology to understand the consumer. The internet has become commonplace for sport organizations to enhance the fan experience using interactive tools and providing message boards (Mullin et al., 2000). With the ever-growing sports landscape, it is important for sport organizations to market their product and reach consumers through new and unique methods. Sport organizations need to understand the value of their consumer and the best way to market and build a relationship with them (Mullin et al., 2000).

Using the marketing mix, sport organizations are able to understand how to market to their consumers (Mullin et al., 2000; Pitts and Stotlar, 2007). Using the "5 P's", product, price, promotion, place and public relations, sport organizations are better able to reach their consumers (Mullin et al., 2000; Pitts & Stotlar, 2007). Social media, specifically Twitter, is used in the promotion and public relations areas. The use of Twitter has not been empirically examined from the sport organization side or the consumer side, although it is assumed there are many promotional

or public relations reasons for a team to Tweet” and social reasons for a fan to “follow” a team. Likewise, Twitter users have not been assessed to determine their usage of Twitter and their following habits of their favorite teams and players. A first step in marketing for sport organizations is getting to know and understand their consumers. Sport organizations acquire information about their consumers/fans via demographics, psychographics, and consumption in an effort to use the information to segment the market (Mullin et al., 2000; Pitts & Stotlar, 2007).

Sociodemographics

Sociodemographics are information about a consumer that is unchangeable (Mullin et al., 2000; Pitts & Stotlar, 2007). Typical sociodemographic information analyzed by organizations is geography, age, gender, education level, race and ethnicity (Pitts & Stotlar, 2007).

Sociodemographics about consumers are easy to obtain, thus making it the most widely used method of segmentation. Sociodemographics can help the sport organizations better understand who the consumers are and how to market to each sociodemographic segment. An individual’s age and gender are often examined to understand spectator consumption. Young to middle-aged Caucasian males are the most likely to attend sporting events (Mullin et al., 2000; Noll, 1974; Pitts & Stotlar, 2007; Whitney, 1988). Gender also influences motives for game attendance. For example, Wann, Melnick, Russel, and Pease (2001) suggested females typically attend sporting events such as an NBA or MLB game for the social interaction, while males attend because they either played a particular sport or they want to gather information.

With very little research on Twitter, researchers have not determined a profile for sport Twitter users. Clavio (2008) examined collegiate message-board user demographics. The researchers discovered that users were male, White, highly educated, and making over \$80,000 per year in household income (Clavio, 2008). These characteristics could be similar to Twitter users;

however, it has yet to be empirically examined. It is important for researchers and practitioners to know who is consuming Twitter to help athletes and teams better market themselves and reach the consumers. Understanding the sociodemographics of Twitter users will be beneficial, but it does not provide a comprehensive perspective, so therefore psychographics and consumption levels need to be investigated.

Psychographics

Psychographics improve the understanding of who is consuming sport or sport media. Personality characteristics, favorite team, motivations factors, desires, attitudes, and beliefs are a few ways a person is defined (Pitts & Stotlar, 2007). Psychographics are typically broken into three areas: personality, motives, and lifestyle (Pitts & Stotlar, 2007). Psychographic segmentation can be a combination of variables used to better understand the consumer (Mullin, et al., 2000; Pitts & Stotlar, 2007). Arnold Mitchell at Stanford Research International created a system called VALS (Values, Attitudes, and Lifestyles) that characterized consumer's values, beliefs, and lifestyles. The segments that were developed are actualizers, fulfillers, believers, achievers, strivers, experiencers, makers, and strugglers. With all of these different consumer groups, it is easy to understand that each consumer is different. Twitter users are thought to be "experiencers" because of its newness or "fulfillers" because of its way to gain knowledge and access to teams and players.

Research has shown there are often behavioral differences between generations (Severt et al., 2009) based on lifestyle characteristics of the generation. Sport organizations are often concerned with two generational groups: Generation X and Y (also known as the Millennials). These groups consume sports differently and may consume sport media differently.

Generation X. Generation X (Gen-X) characterizes people born between 1965-1980 (Severt et al., 2009). Generation Xers have distinct variations to their behaviors, patterns, and perceptions.

Hill (2002) found that Generation Xers place a strong emphasis on their own professional development and do not demonstrate company loyalty, but tend to be strong with technology. Vick and Feyerherm (2005) found that Gen-Xers seek praise and immediate gratification for accomplishments. Generation Xers are also unwilling to put aside their personal life for their career. In sport research, Gen-X consumers were found to behave differently than other generations. Bennett, Sagas, and Dee (2006) found that Gen-X would rather watch a Major League Baseball (MLB) or a National Football League (NFL) game than the X-Games. This suggests different marketing strategies may be necessary for different generations.

Generation Y. Generation Y (Gen-Y or Millennial) is defined as people born after 1980 to the 1990s (Bennett et al., 2006). Generation Y is characterized by individuality, technically literate, desire intellectual challenge, seek professional development, strive to make a difference, and are a need-to-know society (Severt, Fjelstul, & Breiter, 2009). Gen-Y has been heavily influenced by media such as the internet, radio, television, mp3 players, and video games (Cordiner, 2001). They are often considered the easiest generation to reach because of their wider exposure to a wider variety of media (Cordiner, 2001). In sport research, Gen-Y prefers to watch action sports (e.g. The X Games) on television rather than a MLB or NFL game (Bennett, Henson, & Zhang, 2003). This group is also likely to play video games, watch MTV or Comedy Central, and participate in sports such as mountain biking, inline skating, and skateboarding (Bennett et al., 2006). Gen-Y's have often been called the Playstation Generation (Cordiner, 2001). This group matches a sport video gamer (18-35 year-old) consumer age demographically (Cianfrone, Zhang, Trail, & Lutz, 2008; Kim, Walsh, & Ross, 2008).

According to marketing and advertising research, younger consumers are easily influenced by messaging through media (Miles, Cliff, & Burr, 1998). Thus, persuading Gen-Y through social

media such as Twitter is important. Bennett et al. (2006) showed that Gen-Y's are more likely to play more video games than Gen-X's. With Gen-Y's easy access to new media and consuming of action sports, marketers need to have different strategies compared to Gen-X. Generation Y have been easier to reach because of their media exposure levels, yet the Gen-Y consumption levels of sport media usage are unknown with regards to media outlets (Bennett et al., 2006).

Consumption

Consumer behavior is important in understanding why people use goods and services. Consumer behavior is "actions undertaken by people that involve the satisfaction of wants and needs. Such actions often, but not always, involve the acquisition of goods and services through markets" (Economic Dictionary, 2011). Marketers often focus on acquiring consumers and retaining them as repeat consumers. Consumers look for a product to satisfy a need or desire (Pitts & Stotlar, 2007). The more a consumer is knowledgeable about the product through performance, what they expect to receive from the product, and the benefits are beneficial to the sport marketer knowledge of the consumer (Pitts & Stotlar, 2007). Pitts and Stotlar (2007) used the example of a fitness center. A fitness center provides consumers with the potential to get fit, enhance their health, lower blood pressure, control weight, meet people, sweat, grow stronger, be part of a cool crowd, or to fit in certain clothes. All of these potential marketing strategies are used to bring consumers in for the first time or repeat business.

Sport Consumption. Sporting events provide consumers a product and a service. Sport consumption has been examined in sport literature, often through game attendance (Stotlar, 1989). Attendance is deemed the highest level of consumption of sport; thus, marketers are concerned with driving consumers to games. Many times sport consumers are unable to attend an event and often turn to media for consumption.

Sport Media Consumption. Sport can be consumed through a television broadcast, the radio, sport video games, print media, and more commonly now the internet. In the past, media consumption was through newspapers, television, and magazines. Today, users are being driven to the web (Brown, 2003). Facebook, Twitter, podcasts, and fantasy sports have all had a major impact on how media usage has changed. A sports fan of a particular team is no longer regionalized with online broadcast of games like MLB.tv and NBA.tv. Sport is being consumed more on the internet now than ever before. This likely has to do with the evolution of blogs, social media, such as Facebook and Twitter, team websites, podcasts, and sports talk radio. All of these forms have allowed fans to interact instantly with one another, thus giving teams an opportunity to understand the immediate consumption wants and needs of the consumer. Teams are able to identify their fans through social media almost instantly. The internet has provided new ways to consume sport. Twitter is a new form of media that has not been examined. This study will assess many types of media (Figure 2).

