

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



## **Sport Science Forum Abstracts**

The Sport Science Forum is an annual meeting hosted by Dr. Frederick G. Grieve and Western Kentucky University. This is a collection of abstracts from the April 30, 2022 Forum in order of presentation.

### **WKU TOPCARE & a Global Pandemic: Finding Flexible Alternatives to Deliver Clinical and Sport Psychology Services** **Joseph C. Case, Psy.D.** **Western Kentucky University**

NCAA D-1 athletes are faced with numerous stressors during in-season competition. One such stressor is scheduling and time management. Between academic and athletic requirements, and the increased stress associated with the COVID-19 pandemic, finding flexible alternatives to deliver clinical and sport psychology services to athletes becomes paramount. In consultation with a multidisciplinary team of athletic trainers, coaches, and other athletics stakeholders, a program for “pregame consultations” was piloted with a NCAA D-1 men’s basketball team. A block of time two to three hours before each game was set-aside for open consultations. Pregame individual consultations were facilitated in-person and via telehealth videoconferences for away-games to increase access to services. Participants ( $n=4$ ) received pregame individual consultations prior to each game from January 2021 to March 2021. Pregame consultations focused on brief Acceptance and Commitment Therapy (ACT) interventions. The pregame sessions also

focused on shifting goals from performance outcomes (e.g., points scored) to process skills (e.g., effort, skill and task execution). Athletes created their own “process scorecards” to track their progress after each performance. All four athletes noted improvement in their performance while also endorsing decreased anxiety and stress on the CAPS. Coaches and stakeholders also noted benefit from the pregame consultations. Future work to include additional process and outcome measures and outreach to other athletic programs.

### **Who Calls the Shots? Sport Fandom and Conspiracy Theory Beliefs** **Hillary M. Copeland** **Murray State University**

The current investigation examined the relationship between sport fan dysfunction and belief in sport-specific conspiracy theories. Fan dysfunction refers to the extent to which a sport fan is likely to complain and be confrontational within the sporting environment (Wakefield & Wann, 2006). Individuals higher in sport fan dysfunction tend to view violence as acceptable within the sporting environment (Donahue & Wann, 2009). Similarly, individuals higher in

conspiratorial thinking tend to perceive violence as acceptable when in disagreement with the government (Uscinski & Parent, 2014). Thus, the hypothesis predicted that sport fan dysfunction would be a significant, positive predictor of sport-specific conspiracy theory beliefs. Results indicated that sport fan dysfunction was a significant, positive predictor of sport-specific conspiracy theory beliefs. In addition, general belief in conspiracy theories was also a significant positive predictor of sport-specific conspiracy theory beliefs. Future researchers could examine the impact of fan dysfunction and team identification on the use of conspiracy theories as a means of coping with threat to identity

## **Multi-Frame Leadership and the Growth of College Club Hockey**

**Joel Cormier, Ph.D.**  
**Eastern Kentucky University**

As “big time” college sports have adopted the professional sport model, commercialism and its potential negative impacts on how college sports are structured have often been part of its scrutiny. As part of the overall institutional enrollment management strategy, college club sports are rising in popularity and many programs now are comprised of certified coaches, high performance facilities, and recruitment of highly skilled athletes that play for regional and national rankings. How do these issues impact the coach of a club sport program? The presentation will then attempt to further on the research using the multi-frame leadership model with and how the structural, human resources, cultural and political frames impacted coaching a club hockey team. By using a case study, a college club

hockey program will be analyzed in exploring some of the implications on leadership, coaching pedagogy, work life balance and other implications in coach college club hockey.

## **Unrightly Divided: An Exploration of the Correlation between Students’ Political Orientation and Sports Fandom.....with Data**

**Jairus Davenport**  
**Western Kentucky University**

In recent years, sport fandom has become a relatively important area of research in the realm of sport psychology. At present, a great deal of the research that has been conducted on sport fandom relates directly to sports watching behavior, fans’ motivations behind watching particular sport leagues, and how strongly someone identifies with any given sport league or team. Up until recently, there has been minimal effort among researchers to adequately explore the possibility of there being a correlation, whether it be positive or negative, between political orientation and sport fandom. The purpose of the current study is to survey students at Western Kentucky University to determine whether or not their political orientation is indicative of how frequently they watch the National Basketball Association (NBA) or National Football League (NFL). More specifically, this study examines students’ political orientation, which will be measured by gauging how much they agree or disagree with questions relating to a number of political and social topics (e.g., Black Lives Matter, Blue Lives Matter, classism, racism, sexism, and social justice). Participants answered a 61-question survey, which

included a question that asks respondents to self-report their political orientation, the Sport-Spectator Identification Scale and Sport Fandom Questionnaire. Preliminary results and the implications of this study will be further discussed.

