Marquette University

e-Publications@Marquette

Master's Theses (2009 -)   Dissertations, Theses, and Professional
Projects

Relationship of Facebook Usage to Team Identification

Caitlin Moyer
Marquette University

RELATIONSHIP OF FACEBOOK USAGE TO TEAM IDENTIFICATION

by

Caitlin Moyer, B.A.

A Thesis submitted to the Faculty of the Graduate School,
Marquette University,
in Partial Fulfillment of the Requirements for
the Degree of Master of Arts

Milwaukee, Wisconsin

August 2012

ABSTRACT
RELATIONSHIP OF FACEBOOK USAGE TO TEAM IDENTIFICATION

Caitlin Moyer, B.A.

Marquette University, 2012

This study examines the relationship of Facebook usage with sports team identification using Wann's (2006c) "Team Identification-Social Psychological Health Model" to help identify individuals' needs, or motives, for connecting with the team via Facebook as well as with the team itself. To the extent that the team's Facebook presence is believed to fulfill certain needs for an individual, connecting with a team via Facebook was expected to result in higher levels of team identification with that team. Thus, by determining the uses and gratifications that individuals glean from connecting with the team via the social networking site, marketers may be able to determine how to positively impact fans' levels of team identification and ultimately, discretionary spending on the team. This study also begins to explore the relationships of Facebook use and team identification to consumption behavior in the form of game attendance and merchandise purchase. A Facebook usage survey of 571 individuals on the Milwaukee Brewers Baseball Club's email list, combined with the *Sport Spectator Identification Scale* designed to measure team identification, was conducted to test hypotheses based on these propositions. The analyses performed on the results of the survey indicated significant positive correlations between gratifications sought from the Milwaukee Brewers Facebook page and intention to visit the page; intended and past use of the Milwaukee Brewers Facebook page and team identification; and team identification and consumption behaviors. This study also established a reliable and valid set of measures of the antecedents to team identification.

ACKNOWLEDGEMENTS

Caitlin Moyer, B.A.

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

I. INTRODUCTION

A. Team Identification and Facebook Usage

What makes someone cheer for the Milwaukee Brewers instead of the Chicago Cubs, or the Green Bay Packers over the Minnesota Vikings? Why do some people devour the sports section of their local newspaper, while some are simply disinterested in sports altogether?   What makes someone more likely than another to purchase season tickets or team merchandise?

According to Wann (2006a), the differences in the behaviors of sport spectators can be attributed to variations in team identification, which can impact sports fandom as well as one's social identity and psychological well-being.

This study examines the relationship of Facebook usage to sports team identification. Over the past few years, Facebook has emerged as a popular form of new media, as well as a popular marketing tool for brands. Specifically in the realm of sports, a social media usage survey of over 1,500 avid fans who use social media to follow college football and basketball, Major League Baseball (MLB), the National Football League (NFL) and the National Basketball Association (NBA), conducted by Catalyst Public Relations on behalf of *SportsBusiness Journal* in 2011, found that more than 75 percent of avid sports fans who use social media to keep up with their favorite sports teams turn to Facebook as a way to interact with them. Further, the study also found that "40 percent of fans report that they are bigger fans of any given sport since they started using social media to follow their favorite team" (Broughton, 2011, para. 2, p. 10).

Furthermore, a recent study of 8,000 people who had purchased tickets through Ticketmaster conducted by LiveAnalytics, Ticketmaster's research arm, found that "Social media platforms such as Twitter and Facebook have shown themselves to be as

much as three times more effective in selling tickets than traditional marketing platforms"
(Fisher, 2012, p. 4). In addition, the results indicated that ticket purchasers who bought
through social media links purchased tickets "earlier relative to the event date, and spend
substantially more per ticket, with an average ticket price of $82 for social media
purchases compared with $51 for all buyers" (Fisher, 2012, p. 4). Although those figures
included those who had purchased tickets to any event via Ticketmaster (i.e., concerts
and sporting events), when it comes to sporting events specifically, the results of the
study showed that 14 percent of those ticket buyers were influenced to attend an event by
a Facebook post and 49 percent of attendees at sporting events used social media to
discuss their experience and share videos and photos.

Thus, using Facebook as a means of communication with fans of the team
would certainly seem to be a viable means of connecting the fan personally to the team,
or of reinforcing that connection, and therefore, Facebook usage may have a strong
relationship to team identification.

Because highly-identified sports fans are "likely to wear team-licensed
products, watch and attend games" (Fisher, 1998, p. 283), understanding more about the
antecedents for team identification and how different factors can affect an individual's
level of team identification can help sports marketers market more effectively, which can
translate into increased ticket sales or sales of team merchandise.

This research also has great implications for the communications field, as the
study of social networking is still relatively new and very little research has been
conducted on social networking sites and the relationship to sports team identification in
particular. Just as Charney and Greenberg (2002) noted in their study of uses and

gratifications of the internet, "Knowledge about why people use the Internet will be helpful in business forecasting and decision making," (p. 380), knowledge about why—and how—people use Facebook will also have similar effects.

II. LITERATURE REVIEW

A. *Theoretical Framework*

    1. Social Identity, Group Identification and Team Identification

In general, Tajfel and Turner's (1979) theory of social identity helps to explain the impact of voluntary group associations on consumption by examining why individuals associate with specific groups such as sports teams, and how this behavior affects their consumption choices. According to Tajfel and Turner (1979), social identity theory suggests that how an individual defines oneself, or one's social identity, is in part derived from one's membership in different groups. Identifying positively with a group serves the important psychological functions of fostering self-esteem and creating a sense of belonging. The theory also states that these positive psychological effects lead one to seek out those groups that will maximize one's sense of self-worth and, by extension, in order to protect one's self-esteem, one will view the groups to which one belongs as the "best" groups.

Additionally, the degree to which an affiliation with a social group, such as a sports team, affects one's self-definition can be defined as the strength of the individual's identification with the group. "Identification leads the individual to view the group as an extension of the self such that he or she experiences vicariously the successes and the failures of the group" (Fisher, 1998, p.283). Thus, because one derives these psychological benefits when one identifies strongly with a social group such as a sports team:

> Consequently, one may be prone to in-group favoritism, attribution biases, social comparisons, and other cognitive processes that allow us to maintain a positive image of the social groups to which we belong. In sum, 'I belong to this group, this group is good, therefore I am good.'(Sloan and Van Camp, 2008, p. 138).

Moreover, social identification is part of the concept of group identification and, thus, these can be used interchangeably (Ashforth and Mael, 1989). According to Ashforth and Mael (1989), the four principles of group identification are as follows: identification is viewed as a perceptual cognitive construct that is not necessarily associated with any specific behaviors or affective states; identification is seen as personally experiencing the successes and failures of the group; identification is distinguishable from internalization; and identification with a group is similar to identification with a person.

Wann's (2006c) "Team Identification-Social Psychological Health Model" (Figure 1, below) is particularly useful to this study, as it specifically relates to sports teams. Consistent with the social and group identity perspectives, team identification is defined as "the extent to which a fan feels a psychological connection to a team and the team's performances are viewed as self relevant" (Wann, 2006a, p. 332).
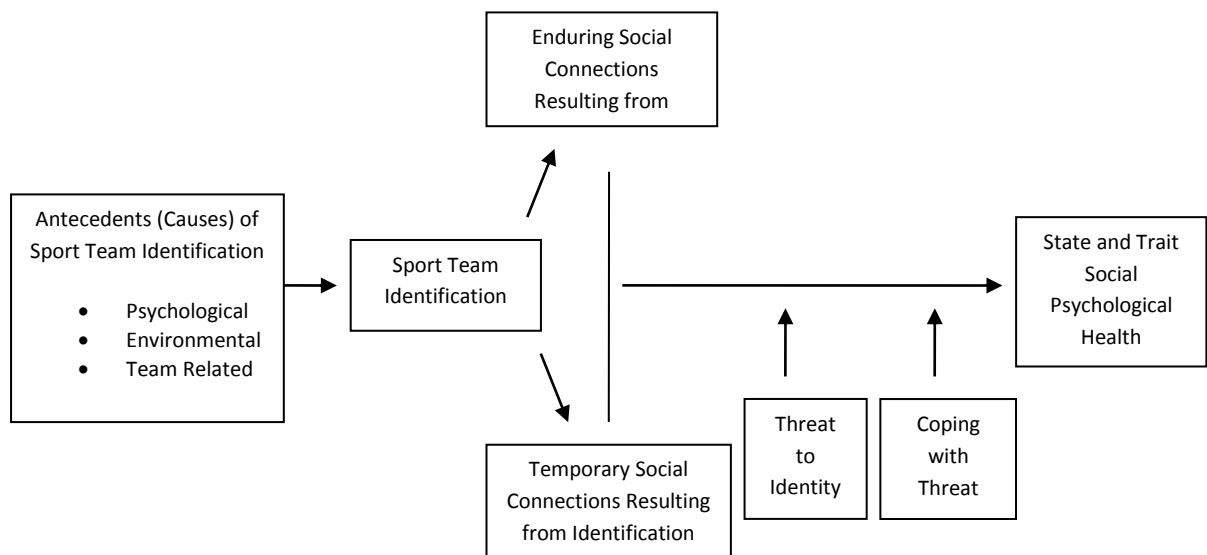
Figure 1. **The Team Identification-Social Psychological Health Model (Wann, 2006c)**

2. *Antecedents to Team Identification*

In this model, Wann (2006c) has proposed that although there are many different factors that serve as antecedents to sport team identification, the three general categories of causes are psychological, environmental, and team-related. Psychological factors include the needs for belonging and affiliation, while environmental factors are those such as the socialization process among family members or peers. Team-related factors are those such as organizational characteristics, team performance, and player attributes.

There are several psychological factors that can facilitate team identification. The top three are the individual's need for belonging and affiliation with others; the individual's desire to feel part of distinctive groups and to be associated with something special or unique; and the impact of death salience, or maintaining a positive image and assisting in dealing with mortality-based anxiety (Wann, 2006a).

Because sports teams fill these psychological needs for fans, team identification has been found to relate to several different assessments of social well-being, such as satisfaction with one's social life, loneliness, alienation, and collective self-esteem. In 2009, Wann and Weaver conducted a study to further test the model and the dimensions of social well-being by using Keyes' *Social Well-being Scale* (1998). The researchers asked college students to complete a survey designed to assess both their level of fandom, team identification and social well-being. The results of that study indicated that team identification is a significant independent predictor of social integration and social coherence, two dimensions of social well-being.

Consistent with Wann's model, which indicates that team identification is related to a sense of belonging, the concept of social integration involves one's connection to the community at large. Social coherence involves "perceptions that a person's social world is predictable and understandable" (p. 227). This led the researchers to conclude that, "Apparently, highly identified fans tend to view their social lives as satisfactory *and* meaningful" (p. 227).

According to Wann (2006a), in regard to environmental factors, the socialization process among family members or peers has been shown to be a strong antecedent of sports team identification. Other environmental factors include repeated exposure to particular teams via media, which "may explain the large fan bases for teams with superstations such as the Chicago Cubs and Atlanta Braves" (p. 335). Of course, today, the superstations are not as powerful as they once were and with the shift toward regional sports networks, this pattern could be changing. However, simply living near, or growing up near, a team can certainly influence team identification. As Wann notes, "Living in close geographical proximity to the team leads to increased opportunities for socialization to occur" (2006a, p. 335). Additional environmental factors that have been observed include opportunities for fan-to-player contact, the salience of an outgroup leading to an increased level of identification with the ingroup, pride or association with the team's stadium, and stress levels (Wann, 2006a, p. 336).

Prior to the development of Wann's model (2006c), in a sociological analysis of sports fans, Smith (1988) observed:

> At the personal level, an interest in sport is stoked by participating in sport, being a spectator at the sports events, and by consuming the sports information that is conveyed by the mass media. Following sport in this fashion leads to the

development of team loyalties and an identification with sports heroes, both of which help to satisfy our need for affiliation (p. 57).

Smith also states that sports afford people the opportunity to interact with others who share in their common interest, leading to social cohesion. Thus, it would also seem that connecting using a team's Facebook page would facilitate this socialization by providing the opportunity to interact with like-minded fans, and also, the potential opportunity for fan-to-player contact.

Finally, as outlined previously, the three team-related causes of team identification are organizational characteristics, team performance, and player attributes. Organizational characteristics are those related to ownership, team decision-making, and the history, tradition and/or reputation of the team. The second team-related factor is team performance, as group status or prestige can facilitate identification. Finally, player attributes, such as attractiveness, or the extent to which the players and/or the team are popular; and similarity, or the extent to which one feels he or she has things in common with members of the team, have been shown to influence identification as well (Wann, 2006a).

The team-related factors are of particularly great interest to sports marketers as, to some extent, they seem to be the factors over which teams and the sports marketers associated with them can exert some level of control. Thus, in regard to the first team-related antecedent of organizational characteristics, Wann suggests that teams can facilitate identification by highlighting ownership and/or the team's reputation, and by reminding fans of the rich traditions of the team. However, if a team does not have a rich history, or perhaps has a sullied reputation, sports marketers may not be able to use the organizational characteristics to their advantage.

The second team-related factor is team performance. Wann notes that several studies have found positive associations between team success and fan identification (2006c). However, for sports marketers, team performance is a factor that is beyond their control.

The third team-related factor is player attributes, such as attractiveness and similarity. If a team has players that possess these attributes in some way, then sports marketers may be successful in highlighting those, as they have been shown to influence identification as well. For example, in a series of studies conducted by Basil and Brown (2004) related to the power of identification with sports celebrities, they concluded that effects of a message from an athlete depended on how much the audience member identified with that athlete. In cases in which individuals identified strongly with an athlete, there was a correlation between the effect of the message and the ability to alter people's behavioral intentions. In fact, Fisher (1998) suggests that similarity is the most important attribute when it comes to group-derived identities and consumption choices, noting that "sports marketers may benefit from emphasizing the similarities between the fans and their teams rather than the attractiveness of the team's players" (p. 283).

All of these antecedents are important because once a fan has developed a sense of identification with a particular team, the levels of sport team identification can be positively associated with social psychological well-being and valuable social connections with others as well as be related to affective and behavioral responses (Wann, 2006a).

3. Enduring and Temporary Connections

According to Wann's Team Identification-Social Psychological Health Model, these social connections can be either enduring or temporary. Enduring connections result from living in an environment in which other fans of the same team are easily identifiable. In this case, one may "gain vital connections to others in their community and a feeling of camaraderie. Subsequently, these persons reap the psychological well-being benefits that accompany their sense of connectedness" (Wann, 2006c, p.276). Temporary social connections result when a fan is not residing in this type of enduring environment. An example of this may be a fan who, perhaps due to a move, must support his or her team from another location. In this instance, as Wann points out, "one would not expect these fans to exhibit a positive relationship between their level of identification with the team and social psychological health" (2006c). However, there are instances in which connections can be made, albeit temporary ones. These temporary social connections and subsequent social psychological benefits could present themselves if, for example, one discovers that a group of individuals meets weekly to watch his or her college football team's games; or, perhaps, as this study is designed to explore, by visiting his or her favorite team's Facebook page and interacting with other fans of the team there.

4. Varying Levels of Team Identification

Along with temporary and enduring social connections, the model also accounts for varying levels of team identification. According to Stewart, Smith and Nicholson (2003), the "model consequently [lays] the foundation for a sport fan continuum that [provides] for multiple levels of attachment, loyalty, and identification" (p.208). Thus,

there are also varying degrees of these social psychological benefits and affective

responses and, as such, according to Wann, persons with higher levels of team

identification have expressed higher levels of social and personal self-esteem and social

well-being, higher levels of energy, openness, conscientiousness, and extroversion and

more frequent positive emotions. Conversely, they had less frequent negative emotions

as well as lower levels of alienation, loneliness and depression, fatigue, anger, tension

and confusion (2006c).

5.   *Negative Implications of Team Identification*

Although this study focuses on the results of a positive relationship between

team identification and social psychological well-being in order to glean insight into how

sports marketers may be able to use the model to their advantage, it should also be noted

that there can also be negative implications of higher team identification levels. These

consequences can be hostility and aggression, leading to spectator violence, the desire to

assist a team through cheating, or possible addiction (Wann, 2006c).

6.   *Team Identification and Consumption Behavior*

Along with this potentially negative behavioral response of aggression, team

identification also elicits behavioral responses in terms of consumption. Because sports

marketers are concerned with increasing attendance at sporting events as well as the sale

of team-related products and merchandise, the behavioral response of consumption is of

particular relevance to this study. The three general categories into which sport

consumption can be divided are as follows: game consumption, which involves

attendance at sporting events and following a team through media outlets, such as radio,

television, newspaper and now, social networking sites; team-related consumption, which

involves the purchase of team-related products and merchandise; and sponsorship consumption, which concerns one's perception and patronage of sponsors' products (Wann, 2006a).