Team Related Twitter Consumption. Twitter has provided consumers immediate interaction with teams, players, coaches, and beat writers for their favorite team. Twitter gives teams or sport organizations an opportunity to instantly access their fans with giveaways, insider access, and team or current information. Fans or consumers are then able to communicate with the team and other fans about the team. This has given fans unprecedented consumption levels of their favorite team. It is unclear on whether sport fans do follow their favorite team only, or also follow their favorite team's players, coaches, or beat writers.

Consumptive Behavior. The way a person identifies themselves with individual players or team can be a predictor of consumptive behavior in sport. Consumptive behavior in sport can be a predictor of how a person identifies oneself with a team or individual. Researchers have found that

highly identified fans are more knowledgeable about their team and sport. They are more likely to invest money and time into their favorite team (Wann & Branscombe, 1993). For example, sport video game (SVG) players are most likely sport fans (Kim et al., 2008). Heavy and moderate game users were more likely to develop strategy and select their favorite teams (Kim et al., 2008).

Consumptive behavior often relates with team identification. Twitter users may typically “follow” their favorite team, player, coaches, and beat writers as a result of being highly identified.

Consumption of sport has been linked to identification theory and involvement theory.

Identification Theory

Social Identity Theory

Social identity theory aims to explain how people identify themselves in relation to their society, and it is operationalized as people being classified into social categories (Tajfel & Turner, 1985; Turner, 1982). Personal identity consists of one’s attributes and interests while social identity is one that can be based on demographics (e.g., age and sex) or organizational membership characteristics (educational, religious, team) (Turner, 1982). For example, a woman can identify herself as a wife, a mother, a boss, a sports fan, and a coach. Consumption choices are determined by whatever social group(s) they belong to (Tajfel & Turner, 1985; Turner, 1982).

Identification in Sport

Identification has been examined in sport literature to explain the phenomenon of individual’s identification with a team, sport or athlete. Specifically, these areas have been defined as points of attachment (Fink, Trail, & Anderson, 2002; James & Trail, 2008). Points of attachment have been studied by researchers as a way for marketers to understand what draws a particular fan to an event or team. Robinson and Trail (2005) determined seven points of attachment: player, team, coach, university, community, sport and these points of attachment directly relate to motives.

It should be noted that many researchers have focused on team identification (Kwak, Kim, & Zimmerman; Fink et al., 2002; James & Trail, 2008) when assessing consumers.

The points of attachment are separated into two groups. Player, coach, university, community, and team identification all directly relate to a sport organization, while sport and level relate directly to the sport identification. The organization and the sport identification can be directly related. For example, a consumer may be a fan of MLB while being a fan of the New York Mets with his favorite player being David Wright. The sport consumer is a fan of the sport and level and has identified with both the team and a player. It is assumed that point of attachment would play a particularly big role in who consumers “follow” on Twitter.

Fans that are highly identified with their team are likely to behave differently than lowly identified fans. For example, highly identified fans spend more money on team merchandise and tickets and stay loyal to their team during losing periods (Trail, Anderson, & Fink, 2000; Wann & Branscombe, 1993). The life bread of any sport organization is their fans. Twitter users who are highly identified with a team may follow all the team’s players, coaches, sports writers, and the team Twitter account. It is assumed Twitter users who follow their favorite team would be considered highly identified. Consumers that indicate stronger feelings towards their teams typically try to consume as much of the team as they can through consumptive behaviors. According to Oliver’s conative loyalty definition (1997), the more attached the fan is, the higher his or her behavioral involvement, indicating that the relationship between a sport consumer’s behavioral involvement and fan identification is correlated.

Fans v. Spectators

Identification can lead to a distinction between types and levels of sport consumers. There are different distinctions of consumers who invest into a team. According to Trail, Robinson, Dick,

& Gillentine, (2003) spectators and fans have different motives and points of attachment. Spectators are ones who watch and observe caring little about the result. Spectators would prefer a close and entertaining contest; the final score and winner is unimportant. Fans are considered enthusiastic devotees of a given diversion (Sloan, 1989; Trail et al., 2003). These fans would rather see a blow out with no drama. A win is much more important than seeing a great game. Achievement to these fans can be correlated with team identification (Branscombe & Wann, 1994; Fink, Trail, & Anderson, 2002; Robinson & Trail, 2001)

Sutton, McDonald, Milne, and Cimperman (1997) classify fans into three categories. The third level is the most dedicated and vested fans. They have high emotion toward their team and make a major financial commitment to the organization. The second level consists of focused fans. These fans have a moderate level of attachment to the team. The first level of fandom are those fans that have a low identification with the team. They are there for the socialization and atmosphere rather than who wins and losses. Third level fans want to be engaged and kept informed in all aspects of the organization. These fans are typically interested in meeting coaches and players. This is often seen through community relations including coaches' appearances, autograph sessions, player blogs, and coach's shows (Trail et al., 2003). Fans want to be able to show their team identification through purchasing and wearing of jerseys of the star player and coach's gear especially after a win.

Application to Twitter. Sport organizations should be knowledgeable of which types of fans are following them on Twitter. It is assumed highly identified fans would follow their favorite teams on Twitter. Fans of a team differ on why they follow a particular organization on Twitter. Highly identified fans are seeking as much information as they can consume. Past research suggests that fans will be looking for 'insider' information or breaking news on players, coaches, and the

team (Robinson & Trail, 2002; Trail et al., 2003). It is assumed that highly identified fans will not only follow all information about the team, but will also follow players on the team. These fans are able to post a message after a big win or loss to show their identification level with the team. A first level fan would rather be wowed by the quality of game, aesthetic qualities, to increase knowledge, and appreciate the skill (Trail, et al., 2003). The first level fan or spectator may follow a team purely for promotions and acquiring new knowledge. Unlike the third level fan, the first level fan is seeking information to learn more about team. If they are highly identified fans, this would suggest more insider information.

Summary

Social media is a popular new form of media that is embraced by the sport industry. Twitter is part of this new wave of media and provides sport organizations and athletes an interactive method for reaching fans and consumers. While there appear to be benefits to using Twitter, sport organizations do not necessarily know the consumptive behavior of Twitter users in relation to their favorite sport teams. Specifically, Twitter users have not been studied in terms of team identification, media consumption, psychographics, sociodemographics, team related Twitter consumption, and game consumption of their favorite team (Figure 1). Exploring the demographics, psychographics, and consumptive behavior of Twitter users would be valuable for sport organizations to organize marketing plans and make managerial decisions based on the information.

Figure 1. Theoretical relationship between Team Identification, Sport Media Consumption, Sociodemographics, Psychographics, Team Related Twitter Consumption, and Game Consumption