## **College Sport Fans’ Perceptions on the Impact of Name, Image and Likeness Policy**

**Karen Doran**

**Jelani Garvin**

**Will Wellman**

**Steve Chen, Ph.D.**

**Morehead State University**

The lawsuit of O’Bannon vs. EA Sports (2009) and the introduction of College Athletes Bill of Rights on December 17, 2020 had sprung the concept of allowing collegiate student-athletes to receive monetary benefits through the use of their name, image and likeness (NIL). Even the National Collegiate Athletic Association (NCAA) has changed its restrictive view on amateurism and granted the athletes to profit from the NIL deals. As the adoption of the NIL practice still in an infancy stage, this study took an initial approach to examine a specific group of college sport fans’ perceptions on the impact of NIL policy. Many articles and reports showed the public interest for supporting student-athletes being paid for their service and devotion to the universities’ athletic programs. The respondents of this study were 59 (46% males and 54% females) followers of a Facebook site of a powerhouse college basketball program in Kentucky. These basketball fans took a 27-item online survey powered by the Qualtrics in Spring 2022. The researchers then compared everyone’s open-ended responses, tallied the total counts, categories them based on themes, and

rechecked the accuracy and consistency for categorization. The results showed that the NIL rule would bring more positive benefits for the college basketball teams and players. Most respondents (82%) did not think athletes with a NIL deal have to share their compensation with their team or team members. In general, this unique sample (with many elderly seniors) would not purchase the product or use the service that is sponsored by either their favorite college team’s players or rivalry team’s players. It seems other than allowing athletes to profit for the monetary gain, the marketing implication of the NIL deals were not significant.

## **How Sport Fans Returned to Spectatorship Following the COVID-19 Pandemic Shutdown**

**Frederick G. Grieve, Ph.D.**

**Joseph Case, Psy.D.**

**Western Kentucky University**

The purpose of this study was to examine consumption of sporting events after sport leagues returned from the COVID-19 pandemic. A sample of 329 college-aged sport fans were recruited for the study. Participants were administered measures to assess their sport fandom, sport fandom spectator identification, sport rivalry fan perception, and behavioral consumption of sport. Data was obtained between October 2020 to January 2021. Participants indicated that their current level of sport consumption was at a similar level to their sport consumption pre-pandemic. However, the methods of consumption were inconsistent. Participants in the present investigation stated they were watching sports on television less than they were before the pandemic. Sport fans also indicated they

were attending more games in person. Sport fandom was the strongest predictor of sport-consumption behavior. Team identification and rivalry also accounted for modest variations of consumption behaviors. Future studies could explore future levels of sport fans in person attendance as sport leagues continue to return from COVID-19.

**Researchers Assemble! The  
Marvel Cinematic Universe  
(MCU) as a Researchers' Muse**  
**Cody T. Havard, Ph.D.**  
**The University of Memphis**

The presentation will focus on a paper I co-authored with, among others, Forum host Rick Grieve titled 'Using the Marvel Cinematic Universe to build a defined research line (Havard, Fuller, Ryan, & Grieve, 2019). The presentation will focus on how researchers at all levels from student to professional can use the Marvel Cinematic Universe (MCU) as a muse for conducting research. The popularity of the MCU and its characters has become so engrained into our consumer culture that it has been used to explain many phenomena and topics for interested readers. Therefore, the discussion will include important topics to researchers such as (1) authorship (e.g., first author-*Iron Man*, *Captain America: The First Avenger*, *Black Panther*, *Captain Marvel*, etc.; second author- *Ant-Man and the Wasp*, *The Falcon and the Winter Soldier*, *Thor: Ragnarok*, etc.; research team- *Avengers* movies), (2) the hero's peril—review process (we have all felt as though a reviewer has taken away half our paper the way Thanos did the galaxy's population in *Avengers: Infinity War*), (3) mid- and end-credit scenes-building and promoting a research line, and (4) other

lessons that can be learned from the MCU. This presentation is meant to help anyone engaged in research find fun in the process.