In 2002, Kwon and Armstrong conducted a study using college students in order to try to determine the factors that contribute to the impulse purchases of sport team licensed merchandise. In examining the students' level of shopping enjoyment, their level of identification with the university's sport team, their time availability, and their money availability, the results indicated that of these variables, "the only significant antecedent to impulse buying of sport team licensed merchandise was the students' identification with the university's sport team" (p. 151). Likewise, identification also influenced the amount of money spent on these purchases. This led the researchers to conclude that "sport in particular may be a different, yet a symbolic product with characteristics that promote consumer identification" (p. 160) and thus, the researchers stress the importance of promoting identification and suggest that marketers would benefit from employing strategies to aid in increasing team identification, thereby increasing the likelihood of their purchase behavior.

Wann's Team Identification-Social Psychological Health Model addresses the antecedents, or causes, of team identification for individuals as well as the ramifications, or consequences, at varying levels for those individuals. While this model may be an important tool in understanding the impact of a team on an individual's social psychological well-being, in practical terms, this model can also be used by sports marketers, as it can help sports marketers understand the effects that their marketing efforts have on increasing an individual's level of team identification. As stated

previously, in addition to enhancing a fan's psychological connection to the team, this in turn, could possibly translate into increased ticket sales or sales of team merchandise.

Thus, the focus of this study will be on both the behavioral response of consumption generated by elevated levels of team identification, as well as how, through uses and gratifications theory, a team's Facebook page can serve as a catalyst for increasing sports team identification and how the networking site, a popular form of new media, can best be used to benefit sports marketers.

The three main categories of antecedents that Wann (2006c) identified which lead individuals to identify with a team also seem to suggest a particular set of categories of antecedents, or motives, which would lead individuals to want to connect with that team in various ways. In essence, then, these psychological, environmental, and team-related antecedents might translate into an individual's driving needs, or gratifications sought, which may be best met by connecting with a team through a particular medium, such as Facebook. This study will then explore whether connecting with a team via Facebook facilitates the meeting of the needs that are sought from team identification itself. In short, if connecting with a team via Facebook also helps satisfy the same needs that lead individuals to identify with a team, connecting with a team via Facebook likely has a positive impact on team identification, growing and reinforcing it in the individual.

7. *Uses and Gratifications*

Given the nature of the social networking site, it would seem that each of the three main antecedents to identification could possibly serve as motivations, or gratifications sought from a connection with a team via Facebook as well: psychological, by appealing to the individual's desires to affiliate with others and feel part of a

distinctive group and identify oneself as a fan of a particular team; environmental, by providing the forum for socialization with peers and information that can be used in discussions with others; and team-related, by providing a different type of access to the team and organization or by receiving special information from the team. If this is the case, then connecting with a team via Facebook likely has a positive impact on team identification.

In order to assess the validity of this conjecture, and to determine how Facebook relates to team identification (if at all), then one must examine how a user interacts with the medium, as well as the gratifications the user receives (or hopes to receive), from connecting with the team on Facebook.

As a subset of audience-based media research, the uses and gratifications approach examines, according to Ruggiero (2000), the "gratifications that attract and hold audiences to the kinds of media and types of content that satisfy their social and psychological needs" (p. 3) as well as the "motives and selection patterns of audiences for the new mass media" (p. 4). Because individuals or groups have varying motives, behaviors, and attitudes related to media consumption, the information gleaned from communication research that utilizes the uses and gratifications approach can be used to understand different media uses and the consequences associated with them.

At its core, the uses and gratifications perspective maintains that individuals select certain media to fulfill varying wants or needs. These needs are based on the individual's social and psychological makeup and are considered motives for using the media. The theory assumes that the audience is active and discerning in selecting media, choosing it in response to these specific needs (Quan-Haase and Young, 2010). Thus,

according to Papacharissi (2009), "Based on perceived needs, social and psychological characteristics, and media attributes, individuals use media and experience related gratifications" (p.137).

According to Palmgreen and Rayburn (1985), human behavior is shaped largely by our expectations of how things will turn out; these expectations are based on past experience, communication with others, and through processes of inference and deduction. Related to uses and gratifications of media, then, this theory is based on the proposition that individuals do "have perceptions of the gratifications available from various alternatives, and that they act upon these perceptions" (p. 61).

According to Papacharissi (2009), most uses and gratifications studies focus on "motives, social and psychological antecedents, and cognitive, attitudinal, or behavioral outcomes" (p.139). In regard to motives, past research has shown that media can fulfill interpersonal needs, such as inclusion, affection, and control, and mediated needs, such as pleasure, relaxation and escape. So, both types are incorporated into studies. Social and psychological antecedents are "mediating concepts that influence the selection of medium content, amount, and motivation of medium use, and possible outcomes of the media experience" (p. 139). These variables have an impact on outcomes associated with media use, such as attitudes and behaviors toward certain media. Uses and gratifications can help explain the reasons why an individual may choose one medium over another (Charney and Greenberg, 2002).

8. *Expectancy-Value Approach to Uses and Gratifications*

Critics of the uses and gratifications approach have sometimes argued that it is not rooted in a theoretical base. Palmgreen and Rayburn (1985), however, employ Fishbein's expectancy-value theory to develop the "Expectancy-Value" approach (as cited in Palmgreen and Rayburn, 1985) to the study of media gratifications.

Under this model, "gratifications sought from media experience are a function of both the beliefs (expectations) that audience members hold about media sources and the affective evaluations they attach to media attributes" (p. 63) using the following formula:

$$GS_i = b_i e_i$$

where

GS_i = the ith gratification sought from some media object, X

b_i = the belief (subjective probability) that X possesses some attribute or that a behavior related to X will have a particular outcome; and

e_i = the affective evaluation of the particular attribute or outcome (p.63).

Using Fishbein's approach, beliefs and evaluations are each measured on bipolar scales that include negative and positive values. A belief that an action (such as using the Milwaukee Brewers Facebook page) would lead to a particular outcome (e.g., "help me feel like I'm a part of a special group of Milwaukee Brewers fans") could be measured on a 7-point scale ranging from -3 (very unlikely) to +3 (very likely). Similarly, the evaluation of the outcome (e.g., a feeling of being a part of a special group of Milwaukee Brewers fans) could be measured on a 7-point scale ranging from -3 (very bad) to +3 (very good). These two measures would be multiplied to produce a measure

of expectancy-value for this outcome. Given the rules of multiplying positive and negative numbers, the resulting product-term measure takes on positive values when the respondent believes that the behavior (e.g., using the Milwaukee Brewers Facebook page) is likely to result in an outcome (here, along the lines of the individual feeling like a part of a special group of fans) that he or she perceives as good, or unlikely to result in an outcome perceived as bad. It takes on negative values when the respondent believes that the behavior is likely to result in a bad outcome (e.g., if an individual does not want to be associated with other Milwaukee Brewers fans) or unlikely to produce a good one. The measure defaults to zero if the individual is unsure (a mid-point) about the likelihood or evaluation (good-bad) of the outcome for himself/herself. Positive scores are expected to correlate with (and presumably lead to) use of the medium to meet that need; negative scores could produce avoidance of that medium for gratifying that particular need. Other gratifications sought are measured and scaled in the same manner.

Individuals effectively consider the set of personally salient gratifications that could be met from using the medium (Milwaukee Brewers Facebook page) and weigh them with one another (e.g., Are there, on balance, more benefits than drawbacks of using the Milwaukee Brewers Facebook page? Is there an expected outcome that outweighs the others and leads overwhelmingly to using or avoiding the site?). Analysis usually proceeds by summing the various product-terms into a single measure and then correlating that with the behavioral intention or behavior (e.g., frequency of using the Milwaukee Brewers Facebook page).

For diagnostic purposes, each product-term measure, or a subset of them, can also be associated with behavior or behavioral intention to determine relative magnitude

of the association. In addition, a diagnostic approach can examine the mixture of beliefs and evaluations for each gratification, especially those most strongly associated with the media-use behavior.

Palmgreen and Rayburn (1985) have created an "Expectancy-Value Typology of Media Motivations" (p. 68) that cross-tabulates evaluation of media attributes with belief in their possession. That matrix is expressed here:

		Evaluation of Attributes	
		Negative	Positive
Belief in Possession	No	Negative Approach	Seeking of Alternatives
of Attribute	Yes	True Avoidance	Positive Approach

Figure 2. **Expectancy-Value Typology of Media Motivations (Pamgreen and Rayburn, 1985, p. 68)**

Thus, in the "Positive Approach" cell, positive evaluations of a particular medium attribute (e.g., it is important to be part of a special group of Milwaukee Brewers fans), combined with belief that the media object in question possesses this attribute (e.g., using the Milwaukee Brewers Facebook page will help me become part of a special group of Brewers fans) will cause individuals to be motivated to seek that gratification (i.e., a sense of affiliation or belonging) from that source (here, the Milwaukee Brewers Facebook page).

If one were to hold the belief that a particular medium possesses an attribute that he or she values negatively, this would lead to the "True Avoidance" cell. For example, if one believes it is not a good thing to be part of a special group of Milwaukee Brewers fans and believes that using the Milwaukee Brewers Facebook page will help him or her become a part of one, it follows that this would prompt the individual to avoid

using the Milwaukee Brewers Facebook page in order to not become a part of that special group of fans.

When one believes that a particular medium does not possess an attribute that he or she places a positive value on (e.g., the individual believes it is a good thing to be part of a special group of Brewers fans but does not believe that using the Milwaukee Brewers Facebook page would help him or her achieve this), this would prompt the individual to seek out different ways to satisfy that gratification. Thus, this cell is named "Seeking of Alternatives."

Finally, the "Negative Approach" cell is associated with negative evaluations of a particular media attribute (it is not at all important to be part of a special group of Milwaukee Brewers fans), combined with the belief that the media object in question does not possess this attribute (e.g., using the Milwaukee Brewers Facebook page will not help me become part of a special group of Milwaukee Brewers fans). In this case, since the individual is not seeking a positive gratification from the source, there is no true motivation involved.

Presumably, individuals' evaluations of the goodness or badness of various outcomes for themselves will be deeply rooted and fairly stable and unchangeable. However, their beliefs that the behavior (e.g., using the Milwaukee Brewers Facebook page) will produce outcomes they like or dislike could be affected by different sources, such as their personal experience with the behavior, what they've found out about it from others or other means of communication, and inferences they draw.

Thus, in keeping with the example and in terms of the Milwaukee Brewers Facebook page, analyses might find that a drive to feel a part of a special group of fans

correlates well with using the Milwaukee Brewers Facebook page, or intention to do so. Analysis could reveal that this outcome has a positive value for a large body of fans, but that fewer believe that using the Milwaukee Brewers Facebook page is likely to produce that outcome. Presumably, a number of fans would probably fall into a quadrant of individuals who favor the outcome but don't believe that their using Facebook page would do much, if anything, to deliver that to them. The extent to which this quadrant of fans has used the Milwaukee Brewers Facebook page before would affect the diagnosis. Presumably, many would not have accessed the Milwaukee Brewers Facebook page previously, in which case some marketing efforts designed to highlight the role of the Facebook page in producing this kind of community for the fans might affect the outcome beliefs and potentially increase interaction with the Milwaukee Brewers on Facebook and usage of the Milwaukee Brewers Facebook page.

Palmgreen and Rayburn (1984) also draw distinctions between "gratifications sought" – or "motivations for media use" (p. 65) – and "gratifications obtained," or "perceived personal outcomes" (p. 66) and, according to Rayburn and Palmgreen (1984), this process model states that "the products of beliefs (expectations) and evaluations influence the seeking of gratifications, which influence media consumption" (p. 540). It then follows that consumption of the media results in these perceived personal outcomes, or gratifications obtained, that feed back to reinforce or change an individual's perception of the "gratification-related attributes" (p. 540) of a particular medium. Hence, past experience with the Milwaukee Brewers Facebook page (e.g., gratifications obtained from the Milwaukee Brewers Facebook page) should affect individuals' expectations of what to expect from it when they visit it again in the future.
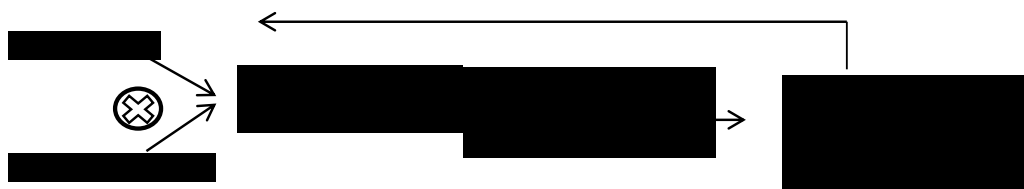
Figure 3. **Expectancy-Value Model of Gratification Sought and Gratifications Obtained (Palmgreen and Rayburn, 1985, p. 64)**

This expectancy-value model also helps conceptualize and provide insight into not only gratifications, or motivations, for media use, but also avoidances, or "'negative' gratifications" (Palmgreen and Rayburn, 1985, p. 67) of media use as well. Avoidance measures can involve a negatively evaluated gratification-related attribute that a certain medium may be believed to possess (e.g., "The internet is a waste of my time" implies that one may avoid using the internet because the individual presumably does not want to waste time). And, avoidance measures can also involve a positively evaluated attribute that the medium in question is not believed to possess (e.g., "I prefer to get my information from credible sources" implies that the individual believes that internet is not a credible source for information.)

In a study of television news conducted by Palmgreen, Wenner, and Rayburn (1980), designed to explore the relationship between gratifications sought and gratifications obtained, the researchers created a telephone survey, measuring items that made up what they hypothesized as five dimensions of gratifications sought and obtained from this medium. These dimensions are: (1) General Information Seeking, which is related to surveillance and the desire to know what is going on in one's environment; (2), Decisional Utility, which is more of a "specific seeking of information useful in decisions about personal or public issues" (p. 169); (3), Entertainment, which relates to excitement

or diversion; (4), Interpersonal Utility, or "getting information which is perceived as useful in discussions with others" (p. 169); and (5), Parasocial Interaction, which involves individuals feeling as if they have a relationship with media personalities as if they were real people—e.g., news anchors, celebrities, or sports teams/figures. The items used on their survey produced valid and reliable scales, which can be used independently or in conjunction to explore the different dimensions in relation each other and to various types of media. These scales also form a solid basis for the kinds of motivations that one might have for connecting with a team via Facebook.

9. *Gratifications of Internet Usage*

Flanagin and Metzger (2001) examined what communication technologies are used similarly to one another and which of these groupings are best for satisfying certain types of individual needs. The researchers identified three clusters of media: unmediated, or face-to-face communication; mediated interpersonal communication (i.e., internet and telephone); and mass communication (television, books, newspapers, internet, etc.). When looking at these clusters in terms of satisfying specific individual needs, the results indicated that unmediated communication was significantly better at fulfilling almost all needs. Mediated interpersonal communication was rated the same in satisfaction as unmediated communication for staying in touch. Overall, the researchers also looked at internet use in comparison to other media and found that on the whole, internet is used in much the same way as more traditional media, such as the telephone, newspapers, television, etc., leaving them to conclude that "communications needs haven't changed significantly, even if the means of communicating have" (p. 173).

By understanding how a certain type of medium is put to use, which factors mediate that use, and what types of consequences stem from that use, researchers can begin to understand media consumption and media effects. Looking at newer media in particular, Papacharissi (2009) notes that, "online media have the capacity to fulfill both interpersonal needs of expression, inclusion and social interaction and mediated needs of surveillance and information seeking, entertainment and pass time or habit" (p. 145).

Charney and Greenberg (2002) set out to establish a set of basic gratifications sought from using the internet, using past uses and gratifications research in other media as a guide. They succeeded in producing a set which, in sum, accounted for nearly 40% of the variance in time spent using the internet. The researchers concluded that "the internet is used primarily to keep informed, for entertainment and diversion, to maintain communication, and to look at the sights and sounds of [it]" (p. 404). They also noted that these reasons are not inherently different from motivations for using other forms of media; however the internet is unique in that it "acts as one-stop convenience outlet for a variety of different needs that no other single medium can provide" (p. 402).

10. Gratifications of Social Networking Site Usage

In terms of even newer media, Sheldon (2008) conducted a study that specifically examined motives for Facebook use among a group of students. The results indicated that most students use Facebook to maintain current relationships. They also use the social networking site as a means to pass time, for entertainment purposes, and to meet new people. Similarly, in examining college students' use of MySpace and Facebook using the uses and gratifications approach, Raacke and Bonds-Raacke (2008) found that the main uses and gratifications for having an account on either network were

to keep in touch with old and current friends, as well as to post and look at photographs, make new friends, and locate old friends. Additional motives included learning about events, posting events, feeling connected, sharing personal information, academic purposes, and romantic purposes. These additional motivations for Facebook use uncovered by Sheldon add some dimensions to the original set of motives uncovered by Palmgreen, et al. (1980) and could be particularly useful in determining motivations that an individual has in connecting with a team via Facebook in particular. Furthermore, the study's results lend strength to the argument that Facebook is a unique medium.