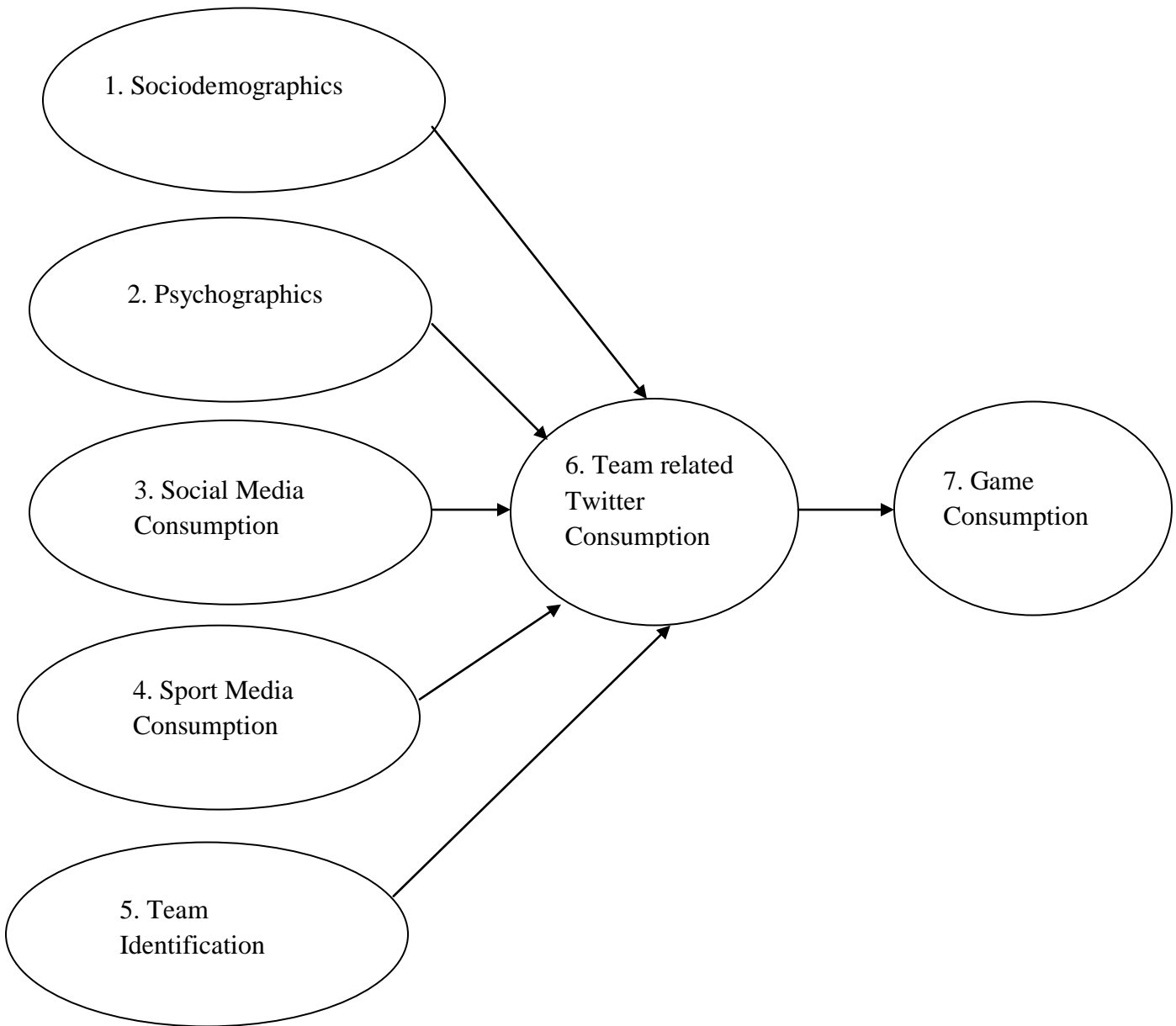
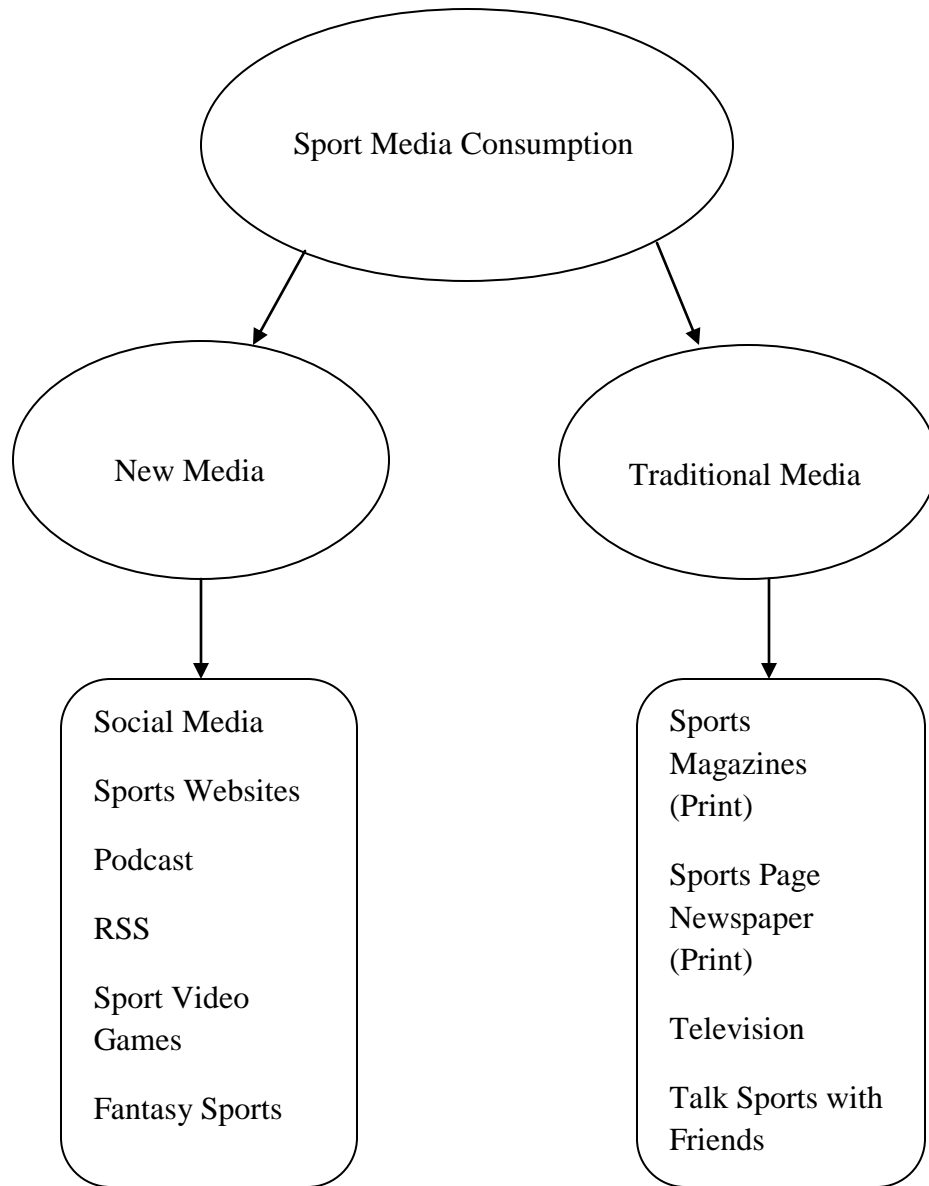


Figure 2. Sport Media Consumption and Types of Media



CHAPTER 3
METHODOLOGY

The method of this study is presented in the following sections: (a) Procedures, (b) Instruments, and (c) Data Analyses. A survey design was implemented to assess the sociodemographics, psychographics, social media consumption levels, sport media consumption, team identification, team related Twitter consumption, and game consumption.

Procedures

An online survey was distributed through a Twitter feed posted by the researcher and included a web link bringing the user to Survey Monkey and a consent page. From there, the Twitter user was able to participate in the study. The advertising Tweet stated, “Help GSU researchers better understand your use of Twitter. Please click the following link”. The link was shortened through Survey Monkey to meet the Twitter standard of a 140 characters. The survey was conducted via the online survey/data collecting website Survey Monkey (surveymonkey.com). A snowball sampling method was utilized, as the initial Twitter message was retweeted by 34 Twitter users, among those was a professional sport team blogger, a sport management professor, and an NBA player. The online sampling occurred for two weeks in late March and early April in 2011. There were 241 initial log-ins to the survey. After data cleaning and omissions, 210 surveys were deemed suitable to be analyzed (86.7% effective response rate). Among the 31 log-ins removed, three participants did not use Twitter and one was under 18 years of age.

Instruments

Based on a comprehensive review of literature, a 54-item survey instrument was created. These items measured general Twitter usage (10 items), media consumption (22 items), sports related Twitter consumption (6 items), sport fan identification (1 item), team identification (3 items), sport media consumption (19 items), sociodemographics (9 items), team related Twitter consumption (5 items), and game consumption (6 items; Appendix A). The survey was reviewed by

a panel of eight experts- four faculty members, two graduate students, and two sport management professionals with knowledge on Twitter and/or experience as a Twitter user. The panel had an expertise in sports marketing and social media. The purpose of this review was for face validity, to reduce redundant questions, and overall readability. Based on the panel's acceptance, the survey was deemed useable. Other than minor rewording and location of all items, all items were kept intact. The final draft was approved by the university level IRB.

The online survey was broken into six sections: Social Media and Twitter Consumption, Media Consumption, Sports Related Twitter Consumption, Team Identification, Media Usage, and Sociodemographics.

Sociodemographics

Demographic items (9 items) included variables such as gender, age, ethnicity, education level, occupation, and zip code. Multiple choice and open-ended questions were used.

