

COM 205
Billings/Ruihley Reading

Takeaways:

I was shocked by the results of the study. The differences in the findings for the fantasy sports questionnaire and that for traditional sport consumption are slim to none. Both types of fans view their consumption as a way to have fun and escape from reality.

Perhaps most surprising was how both types of consumers/fans improved their self-esteem levels through wins, either by their fantasy league team or by the actual teams. In other words, both the motivational factors and the rewards or gratifications for traditional sports consumption and fantasy league sports consumption are basically, almost entirely the same.

Residual questions:

1) Would Butterworth's classification of traditional fan types that we read about in the textbook apply to fantasy fanship, as well? Based on this study, it looks like they would.

1) Someone can be a traditional sports fan without also being a committed fantasy fan. Why can't someone be solely a fantasy fan without also being a traditional fan?

2) Is the level of camaraderie at a sports event with traditional fans all in the same arena higher or lower than those same fans "playing" or competing together in a fantasy league setting?