B. Facebook as a Unique Medium

Charney and Greenberg (2002) state:

> Knowing what needs people are looking to fulfill and what types of activities they prefer and participate in while online will enable companies, media producers, policy makers and media effects researchers to better understand how to deal with [the expanding technology of the Internet]. Understanding why people use new technologies can help researchers predict the impact technology will have on society (p. 379).

Thus, it is important to explore how Facebook, a relatively new medium that has been the subject of relatively little academic research, is being used by people in society. How are people using Facebook differently than other media? Specifically, what are the gratifications that people are seeking which drive them to use or avoid Facebook? How does or does not Facebook fulfill those needs for individuals?

Arguably, what makes social networking sites such as Facebook such unique media is, by definition, their social nature. More than any other communication technology, these sites have the potential to help people fulfill a variety of interpersonal and mediated needs.

Boyd and Ellison (2008) define social networking sites as web-based services that allow individuals to construct profiles (pubic or semi-public) within a system, configure a list of other users with whom they share a connection (i.e., peers, family, friends, etc.) and view and explore their list of connections and the lists of others. In their estimation, social networking sites are unique because they allow users to define their social networks and share them with others, which "can result in connections between individuals that would not otherwise be made" (p. 211). However, the researchers note that the primary use of social networking sites is not necessarily to meet new people; rather, it is to communicate with those who are already part of their network.

Consistent with this research, the Pew Internet and American Life Project (2011) reports that, today, two-thirds of online adults use social networking sites. When asked about their motivations for using social networking sites, the two primary reasons reported were to connect with family members and current friends and to reconnect with old friends. Other factors that play a role in motivating individuals to use social networking sites include connecting around a shared interest, making new friends, reading comments by public figures and seeking out potential romantic relationships.

The focus of this study is on Facebook in particular because it is one of the oldest sites (founded in 2004) and it is also the one of the most popular social networking sites with over 900 million active users (according to its website, www.facebook.com). Facebook has also achieved much integration through other websites with sharing functions (aka Facebook's "Open Graph") and the site also "presents a number of opportunities for companies to get close to their markets"
(Ulusu, 2010, p. 2951).

According to its website, Facebook (2011) is, by definition, "a social utility that helps people communicate more efficiently with their friends, family and coworkers." The company also prides itself on producing technologies that "facilitate the sharing of information through the social graph, the digital mapping of people's real-world social connections." Indeed, a study conducted by Quan-Haase and Young (2010), found that "a need for social connectivity is met through Facebook and allows its users to stay loosely connected with friends and family and to be part of the larger Facebook community" (p. 355).

Among Facebook's technologies are various features, functions and applications that contribute to the Facebook user's experience. Two primary features of the individual's Facebook experience include: (1) his or her *home page*, which includes the *news feed*, a personalized list of his or her friends' updates; and (2) his or her *profile*, which displays information about the individual such as relationship status (i.e., single, married), work history, contact information, education, and interests. The individual has control over what information in his or her profile is shared and with whom it is shared.

Facebook's main applications include photo and video sharing ("Photos" and "Videos"); the ability to create, disseminate, and/or respond to event invitations ("Events"; the ability to create and/or join public or private groups among certain individuals, dedicated to particular interests or topics ("Groups"); and the ability to create or follow or "Like" someone, a brand or something via a dedicated page ("Pages"). Further, Facebook also has additional communication mechanisms built into its fabric, such as "Chat," "Messages," "Wall Posts," "Pokes," and "Status Updates."

A study conducted to examine Facebook usage factors by Usulu (2010) found that Facebook users spend a majority of their time on the site "networking, writing on wall[s], sharing photos, videos and music and searching for friends" (p. 2955). This study also examined users' engagement with brands and advertising via the site and found that users are usually interested in brand announcements on the site and that they feel part of the brand communities they choose to follow.

This sense of community, engagement, and feeling as if one is "part of" a brand is important to note because, with the increasing popularity of Facebook, many companies have taken advantage of the site as a platform for building their businesses, hoping to enhance their relationships with consumers. According to an article in *CRM Magazine*, "Every public and private organization needs a social-media based customer service function" (Fluss, 2011, p. 8). This group should be responsible for monitoring the company's brand, as well as building and enhancing its image. Unlike traditional marketing and advertising media such as television, print, radio and outdoor, Facebook offers an opportunity for companies and consumers to engage in two-way communication, or dialogue. In this way, marketers may be able to gain valuable insight into the minds of their consumers and garner feedback. Sites such as Facebook illustrate that the way in which companies and customers communicate is changing. Ray Poynter (2008), Director at Virtual Surveys, even contends that:

> In the future, insight is less likely to be produced by large-scale, uniformly applied, structured survey instruments, and it is more likely to be acquired through purposeful discourse, and social networks could well be the medium (p. 12).

As consumers connect with a company, or brand, in this relatively new way, they might be more likely to feel more invested in, or a part of, that brand and, thus might be more likely to further patronize that brand.

However, first, it is important to identify the driving factors, motivations, or gratifications sought, by individuals connecting with an entity on Facebook in the first place, so that these entities can ensure that these needs are being met. In the process, identifying any inaccurate beliefs that individuals might have about the company will be useful as well, as this information can assist in helping to create new messaging and marketing surrounding the medium to help overcome incorrect assumptions or misperceptions. Because this study is particularly interested in ways in which teams can positively enhance fans' levels of team identification, the primary focus here is on the needs that lead an individual to connect with a team via Facebook and further, the role of using a team's Facebook page in affecting an individual's level of team identification and, potentially, consumption behavior.

C. Facebook and Team Identification Antecedents

The three main categories of antecedents that Wann (2006c) identified as leading individuals to identify with a team also seem to suggest a particular set of categories of antecedents, or motives, which would motivate individuals to connect with that team via Facebook, potentially leading to greater identification with the team. In essence, then, these psychological, environmental, and team-related antecedents might translate into an individual's driving needs, or gratifications sought, which may be best met by connecting with a team through Facebook.

For example, based on past research, many motives for using Facebook could be considered psychological, which Wann (2006c) defines as "those factors predominantly internal within an individual" (p. 275). Attributes of this antecedent to team identification include "a need for belonging and affiliation" (p. 275) and "the desire to establish and maintain membership in a distinctive group" (p. 275). Based on previous research, then, this psychological category directly relates to common uses and gratifications clusters of inclusion and maintaining communication. Along these lines, if these are gratifications sought from the medium, then individuals may also have the desire to exhibit certain behaviors associated with them, such as posting information about themselves, including updates, pictures and links, as well as reading and interacting with others' postings in order to feel connected at that psychological level.

In addition, there are also environmental motives that lead to team identification. Wann (2006c) defines these as "socialization agents" (p. 275) such as family and friends, which can influence an individual's behavior, as well as opportunities for direct contact with players. Here, a driving need for an individual to seek out a forum for socialization with peers (in this case, other fans), an opportunity to increase his or her exposure to the team, and opportunities for fan-to-player contact could be also be considered part of a uses and gratifications cluster centered around inclusion and maintaining communication, as well. Social pressures and information-seeking could also relate to the environmental antecedents to team identification in that one may feel social pressures from family and friends to connect with the team via Facebook and that one may thus aspire to obtain information on the team for use in discussion (i.e.,

Palmgreen et. al's (1980) "interpersonal utility"), or in order to maintain one's role as a

knowledgeable fan in the eyes of others.

Finally, there are the team-related antecedents, which, as previously stated, have

to do with the organizational characteristics, team performance and player attributes. A

motive, or gratification sought, here would be for a fan to feel part of the team and

similar to the players. This could be driven by a desire for decisional utility, such as to

seek information that would be useful in deciding whether or not to attend a game (e.g.,

promotions, game time, opponent, etc.), as well as to seek more information on the team

in general, including score/game updates, event information, and "insider" news and

savings. The opportunity to interact with the players and the organization may also be

considered what Palmgreen et al. (1980), refer to as "parasocial interaction."

Based on previous research regarding motivations for media use, other reasons

for connecting with a team via Facebook outside of these three categories related to team

identification antecedents might be for entertainment purposes/diversion, or just general

information seeking. However, if connecting with a team via Facebook also helps satisfy

the same needs that lead individuals to identify with a team, connecting with a team via

Facebook likely has a positive impact on team identification, growing and reinforcing it

in the individual.

Drawing from the uses and gratifications literature then, these three categories

of team antecedents (Psychological, Environmental, Team-Related), plus a catch-all

"Other" category for other needs outside of the team identification model (general

information-seeking and entertainment or diversion), lend themselves to developing a set

of main gratifications sought (hence, main predictors). These items can be elicited via

survey measurements using Palmgreen and Rayburn's (1985) expectancy-value approach to media gratifications, applying an outcome expectancy approach to measurement of an individual Facebook user's motivations, or gratifications sought, for connecting (or choosing not to connect) with the team on Facebook. These gratifications sought can be measured by assessing the perceived likelihood that connecting with a team on Facebook will produce specific outcomes for the individual, and also, the value that the individual puts on each outcome as measured on seven-point, bipolar, semantic differential scales ranging from -3 to +3.

These scales can then be multiplied to calculate results. Higher positive numbers will occur when people expect that a team's Facebook page is likely to provide a good outcome or unlikely to provide a bad outcome, whereas negative numbers will occur when people expect that a team's Facebook page is likely to provide a bad outcome, or unlikely to provide a good outcome. Based on Palmgreen and Rayburn's (1985) formulation, these product-term scales should correlate positively with the individual's intention to visit the Milwaukee Brewers Facebook page.

D. Possible Implications on Consumption Behavior

According to a report on Mashable.com (2011), social customer relationship management (CRM) specialists at Get Satisfaction, an online community software provider to more than 63,000 companies, ranging from small businesses to Fortune 500 companies, including Microsoft, Procter and Gamble, and FourSquare, conducted a study of why consumers follow brands on social networking sites. Among the results, they found that, for Facebook, primary reasons people follow brands are that they are seeking: interesting or entertaining content; service, support or product news; or special offers or

deals. Other reasons were that the individuals are current customers of the brand and/or have friends that are fans of the brand. Additional data from the survey suggests that online experiences directly relate to behavioral consumption as 97% indicated that an "online experience has influenced whether or not one has purchased a product or a service from a brand" (O'Dell, infographic). This information is consistent with past uses and gratifications research then (Palmgreen, Wenner, and Rayburn, 1980; Charney and Greenberg, 2002; Sheldon, 2008, etc.), as these reasons for following a brand on Facebook appear to fall in common uses and gratifications clusters, such as (1) General Information Seeking, (2) Decisional Utility, (3) Entertainment, and (4) Connecting and/or Sharing with Others.

To the extent that a team's Facebook page is found to be a tool that leads to an increase in team identification, teams could potentially see an increase in television viewership, ticket sales and merchandise sales by increasing their following on the social networking site.

As previously noted, in addition to Kwon and Armstrong's (2002) research, several studies have shown that team identification is an important predictor of sporting event attendance (Fisher and Wakefield, 1998; Wann, Bayens and Driver, 2004; Wann, Martin, Grieve and Gardner, 2008).

A study by Fisher (1998) examining undergraduate students' identification levels with their favorite sports team and team-supportive behaviors indicated strong support for the relationship between team identification and team-supportive behaviors; the results show that identification had a significant effect on the number of games attended, watched on television, and listened to on the radio.

Likewise, a study conducted by Laverie and Arnett (2000) noted that "it is important for sports marketers to take actions that enhance fans' situational involvement, enduring involvement, and attachment" (p. 238). In addition, they concluded that sports marketers must pay attention to identity salience as those "for whom a 'fan' identity is salient will be more likely to attend games, regardless of their level of satisfaction" (p. 240). Further, in a research article that appeared in *Sports Marketing Quarterly,* Sutton, McDonald, Milne and Cimperman (1997) noted:

> The marketing and communication functions of a sports team cannot directly influence on-field success. Therefore, fan identification is an important concept because it may minimize the effects of team performance on long-term fiscal success and position in the sport entertainment hierarchy of its community. (p. 15)

The researchers also observed that higher levels of identification translate into "greater number of years as a fan, greater attendance at both home and away games, and high expectations for future attendance-related behaviors" (p. 17) and go on to suggest four strategies for increasing fan identification based on a synthesis of research they have collected, including Wann's model. These four strategies are: increase team/player accessibility to the public; increase community involvement activities; reinforce the team's history and tradition; and create opportunities for group affiliation and participation.

Further, in an article featured in *SportsBusiness Journal*, Wendkos (2011) suggests that "To increase identification with the sports fan behavioral role, franchises must increase the total number of people that their fans interact with when occupying the sports fan behavior role and strengthen the relationships with these other people" (p. 13). To do this, Wendkos suggests that franchises create an environment where fans can meet and interact with each other and foster a sense of community.

Consequently, according to this research as well as taking into account Wann's (2006c) model, it would seem that sports marketers should focus on creating opportunities for group affiliation and participation because this will help a fan feel more connected and as though they are part of the team, ultimately fulfilling psychological, environmental and team-related needs driven by the antecedents for team identification. Social networking sites such as Facebook seem to provide natural opportunities for individuals to become more affiliated and involved with a team and they are easily controlled by sports marketers; thus, it would serve the sports marketer well to examine the role that Facebook plays, if any, in meeting these needs, thereby facilitating team identification and/or increased behavioral consumption.

Thus, as stated previously, this study will help sports marketers understand the relationship that Facebook has on team identification and how this information can potentially be used to translate into increased ticket sales or sales of team merchandise by exploring the gratifications sought from connecting with a team via Facebook and also, the correlations between team Facebook page use and team identification and behavioral consumption.

E. Research Question and Hypotheses

Sports marketers could benefit from understanding more about the antecedents for team identification and how different factors can affect an individual's level of team identification. This could lead sports marketers to market more effectively, which could translate into increased team support, which may include ticket sales or sales of team merchandise.

Over the past few years, Facebook has emerged as a popular form of new media and a popular marketing tool for brands. Hence, for a sports team to use Facebook as a

means of communication with fans of the team would seem to be a way to connect the fan personally to the team, or to reinforce that connection, and thus, connecting with a team on Facebook probably has a strong relationship to team identification. As previously noted, a social media usage survey conducted by Catalyst Public Relations on behalf of *SportsBusiness Journal* in 2011 found that 40 percent of fans report that social media has made them bigger fans of their respective teams (Broughton, 2011). These results are consistent with a similar survey conducted by the same entities in 2010, which focused on MLB and NFL fans. The 2010 survey found that "61 percent of MLB fans and 55 percent of NFL fans consider themselves bigger fans of the respective leagues since they started following their favorite teams on Facebook, Twitter and similar sites" (Broughton, 2010). Likewise, over 50 percent of MLB fans and 43 percent of NFL fans reported spending more time watching and following their respective leagues now than prior to engaging with their favorite teams via social media.