Sport Media Consumption

Sports Related Media Consumption consisted of 19 items that measured use of traditional and new media (Figure 2). These items were in two different sections of the questionnaire. Traditional media consisted of seven items measuring how often the participant read the sports page of newspaper, read sports magazine, watched sports new on television, watched sporting events on television, and talked about sport with friends. Twelve "new" sport media items that were measured included frequency of visiting sports websites, reading online sports articles, online insider accounts, RSS feeds, listening to sports talk radio, sports video games, sports related podcasts, and fantasy sports. A sample question was, "do you subscribe to sport related podcasts". The other section used was a 7-point scale with responses ranging from "Many Times a day" (1) to "A few

times per week” (4) to “Never/Not Applicable” (7) (these were reversed coded in the data analysis). A sample question was, “how often do you listen to sport related podcast?”

Social Media and Twitter Consumption

Twitter behavior is related to tweeting and following sports and non-sports. Items were measured on a 7-point Likert-type Scale. The scale used was “Many Times a day” (1), “About once a day”, “A few times per week”, “Once a week” (4), “A few times a month”, “Less than once per month”, “Never/Not Applicable” (7). These items included: usage of social media, times checking Twitter daily, frequency of Twitter post, Tweeting while at or watching a live sporting event, and Tweets related to sports.

Team Identification

Team identification items measured the participant’s identification with their favorite sports team. Team identification was found to important as it relates to sport consumption (Fink et al., 2002). Three items were used to measure team identification from Triandis’s Points of Attachment Index (2010). The three items have been shown to have good measurement properties (strong validity and reliability). The team identification items used a 7-point Likert Scale; the responses ranged from “Strongly Disagree” (1) to “Strongly Agree” (7). For example, “I consider myself to be a “real” fan of the team”.

Team Related Twitter Consumption

The participant identified their favorite team and responded to the four items accordingly. The four items included items about following their favorite team’s Twitter account, players on favorite team, coaches of favorite team, and sports writers that cover favorite team. Items were measured with a “yes”, “no”, or “not sure” response. For example, “do you follow your favorite team’s official Twitter account?” and “do you follow sports writers that cover your favorite team?”.

Game Consumption

Consumption literature has used to understand the sports consumption involving game attendance levels and their experiences (Madrigal, 2000; Zapalac, Zhang, & Pease, 2010). Filo and Funk (2005) examined the relationship between attendance motives and Internet content and found that the internet is a way to drive traffic and attendance.

There were six items that directly related to participant's game consumption for their favorite team. Game consumption items measured the participant's attendance patterns for their favorite team's games and spectator consumption levels for watching the team on television. Items included were about last year, this year, and next year's consumption, such as, "Last season, how many of your favorite team's games did you attend?" and "last season, how many of your favorite team's games did you watch on television".

Data Analysis

The latest version (18.0) of PASW/SPSS was used to analyze the data. In an effort to study demographics, psychographics, team identification, and consumptive behavior, descriptive statistics (means and frequencies) were calculated. The Likert-type scale questions (1-7) were reverse coded, so that 7 was "Many times per day" and 1 was "Never/NA". To assess the differences between Twitter user levels and media consumption behavior a one-way MANOVA was conducted. To determine the differences between Generation X and Y in team related twitter consumption, a chi-square analysis was performed. Finally, to determine if there are differences between Generation X and Y in media consumption a one-way MANOVA was conducted.

CHAPTER 4

RESULTS

Background Information

Descriptive statistics were used to analyze personal background variables of the participants, which are shown in Table 1. The findings indicate that the majority of sport fans Twitter users (66.3%) are males. The majority of respondents were White/Non-Hispanic (67.7%) between the age of 18-30 (Generation Y; 70.1%). The mean age of the sample was 21.4 years ($SD= 10.75$) with an age range of 18-72 years old, with 67.4% of respondents not currently in college. Respondents were from 36 states, Canada, and Puerto Rico.

Social Media Consumption

To analyze Social Media usage other than Twitter, descriptive statistics were calculated (Table 2). The vast majority of participants used Facebook (91.9%), but did not use MySpace (6.2%). A majority of users used both LinkedIn (62.9%) and YouTube (72.9%). Other Social Media applications included FourSquare, Tumblr, Instagram, and Live Journal.

Frequency of social media use was also analyzed and 92% of all participants use social media “many times a day” (Table 3). Nearly all users (98.5%) checked social media at least once day ($M = 6.8; SD = 0.61$).

Sport Media Consumption

Traditional Media. Using descriptive statistics, five traditional media items were identified (Table 3; $\alpha = .72$). The items surveyed related to sports related magazines (print), sports page of newspaper (print), sports news on television, sporting events on television, and talking about sports with friends using a 7-point Likert Scale. These items ranged from “1” Never/Not Applicable to “7” many times a day. Three items, watching sporting news on television ($M = 5.7; SD = 1.33$), watching sporting events on television ($M = 5.8; SD = 0.98$), and talking about sports with friends were above the mean (4.0) indicating they happen on a daily basis. Talking sports with friends was

the highest mean ($M = 6.3$; $SD = 1.01$), while reading a sports related magazines (print) ($M = 3.9$; $SD = 1.69$) and reading a sports page of the newspaper (print) ($M = 3.9$; $SD = 1.79$) were both below the mean and were not read on a daily basis.

New Media. Similar to traditional media, descriptive statistics were measured for new media (Table 3). The items surveyed were sports related websites, sports related articles online, sports talk radio, playing sport related video games, listening to sport related podcasts, and checking your fantasy team in season. These items used the same frequency scale as traditional media. Two items, visiting sport related websites ($M = 6.4$; $SD = 1.08$) and reading sports related articles online ($M = 6.5$; $SD = 0.95$) were done several times a day. Participants were not inclined to play sport related video games ($M=2.9$; $SD=1.81$) or listen to sport related podcasts ($M = 2.7$; $SD = 1.80$) on a daily basis, rather participants used these media sources only a couple times a month.

Length of Time (history) with Twitter

Descriptive statistics were used to identify the amount of time each participant had a Twitter account (Table 4). The average time a participant had a Twitter account is just under two years ($M = 21.4$ months; $SD = 10.75$). A little over half (50.5%) had a Twitter account for 13-24 months. A little under a third (31.3%) of participants joined Twitter within the last year.

Team Identification and Sports Fan Level

Three variables measured participants' identification with their favorite team (Table 5). Reliability for the three items was very high ($\alpha = .896$). On a 7-point Likert Scale, where "7" rates as strongly agree, all three items showed the participants are highly identified fans. For example, the item, "I consider myself to be a "real" fan of the team" showed a mean of 6.4 ($SD = 1.33$). Similarly, most of the participants considered themselves sports fan, (94.2%). The mean was 6.5 ($SD = 1.28$).

Team Related Twitter Consumption

Descriptive statistics were used to measure whether a participant followed different team related Twitter accounts (Table 6). The majority of participants (81.5%) followed their favorite team's Twitter account and 72.9% of participants followed players on their favorite team. Participants followed the sports writers of their favorite team (88.6%) more than all other variables. On the other hand, participants rarely followed the coach of their favorite team (25.2%).

Twitter Account Usage

Descriptive statistics were used to identify how often a participant checked their Twitter account (Table 7). The average amount of times a user checked their Twitter account was 17.65 ($SD=28.31$). Nearly a third (31.6%) check their Twitter account between 10-30 times a day. Meanwhile 22.5% are constantly either on their Twitter account. 21.1% of Twitter users check their account 1-4 times a day.

Descriptive statistics were used to identify the frequency of how often a participant sent out Twitter messages through their account (Table 7). Average amount of times a participant sent a Tweet was 8.76 ($SD=16.10$). 55% of participants sent out a Tweet between 1-4 times a day. Only 9.2% of participants sent out 21 or more Tweets per day.

Game Consumption

Descriptive statistics were used to identify how frequent a participant attended a game last season (Table 13). While 53 participants (26.4%) said they attended zero games last season, 89 participants (44.3%) attended more than four games last season. The average games attended for their favorite team was 6 ($SD = 9.53$).

Twitter Usage and Media Consumption

The Twitter users were divided into three groups, low, medium, high based on their Twitter usage (how often they checked Twitter per day). A MANOVA was conducted to determine the media consumption differences among low, medium, and high Twitter users. MANOVA results indicated that there were significant differences among Twitter usage on the dependent variables, Wilks' $\lambda=.598$, $F(36, 360)=p<.000$, partial $\eta^2=.227$, and power=1.000 (Table 12).