**It's Not Dark or Light, It's  
Grey: Exploring the Dark and  
Light Triads and Their  
Relationships to Sport Fandom**  
**Jordan Pearsall**  
**Sarah Overton**  
**Murray State University**

The presentation will focus on a paper I co-authored with, among others, Forum host Rick Grieve titled 'Using the Marvel Cinematic Universe to build a defined research line (Havard, Fuller, Ryan, & Grieve, 2019). The presentation will focus on how researchers at all levels from student to professional can use the Marvel Cinematic Universe (MCU) as a muse for conducting research. The popularity of the MCU and its characters has become so engrained into our consumer culture that it has been used to explain many phenomena and topics for interested readers. Therefore, the discussion will include important topics to researchers such as (1) authorship (e.g., first author-*Iron Man*, *Captain America: The First Avenger*, *Black Panther*, *Captain Marvel*, etc.; second author- *Ant-Man and the Wasp*, *The Falcon and the Winter Soldier*, *Thor: Ragnarok*, etc.; research team- *Avengers* movies), (2) the hero's peril—review process (we have all felt as though a reviewer has taken away half our paper the way Thanos did the galaxy's population in *Avengers: Infinity War*), (3) mid- and end-credit scenes-building and promoting a research line, and (4) other lessons that can be learned from

the MCU. This presentation is meant to help anyone engaged in research find fun in the process.

### **Understanding the Use of Sport Fandom as a Means of meeting Basic Psychological Needs**

**Daniel L. Wann, Ph.D.**  
**Tyler J. Robinson**  
Murray State University

Previously, investigators have examined how sport fandom can help individuals meet basic psychological needs (Wann, in press; Wann & James, 2019). Specifically, the needs examined were: the need to belong, the need for distinctiveness, the need for structure, and the need for meaning. Although research suggests that both sport fandom in general and team identification more specifically do assist in meeting these needs, past work had yet to examine the needs simultaneously. As a result, comparisons of the relative importance of fandom in meeting the needs was not possible. Such was the focus of the current investigation. A sample of 176 sport fans completed measures assessing their level of general sport fandom, identification with their favorite team, and two scales designed to assess the extent to which fandom assisted the participants in meeting the four needs. One scale assessed the ability of general fandom to meet the needs, while the other targeted the ability of team identification to meet the needs. The results indicated that participants believed that belonging was most likely to be met by sport fandom, followed by distinctiveness, and then meaning and structure.

### **Minority Student-Athletes' Learning Experience in a Predominantly White Institution in Appalachia**

**William Wellman**  
**Jelani Garvin**  
**Alex Fraley**  
**Griffin Delisle**  
**Tucker Ellis**  
**Boone Hart**  
**Jane Zhang**  
**Steve Chen, Ph.D.**  
Morehead State University

Past literature indicated minority students (particularly male student-athletes) are often stereotyped and have experienced discriminatory treatments while studying in higher education institutions. The rising awareness of the Black Lives Matter and other racial and social concerns have made racial tension on campus a relevant and urgent topic. This study examined 70 minority student-athletes' (39 males, 38 females, and 2 others) learning experience at a regional public university in Appalachia with an intention to improve the existing academic support services and creating a safe and inclusive learning environment. The respondents covered two cohorts from two different time periods (2018 and 2021). Respondents completed a self-created 37-item survey that included 25 five-point scale questions (with seven constructs, 1 = strongly disagree and 5 = strongly agree), three open-ended questions, eight questions related to demographic information (i.e., gender, major, class level, and student-athlete status), and a fixed-choice item. Based on the factor analyses, students' experience could be categorized in eight constructs, such as: racial related concerns, tutoring service, financial concerns, academic and campus lives, and athletic motivation an identity. The results

indicated respondents were satisfied with tutoring support. Some expressed that they had accustomed to the stereotypes and challenges that they normally faced in their daily life. However, they also expressed the racial tension had intensified due to the change of the political climate. Primary suggestions for improvement included dining service, campus lives and transportation and parking. In addition, the

2021 cohort furthered recognized the need for addressing the diversity and inclusion on campus. Strategies improving expected services and ways for fostering an inclusive campus environment were discussed.