By determining the uses and gratifications that individuals hope to glean from connecting with the team via the social networking site, marketers may be able to determine how to positively impact fans' levels of team-identification and ultimately, discretionary spending on the team (Figure 4).
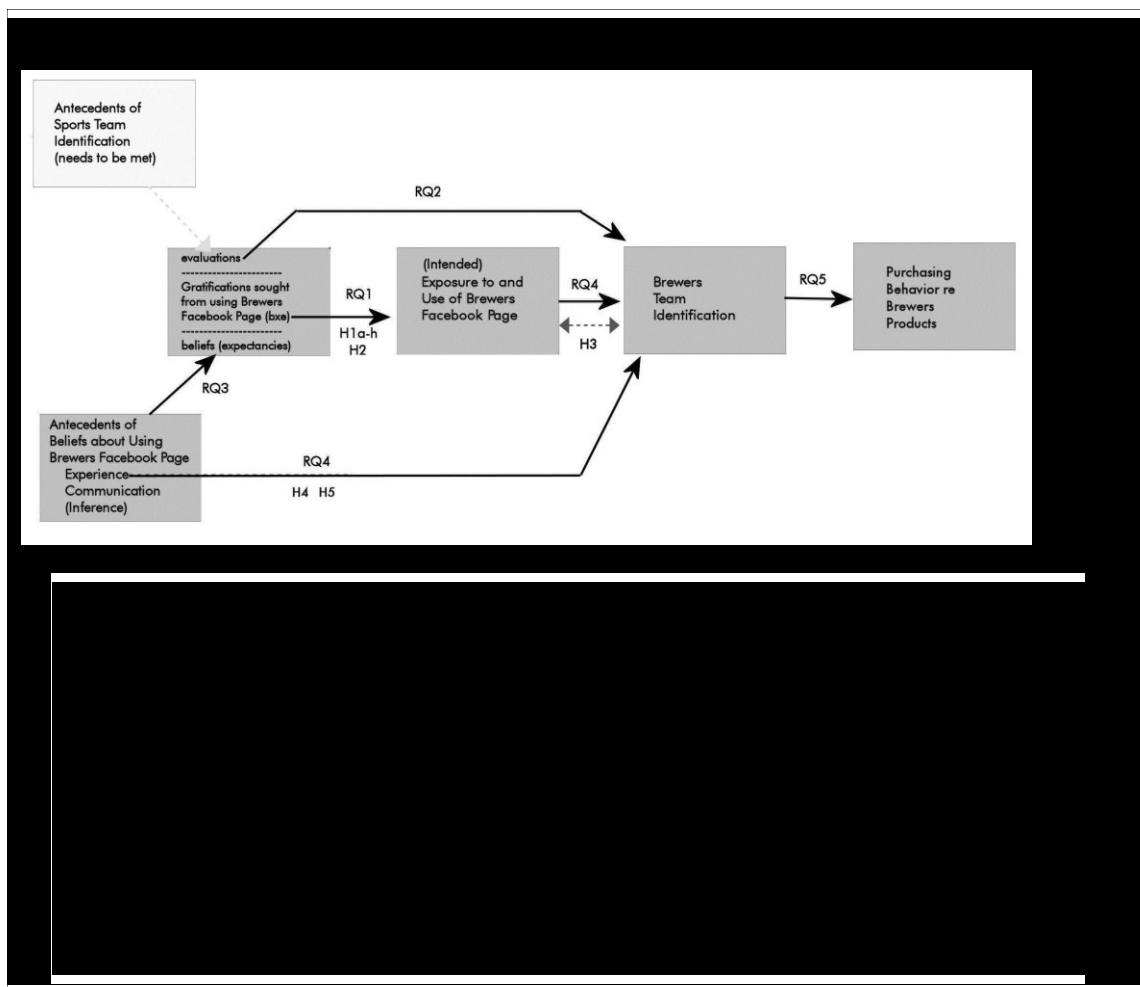
Thus, one would pose the following research questions and hypotheses:

RQ1: What is the relationship of gratifications sought (expectancy-value) from the Milwaukee Brewers Facebook page with individuals' intention to visit the Facebook page?

H1a People who believe that visiting the Milwaukee Brewers Facebook page is likely to satisfy a need for a sense of belonging/affiliation/inclusion and who rate that outcome positively on the evaluation scale will be more likely to visit the Milwaukee Brewers Facebook page.

H1b People who believe that visiting the Milwaukee Brewers Facebook page is likely to satisfy a need for expression and who rate that outcome positively on the evaluation scale will be more likely to visit the Milwaukee Brewers Facebook page.

H1c People who believe that visiting the Milwaukee Brewers Facebook page is likely to satisfy a need for a forum for socialization and who rate that outcome positively on the evaluation scale will be more likely to visit the Milwaukee Brewers Facebook page.

H1d People who believe that visiting the Milwaukee Brewers Facebook page is likely to satisfy a need for interpersonal utility and who rate that outcome positively on the evaluation scale will be more likely to visit the Milwaukee Brewers Facebook page.

H1e People who believe that visiting the Milwaukee Brewers Facebook page is likely to satisfy a need for parasocial interaction and who rate that outcome positively on the evaluation scale will be more likely to visit the Milwaukee Brewers Facebook page.

H1f People who believe that visiting the Milwaukee Brewers Facebook page is likely to satisfy a need for decisional utility and who rate that outcome positively on the evaluation scale will be more likely to visit the Milwaukee Brewers Facebook page.

H1g People who believe that visiting the Milwaukee Brewers Facebook page is likely to satisfy a need for general information seeking and who rate that outcome positively on the evaluation scale will be more likely to visit the Milwaukee Brewers Facebook page.

H1h People who believe that visiting the Milwaukee Brewers Facebook page is likely to satisfy a need for entertainment or diversion and who rate that outcome

positively on the evaluation scale will be more likely to visit the Milwaukee Brewers Facebook page.

For example, all else being equal, people who believe that visiting the Milwaukee Brewers Facebook page is likely to provide them with a forum for socializing with other Milwaukee Brewers fans, and who rate that outcome positively on the evaluation scale, would be more likely to visit the Facebook page. Similarly, people who believe that visiting the page is not likely to deliver this needed outcome, or who believe it would be a "bad" outcome, would be less likely to visit the page and, possibly, actually avoid visiting the page.

H2: The summed set of gratifications sought (expectancy-values) will correlate positively with intention to visit the Milwaukee Brewers Facebook page.

If these hypotheses are supported, examining how these gratifications sought (expectancy-value) from the Facebook page correlate not only with intent to visit the page, but also with individuals' intended intensity of use of the Facebook page, or level involvement with the page (e.g., visiting the page more frequently, for a longer period of time, doing more things there, etc.) may be worthwhile in a follow-up study.

Based on previous research and Wann's (2006c) model, it would seem that sports fans' driving motivations for connecting with a team via Facebook may fall into the same categories as the antecedents for team identification: psychological, environmental and team-related. Thus, it is expected that the driving motivations for connecting with a team via Facebook will be rooted in psychological, environmental and team-related needs, or categories, of gratifications sought.

It is likely that identifying with a team in itself is likely to meet these needs (psychological, environmental and team-related) of the individual. Therefore, the evaluations of outcomes should be associated with team identification and it should be noted that these outcome evaluations are not specific to Milwaukee Brewers Facebook page usage.

Thus, RQ2 asks:

RQ2: What are the relationships of outcome evaluations to sports team identification?

Palmgreen and Rayburn (1985) note that beliefs about the attributes of a medium, such as Facebook, are formed in various ways—by actual experience with the medium, by hearing about it from others, and by inference. For example, those who have actually connected with the Milwaukee Brewers Facebook page may have markedly different ideas about it, based on experience, as compared to those who have heard about it from other sources but have not actually visited the site. Thus, it is important to examine the relationships of the antecedents to beliefs about using the Milwaukee Brewers Facebook page with beliefs about using the Milwaukee Brewers Facebook page. This study will focus on the two antecedent variables of experience and communication, as attempting to measure inferences that people make about the site would add too much complexity to this study in terms of theory, design and measurement at this time. However, examining the relationships of inferences to beliefs about the site in a future study may provide valuable insight to researchers.

Concentrating on an individual's past experience (if any) with the Milwaukee Brewers Facebook page, and communication about the site, the third research

question is:

RQ3: What are the relationships of the antecedents to beliefs about using the Milwaukee Brewers Facebook page with beliefs about using the Milwaukee Brewers Facebook page, in particular, with beliefs about the likely outcomes of using that page?

Use of the Milwaukee Brewers Facebook page might be related to stronger identification with the Milwaukee Brewers. This research will not allow tracking respondents across time to see whether their intention to visit the Milwaukee Brewers Facebook page is fulfilled by actual behavior, and if therefore they develop or strengthen their identification with the team. So, directionality cannot be established. According to Azjen's *Theory of Planned Behavior* (1991), behavioral intention is based on one's attitude toward the behavior, subjective norms and perceived behavior control and, "[t]o the extent that a person has the required opportunities and resources, and intends to perform the behavior, he or she should succeed in doing so" (1991, p. 182). Hence, this study will use intention to visit the Milwaukee Brewers Facebook page as a surrogate for actual behavior of doing so.

Whether team identification, in a cross-sectional study, is causative of using the Facebook page, or a potential effect of it, will have to be left for future research. So:

RQ4: What are the relationships of intended and past use of the Milwaukee Brewers Facebook page with Milwaukee Brewers team identification?

Because previous studies have indicated that fans of a team have reported becoming bigger fans after having connected with that team on Facebook, by using Wann's Team Identification-Social Psychological Health Model (2006c), if the same categories of antecedents leading to one identifying with a team in general also serve as

categories comprising an individuals' needs, or motives, for connecting with the team via Facebook as well, it would then seem possible that if connecting with a team via Facebook fulfills these needs, this would result in greater sport team identification; hence:

H3: There will be a positive correlation between the intention to visit the Milwaukee Brewers Facebook page and levels of team identification with the Milwaukee Brewers.

H4: Fans who are connected with a team via Facebook are more likely to have higher levels of identification with that team.

In addition, it is also possible that the amount of interaction one has with the Milwaukee Brewers Facebook page has an effect on team identification. Thus:

H5: Fans who have been more active in connecting with the Milwaukee Brewers on Facebook (e.g., those who have previously spent more time on the page, those who have higher levels of previous engagement) will have higher levels of team identification than those who are less active in their connection with the team on Facebook.

While Azjen's *Theory of Planned Behavior* (1991) states that many factors can go into performing a behavior such as purchasing a product, including one's ability to, and control over, the behavior, a sense of social normative pressures, and beliefs about the outcomes of doing so, this project will not be able to examine those factors directly. However, it will be worth examining, for future reference, the following:

RQ5: What is the relationship of Milwaukee Brewers team identification with purchasing behavior of Milwaukee Brewers products?

Additional purposes of this study will be to also explore the relationships between Facebook and team identification and behavioral consumption, as well as to examine diagnostic relationships between the types of people who are or are not coming to the team's Facebook page and why, related to their levels of team identification.

III. RESEARCH METHOD

A. Survey Design as Research Method

  This study's purpose was to understand the relationship of Facebook usage to team identification and to examine the correlation of team identification and Facebook usage with consumption behavior. The previously stated research questions were answered through a probability sample survey. This quantitative approach was appropriate because Wann's Team Identification-Social Psychological Health Model (2006c) predicts bivariate and complex multivariate relationships among a significant set of variables. A sample internet survey was the best method to retrieve information on all of these items in a way that was efficient for both the participant and the researcher.

  The purpose of the survey was to investigate the following in order to explore the previously stated research questions and hypotheses: 1) whether or not one was connected with the Milwaukee Brewers via Facebook; 2) the individual's level of team identification with the Milwaukee Brewers; 3) beliefs about using the Milwaukee Brewers Facebook page and evaluations of those beliefs; 4) individuals' level of involvement with the Milwaukee Brewers Facebook page and intention to visit the page; 5) individuals' antecedents to beliefs about using the Milwaukee Brewers Facebook page (e.g., past experience and communication); and 6) reported past game attendance and frequency of merchandise purchase history and expected future game attendance and purchase of merchandise.

B. Sampling

The sample for this study was drawn randomly from the Milwaukee Brewers Baseball Club's brewers.com registered users email list, a list comprised of people who have "opted-in" to receive emails from the Club in the past.

A random sample internet survey was conducted with the goal of obtaining completed surveys from at least 300 registered brewers.com users living within 30 miles of Miller Park. Being a registered brewers.com user does not mean that the users have necessarily attended games or consumed merchandise in the past; however, these users are people who have already identified with the Milwaukee Brewers on some level, as they have opted in to receive emails from the team. In addition, because the group surveyed had opted to receive emails from the Club, it was known that this group does indeed have email addresses and thus, one could assume that they have access to the internet and, by extension, access to Facebook and then the Milwaukee Brewers Facebook page.

These individuals selected were also within the primary media market for the Milwaukee Brewers organization and live within easy traveling distance of Miller Park, the Milwaukee Brewers stadium, and hence, could ostensibly have reasonably easy access to attending games and purchasing merchandise.

This survey was administered March 14 through March 23, 2012 using the Milwaukee Brewers Baseball Club's preferred survey vendor of choice, Turnkey Surveyor, powered by Vovici (www.vovici.com). Turnkey Surveyor and past Milwaukee Brewers online survey history suggested an estimated 20% return rate for the typical 10-minute online survey, which tends to shift up or down based on the subject matter.

For this study, it was also important to achieve a large enough sample of individuals who had actually visited the Milwaukee Brewers Facebook page in order to be able to compare their responses with those who had never been to the Milwaukee Brewers Facebook page. The goal was to obtain at least 100 of the 300 desired responses as having been to the Milwaukee Brewers Facebook page in the past.

Thus, to maximize return, this study, to the extent possible, employed best practices as stated in *Internet, mail and mixed-mode surveys: The tailored design method*, by Dillman, Smyth and Christian (2009). For example, although due to the Milwaukee Brewers Baseball Club's survey policy, pre-contact and follow-up reminder emails for this survey were not used, respondents were offered a special ticket incentive of fifty percent off select Milwaukee Brewers tickets for Monday through Thursday home games in April or May for completing the survey.

The study used probability sampling to provide 3,000 respondents the opportunity to take the survey in an effort of reaching the targeted number of returned questionnaires. Starting with the brewers.com database limited to those living within 30 miles of Miller Park, the RAND function in Excel was used to extract 3,000 individuals randomly from the list to receive an email with the link to the survey. Respondents were then sent an email asking them to participate in the survey. The email described the topic of the survey ("Brewers Research Survey," so as not to influence respondents one way or another on the topic of Facebook), how the respondent was selected to participate, and how he or she could access the survey (via the link in the email). This email also assured the respondent that participation in this study was voluntary and that his or her responses would be kept confidential.

Because this study involved human subjects, the Office of Research Compliance at Marquette University approved the survey. Respondents were assured that their responses could not be retraced or matched to individual participants. Appropriate human subjects protocols were followed throughout the study, and confidentiality was maintained in all stages of the research. Participants also had the option to refuse participation at any point in the survey. Data were then entered into SPSS using raw Excel data files provided by Turnkey Surveyor and analyzed for the relationships previously hypothesized.

Of the 3,000 people selected to participate in the survey, 573 completed the survey, a response rate of 19.1%, consistent with past Turnkey Surveyor and Milwaukee Brewers history. However, two of the respondents were excluded from the study because these respondents indicated that they were not older than 18 years of age as required by human subjects safeguards. Therefore, 571 respondents were included in the final sample. Of the 571 respondents included in the data analysis, over half were male (58%), while 40.8% were female. Five respondents preferred not to respond to this question. Ages of the respondents ranged from 18 to 77 years old and the average age of the respondents was 40.8.

Of the 571 respondents, 179 (31.3%) indicated that they had visited the Milwaukee Brewers Facebook page in the past. As previously noted, it was important to this study to achieve a large enough sample of individuals who had actually been to the Milwaukee Brewers Facebook page in order to be able to compare their responses with those who had not.

C. Instrumentation

The major focus of this study was a quantitative analysis of individuals' usage of the Milwaukee Brewers Facebook page, beliefs and evaluations of outcomes of using the Facebook page, levels of identification with the team and behavioral consumption in the form of game attendance and frequency of merchandise purchase. The instrument (questionnaire in Appendix D) was administered via email to a random sample of people who were on the Milwaukee Brewers email list. The email contained information on the purpose of the study, estimated duration of completion, rights of confidentiality, study participation consent, information about the incentive provided for completing the questionnaire, and a link to the questionnaire itself. Measures included in the questionnaire were guided by the research questions, hypotheses, and in general by the variables illustrated in Figure 4 and also included some measures of other variables, including demographics.

The first seven questions of the questionnaire consisted of Wann's *Sport Spectator Identification Scale* (SSIS), adapted for the Milwaukee Brewers. These questions were administered in random order to the respondents and were designed to measure an individual's level of team identification. The next two questions (Questions 8 and 9) assessed whether or not the individual had a Facebook account and whether or not he or she had ever been to the Milwaukee Brewers Facebook page. The questionnaire employed skip logic after Question 9 to skip ahead in the survey to Question 19 if the individual responded that he or she had never been to the Milwaukee Brewers Facebook page, or was unsure as to whether or not he or she had ever been there. If the individual responded that he or she had visited the Milwaukee Brewers Facebook page, he or she

was given questions assessing how often he or she visits the Milwaukee Brewers Facebook page, both during the season and during the offseason. Following that, Question 12 addressed the predictor variables, a set of 14 self-reported measures of team Facebook page gratifications. These questions were designed to measure the perceived likelihood that connecting with the Milwaukee Brewers on Facebook would produce specific outcomes for the individual.

Those who had visited the Facebook page were also asked how they interact with the Milwaukee Brewers on Facebook and also about their level of involvement with the Milwaukee Brewers on Facebook (i.e., how often they engage in certain activities with the Milwaukee Brewers on Facebook, Questions 10-11; 14). Additional follow-up questions gleaned information that was not specific to this study, but was deemed useful to the Milwaukee Brewers marketing department, such as how important it is to have certain elements from the Milwaukee Brewers on Facebook (Question 15); how satisfied they are with certain elements from the Milwaukee Brewers on Facebook (Question 16); and what they would like to see more of from the Milwaukee Brewers on Facebook (Question 17). Finally, the individual was asked for any additional comments regarding the Milwaukee Brewers presence on Facebook (Question 18).