To understand potential differences in generation's team related Twitter consumption, the Generation X and Baby Boomer data were combined due to the low numbers of Baby Boomers and they were compared to the Generation Y individuals. A chi-square analysis revealed the relationship between Generations and team related Twitter consumption was not significant in any of the team categories: following favorite team's official Twitter page ($\chi^2(2)=.656$, $p=.720$), players ($\chi^2(1)=.112$, $p=.737$), coaches ($\chi^2(2)=1.131$, $p=.568$), or writers ($\chi^2(1)=2.432$, $p=.119$).

A MANOVA was conducted to determine the media consumption differences among Generations. Results indicated that there were significant differences among Generation X/Boomer and Generation Y individuals on the dependent variables, Wilks' $\lambda=.761$, $F(15, 182)=p<.000$, partial $\eta^2=.239$, and power=1.000. Differences among Generation X/Boomers and Y were significant for frequency of: following fantasy sports [$F(1, 197)= 4.559$, $p=.034$, partial $\eta^2=.023$, and power=.565], reading sports related magazines [$F(1,197)= 8.631$, $p=.004$, partial $\eta^2=.042$, and power=.832], listening to sport talk radio [$F(1, 197)=7.625$, $p=.006$, partial $\eta^2=.037$, and power=.785], playing sport video games [$F(1, 197)= 11.572$, $p=.001$, partial $\eta^2=.056$, and power=.923], how often they Tweet [$F(1, 197)= 5.462$, $p=.020$, partial $\eta^2=.027$, and power=.643]. Differences among Gen-X/Boomers and Gen-Y were not significant for the other sport media items (frequency of watching television, tweeting while watching sports, tweeting about sports, reading

sport related articles online, watching sport news on television, reading the newspaper, using social media, checking Twitter, and listening to sport podcasts.

Table 1. Descriptive Statistics for the Personal Background Variables ($N=210$).

Background Variable	Category	N	%
Gender	Male	134	66.3
	Female	68	100.0
Age ($M = 29.56$; $SD = 9.03$)	18-30 (Generation Y)	136	68.3
	31-46 (Generation X)	49	93.0
	47+ (Baby Boomers)	14	100.0
Ethnicity	African/American Black	14	7.1
	Asian	5	9.6
	Hispanic/Non-White	5	12.1
	White/Non-Hispanic	134	79.8
	American Indian/Alaskan	1	80.3
	White/Hispanic	39	98.1
Residence	Other	4	1.9
	Alabama	3	1.5
	Arizona	3	3.1
	Arkansas	1	3.6
	California	3	5.1
	Canada	1	5.6
	Connecticut	2	6.7
	Delaware	1	7.2
	District of Columbia	2	8.8
	Georgia	45	32.1
	Hawaii	1	32.6
	Indiana	2	33.6
	Illinois	6	36.7
	Florida	10	41.9
	Kansas	2	43.0
	Kentucky	4	45.0
	Louisiana	1	45.5
	Maine	1	46.1
	Maryland	6	49.2
	Massachusetts	5	51.8
	Michigan	1	52.3
	Minnesota	1	52.8
	Mississippi	2	53.8
	Missouri	3	55.4
	New Jersey	21	66.3
	New York	22	77.7
	North Carolina	2	78.7
	Ohio	3	80.3
	Oregon	2	81.3
	Pennsylvania	21	92.2
Puerto Rico	1	92.7	
Rhode Island	1	93.2	
South Carolina	1	93.7	
Tennessee	3	95.3	
Texas	4	96.8	
Virginia	2	97.9	
Washington	2	98.9	
West Virginia	1	99.4	
Wisconsin	1	100.0	
Students:	Agnes Scott College	1	1.6
	American Intercontinental University	1	3.2
University	Art Institute of Indianapolis	1	4.8
	Auburn University	1	6.4
	Boston College	1	8.0
	Cornell	1	9.6
	Georgia Southern University	1	10.2
	Georgia State University	11	27.7

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	Georgia Tech	1	29.3
	Haverford College	1	30.9
	High Point University	1	32.5
	Louisiana Tech University	1	34.1
	Lynn University	1	35.7
	Medical Faculty in Novisad	1	37.3
	Michigan State University	1	38.9
	New York University	1	40.5
	Northampton Community College	1	42.1
	Northwestern University	1	43.7
	Ohio University	1	45.3
	Pennsylvania State	2	48.5
	Rowan University	2	51.7
	Salisbury	1	53.3
	St. Leo University	1	54.9
	Syracuse University	1	56.5
	University of Buffalo	1	58.1
	University of British Columbia	1	59.7
	University of Chicago	1	61.3
	University of Georgia	2	64.5
	University of Louisville	1	66.1
	University of Massachusetts	1	67.7
	University of Pennsylvania	1	69.3
	University of Sacred Heart	1	70.9
	Wichita State University	1	72.3
	William Mitchell College of Law	1	73.9
	York College of Pennsylvania	15	100.0
Non-students:	Some High School	1	0.7
Highest Education Level	High School Graduate	2	2.0
	Some College	17	13.2
	College Graduate	85	69.5
	Graduate Degree	46	98.6
	Other	3	100.0
Non-Students:	Professional/management	77	57.5
Profession	Salesperson	20	72.4
	Skilled craftsman/service worker	4	75.4
	Clerical/administrative	7	80.6
	Teacher	6	85.1
	School student	8	91.0
	Retired/	3	93.3
	Temporarily unemployed	9	100.0
Other	Account Representative	1	4.3
	Artist	1	8.6
	Athletic trainer	1	13.0
	Athletics Promotions	1	17.3
	Bank Examiner	1	21.7
	Bartender	1	26.0
	College Athletics	1	30.4
	Community Relations/PR	1	34.7
	Engineering	1	39.1
	Freelance Journalist	1	43.4
	In College	1	47.8
	Intern	1	52.1
	IT	1	56.5
	Marketing	1	60.8
	Marketing/Event Manager	2	69.5
	Programmer	1	73.9
	Researcher	1	78.2
	Scientist	1	82.6
	Sports Communications	1	86.9
	Sports Information GA	1	91.3
	TES	1	95.6
	Writer/Editor	1	100.0

Table 2. Descriptive Statistics for Social Media Use

Type	Category	N	%
Facebook Users	Yes	193	91.9
	No	17	100.0
Linkedin	Yes	132	62.9
	No	78	100.0
MySpace	Yes	13	6.2
	No	197	100.0
YouTube	Yes	153	72.9
	No	57	100.0
Other Social Media	Foursquare	8	36.3
	Tumblr	3	50.0
	Instragram	2	59.0
	Live Journal	2	68.1
	Blog	1	72.7
	DailyBooth	1	77.2
	Gowalla	1	81.8
	Instant Messenger	1	86.3
	Google Chat	1	90.9
	Multiply	1	95.4
	Untappd	1	100.0
Use of All Social Media Websites ($M = 6.8$; $SD = 0.61$)	Less than once per month	1	0.5
	A few times a month	1	1.0
	A few times per week	1	1.5
	About once a day	13	8.0
	Many time a day	185	100.0

Table 3. Descriptive Statistics for Obtaining Sport Related Information

Item	α	M	SD
<i>Traditional Media</i>			
	.73		
How often do you read sports related magazines (print)?		3.9	1.69
How often do you read the sports page of a newspaper (print)?		3.9	1.79
How often do you watch sports news on television?		5.7	1.33
How often do you watch sporting events on television?		5.8	0.98
How often do you talk about sport with friends?		6.3	1.01
<i>New Media</i>			
	0.62		
How often do you visit sport related websites?		6.4	1.07
How often do you read sport related articles online?		6.5	0.95
How often do you listen to sports talk radio?		4.2	2.05
How often do you play sport related video games?		2.9	1.81
How often do you listen to sport related podcasts?		2.7	1.80
In season, how often do you check your fantasy sports team?		4.5	2.38
<i>(1= Never/NA; 4= Once a week; 7= Many Times a Day)</i>			

Table 4. Descriptive Statistics for History of using Twitter

Variable	Time	N	%
Length of Time ($M = 21.47$; $SD = 10.75$)	1-12 months	66	31.4
	13-24 months	106	81.9
	25 Months +	38	100.0

Table 5. Team Identification and Fan Level Descriptive Statistics

Team ID Item	α	M	SD
Team Identification	.896		
1. I consider myself to be a “real” fan of the team		6.4	1.32
2. Being a fan of the team is very important to me		6.1	1.40
3. I would experience a loss if I had to stop being a fan of the team		5.7	1.72
Sport Fan			
1. I consider myself a sports fan		6.5	1.28