**Presenters for the 18<sup>th</sup> Annual Sport Science Forum**  
**Saturday, April 30, 2022**  
**Gary Ransdell Hall, Room 2064**

- 9:30-9:45 Welcome and Introductory Remarks, Rick Grieve, Western Kentucky University
- 9:45-10:00 Joel Cormier, Eastern Kentucky University, “Multi-frame Leadership and the Growth of College Club Hockey”
- 10:00-10:15 William Wellman, Alex Fraley, Griffin Delisle, Tucker Ellis, Boone Hart, Jane Zhang & Steve Chen, Morehead State University, “Minority Students’ Learning Experience at a Predominantly White Institution in Appalachia”
- 10:15-10:30 Joseph Case, Western Kentucky University, “WKU TOPCARE & A Global Pandemic.”
- 10:30-10:45 Karen Doran, Jelani Garvin, Will Wellman, & Steve Chen, Morehead State University, “College Sport Fans’ Perceptions on the Impact of Name, Image and Likeness Policy”
- 10:45-11:00 Morning Break
- 11:00-11:15 Jairus Davenport, Western Kentucky University, “Unrightly Divided: An Exploration of the Correlation between Students’ Political Orientation and Sports Fandom. Now With Data!”
- 11:15-11:30 Hillary M. Copeland, Murray State University, “Who Calls the Shots? Sport Fandom and Conspiracy Theory Beliefs.”
- 11:30-11:45 Cody Havard, University of Memphis, “Beans, Beans the Musical Fruit”
- 11:45 Group Photos
- 12:00-1:30 Lunch
- 1:30-2:00 Hamish McEwen and Alex Hamilton, KEYNOTE SPEAKERS
- 2:00-2:15 Daniel L. Wann and Tyler J. Robinson, Murray State University, “Understanding the Use of Sport Fandom as a Means of Meeting Basic Psychological Needs.”
- 2:15-2:30 Jordan Pearsall & Sarah Overton, Murray State University, “It’s Not Dark or Light, It’s Grey: Exploring the Dark and Light Triads and Their Relationships to Sport Fandom.”
- 2:30-2:45 Frederick G. Grieve, Western Kentucky University, & Joseph Case, Western Kentucky University “How Sport Fans Returned to Spectatorship Following the COVID-19 Pandemic Shutdown.”

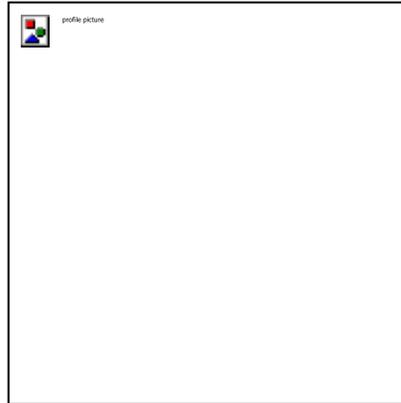
## Key Note Speakers:

HAMISH MCEWEN & ALEX HAMILTON  
Sport New Zealand

# Connecting and Understanding High Performance Sports Impact on Population Wellbeing



Alex Hamilton



Hamish McEwen

Hamish McEwen works, and Dr. Alex Hamilton worked, for Sport New Zealand, the government agency for physical activity, play, sport and high-performance sport. Hamish has led the Intelligence Team at Sport NZ for seven years, which includes, research, insights, analytics, and evaluation functions for the national agency. Alex Hamilton was a senior evaluator within the team and led the research into the subjective wellbeing contribution of physical activity, and community and high-performance sport (Alex now works for New Zealand's Treasury). The New Zealand Government has pursued a wellbeing approach to developing policy and measuring the progress of the nation, going beyond traditional financial measures. Aligning with this wider wellbeing agenda, Sport NZ has researched how high-performance sport contributes to the population wellbeing of New Zealanders. The centrepiece of this is a High Performance Outcomes Framework, which provides an evidence-based platform to guide future research, to design policy, and to quantify and value the impact of sport on society. Hamish and Alex will share the journey and outcomes of this research.

*FinSHEEM*