Following those questions, all respondents were asked a set of questions regarding how often they have heard about the Milwaukee Brewers Facebook page via various communication channels, forming a communications scale (Question 19). Next, the questionnaire included both a descriptive and injunctive norm measure (Questions 20 and 21, respectively) and asked individuals how often they expect to visit the Milwaukee Brewers Facebook page in the future (Question 22).

Question 23 again addressed the predictor variables, this time, consisting of evaluations of the 14 outcomes associated with using the Milwaukee Brewers Facebook page. These questions corresponded with the belief questions (Question 12) that only those who had used the Milwaukee Brewers Facebook page were asked. Questions 24 and 25 measured past and future game attendance, while Questions 26 and 27 measured frequency of past and future merchandise purchase. Finally, Questions 28-31 served as demographic questions, consisting of sex, age, income and zip code.

D. Key Variables

1. Team Identification

Team identification was measured using the *Sport Spectator Identification Scale* (Wann and Branscombe, 1993).

The *Sport Spectator Identification Scale* is "one of the most successfully utilized measures of identification" (Theodorakis, Wann, Carvalho, and Sarmento, 2010, p.67). The scale has a Cronbach's standardized reliability coefficient of .91 (Wann and Branscombe, 1993) and contains seven Likert-scale items assessing identification with a sport team, such as "How strongly do YOU see YOURSELF as a fan of the team listed above?" and "During the season, how closely do you follow the team listed above via ANY of the following: a) in person or on television, b) on the radio, c) television news or a newspaper, or d) the internet?" (see Appendix A).

Response options for each question range from 1 (low identification) to 8 (high identification). Thus, higher numbers reflect greater levels of team identification. The seven numbers are then summed to derive a total team identification score. Wann and Branscombe "report strong internal consistency test-retest reliability, and criterion

validity for their single factor instrument" (Wann and Piece, 2003, p.366). The *Sport Spectator Identification Scale* has been used in dozens of studies (Wann, 2006b; Wann et al, 2004; Wann et al., 2008; Wann and Polk, 2006; Wann and Pierce, 2005; and Wann and Weaver, 2009) and has been translated into several different languages including Greek, German, Japanese, Dutch and Portugese (Theodorakis et. al, 2010).

For purposes of this study, because it is concerned primarily with the individual's level of team identification as it relates to the Milwaukee Brewers, the *Sport Spectator Identification Scale* was adapted to specifically gauge levels of team identification with the Milwaukee Brewers (see Appendix B).

As previously noted, this established measure is comprised of seven questions measuring various aspects of team identification. Although all seven questions were asked in the survey instrument, when summing the scale for this study, the researcher determined that it would be best to eliminate the following measure: "During the season, how often do you follow the Milwaukee Brewers via any of the following a) in person or on television, b) on the radio, c) television news or a newspaper, or d) the internet?" This question was eliminated because it included a measure relating to using the internet to follow the Milwaukee Brewers, and thus could artificially inflate the correlation between the Milwaukee Brewers Facebook usage variables and the *Sport Spectator Identification Scale*. Hence, the remaining six items were summed to create the modified *Sport Spectator Identification Scale* and reliability analysis showed that the Cronbach's alpha for this scale was .83; deletion of the item "How much do you dislike the greatest rivals of the Milwaukee Brewers" was found to increase the Cronbach's alpha to .84 if deleted, but the researcher did not deem it necessary to remove this item from the scale.

2. Motivations/Gratifications Sought

This study used Palmgreen and Rayburn's (1985) expectancy-value approach to media gratifications by applying an outcome expectancy approach to measurement of an individual Facebook user's motivations, or gratifications sought, for connecting (or choosing not to connect) with the team on Facebook.

As previously noted, the three main categories of antecedents that Wann (2006c) has identified which lead individuals to identify with a team also seem to suggest a particular set of categories of antecedents, or motives, which would lead individuals to connect with that team via various mediums. Thus, because this study is designed to explore the special relationships between the antecedents to team ID and the evaluations of the gratifications that might be sought, when categorizing the gratifications sought, these three main categories of antecedents—"Psychological," "Environmental," and "Team-Related"— also served as the three main categories of needs, which vary in importance to the individual, under which each individual gratification will fall. These three main categories of motives drive individuals to seek ways of meeting these needs, and the stronger one's need for team identification, the stronger one's drive is expected to be. In addition, it was important to examine and measure possible gratifications sought from the team's Facebook page outside of those related to the team identification antecedents ("Other"), such as entertainment and general information seeking, in order to begin to determine how much team identification factors into why one does or does not use the Milwaukee Brewers Facebook page and how often.

The key predictor variables for this study were participant self-reported measures of team Facebook page gratifications and outcome evaluations. Hence, the

questionnaire was designed to measure the perceived likelihood that connecting with the Milwaukee Brewers on Facebook will produce specific outcomes for the individual and also, the value that the individual places on each attribute. The more important the variable is to team identification needs, the more likely the respondent would rate that variable positively.

Drawing from the uses and gratifications literature, these four categories (Psychological, Environmental, Team-Related and Other) lend themselves to a set of eight main gratifications sought (hence, eight predictors) which were elicited via survey measurements. These gratifications sought were measured using a collection of gratification items assembled from previous studies (Palmgreen and Rayburn, 1985; Rayburn and Palmgreen, 1984; Palmgreen, Wenner and Rayburn, 1980), primarily using Rubin, Palmgreen and Sypher's (1994) *Communication Research Measures* as source, as well as previous internet gratification studies (Chaney and Greenberg, 2002; Sheldon, 2008; Raacke and Bonds-Raacke, 2008). These measures were edited and redefined to be more specific to the Milwaukee Brewers Facebook page as the medium.

In the survey, participants were asked about the likelihood that connecting with the Milwaukee Brewers Facebook page will fulfill the needs represented by each of the motivation items. Using Fishbein's approach (as cited in Palmgreen and Rayburn, 1985) for the expectancy items, a seven-point semantic differential scale, anchored at the ends verbally, ranging from -3 (very unlikely) to +3 (very likely), with zero as a middle point, was used in rating these gratification items. Likewise, participants were also asked to place a value on each particular attribute. The evaluation items were also measured using

a seven-point semantic differential scale, anchored at the ends verbally, ranging from -3 (very bad) to +3 (very good), with zero as the middle point.

Each pair of scales was then multipled to calculate results (i.e., expectancy x value for each outcome). Higher positive numbers would occur when people expect that the Milwaukee Brewers Facebook page is likely to provide a good outcome or unlikely to provide a bad outcome. Negative numbers would occur when people expect that the Milwaukee Brewers Facebook page is likely to provide a bad outcome, or unlikely to provide a good outcome.

In order to demonstrate a relationship, there should be a positive correlation between this product term (expectation x evaluation) and intention to visit the Milwaukee Brewers Facebook page.

In this study, measures of these needs, or main gratifications, which might produce this need state, were covered through the evaluation items. Because Palmgreen and Rayburn (1985) state that evaluations are viewed as "relatively stable elements that are a product of an individual's needs and value system" (p. 65), it can thus be inferred that evaluations are representative of people desiring to meet certain needs. In short, respondents assess how they like or dislike something on its ability to meet their needs. For example, the more highly an individual would value an outcome of using the Milwaukee Brewers Facebook page, the more they would desire to seek out that medium—or any other medium— to meet that need; the less highly the individual would value an outcome of using the Milwaukee Brewers Facebook page, the less they would desire to seek out that medium—or any other medium— to meet that need. Hence, these items embed the motivations for the antecedents to sports team identification in the

evaluation measures themselves and should thus produce a correlation between evaluations and the extent to which people identify with the team.

Survey items operationalizing each gratification were drawn from prior uses and gratification studies. Appendix C lists the survey items used to operationalize each gratification category. All 14 of these expectancy-value measures were summated to create an expectancy-value summated scale. The Cronbach's alpha of the 14 items was .93; deletion of any of the items would not improve the coefficient alpha value.

Furthermore, these 14 items were broken down into subsets measuring each individual need. While Psychological Need 1: Sense of Belonging/Affiliation/Inclusion and Environmental Need 1: Forum for Socialization were comprised of only one expectancy-value measure, the other six measures were comprised of two items each. The internal consistency of each of these "mini-scales" was examined. Reliability analysis showed that the Cronbach's alpha of each of these measures was as follows: Psychological Need 2: Expression, .79; Environmental Need 2: Interpersonal Utility, .86; Team-Related Need 1: Parasocial Interaction, .82; Team-Related Need 2: Decisional Utility, .79; Other Need : General Information-Seeking, .73; and Other Need 2: Entertainment of Diversion, .80.

3. *Consumption Behavior*

As previously noted, several studies have shown that team identification is an important predictor of sporting event attendance (Fisher and Wakefield, 1998; Wann, Bayens and Driver, 2004; Wann, Martin, Grieve and Gardner, 2008). Hence, this study examines the relationship between an individual's team identification with the Milwaukee Brewers and consumption behavior of Milwaukee Brewers products. For

purposes of this study, consumption behavior was measured in terms of game attendance and merchandise purchase. Game attendance was comprised of two self-reported measures—the number of games attended in the previous season (2011) and the number of games the individual expected to attend in the upcoming season (2012). These two items were added together to create a game attendance consumption scale (Cronbach's alpha=.95). Likewise, merchandise purchase was also comprised of two self-reported measures—the frequency of purchasing Milwaukee Brewers-related products in the previous season (2011), on a 4-point scale from Frequently to Never; and the intended frequency of purchasing Milwaukee Brewers-related products in the upcoming season (2012), again on a 4-point scale from Frequently to Never. Responses to these two items were added together to create a merchandise consumption scale (Cronbach's alpha=.80). Here and throughout, higher numerical scale values represent greater frequency (4=frequently, 3=sometimes, 2=rarely, 1=never). These measures were also useful in exploring the relationships between Facebook, team identification and behavioral consumption.

    4. Communication Channels

According to Palmgreen and Rayburn (1985), human behavior is shaped largely by our expectations of how things will turn out. These expectations, or beliefs, are based on past experience, communication with others, and through processes of inference and deduction. Because this study was also concerned with the relationships of the antecedents to beliefs about using the Milwaukee Brewers Facebook page with the beliefs about using the Milwaukee Brewers Facebook page, specifically, the beliefs about the outcomes of using the page, it was important to assess the role that communication about

the Milwaukee Facebook page plays in shaping the individual's beliefs. Thus, Question 19 assessed how frequently the respondent had heard about the Milwaukee Brewers Facebook page through nine different communications channels, including different advertising mediums and from family and friends. These items were assessed on a 4-point scale from Frequently to Never. The Cronbach's alpha for the summated scale was .90; deletion of any of the items would not improve the coefficient alpha value.

5. *Facebook Behavior*

For those who had been to the Milwaukee Brewers Facebook page in the past, their Facebook usage behavior was measured by in three ways. The first measure was the frequency of use—that is, how often the individual visits the Milwaukee Brewers Facebook page during the baseball season and also, during the offseason (Questions 10 and 11). These questions were measured using a 7-point Likert scale of 7-Several Times a Day to 1-Less Than Once a Month. Although these two measures were ordinal, rather than interval scales, they were treated as interval for purposes of these analyses. These two items were then summated to create a Facebook visit summated scale (Cronbach's alpha=.89).

The second measure was the level of involvement with the Milwaukee Brewers on Facebook. Question 14 assessed 10 different ways that individuals could interact with the Milwaukee Brewers on Facebook (ie., clicking on links in posts, viewing photos, purchasing tickets via a special offer, etc.) by measuring how often the individual engaged in those activities. Each measure was assessed on a 4-point scale of Frequently to Never. These items were then summated to create a Facebook involvement scale (Cronbach's alpha=.87).

The third measure of Facebook usage, which was asked of all respondents, whether or not they had previously been to the Milwaukee Brewers Facebook page, was behavioral intention. Question 22 stated, "We realized that not everyone might want to do so, but how often do you think you might visit the Milwaukee Brewers Facebook page during the upcoming baseball season?" This question was assessed using a 4-point scale of Frequently to Never.

6. *Demographic Control Variables*

Demographic variables of sex, age, income and zip code were straightforward variables represented by one question item each. The first three were used as statistical controls in the analyses.

E. Reliability Details

The internal consistency of Wann's *Sport Spectator Identification Scale*, adapted for the Milwaukee Brewers, was examined. As previously noted, this established measure is comprised of seven questions measuring various aspects of team identification. When summing the scale for this study, the researcher determined that it would be best to eliminate the following measure: "During the season, how often do you follow the Milwaukee Brewers via any of the following a) in person or on television, b) on the radio, c) television news or a newspaper, or d) the internet?". This question was eliminated because it included a measure relating to using the internet to follow the Milwaukee Brewers, and thus could artificially inflate the correlation between the Milwaukee Brewers Facebook usage variables and the *Sport Spectator Identification Scale*. Hence, the remaining six items were summed to create the modified *Sport Spectator Identification Scale* and reliability analysis showed that the Cronbach's alpha

for this scale was .83; deletion of the item "How much do you dislike the greatest rivals of the Milwaukee Brewers" was found to increase the Cronbach's alpha to .84 if deleted, but the researcher did not deem it necessary to remove this item from the scale (Table 1).

The internal consistency of the expectancy-value summated scale was examined (Table 1). Reliability analysis showed that the Cronbach's alpha of the 14 items was .93; deletion of any of the items would not improve the coefficient alpha value (Table 1).

Furthermore, these 14 items were broken down into subsets measuring each individual need. While Psychological Need 1: Sense of Belonging/Affiliation/Inclusion and Environmental Need 1: Forum for Socialization were each comprised of only one expectancy-value measure, the other six measures were each comprised of two items. Thus, the internal consistency of each of these "mini-scales" comprising each measure were all examined. Reliability analysis showed that the Cronbach's alpha of the two-items making up Psychological Need 2: Expression was .79. The Cronbach's alpha for Environmental Need 2: Interpersonal Utility was .86; Team-Related Need 1: Parasocial Interaction was .82; Team-Related Need 2: Decisional Utility was .79; Other Need 1: General Information-Seeking was .73; and Other Need 2: Entertainment or Diversion, was .80.

The internal consistency of the consumption scales were also examined. Reliability analysis showed that the Cronbach's alpha of the two-item game attendance consumption scale was .95 and the Cronbach's alpha of the two-item merchandise consumption scale was .80 (Table 1).

The internal consistency of the communication channel scale was examined. Reliability analysis showed that the Cronbach's alpha of the nine items was .90; deletion

of any of the items would not improve the coefficient alpha value (Table 1).

Finally, the internal consistencies of the Facebook involvement and Facebook visit scales were also tested. For the Facebook involvement scale, reliability analysis showed that the Cronbach's alpha of the 10 items was .87; deletion of any of the items would not improve the coefficient alpha value. For the Facebook visit scale, reliability analysis showed that the Cronbach's alpha of the two-item scale was .89 (Table 1).

Table 1. Descriptive Information: Summated Scales

Scale	Alpha	Mean	Standard Deviation
SSIS Scale-Adapted	.83	38.61	6.97
n=571			
Communication Scale	.93	19.04	9.42
n=571			
Game Attendance Scale	.95	7.54	3.08
n=571			
Merchandise Purchase Scale	.80	3,89	1.39
n=571			
Facebook Involvement Scale	.87	28.09	5.78
n=179			
Facebook Past Visit Scale	.89	6.08	3.13
n=179			
Expectancy-Value Scale	.93	31.82	38.39
n=179			

F. Analysis

In order to explore the research questions and test the hypotheses proposed, the researcher used IBM SPSS Statistics (Version 19) to conduct various analyses on the data set, which was imported into the program via an Excel file extracted from the Turnkey Surveyor tool, powered by Vovici.

The first research question sought to examine the relationship between gratifications sought (expectancy-value) from the Milwaukee Brewers Facebook page

and individuals' intention to visit the Facebook page. This relationship was explored through testing Hypotheses H1a-H1h by using third-order partial correlations between each of the eight variables representing gratifications sought (expectancy-value) and the intention to visit the Milwaukee Brewers Facebook page, controlling for the demographic variables of sex, age and income. Additionally, a third-order partial correlation was run between the summed set of gratifications sought (expectancy-value) and intention to visit the Milwaukee Brewers Facebook page, again controlling for sex, age and income to test Hypothesis 2.

The second research question examined the relationship between evaluations of outcomes and team identification.

Controlling for the demographic variables of sex, age and income, third-order correlations were performed between the 14 outcome evaluations, which were broken up into the three different categories relating to team identification (psychological, environmental and team-related), as well as two other categories (general information-seeking and entertainment or diversion), and team identification.