Table 6. Team Related Twitter Consumption

Consumption Variable	Response	N	%
Do You Follow Your Favorite Team on Twitter?	Yes	166	81.8
	No	36	99.5
	Not Sure	1	100.0
Do You Follow Players on Your Favorite Team?	Yes	148	72.9
	No	55	100.0
Do You Follow Coaches of Your Favorite Team?	Yes	51	25.2
	No	148	98.5
	Not Sure	3	100.0
Do You Follow Sports Writers That Cover Your Favorite Team?	Yes	179	88.6
	No	23	100.0

Table 7. Frequency of Twitter Account Usage

Variable	Frequency	N	%
1. Frequency of Checking Twitter per day ($M = 17.6$ $SD = 28.31$)	1-4 times	44	21.1
	5-9 times	37	38.8
	10-30 times	66	70.4
	31-96 times	15	77.5
	All the time	47	100.0
2. On a typical day, how many times do you Tweet? ($M = 8.7$ $SD = 16.09$)	0-1	57	27.5
	1-4	57	55.0
	5-10	37	72.8
	11-20	37	90.7
	21+	19	100.0

Table 9. Tweeting and Tweeting about Sports Frequency

Variable	Frequency	N	%
Frequency of checking Twitter (<i>M</i> = 6.8, <i>SD</i> = 0.58)	Less than once per month	1	0.5
	A few times a month	1	1.0
	A few times per week	4	3.0
	About one a day	17	11.4
	Many times a day	178	100.0
Posting to Twitter (<i>M</i> = 5.9, <i>SD</i> = 1.53)	Never/Not Applicable	2	1.0
	Less than once per month	10	6.0
	A few times a month	12	11.9
	Once a week	7	15.4
	A few times per week	20	25.4
	About once a day	46	48.3
	Many times a day	104	100.0
Tweeting at Sporting Events (<i>M</i> = 5.1, <i>SD</i> = 2.00)	Never/Not Applicable	14	7.1
	Less than once per month	17	15.7
	A few times a month	19	25.3
	Once a week	11	30.8
	A few times per week	42	51.2
	About once a day	16	58.6
	Many time a day	82	100.0
Tweeting about Sports (<i>M</i> = 5.1, <i>SD</i> = 1.84)	Never/Not Applicable	10	5.1
	Less than once per month	15	12.8
	A few times a month	16	21.0
	Once a week	15	28.7
	A few times per week	52	53.7
	About once a day	21	63.1
	Many time a day	72	100.0

Table 10. New Media Usage

Variable	Frequency	N	%
Sport Related Websites	Never/Not Applicable	1	1.0
	Less than once per month	3	6.0
	A few times a month	2	11.9
	Once a week	2	15.4
	A few times per week	20	25.4
	About once a day	46	48.3
	Many time a day	104	100.0
Sport Related Articles Online	Never/Not Applicable	1	0.5
	Less than once per month	1	1.0
	A few times a month	3	2.5
	Once a week	3	4.0
	A few times per week	14	10.9
	About once a day	32	26.9
	Many time a day	147	100.0
Sport Related Podcasts	Never/Not Applicable	68	33.8
	Less than once per month	48	57.7
	A few times a month	27	71.1
	Once a week	19	80.6
	A few times per week	18	89.6
	About once a day	12	95.5
	Many time a day	9	100.0
Sport Video Games	Never/Not Applicable	52	25.9
	Less than once per month	48	49.8
	A few times a month	35	51.2
	Once a week	18	67.2
	A few times per week	22	87.1
	About once a day	18	96.0
	Many time a day	8	100.0
Sport Talk Radio	Never/Not Applicable	26	12.9
	Less than once per month	28	26.9
	A few times a month	21	37.3
	Once a week	23	48.8
	A few times per week	32	64.7
	About once a day	37	83.1
	Many time a day	34	100.0

Table 11. Traditional Media Usage

Variable	Frequency	N	%
Sport Related Magazines (Print)	Never/Not Applicable	7	3.5
	Less than once per month	47	27.3
	A few times a month	37	46.0
	Once a week	27	59.6
	A few times per week	46	82.8
	About once a day	15	90.4
	Many time a day	19	100.0
Sport related newspaper (Print)	Never/Not Applicable	15	7.6
	Less than once per month	42	28.8
	A few times a month	33	45.5
	Once a week	23	57.1
	A few times per week	36	75.3
	About once a day	36	93.4
	Many time a day	13	100.0
Sports news on television	Never/Not Applicable	1	0.5
	Less than once per month	9	5.0
	A few times a month	9	9.5
	Once a week	6	12.4
	A few times per week	41	32.8
	About once a day	74	69.7
	Many time a day	61	100.0

Table 12. Twitter and Sport Media Consumption by Low, Medium, and High Twitter Users

Item	Total Mean (SD)	Low (SD)	Medium (SD)	High (SD)	F statistic	P Value	Partial eta squared
Use of Social Media Websites	6.8 (0.40)	6.8 (0.40)	6.8 (0.71)	6.9 (0.64)	.135	.874	.001
Checking Twitter	6.8 (0.58)	6.4 (0.96)	7.0 (0.00)	7.0 (0.00)	24.27	.000*	.198
Posting Twitter	5.9 (1.53)	5.1 (1.71)	6.1 (1.38)	6.3 (1.23)	13.76	.000*	.123
Tweeting at sporting event	5.1 (2.02)	3.8 (2.00)	5.5 (1.71)	5.8 (1.84)	21.68	.000*	.180
Tweeting about Sports	5.1 (1.87)	4.1 (1.98)	5.3 (1.63)	5.9 (1.55)	18.19	.000*	.156
Visiting sport related websites	6.4 (1.08)	6.1 (1.49)	6.4 (0.97)	6.7 (0.54)	4.72	.010*	.046
Read online sports articles	6.5 (.96)	6.3 (1.18)	6.5 (0.86)	6.6 (0.83)	1.22	.298	.012
Sports Magazines (Print)	3.8 (1.69)	3.8 (1.71)	3.8 (1.62)	4.0 (1.77)	0.35	.702	.004
Newspaper (Print)	3.9 (1.79)	4.0 (1.83)	3.5 (1.71)	4.2 (1.79)	3.22	.042*	.042
Listen to sports talk radio	4.2 (2.05)	3.8 (2.17)	4.3 (2.02)	4.5 (1.94)	1.82	.164	.018
Sport related video games	2.9 (1.82)	2.8 (1.79)	2.9 (1.74)	3.1 (1.96)	0.52	.594	.005
Watch sports news on television	5.6 (1.33)	5.4 (1.46)	5.7 (1.35)	5.8 (1.16)	1.40	.250	.014
Listen to sport related podcast	2.7 (1.80)	2.4 (1.88)	2.6 (1.58)	3.0 (1.96)	1.50	.226	.015
Watch sporting events on television	5.8 (0.99)	5.6 (1.08)	5.9 (1.01)	5.8 (0.84)	2.08	.127	.021
Check fantasy team in season	4.5 (2.39)	4.2 (2.51)	4.5 (2.50)	4.8 (2.11)	0.76	.468	.008
Talking sports with friends	6.3 (1.01)	6.1 (1.28)	6.4 (0.86)	6.3 (0.86)	1.96	.144	.011

*= significant at $p < .05$

Table 13. Last Season's Game Consumption for Favorite Team

Variable	Frequency	N	%
Games Attended Last Season ($M = 6.0; SD = 9.53$)	0 games	53	26.4
	1-3 games	59	55.7
	4-6 games	31	71.1
	7-10 games	30	86.1
	11+ games	28	100.0

CHAPTER 5
DISCUSSION

Social Media is a growing phenomenon in sport. It is a trendy “new” media marketing tool with an unknown potential and possible growth (Clavio & Kian, 2010). Twitter has allowed sport organizations to attract and reach their fans in a unique way. Twitter has changed the landscape of closeness of athletes and fans. Before Twitter, the closest way to interact with an athlete was by attending a game or event. Twitter allows instant access to their favorite teams and players, as well as they key element of interaction. The use of Twitter has not been empirically examined from the sport organization side or the consumer side, although it is assumed there are many promotional or public relations reasons for a team to “Tweet” and social reasons for a fan to “follow” a team. Likewise, Twitter users have not been assessed to determine their usage of Twitter and their following habits of their favorite teams and players.

Research within Twitter and sport is relatively new. Most research has focused on athletes’ use of Twitter (Claivo & Kian, 2010; Kassing & Sanderson, 2009; Pegoraro, 2010) and types of Tweets being sent out by athletes (Hambrick et al., 2010). As of now, no researcher has examined Twitter users in terms of sociodemographics, psychographics, media consumption, team identification, team related Twitter consumption, and game consumption of their favorite team. The purpose of the study was to examine Twitter users consumption of Twitter.

Sociodemographics characteristics of sport fan Twitter users suggest that all ages are using Twitter. The age range was between 18 and 72 years old, with a mean age of 29. This information provides evidence that Twitter is used by a wide variety of people. The study found that a little over two-thirds of Twitter users are Generation-Y (18-30 years old). This is consistent with research conducted on Gen-Y and their media usage (Cordiner, 2001). This suggests that sport managers should market Gen-Y using new media tools. Findings are also consistent with ethnicity and gender.

Examining prior game consumption research (Mullin et al., 2000; Noll, 1974; Pitts & Stotlar, 2007; Whitney, 1988), young to middle-aged white-Caucasian males are more likely to attend sporting events. Twitter users were similar in makeup. Sport organizations should continue to market to their young fans. It is important to understand that Twitter is a growing social media platform that may enhance the sport experience for sports fans. Twitter can be used as a platform to entrench new fans through a team's Twitter feed. It should be noted that even though two-thirds of the respondents were males, there was a significant amount of female Twitter users (33.7%). This could suggest that females have high interest in sports and Twitter.

We examined Twitter users other social media platforms usage. With all survey participants having to be Twitter users, other popular social media platforms were examined. Most Twitter users were also Facebook users (91.9%). This suggests that many Twitter users would also be Facebook users. Facebook's sheer numbers of users (over 500 million) may attribute to this number, but also the assumption may be made that Twitter users are social media savvy and participate in the most popular type of social media. This is important to note because many sport organizations provide their Facebook and Twitter account information on their team webpage. In fact, after examining every sport organization on the internet (122 teams in MLB, NBA, NFL, and NHL), all teams have their Twitter and Facebook accounts located somewhere on their team webpage. This suggests that sport organizations are at least trying to engage with their consumers. The communication between sport organization and consumer is no longer one-way rather, a two-way, interactive process to engage their fans (Galimore & Leonard, 2009). It should be noted that Twitter users engage in other social media, such as LinkedIn (62.9%) and YouTube (72.9%), but not MySpace (6.2%). Sport organizations should consider utilizing YouTube to post marketing videos and not waste time with promoting on MySpace.

The surveyed Twitter users engaged in traditional and new forms of media. Twitter users are watching sporting events on television and watching sporting news on television at least once a day, if not more. These data suggest that television is still a viable option for sport consumers. Similarly, the most basic form of new media, websites, was prevalent among Twitter users. Findings indicate that Twitter users visit sport related websites and read sport related online articles about once per day ($M = 6.4, SD = 1.07; M = 6.5, SD = 0.95$), which is consistent with people being driven to the internet (Brown, 2003). With the evolution of new media, the internet is being consumed more than ever before. Zhang and Won (2010) stated that it is important to understand the online consumer and their habits. Web2.0 has provided fans a platform to interact with each other through blogs and web articles. Overall, the participants did not read a sports magazine or a newspaper very often, only about once a week ($M = 3.9$). This possibly shows that sports fans prefer obtaining information from the new media sources. Teams should take heed to ensure their sports information departments are disseminating information to outlets that will be consumed frequently, such as articles that can be linked via Twitter.

Generation X and Y consumers behave differently and consume sport differently (Bennett et al., 2006). When combining the Generation X and Baby Boomer Twitter users and comparing them to Generation Y Twitter users, significant ($p < .05$) differences were found between the generations in their sport related media consumption. Generation X/Baby Boomers listened to sports talk radio more than Gen-Y consumers. Gen-Y Twitter users played sport video games more often ($M = 3.22; M = 2.25$, respectively), read sports related magazines more often ($M = 4.13; M = 3.35$), and checked their fantasy teams more frequently ($M = 4.781; M = 3.97$). The more frequent sport video game play is consistent with past research on gamers (Cianfrone et al., 2008) and Generation Y

literature (Cordiner, 2001). Similarly, Gen-Y consumers tend to be free thinkers and fantasy sports may appeal to this generation more than other generations (Cordiner, 2001).

Team identification was used to understand how identified sport Twitter users were with their favorite team. Team identification has been the most common point of attachment researched (Kwak, Kim, & Zimmerman; Fink, Trail, & Anderson, 2002; James & Trail, 2008) to understand a sport fan's identification with their favorite team. The Twitter users that were surveyed showed high levels of team identification. These fans typically try to consume as much as possible (Oliver, 1997), spend money on their team, and show loyalty during losing periods (Trail, Anderson, & Fink, 2000; Wann & Branscombe, 1993). The findings also showed that Twitter users who follow their favorite team are highly identified fans, with a mean of more than 6.0 on each team identification item. These fans possibly follow other fans, Tweet with them, and gain information that is not obtained in traditional media. These characteristics are the same as team message boards (Clavio, 2008).

Highly identified fans tried to consume as much of the team as possible on Twitter. This included following players (81.8%), beat writers (88.6%), and to a lesser extent, coaches (25.2%) of their favorite team. This was directly related to identified fans' need for as much information as possible. Through Twitter, fans are able to engage with sports writers and players through Tweets. These directly relate to the Web 2.0 phenomenon and the need for interaction amongst Twitter users. Web 2.0 applications have changed the way individuals use the Web. It has allowed users to become participatory, conversational, social, and decentralized, with individuals using social networking sites like Facebook and Twitter (Weinberg, 2009). In addition to obtaining information about their favorite teams through Twitter, these Twitter followers also attended their favorite team's games. Last season, 74.3% of the Twitter users attended at least one game of their favorite

team. Sport managers should seek to drive more consumers to their Twitter page in hopes that it fosters fan identification, interest in the team, and future game attendance.

Sport marketers and managers could be more participatory through Twitter by using their account to have fan interaction polls, provide insider information, and using players on Twitter to promote their organization. Participants of the study tended to check Twitter ten or more times a day (61.2%). This includes users who check or are on Twitter constantly (22.5%). These users can be seen as fans who may enjoy having constant access to information from Twitter. To better understand the Twitter sport fans, we broke the survey participants into three groups, low, medium, and high in terms of how often they checked Twitter. High level Twitter users showed higher frequency of using social and new media over traditional media forms such as a print newspaper. This could possibly show a shift in media consumption. Sports fans are possibly now turning to Twitter to consume their favorite sports team. The frequency of Twitter usage also influenced the likelihood to Tweet about sports or during sporting events. Finally, it appears sport Twitter consumers seem to be loyal Twitter users, having an account for nearly two years ($M = 22$ months), suggesting it is an integrated part of their lifestyle.

This study sought to understand sport fans Twitter consumption using sociodemographics, psychographics, sport media consumption, social media consumption, team identification, team related Twitter consumption, and game consumption using many different theories. The findings suggest that highly identified sports fans are using Twitter at a high rate. Many Twitter users are constantly reading or posting Tweets to get the most up-to-date information. Sport marketers should continue to build their Twitter fan base because it is a growing tool to market to their fans. The likely growth of Twitter and other social media platforms should only enhance the relationship amongst sport organizations and fans.

Limitations

There were a couple of limitations with the study. With the survey going only through the researcher's Twitter account, we relied on retweeting to create a snowball sample. It would have been beneficial to have numerous Twitter users sending the survey Tweet out. This may have created more potential log-ins to the survey. The amount of questions may have also hindered possible participants. Another potential limitation was the researchers' Twitter followers may have similar attributes to the researcher in terms of sociodemographic variables; however, some of this may have been mitigated by the retweets by social media bloggers and the professional athlete.

We could have improved measurement of game consumption. Instead of asking the participants how many of their favorite team's games they attended last season, we could have asked for the number home games attended. We don't know if the person travelled to multiple games or watched them in the home venue.