The third research question examined the relationships of the antecedents to beliefs about using the Milwaukee Brewers Facebook page with the beliefs about the outcomes of using that page. Thus, a third-order partial correlation, controlling for sex, age and income was run between the communication scale (representing a way in which a belief about something is formed, through communication about it) and how frequently one expects to visit the Milwaukee Brewers Facebook page in the future—regardless of actual past experience with the Facebook page itself. Additional third-order partial correlations, controlling for sex, age and income, were run between how frequently one

has visited the Milwaukee Brewers Facebook page in the past and the expectations of

various outcomes; how involved they are with the page and the expectations of various

outcomes; and how frequently one has heard about the page via the various

communication channels and the expectations of the various outcomes. Finally, a fifth-

order partial correlation, controlling for sex, age, income and the extent to which one has

been to the Milwaukee Brewers Facebook page and how involved they have been with

the page, was performed between the various communication channels (including the

communication channel scale) and one's beliefs about using the Milwaukee Brewers

Facebook page.

The fourth research question examined the relationships of intended and past use

of the Milwaukee Brewers Facebook page and team identification. A third-order-partial

correlation, controlling for sex, age and income was performed between the intention to

visit the Milwaukee Brewers Facebook page and levels of team identification with the

Milwaukee Brewers to test Hypothesis 3 (There will be a positive correlation between the

intention to visit the Milwaukee Brewers Facebook page and levels of team identification

with the Milwaukee Brewers). In addition, using the general linear model (GLM), an

analysis of variance (ANOVA) with sex, age and income as the covariates, was

conducted to test Hypothesis 4 (Fans who are connected with a team via Facebook are

more likely to have higher levels of identification with that team). Third-order partial

correlations, controlling for sex, age and income, were conducted between team

identification and how often one visits the Milwaukee Brewers Facebook page and team

identification and how involved one is with the Milwaukee Brewers Facebook page in

order to test Hypothesis 5 (Fans who have been more active in connecting with the

Milwaukee Brewers on Facebook will have higher levels of team identification than fans who are less active in their connection with the team on Facebook).

Finally, the fifth research question examined the relationship between Brewers team identification and consumption of Milwaukee Brewers products. Third-order-partial correlations, controlling for sex, age and income, were performed on team identification and frequency of merchandise purchase, and team identification and game attendance. The general linear model (GLM) ANOVA, with sex, age and income as the covariates was also used to examine the relationship between visiting the Milwaukee Brewers Facebook page and game attendance, as well as visiting the Milwaukee Brewers Facebook page and merchandise purchase. Furthermore, because this study sought to explore relationships between use of a team's Facebook page, team identification and game attendance, multiple regression was employed to analyze potential relationships between the independent variables and dependent variables.

G. Descriptive Statistics

Descriptive statistics for key variables can be found in Tables 17 and 18 in Appendix E.

IV. RESULTS

A. Relationship between Gratifications Sought (Expectancy-Value) from the Milwaukee Brewers Facebook Page and Intention to Visit the Facebook Page

The first research question sought to examine the relationship between gratifications sought (expectancy-value) from the Milwaukee Brewers Facebook page and individuals' intention to visit the Facebook page. The results are illustrated in Table 2.

When controlling for the demographic variables of sex, age and income, all eight of the gratifications sought (expectancy-value measurement) from the Milwaukee Facebook page correlated positively with individuals' intention to visit the Facebook page, although the strength of the relationship among the variables varied from the relatively weak (Environmental Factor1: Socialization) to the relatively strong (Team-Related Factor 2: Decisional Utility).

Table 2. Gratifications Sought and Intention to Visit the Milwaukee Brewers Facebook Page

Gratification Sought (Expectancy-Value)	Partial Correlation (Controlling for Sex, Age and Income)	Significance
Psychological 1: Belonging	.23	.002
Psychological 2: Expression	.31	.000
Environmental 1: Socialization	.21	.005
Environmental 2: Interpersonal Utility	.40	.000
Team-Related 1: Parasocial Interaction	.24	.002
Team-Related 2: Decisional Utility	.49	.000
Other 1: Information-Seeking	.35	.000
Other 2: Entertainment/Diversion	.31	.000
Expectancy-Value Summated Scale	.43	.000

n=179

Hypothesis **H1a** predicted that people who believe that visiting the Milwaukee Brewers Facebook page is likely to satisfy a need for a sense of belonging/affiliation/inclusion and who rate that outcome positively on the evaluation scale will be more likely to visit the Milwaukee Brewers Facebook page. Using a third-order-partial correlation, controlled for sex, age and income, this hypothesis was supported (partial r (174) =.23, p<.01).

Hypothesis **H1b** predicted that people who believe that visiting the Milwaukee Brewers Facebook page is likely to satisfy a need for expression and who rate that outcome positively on the evaluation scale will be more likely to visit the Milwaukee Brewers Facebook page. Using a third-order-partial correlation, controlled for sex, age and income, this hypothesis was supported (partial r (174) =.31, p<.001).

Hypothesis **H1c** predicted that people who believe that visiting the Milwaukee Brewers Facebook page is likely to satisfy a need for a forum for socialization and who rate that outcome positively on the evaluation scale will be more likely to visit the Milwaukee Brewers Facebook page. Using a third-order-partial correlation, controlled for sex, age and income, this hypothesis was supported (partial r (174) =.21, p<.01).

Hypothesis **H1d** predicted that people who believe that visiting the Milwaukee Brewers Facebook page is likely to satisfy a need for interpersonal utility and who rate that outcome positively on the evaluation scale will be more likely to visit the Milwaukee Brewers Facebook page. Using a third-order-partial correlation, controlled for sex, age and income, this hypothesis was supported (partial r (174) =.40, p<.001).

Hypothesis **H1e** predicted that people who believe that visiting the Milwaukee Brewers Facebook page is likely to satisfy a need for parasocial interaction and who rate that outcome positively on the evaluation scale will be more likely to visit the Milwaukee

Brewers Facebook page. Using a third-order-partial correlation, controlled for sex, age and income, this hypothesis was supported (partial r (174) =.24, p<.01).

Hypothesis **H1f** predicted that people who believe that visiting the Milwaukee Brewers Facebook page is likely to satisfy a need for decisional utility and who rate that outcome positively on the evaluation scale will be more likely to visit the Milwaukee Brewers Facebook page. Using a third-order-partial correlation, controlled for sex, age and income, this hypothesis was supported (partial r (174) =.49, p<.001).

Hypothesis **H1g** predicted that people who believe that visiting the Milwaukee Brewers Facebook page is likely to satisfy a need for general information seeking and who rate that outcome positively on the evaluation scale will be more likely to visit the Milwaukee Brewers Facebook page. Using a third-order-partial correlation, controlled for sex, age and income, this hypothesis was supported (partial r (174) =.35, p<.001).

Hypothesis **H1h** predicted that people who believe that visiting the Milwaukee Brewers Facebook page is likely to satisfy a need for entertainment or diversion and who rate that outcome positively on the evaluation scale will be more likely to visit the Milwaukee Brewers Facebook page. Using a third-order-partial correlation, controlled for sex, age and income, this hypothesis was supported (partial r (174) =.31, p<.001).

Further, Hypothesis **H2** predicted that the summed set of gratifications sought (expectancy-values) would correlate positively with intention to visit the Milwaukee Brewers Facebook page. Using a third-order-partial correlation, controlled for sex, age and income, this hypothesis was also supported (partial r (174) =.43, p<.001).

Thus, people who believe that visiting the Milwaukee Brewers Facebook page is likely to provide them with gratifications, and who rate those outcomes positively on

the evaluation scale, would be more likely to visit the Milwaukee Brewers Facebook page. People who believe that the page does not deliver certain needed outcomes, or who believe that the page would deliver outcomes that they evaluate as "bad," would tend to avoid visiting the page.

B. Relationships of Outcome Evaluations to Sports Team Identification

Based on previous research and Wann's (2006c) model, it seemed that sports fans' driving motivations for connecting with a team via Facebook would fall into the same categories as the antecedents for team identification: psychological, environmental and team-related. Thus, it was expected that the driving motivations for connecting with a team via Facebook would be rooted in psychological, environmental and team-related needs, or categories, of gratifications sought.

Since it is likely that identifying with a team in itself is likely to meet these needs (psychological, environmental and team-related) that the individual has, the second research question predicted that the evaluations of outcomes would to be associated with team identification; however, it is also important to note that these outcome evaluations are not specific to usage of the Milwaukee Brewers Facebook page.

Whether or not one had been to the Milwaukee Brewers Facebook page, he or she was asked to evaluate a set of gratifications sought from the Facebook page, derived from the categories of antecedents to team identification (psychological, environmental and team-related), as well as a set of two other possible gratifications sought from the team's Facebook page, general information-seeking and entertainment or diversion.

Controlling for the demographic variables of sex, age and income, significant positive third-order correlations were found among all variables except for the two

variables comprising the "Other 2" category, entertainment or diversion (Table 3).

Table 3. Outcome Evaluations and Team Identification	Partial Correlation (Controlling for Sex, Age and Income)	Significance
Outcome Evaluation		
Psychological 1: Belonging	.39	.000
Feeling like I am a part of a special group of Brewers fans		
Psychological 2a: Expression	.47	.000
Identifying myself as a Brewers fan to others		
Psychological 2b: Expression	.48	.000
Showing others my support for the Brewers		
Environmental 1: Forum for Socialization	.25	.000
Socializing with other Brewers fans		
Environmental 2a: Interpersonal Utility	.37	.000
Having access to Brewers information that I can share with others		
Environmental 2b: Interpersonal Utility	.40	.000
Having access to Brewers information that I can talk about with my friends		
Team-Related 1a: Parasocial Interaction	.31	.000
Being able to interact with the Brewers players		
Team-Related 1b: Parasocial Interaction	.35	.000
Being able to interact with the Brewers organization		
Team-Related 2a: Decisional Utility	.31	.000
Obtaining information on Brewers promotions and events		
Team-Related 2b: Decisional Utility	.28	.000
Obtaining exclusive offers on Brewers tickets and merchandise		
Other 1a: General Information-Seeking	.18	.000
Keeping up with events and issues that affect people like me		
Other 1b: General Information-Seeking	.44	.000
Getting official Brewers information		
Other 2a: Entertainment or Diversion	.07	.099/NS
Using the Internet as a source of entertainment		
Other 2b: Entertainment or Diversion	.05	.245/NS
Using the Internet just to pass time		

n=571

C. *Relationships of the Antecedents to Beliefs about Using the Milwaukee Brewers Facebook Page with the Beliefs about the Outcomes of Using that Page*

Palmgreen and Rayburn (1985) note that beliefs about the attributes of a medium, such as Facebook, are formed in various ways—by actual experience with the medium, by hearing about it from others through various communication channels, and by inference. Thus, those who have actually connected with the Milwaukee Brewers

Facebook page may have markedly different ideas about it, based on experiences, as compared to those who have heard about it from other sources but have not actually visited the site and it is important to examine these relationships as well, as they could provide valuable marketing insight.

Concentrating on an individual's past experience (if any) with the Milwaukee Brewers Facebook page, alongside communication with others about the site, it was possible to examine research question three, the relationships of the antecedents to beliefs about using the Milwaukee Brewers Facebook page with beliefs about the likely outcomes of using the Milwaukee Brewers Facebook page, in particular, with beliefs about the outcomes of using that page. It is important to note that these are the outcome belief measures only, not the expectancy-value measures.

Among those who had experience using the Milwaukee Brewers Facebook page, using a third-order-partial correlation, controlled for sex, age and income, measure by measure, there was a positive relationship between how frequently one has visited the Milwaukee Brewers Facebook Page in the past (Table 6), how involved they are with the page (Table 5), and how frequently they have heard about the page via various communication channels with their expectations of the various outcomes (Table 4). To phrase it another way, one's beliefs about what to expect by going to the Facebook page (controlled by sex, age and income) are fairly strongly correlated with experience with the page, involvement with the page and how frequently they have heard about it via various communication channels.

Further, a third-order partial correlation, controlling for sex, age and income was run between the communication scale and how frequently one expects to visit the

Milwaukee Brewers Facebook page in the future—regardless of actual past experience with the Facebook page itself. This yielded a significant, positive correlation (partial r (566)=.42, p<.001). This means that the more frequently someone has heard about the Milwaukee Brewers Facebook page through any of the communication channels, the more frequently they expect to visit the Milwaukee Brewers Facebook page, regardless of whether or not they had been to the page in the past.

Table 4. Beliefs of the Outcomes of Using the Page with Communication Scale

Outcomes of Using the Milwaukee Brewers Facebook Page	Partial Correlation (Controlling for Sex, Age and Income)	Significance
Psychological 1: Belonging	.37	.000
Help me feel like I am part of a special group of Brewers fans		
Psychological 2a: Expression	.34	.000
Help me identify myself to others as a Brewers fan		
Psychological 2b: Expression	.46	.000
Help me show others my support for the team		
Environmental 1: Forum for Socialization	.36	.000
Help me socialize with other Brewers fans		
Environmental 2a: Interpersonal Utility	.33	.000
Give me access to information I can share with others		
Environmental 2b: Interpersonal Utility	.30	.000
Give me information that I can talk about with my friends		
Team-Related 1a: Parasocial Interaction	.34	.000
Help me interact with the Brewers players		
Team-Related 1b: Parasocial Interaction	.37	.000
Help me interact with the Brewers organization		
Team-Related 2a: Decisional Utility	.30	.000
Help me find information on promotions and special events		
Team-Related 2b: Decisional Utility	.32	.000
Provide me with exclusive offers on things like Brewers tickets and merchandise		
Other 1a: General Information-Seeking	.33	.000
Allow me to keep up with current events/issues that affect people like me		
Other 1b: General Information-Seeking	.23	.000
Give me official Brewers information		
Other 2a: Entertainment or Diversion	.35	.000
Be entertaining to me		
Other 2b: Entertainment or Diversion	.37	.000
Be a good way to pass the time		

n=179

Table 5. Beliefs of the Outcomes of Using the Page with Facebook Involvement Scale

Outcomes of Using the Milwaukee Brewers Facebook Page	Partial Correlation (Controlling for Sex, Age and Income)	Significance
Psychological 1: Belonging	.48	.000
Help me feel like I am part of a special group of Brewers fans		
Psychological 2a: Expression	.42	.000
Help me identify myself to others as a Brewers fan		
Psychological 2b: Expression	.42	.000
Help me show others my support for the team		
Environmental 1: Forum for Socialization	.47	.000
Help me socialize with other Brewers fans		
Environmental 2a: Interpersonal Utility	.42	.000
Give me access to information I can share with others		
Environmental 2b: Interpersonal Utility	.38	.000
Give me information that I can talk about with my friends		
Team-Related 1a: Parasocial Interaction	.45	.000
Help me interact with the Brewers players		
Team-Related 1b: Parasocial Interaction	.49	.000
Help me interact with the Brewers organization		
Team-Related 2a: Decisional Utility	.31	.000
Help me find information on promotions and special events		
Team-Related 2b: Decisional Utility	.33	.000
Provide me with exclusive offers on things like Brewers tickets and merchandise		
Other 1a: General Information-Seeking	.33	.000
Allow me to keep up with current events/issues that affect people like me		
Other 1b: General Information-Seeking	.27	.000
Give me official Brewers information		
Other 2a: Entertainment or Diversion	.44	.000
Be entertaining to me		
Other 2b: Entertainment or Diversion	.44	.000
Be a good way to pass the time		

n=179

Table 6. Beliefs of the Outcomes of Using the Page with Past Visit Summated Scale

Outcomes of Using the Milwaukee Brewers Facebook Page	Partial Correlation (Controlling for Sex, Age and Income)	Significance
Psychological 1: Belonging	.32	.000
Help me feel like I am part of a special group of Brewers fans		
Psychological 2a: Expression	.33	.000
Help me identify myself to others as a Brewers fan		
Psychological 2b: Expression	.36	.000
Help me show others my support for the team		
Environmental 1: Forum for Socialization	.32	.000
Help me socialize with other Brewers fans		
Environmental 2a: Interpersonal Utility	.31	.000
Give me access to information I can share with others		
Environmental 2b: Interpersonal Utility	.32	.000
Give me information that I can talk about with my friends		
Team-Related 1a: Parasocial Interaction	.27	.000
Help me interact with the Brewers players		
Team-Related 1b: Parasocial Interaction	.35	.000
Help me interact with the Brewers organization		
Team-Related 2a: Decisional Utility	.30	.000
Help me find information on promotions and special events		
Team-Related 2b: Decisional Utility	.35	.000
Provide me with exclusive offers on things like Brewers tickets and merchandise		
Other 1a: General Information-Seeking	.32	.000
Allow me to keep up with current events/issues that affect people like me		
Other 1b: General Information-Seeking	.27	.000
Give me official Brewers information		
Other 2a: Entertainment or Diversion	.37	.000
Be entertaining to me		
Other 2b: Entertainment or Diversion	.44	.000
Be a good way to pass the time		

n=179

Using a fifth-order partial correlation, controlling for sex, age, income and the extent to which one has been to the Milwaukee Brewers Facebook page and how involved they have been with the page, one can examine the relationship of how frequently one has heard about the Milwaukee Brewers Facebook page across various communication channels to their beliefs. Table 7 illustrates only the statistically significant coefficients for display clarity. The most consistent belief, correlating significantly across 7 of the 9 channels, is associated with people believing that the

Milwaukee Brewers Facebook page will deliver a way of showing others their support for the team. This means that the more frequently one sees advertising for the Facebook page via print, outdoor, or on the Milwaukee Brewers website, or hears about the page from friends, family, or through another Facebook page or online source, the more likely one is to believe that visiting the Milwaukee Brewers Facebook page will help him or her show his or her support for the team, regardless of how frequently one visits the Facebook page or how involved one is with the page. Conversely, the least consistent belief, correlating significantly across only 1 of the 9 channels, is associated with people believing that the Milwaukee Brewers Facebook page will give them official Brewers information. This correlation was only significant between those who had heard about the Milwaukee Brewers Facebook page via the Milwaukee Brewers website or emails.