The survey took place during a two week period in March and April of 2011 which was during the beginning of MLB season and the end of NBA and NHL seasons. Professional and college football fans may not have been on Twitter during this length of time because the sport was out of season and because of the NFL lockout. Due to time constraints, the survey was only sent out for a two week stretch. If we extended the data collection time, there could have been more participants.

Future Research

The current study examined consumption amongst highly identified sports fans. Results from this study may provide sports organization with information that can be useful. Sports organizations can decide to use their Tweets to be more engaging with fans of their team.

Researchers could examine sports organization use of Twitter to better understand what teams are currently doing to engage their fans within Twitter. Research can focus specifically on Gen-Y's in sports and their use of Twitter consumption. Future research can analyze sports organizations new media strategies and their effectiveness.

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APPENDIX A

Georgia State University
Department of Kinesiology and Health

Waiver of Documentation of Consent

Title: An Examination of Twitter Users
Principal Investigator: Beth Cianfrone, Ph.D., Assistant Professor
Student Principal Investigator: Matthew Blaszkka, Masters Student

I. Purpose: You are invited to participate in a research study. The purpose of the study is to investigate Twitter users. You are invited to participate because you are a Twitter user and over 18 years old. A total of 350 participants will be recruited for this study. Participation will require 5 minutes of your time.

II. Procedures: If you decide to participate, you will click NEXT to access the online 40 item questionnaire. The questionnaire asks your consumption levels of Twitter and other media and takes approximately 5 minutes to complete.

III. Risks: In this study, you will not have any more risks than you would in a normal day of life.

IV. Benefits: Participation in this study may not benefit you personally. Overall, we hope to gain information about Twitter users to help sport marketers in the future.

V. Voluntary Participation and Withdrawal: Participation in research is voluntary. You do not have to be in this study. If you decide to be in the study and change your mind, you have the right to drop out at any time. You may skip questions or stop participating at any time. Whatever you decide, you will not lose any benefits to which you are otherwise entitled.

VI. Confidentiality: We will keep your records private to the extent allowed by law. We will use a study number and have no access to your name. Only the investigators (Beth Cianfrone and Matthew Blaszkka) will have access to the information you provide. Information may also be shared with those who make sure the study is done correctly (GSU Institutional Review Board and the Office for Human Research Protection (OHRP)). The survey is on a secure online server. Your name will not be asked on the questionnaire and other facts that might point to you will not appear when we present this study or publish its results. The findings will be summarized and reported in group form. You will not be identified personally.

VII. Contact Persons: Call Beth Cianfrone at 404-413-8362 (bcianfrone@gsu.edu) if you have questions about this study. If you have questions or concerns about your rights as a participant in this research study, you may contact Susan Vogtner in the Office of Research Integrity at 404-413-3513 or svogtner1@gsu.edu.

VIII. Copy of Consent Form to Subject: This waiver of documentation of consent form is may be printed for your copy.

If you are willing to volunteer for this research, please continue with the survey. You are consenting that you are 18 years or older.

NEXT button

Twitter Survey. We are interested in understanding Twitter users. We appreciate your time in completing the survey.

Social Media and Twitter Consumption

1. Check which forms of Social Media you use:
 - Facebook
 - Twitter
 - LinkedIn
 - YouTube
 - Myspace
 - None

2. How long have you had a Twitter account? _____
3. On a typical day, how many times do you Tweet? _____
4. Do you tweet while watching a sporting event (live or in person) about the events? _____
5. Typically, how many times a day do you check Twitter? _____
6. How many Twitter followers do you have? _____
7. How many people/organizations do you follow on Twitter? _____
8. How many people/organization that you follow are sport related? _____
9. Do you have internet on your phone? a. Yes b. No
10. How do you check your Twitter account? Check all that apply.
 - Phone
 - Computer
 - i-Pad
 - Other

Media Consumption

1. Do you subscribe to sport related podcasts? a. Yes b. No c. Not sure
2. Do you subscribe to an online insider account (e.g., ESPN Insider)? a. Yes b. No c. Not sure
3. Do you subscribe to RSS feeds or Google alerts about sports? a. Yes b. No c. Not sure
4. Do you subscribe to a sports magazine (print)? a. Yes b. No c. Not sure
5. Do you subscribe to a daily newspaper (print)? a. Yes b. No c. Not sure
6. Do you own a gaming console? (e.g., X-Box, PS, Wii) a. Yes b. No c. Not sure
7. Do you own sport video games? a. Yes b. No c. Not sure
8. Do you play fantasy sports? a. Yes b. No c. Not sure

Sports Related Twitter Consumption and Team Identification

1. Who is your favorite sports team?

2. Do you follow your favorite team's official Twitter account? a. Yes b. No c. Not sure
3. Do you follow players on your favorite team? a. Yes b.No c. Not sure
If yes, how many? _____
4. Do you follow coaches of your favorite team? a. Yes b. No c. Not sure
5. Do you follow sports writers that cover your favorite team? a. Yes b. No c. Not sure
6. Last season, how many of your favorite team's games did you attend? _____
7. This season, how many of your favorite team's games have you attended? _____
8. This season, how many of your favorite team's games do you plan to attend? _____
9. Next season, how many of your favorite team's games do you plan to attend? _____
10. Last season, how many of your favorite team's games did you watch on television? _____
11. This season, how many of your favorite team's games do you plan to watch on television? _____

<p>Think about your favorite sports team listed in item 1. We are interested in how you identify with your favorite team. Please rate the extent to which you DISAGREE or AGREE with each statement relative to the <u>favorite team</u> by checking the appropriate number in the scale beside each statement.</p>	Strongly Disagree	Neutral					Strongly Agree	
	1	2	3	4	5	6	7	
	1. I consider myself to be a “real” fan of the <i>team</i>	1	2	3	4	5	6	7
	2. Being a fan of the <i>team</i> is very important to me	1	2	3	4	5	6	7
3. I would experience a loss if I had to stop being a fan of the <i>team</i>	1	2	3	4	5	6	7	

We are interested in how often you use media on a <u>typical day/week</u> . Please rate the extent to which you use each media type by checking the appropriate number in the scale beside each statement.	Many times a day	About once a day	A few times per week	Once a week	A few times a month	Less than once per month	Never/Not Applicable
1. How often do you use social media websites?	1	2	3	4	5	6	7
2. How often do you check Twitter?	1	2	3	4	5	6	7
3. How often do you Tweet (post to Twitter)?	1	2	3	4	5	6	7
4. How often do you Tweet while watching sporting events (live or in person)?	1	2	3	4	5	6	7
5. How often do you Tweet about sports?	1	2	3	4	5	6	7
6. How often do you visit sport related websites?	1	2	3	4	5	6	7
7. How often do you read sport related articles online?	1	2	3	4	5	6	7
8. How often do you read sports related magazines (print)?	1	2	3	4	5	6	7
9. How often do you read the sports page of a newspaper?	1	2	3	4	5	6	7
10. How often do you listen to sports talk radio?	1	2	3	4	5	6	7
11. How often do you play sport related video games?	1	2	3	4	5	6	7
12. How often do you watch sports news on television?	1	2	3	4	5	6	7
13. How often do you listen to sport related podcasts?	1	2	3	4	5	6	7
14. How often do you exercise?	1	2	3	4	5	6	7
15. How often do you watch sporting events on television?	1	2	3	4	5	6	7
16. In season, how often do you check your fantasy sports team?	1	2	3	4	5	6	7
17. How often do you talk about sports with friends?	1	2	3	4	5	6	7

Demographics

1. Gender: a. Male b. Female
 2. Age: _____

3. Ethnicity:
 a. African American/Black e. American Indian/Alaskan Native
 b. Asian f. Hawaiian/Pacific Islander
 c. Hispanic/Non-White g. White/Hispanic
 d. White/Non-Hispanic h. Other _____

4. If you are in college, what year are you?
 a. freshman b. sophomore c. junior d. senior e. graduate or professional school

5. If you are in college, what is your major? _____

6. If you are currently a student in a university/college, what is the name of your university/college?

7. If you are not in college, what is your highest level of education?

a. some high school

b. high school graduate

c. some college

d. college graduate

e. graduate degree

f. other _____

8. If you are not currently in college, what is your occupation?

a. professional/management

b. salesperson

c. skilled craftsman/service worker

d. clerical/administrative

e. teacher

f. school student

g. full time housewife/husband

h. retired

i. temporarily unemployed

j. other _____

9. What is the zip code of your residence? _____