Furthermore, in examining which communication channels appear to be the most effective in reinforcing various beliefs that one may have about visiting the Milwaukee Brewers Facebook page, it appears that outdoor advertising and promotion via the Milwaukee Brewers website are the most effective, as nine and eight of the 14 beliefs, respectively, produced significant positive correlations with these mediums. Conversely, print advertising only correlated positively with one belief, which was reinforcing that the Milwaukee Brewers Facebook page delivers a way of showing others their support for the team.

Table 7. Beliefs of the Outcomes of Using the Page with Communication Channels, Controlled for Sex, Age, Income, Past Visit and Involvement

Outcomes of Using the Milwaukee Brewers Facebook Page	Communication Channels									
	Print	Radio/TV Broadcasts	At the Game	Friends	Family	Outdoor	Brewers Website/ Email	Other Facebook Page	Other Online Source	Communication Scale
Psychological 1: Belonging	--	--	--	.22a	.16a	.15a	--	.19a	.16a	.16a
Help me feel like I am part of a special group of Brewers fans										
Psychological 2a: Expression	--	--	--	.19a	--	--	--	.23a	--	.16a
Help me identify myself to others as a Brewers fan										
Psychological 2b: Expression	.21a	--	--	.21a	.20a	.20a	.24a	.33b	.24a	.31b
Help me show others my support for the team										
Environmental 1: Forum for Socialization	--	--	--	--	--	--	--	.31b	.19a	.16a
Help me socialize with other Brewers fans										
Environmental 2a: Interpersonal Utility	--	--	--	--	--	.16a	--	--	--	.16a
Give me access to information I can share with others										
Environmental 2b: Interpersonal Utility	--	--	--	--	--	.17a	.21a	--	--	--
Give me information that I can talk about with my friends										
Team-Related 1a: Parasocial Interaction	--	--	--	--	--	.18a	.16a	--	--	--
Help me interact with the Brewers players										
Team-Related 1b: Parasocial Interaction	--	--	--	--	--	.28b	--	--	--	.16a
Help me interact with the Brewers organization										
Team-Related 2a: Decisional Utility	--	.18a	--	--	--	.18a	.25b	--	--	.16a
Help me find information on promotions and special events										
Team-Related 2b: Decisional Utility	--	.20a	--	--	--	.15a	.32b	.17a	--	.18a
Provide me with exclusive offers on things like Brewers tickets and merchandise										
Other 1a: General Information-Seeking	--	--	.17a	--	--	--	.21a	--	--	.19a
Allow me to keep up with current events/issues that affect people like me										
Other 1b: General Information-Seeking	--	--	--	--	--	--	.18a	--	--	--
Give me official Brewers information										
Other 2a: Entertainment or Diversion	--	--	--	--	--	--	.24a	.19a	--	.16a
Be entertaining to me										
Other 2b: Entertainment or Diversion	--	--	.19a	--	--	.15a	--	--	--	.17a
Be a good way to pass the time										

n=179; Significance Key (a)p<.05; (b)p<.001; (--)not significant

D. Relationships of Intended and Past Use of the Milwaukee Brewers Facebook Page with Team Identification

Research suggested that use of the Milwaukee Brewers Facebook page might be related to stronger identification with the team. Since this study did not allow tracking respondents across time to see whether their intention to visit the Milwaukee Brewers Facebook page is fulfilled by actual behavior, and if therefore they develop or strengthen their identification with the team, directionality could not be established. Instead, this study used intention to visit the Milwaukee Brewers Facebook page as a surrogate for actual behavior of doing so. Whether team identification, in a cross-sectional study, is causative of using the Facebook page, or a potential effect of it, will have to be left for future research.

Because previous studies have indicated that fans of a team have reported becoming bigger fans after having connected with that team on Facebook, by using Wann's Team Identification-Social Psychological Health Model (2006c), if the same categories of antecedents leading to one identifying with a team in general also serve as categories comprising an individuals' needs, or motives, for connecting with the team via Facebook as well, it would then seem possible that if connecting with a team via Facebook fulfills these needs, this would result in greater sport team identification. This was explored in the fourth research question.

Hence, Hypothesis **H3** predicted that there would be a positive correlation between the intention to visit the Milwaukee Brewers Facebook page and levels of team identification with the Milwaukee Brewers. Using a third-order-partial correlation controlled for sex, age and income, this hypothesis was supported (partial r (566) =.30,

p<.001), meaning that the more frequently one intends to visit the Milwaukee Brewers
Facebook page in the future, the higher his or level of team identification.

Table 8. Relationship of Team Identification to Having Been to the Milwaukee Brewers Facebook Page							Partial Eta^2 (Controlling for Sex, Age and Income)
	Having Visited the Milwaukee Brewers Facebook Page			F	df	Sig.	
	Yes	Unsure	No				
Cells: Mean Level of Team Identification (1-7 Scale)	6.95 (n=179)	6.46 (n=30)	6.18 (n=362)	27.93	2, 565	.000	0.09
Post-hoc tests are not calculated by SPSS when covariates are used in the GLM ANOVA analyses.							

Hypothesis **H4** predicted that fans who are connected with a team via Facebook
are more likely to have higher levels of identification with that team. This hypothesis
was also supported (Table 8). Using the general linear model, an analysis of variance
(ANOVA) with sex, age and income as the covariates was conducted (partial eta^2=.09,
$f_{2,565}$=27.93, p<.001). Those who are unsure if they have been to the Milwaukee Brewers
Facebook page fall approximately in the middle, meaning that they identify more with the
team than people who have not been to the Facebook page.

Furthermore, since it is also possible that the amount of interaction one has with
the Milwaukee Brewers Facebook page has an effect on team identification, Hypothesis
H5 predicted that fans who were more active in connecting with the Milwaukee Brewers
on Facebook (e.g., time spent on the page, showing higher levels of engagement) would
have higher levels of team identification than those who are less active in their
connection with the team on Facebook. This hypothesis was also supported as third-
order partial correlations, controlling for sex, age and income, were conducted between
team identification and how often one visits the Milwaukee Brewers Facebook page

(partial r (174) =.38, p<.001) and how involved one is with the Milwaukee Brewers Facebook page (partial r (174) =.35, p<.001) and both yielded significant positive correlations (Table 9).

In essence, those connecting with the Milwaukee Brewers via the team's Facebook page have higher levels of team identification than those who do not connect with the team via Facebook. Again, directionality cannot be established. Thus, it is not clear whether those who have higher levels of team identification seek out the team's Facebook page, or whether or not the team's Facebook page aids in increasing team identification. Furthermore, among the group that is connected with the Milwaukee Brewers on Facebook, the more often individuals visit the Milwaukee Brewers Facebook page and the more involved they are with the Milwaukee Brewers on Facebook, the higher their corresponding levels of team identification are.

Table 9. Relationship of Team Identification to Interaction with the Milwaukee Brewers Facebook Page			
		Facebook Visit (Past)	Facebook Involvement
Team Identification	Partial r (Controlling for Sex, Age and Income)	.38	.35
	Sig. (2-tailed)	p<.001	p<.001

E. *Relationship of Milwaukee Brewers Team Identification with Consumption of Milwaukee Brewers Products*

According to Azjen's *Theory of Planned Behavior* (1991), many factors can go into performing a behavior such as purchasing a product, including one's ability to do,

and control over, the behavior, a sense of social normative pressures, and beliefs about the outcomes of doing so. Although this study was not able to examine those factors directly, the fifth research question in this study did begin to explore the relationships between Facebook and team identification and behavioral consumption.

Using a third-order-partial correlation controlled by sex, age and income, team identification correlated with frequency of merchandise purchase (partial r (566) =.53, p<.001) and game attendance (partial r (566) =.43, p<.001) (Table 10). Game attendance and frequency of merchandise purchase also correlated with one another (partial r (566) =.34, p<.001). Thus, consistent with past research, the higher one's team identification level, the more likely he or she is to attend games or purchase merchandise more frequently.

Table 10. Relationship of Team Identification to Merchandise Purchase and Attendance

		Frequency of Merchandise Purchase (Past & Future)	Frequency of Game Attendance (Past & Future)
Team Identification	Partial r (Controlling for Sex, Age and Income)	.53	.43
	Sig. (2-tailed)	p<.001	p<.001

Note: Merchandise Purchase & Game Attendance also correlate positively with one another; partial r (566) =.34, p<.001

Using the general linear model (GLM) ANOVA, controlling for sex, age and income, results indicated that those who have visited the Facebook page are more likely

to attend games (partial eta^2=.07, $f_{2,565}$=20.78, p<.001). Thus, 7% of the variance

accounted for in game attendance can be attributed to visiting the Milwaukee Brewers

Facebook page (Table 11).

Table 11. Relationship of Visiting the Milwaukee Brewers Facebook Page and Attendance

	Having Visited the Milwaukee Brewers Facebook Page			F	df	Sig.	Partial Eta^2 (Controlling for Sex, Age and Income)
	Yes	Unsure	No				
Cells: Mean Level of Games Attending	4.30	3.50	3.53				
(Past/Future)	(n=179)	(n=30)	(n=362)	20.78	2, 565	.000	.069
Post-hoc tests are not calculated by SPSS when covariates are used in the GLM ANOVA analyses.							

In addition, using GLM, controlling for sex, age and income, results indicated that

those who have visited the Facebook page are more likely to purchase Milwaukee

Brewers merchandise more frequently (partial eta^2=.05, $f_{2,565}$=xx p<.001). Thus, 5% of

the variance accounted for in likelihood of merchandise purchase can be attributed to

visiting the Milwaukee Brewers Facebook page (Table 12).

Table 12. Relationship of Visiting the Milwaukee Brewers Facebook Page and Frequency of Merchandise Purchase

	Having Visited the Milwaukee Brewers Facebook Page			F	df	Sig.	Partial Eta^2 (Controlling for Sex, Age and Income)
	Yes	Unsure	No				
Cells: Mean Level of Frequency of	3.30	3.17	2.93				
Merchandise Purchase (Past/Future)	(n=179)	(n=30)	(n=362)	13.83	2, 565	.000	.05
Post-hoc tests are not calculated by SPSS when covariates are used in the GLM ANOVA analyses.							

Because this study sought to explore relationships between use of a team's Facebook page, team identification and game attendance, multiple regression was employed to analyze potential relationships between the independent variables and dependent variables. The regressions results were summarized in Tables 13 and 14.

Table 13. Multiple Regression: Been to the Milwaukee Brewers Facebook Page, Team Identification, and Game Attendance

	Dependent Variable
Control Variables	Game Attendance
Sex	-.06
Income	.04
Age	.09a
R2 Change	.01
Team Identification	.39b
R2 Change	.18b
Been to Brewers Facebook page	.15b
R2 Change	.02b
Multiple R	.45
Adjusted R2	.20
Overall Anova	F(5,565)=29.30b
N	570

Significance key: (a) p<.05 (b) p<.001

Team identification is a stronger predictor of game attendance (beta=.39, $p<.001$) than whether or not someone has ever been to the Milwaukee Brewers Facebook page (beta=.15, $p<.001$) and team identification also accounts for more variance in game attendance (r^2 change= .18, $p<.001$) than whether or not someone has been to the Milwaukee Brewers Facebook page (r^2 change=.02, $p<.001$).

Table 14. Multiple Regression: Facebook Page Visitors' Interaction with Milwaukee Brewers Facebook Page, Team Identification, and Game Attendance

Control Variables	Dependent Variable
	Game Attendance
Sex	-.06
Income	.08
Age	.000
R2 Change	.02
Team Identification	.23a
R2 Change	.10b
Facebook Involvement	-.13
Facebook Visit	.32b
R2 Change	.06a
Multiple R	.42
Adjusted R2	.15
Overall Anova	F(6,172)=6.13b
N	178

Significance key: (a) p<.05 (b) p<.001

Once one has visited the Milwaukee Brewers Facebook page however, the frequency with which one visits it (beta=.32, p<.001) then becomes a stronger predictor than team identification (beta=.23, p<.05) when it comes to game attendance. However, in this model, team identification (r^2 change=.10, p<.001) still accounts for more variance in game attendance than how frequently one visits the Milwaukee Brewers Facebook page (r^2 change=.06, p<.05). Overall, this model accounts for 15% of the variance in game attendance.

Hence, team identification appears to be a stronger predictor of game attendance among everyone; however, visiting the team Facebook page accounts for game attendance over and above what team identification produces in game attendance. This means that the Milwaukee Brewers Facebook page may be promoting game attendance in some way separate from its apparent effects on team identification. In short, although directionality could not be established, there is some direct connection between visiting the Milwaukee Brewers Facebook page and game attendance.

V. DISCUSSION

The findings of this study yielded evidence to support all previously hypothesized relationships, lending support to uses and gratifications and team identification theories, as well as providing a plethora of practical implications for sports marketers.

Palmgreen and Rayburn's (1985) expectancy-value approach proved to be very useful and effective in this study as a means to measure gratifications sought from the Milwaukee Brewers Facebook page, and as a way to be able to associate each measure with behavior intention to determine the magnitude of the association. Likewise, Palmgreen and Rayburn's (1985) "Expectancy-Value Typology of Media Motivations" (Figure 2) was also very useful to this study.

The first research question sought to examine the relationship between gratifications sought (expectancy-value) from the Milwaukee Brewers Facebook page and individuals' intention to visit the Facebook page.

As previously noted, when controlled for the demographic variables of sex, age and income, all eight of the gratifications sought (expectancy-value) from the Milwaukee Brewers Facebook page correlated positively with individuals' intention to visit the Facebook page, although the strength of the relationship among the variables varied (Table 2).

Thus, it can be inferred that people who believe that visiting the Milwaukee Brewers Facebook page is likely to provide them with gratifications, and who rate those outcomes positively on the evaluation scale, would be more likely to visit and be heavier users of the Facebook page (more frequently, for a longer time, do more things there, etc.). People who believe that the page does not deliver certain needed outcomes, or who

believe that the page would deliver outcomes that they evaluate as "bad," would tend to avoid visiting the page.

In addition, Milwaukee Brewers marketers can glean additional insight from these results by noting that the gratification "Team-Related 2: Decisional Utility" had the strongest correlation to intention to visit the Milwaukee Brewers Facebook page of the grouping (partial r (174) =.49, p<.0001). This gratification sought is related to finding information on promotions and events, as well as exclusive offers on things like tickets and merchandise. As such, fulfilling this need of decisional utility appears to be a main driving force for one's intention to visit the Milwaukee Brewers Facebook page, followed by the "Environmental 2: Interpersonal Utility," which is related to access to information to share with others and talk about with friends (partial r (174) =.40, p<.001).

The second research question examined the relationships between outcome evaluations and team identification. Based on previous research and Wann's (2006c) model, it seemed that sports fans' driving motivations for connecting with a team via Facebook would fall into the same categories as the antecedents for team identification: psychological, environmental and team-related. Thus, it was expected that the driving motivations for connecting with a team via Facebook would be rooted in psychological, environmental and team-related needs, or categories, of gratifications sought.

Since it is likely that identifying with a team in itself is likely to meet these needs (psychological, environmental and team-related) of the individual, the evaluations of outcomes were predicted to be associated with team identification; however, it is also important to note that these outcome evaluations are not specific to usage of the Milwaukee Brewers Facebook page.

Whether or not one had been to the Milwaukee Brewers Facebook page, he or she was asked to evaluate a set of gratifications sought from the Facebook page, derived from the categories of antecedents to team identification (psychological, environmental and team-related), as well as a set of two other possible gratifications sought from the team's Facebook page, general information-seeking and entertainment or diversion.

Controlling for the demographic variables of sex, age and income, significant positive third-order correlations were found among all variables except for the two variables comprising the "Other 2" category, entertainment or diversion (Table 3). While both variables comprising the "Other 1" category, general information-seeking, did yield significant positive correlations, these results were not surprising, as one of these two variables, "Other 1b: Getting official Milwaukee Brewers information," was still closely related to the team itself. And, while the variable "Other 1a: Keeping up with events and issues that affect people like me" also yielded a significant positive relationship it, was a much weaker relationship than the other variables that were more closely related to team identification. Hence, overall, the variables that were considered "Other" and thus, outside of team identification, were weaker, serving as a discriminant function.

In effect, these results validate previous research associating certain psychological, environmental and team-related gratifications sought with antecedents of team identification. In fact, these results also indicate that now, through this study, reliable and valid measures have been constructed to measure these concepts, which previously did not have established variables or scales associated with them. In this way, it is also possible to determine which antecedents to team identification might lead to higher levels of identification with a team. For example, the results of this study indicate

that the psychological need for expression is the variable most strongly correlated with team identification (Psychological 2a: Expression, partial r (566) = .47, p<.001; Psychological 2b: Expression, partial r (566) =.48, p<.001).

The third research question examined the relationships of antecedents with beliefs about using the Milwaukee Brewers Facebook page and with beliefs about the likely outcomes of using the page. Palmgreen and Rayburn (1985) note that beliefs about the attributes of a medium, such as Facebook, are formed in various ways—by actual experience with the medium, by hearing about it from others through various communication channels, and by inference. For example, those who have actually connected with the Milwaukee Brewers Facebook page may have markedly different ideas about it, based on experiences, as compared to those who have heard about it from other sources but have not actually visited the site. Thus, it was important to examine the relationships of the antecedents to beliefs about using the Milwaukee Brewers Facebook page with gratifications sought from the Milwaukee Brewers Facebook page. Again, this study focused only on the two antecedent variables of experience and communication, as attempting to measure inferences that people make about the site would add too much complexity to this study in terms of theory, design and measurement at this time.

Thus, concentrating on an individual's past experience (if any) with the Milwaukee Brewers Facebook page, and communication about the site, it was possible to examine the relationships of the antecedents to beliefs about using the Milwaukee Brewers Facebook page with beliefs about using the Milwaukee Brewers Facebook page, in particular, with beliefs about the likely outcomes of using that page. It is important to note that these are the outcome belief measures only, not the expectancy-value measures.

Among those who had experience using the Milwaukee Brewers Facebook page, using a third-order-partial correlation, controlled for sex, age and income, measure by measure, there was a positive relationship between how frequently one has visited the Milwaukee Brewers Facebook Page in the past (Table 6), how involved they are with the page (Table 5), and how frequently they have heard about the page via various communication channels with their expectations of the various outcomes (Table 4). To phrase it another way, one's beliefs about what to expect by going to the Facebook page (controlled by sex, age and income) are fairly strongly correlated with experience with the page, involvement with the page and how frequently they have heard about it via various communication channels, further validating the research of Palmgreen and Rayburn (1985).

Further, a third-order partial correlation, controlling for sex, age and income, was run between the communication scale and how frequently one expects to visit the Milwaukee Brewers Facebook page in the future—regardless of actual past experience with the Facebook page itself. This yielded a significant, positive correlation (partial r (566)=.42, p<.001). This means that the more frequently someone has heard about the Milwaukee Brewers Facebook page through any of the communication channels, the more frequently they expect to visit the Milwaukee Brewers Facebook page, regardless of whether or not they had been to the page in the past.

These results also provide additional interesting insights for Milwaukee Brewers marketers. For example, if it is important to the Milwaukee Brewers that fans become more involved with the Milwaukee Brewers Facebook page, they may seek to highlight the gratification sought of parasocial interaction, as the two measures associated

with this concept (interacting with Milwaukee Brewers players and the organization) were more strongly correlated with greater involvement with the page (Team-Related 1a: Parasocial Interaction, partial r (174) = .45; Team-Related 2b: Parasocial Interaction, partial r (174) = .49, p<.001) than most of the others.

Using a fifth-order partial correlation, controlling for sex, age, income and the extent to which one has been to the Milwaukee Brewers Facebook page and how involved they have been with the page, one can also examine the relationship of how frequently one has heard about the Milwaukee Brewers Facebook page across various communication channels to their beliefs (Table 7). The most consistent belief, correlating significantly across 7 of the 9 channels, is associated with people believing that the Milwaukee Brewers Facebook page will deliver a way of showing others their support for the team. This means that the more frequently one sees advertising for the Facebook page via print, outdoor, or on the Milwaukee Brewers website, or hears about the page from friends, family, or through another Facebook page, or online source, the more likely one is to believe that visiting the Milwaukee Brewers Facebook page will help him or her show his or her support for the team, regardless of how frequently one visits the Facebook page or how involved one is with the page. Conversely, the least consistent belief, correlating significantly across only 1 of the 9 channels, is associated with people believing that the Milwaukee Brewers Facebook page will give them official Milwaukee Brewers information. This correlation was only significant between those who had heard about the Milwaukee Brewers Facebook page via the Milwaukee Brewers website or emails. Hence, Milwaukee Brewers marketers could use this information to their advantage in promoting the page across various media channels by attempting to

alter fans' beliefs. For example, if it is important to the Milwaukee Brewers that fans perceive the Milwaukee Brewers Facebook page as a source of official Brewers information, marketers could speak to the page being this source across all advertising channels, or examine what they are doing differently to promote the page on brewers.com or through their emails that they are not doing elsewhere.

Furthermore, in examining which communication channels appear to be the most effective in reinforcing various beliefs that one may have about visiting the Milwaukee Brewers Facebook page, it appears that outdoor advertising and promotion via the Milwaukee Brewers website are the most effective, as nine and eight of the 14 beliefs, respectively, produced significant, positive correlations with these media. Conversely, print advertising only correlated positively with one belief, which was reinforcing that the Milwaukee Brewers Facebook page delivers a way of showing others their support for the team.

The fourth research question examined the relationships between intended and past use of the Milwaukee Brewers Facebook page and team identification. Research suggested that use of the Milwaukee Brewers Facebook page might be related to stronger identification with the Milwaukee Brewers. Since this study did not allow tracking respondents across time to see whether their intention to visit the Milwaukee Brewers Facebook page is fulfilled by actual behavior, and if therefore they develop or strengthen their identification with the team, directionality could not be established. Instead, this study used intention to visit the Milwaukee Brewers Facebook page as a surrogate for actual behavior of doing so. Whether team identification, in a cross-sectional study, is

causative of using the Facebook page, or a potential effect of it, will have to be left for future research.

Because previous studies have indicated that fans of a team have reported becoming bigger fans after having connected with that team on Facebook, by using Wann's Team Identification-Social Psychological Health Model (2006c), if the same categories of antecedents leading to one identifying with a team in general also serve as categories comprising an individuals' needs, or motives, for connecting with the team via Facebook as well, it would then seem possible that if connecting with a team via Facebook fulfills these needs, this would result in greater sport team identification.

Results indicated that those connecting with the Milwaukee Brewers via the team's Facebook page have higher levels of team identification than those who do not connect with the team via Facebook. Again, directionality cannot be established. Thus, it is not clear whether or not those who have higher levels of team identification seek out the team's Facebook page, or whether or not the team's Facebook page aids in increasing team identification. Nonetheless, these results clearly indicate that those fans connecting with the team on Facebook identify more highly with the team and thus, should be treated differently by sports marketers. Furthermore, among the group that is connected with the Milwaukee Brewers on Facebook, the more often individuals visit the Milwaukee Brewers Facebook page and the more involved they are with the Milwaukee Brewers on Facebook, the higher are their corresponding levels of team identification.

These results suggest that it would behoove sports marketers to continue to find ways of engaging fans with their Facebook page, perhaps by highlighting certain

gratifications of using the Facebook page more strongly correlated with intention to visit the page and greater involvement with the page, as outlined previously.

The fifth and final research question examined the relationship between Milwaukee Brewers team identification and consumption of Milwaukee Brewers products. According to Azjen's *Theory of Planned Behavior* (1991), many factors can go into performing a behavior such as purchasing a product, including one's ability to do, and control over, the behavior; a sense of social normative pressures; and beliefs about the outcomes of doing so. Although this study was not able to examine those factors directly, it did begin to explore the relationships between Facebook, team identification and behavioral consumption.

The results indicated that, consistent with past research, the higher one's team identification level, the more likely he or she is to attend games or purchase merchandise more frequently. In regard to Facebook usage, results indicated that those individuals who have visited the Milwaukee Brewers Facebook page are 7% more likely to attend Milwaukee Brewers games and 5% more likely to purchase Milwaukee Brewers merchandise than fans who do not visit the Milwaukee Brewers Facebook page, again suggesting that it would behoove sports marketers to continue to find ways of engaging fans with their Facebook page.

Finally, because this study sought to explore relationships between use of a team's Facebook page, team identification and game attendance, multiple regression was employed to analyze potential relationships between the independent variables and dependent variables (Tables 13 and 14). Results indicated that team identification appears to be a stronger predictor of game attendance among everyone; however, visiting

the team Facebook page accounts for game attendance over and above what team identification produces in game attendance. This means that the Milwaukee Brewers Facebook page may be promoting game attendance in some way separate from its apparent effects on team identification. In short, although directionality could not be established, there is some direct connection between visiting the Milwaukee Brewers Facebook page and game attendance.

To date, very little research has been conducted on social networking sites and the relationship to sports team identification in particular. Thus, in addition to these practical applications gleaned from the results of research questions four and five, by exploring the relationships between team Facebook usage, team identification, and consumption behavior, this study has added a new dimension to the body of team identification research and paved the way for future studies of this nature.

VI. CONCLUSION

A. Summary of Key Findings

This study attempts to examine the relationship between team Facebook page usage and team identification. The purpose of this study is to explore the relationships of gratifications sought from the Milwaukee Brewers Facebook page with individuals' intention to use the Facebook page; the relationships of outcome evaluations to team identification; the relationships of antecedents to beliefs about using the Milwaukee Brewers Facebook page with beliefs about likely outcomes of using the Milwaukee Brewers Facebook page; the relationships of intended and past use of the Milwaukee Brewers Facebook page and team identification and finally, the relationship of team identification and consumption behavior of Milwaukee Brewers products.

In order to test these hypotheses in this exploratory investigation, a probability sample internet survey was employed. Data about (1) the individual's level of team identification with the Milwaukee Brewers, (2) the individual's level of interaction with the Milwaukee Brewers Facebook page, (3) the individual's beliefs about using the Milwaukee Brewers Facebook page and evaluations of those beliefs, (4) how the individual had heard about the Milwaukee Brewers Facebook page, and (5) reported past game attendance and frequency of merchandise purchase history and expected future game attendance and purchase of merchandise were gathered through a questionnaire. The relationships between independent variables and dependent variables were examined through partial correlations, GLM ANOVAs and multiple regression analyses.

The findings show significant, positive correlations for each scenario and all hypotheses were supported.

B. *Theoretical Contributions*

This research extends understandings of uses and gratifications theory, particularly the expectancy-value method, in several ways. First, the set of beliefs and evaluations designed for this study correlated positively with each other, consistent with Palmgreen and Rayburn's (1985) expectancy-value approach to uses and gratifications theory.

This approach proved to be very useful and effective in this study as a means to measure gratifications sought from the Milwaukee Brewers Facebook page, and also, as a way to be able to associate each measure with behavior intention to determine the magnitude of the association. Likewise, Palmgreen and Rayburn's (1985) "Expectancy-Value Typology of Media Motivations" (Figure 2) was also very useful to this study.

Further, by using these expectancy-value principles, the results of this study provide a practical application for marketing professionals. Advertisers can uncover a variety of opportunities. Chiefly, they can learn what features of a product (in this case, the Milwaukee Brewers Facebook page) to highlight in advertising, or what types of misperceptions they must combat with messaging.

Next, positive correlations were found between how frequently someone has heard about the Milwaukee Brewers Facebook page via various communication channels and how frequently one visits the page. Consistent with past uses and gratifications theory, which says that beliefs about attributes of a medium are formed in various ways, such as experience with the media and what they have heard via other communication channels, this study found that one's beliefs about what to expect by going to the

Milwaukee Brewers Facebook page are strongly correlated to their experience with the page, how involved they are with the page and how they have heard about it.

In relation to Wann's (2006c) Team Identification-Social Psychological Health model, this study adds to the body of research relating to both the antecedents to sport team identification and also, how new media, in particular, Facebook, impact, or at least interact with, team identification and consumption behavior. First, as previously noted, past research in sport team identification notes that there are three generally-accepted categories of antecedents to team identification: psychological, environmental and team-related. By evaluating a set of gratifications sought from the team Facebook page, derived from these categories of antecedents, plus two other gratifications as a discriminant function, and examining the correlations with team identification, the results of this study lend support to these categories as antecedents. Furthermore, as these antecedents had not had fixed measures in the past, this study has actually created reliable and valid measures for some of the concepts related to each category.

While directionality could not be established through this study to determine whether team identification is causative of using the Facebook page, or a potential effect of it, because the results of this study indicate that connecting with a team on Facebook also helps satisfy the same needs that lead individuals to identify with a team, it can be inferred that connecting with a team on Facebook likely has a positive impact on team identification, growing and reinforcing it in the individual.

In addition, the results of this study do indicate that there is a positive correlation between the intention to visit the Milwaukee Brewers Facebook page and team identification. Furthermore, fans who have been to the Milwaukee Brewers Facebook

page had higher levels of team identification than those who had not and, of those who had been there, those who were more involved with the page and visited it more frequently also had higher levels of identification with the team. Again, while directionality could not be established to determine whether team identification is causative of being more involved with the Facebook page, or is a potential effect of it, because results indicated that that connecting with a team on Facebook also helps satisfy the same needs that lead individuals to identify with a team, it can be inferred that becoming more involved with a team on Facebook likely has an even greater impact on team identification, growing and reinforcing it in the individual.

Finally, consistent with past team identification studies, this study found that team identification was positively correlated with both game attendance and frequency of merchandise purchase, meaning that those with higher levels of team identification are more likely to attend more games and make more frequent merchandise purchases. However, adding a new dimension to the body of research in team identification, this study also examined relationships between team identification, team Facebook usage and consumption behavior, where results indicated that team identification is a stronger predictor of game attendance than whether or not someone had ever visited the Milwaukee Brewers Facebook page and that team identification also accounted for more variance in game attendance. Yet, once someone has visited the Milwaukee Brewers Facebook page, the frequency of which one visits the page then becomes a stronger predictor of game attendance than team identification. While this study did not allow for exploring these relationships in greater depth, reasons for this might be such that those visiting the page more frequently are exposed to more special ticket offers for games, or

are simply keeping the team more top of mind when making purchasing decisions. However, in this model, team identification still accounts for more variance in game attendance than frequency of visiting the page.

C. *Practical Implications*

In addition to the aforementioned contributions to uses and gratifications and team identification theory, this study also has many practical implications for sports marketers and advertisers.

First, independent of team identification, this study found that 7% of the variance accounted for in game attendance and 5% of the variance accounted for in frequency of merchandise purchase can be attributed to using the Milwaukee Brewers Facebook page. Again, while directionality cannot be established through this study, this information is still useful to marketers as it clearly indicates that those fans who are visiting the Milwaukee Brewers Facebook page differ from the general fan population at large. Hence, these individuals can, and should, be marketed to differently. It is also apparent that it would be in the team's best interest to attract more fans to connect with the Milwaukee Brewers via the team's Facebook page and fortunately, through the uses and gratifications information gleaned from this study, Milwaukee Brewers sports marketers are now more equipped to do so.

For example, specific to the Milwaukee Brewers Facebook page, results indicated which beliefs about the outcomes of using the Milwaukee Brewers Facebook page were correlated with various communication channels. This information can be used by Milwaukee Brewers marketers to strengthen and refine messaging in the future. Furthermore, the results of this study also indicate which communication channels appear

to be the strongest when it comes to promotion of the Milwaukee Brewers Facebook page. This information can be used by Milwaukee Brewers marketers to determine where to place advertising in the future, or where it may not be as impactful.

In addition, by employing Palmgreen and Rayburn's (1985) expectancy-value approach to the various gratifications sought and utilizing their seeking and avoiding matrix (Figure 2), marketers can begin to discover which attributes people desire yet do not believe they will achieve by using the Milwaukee Brewers Facebook page, which might cause the individual to seek alternative ways of achieving the desired outcome; or, which attributes people do not desire, yet believe the Milwaukee Brewers Facebook page will provide, which might cause the individual to avoid using the Milwaukee Brewers Facebook page altogether. In the first instance, if the Milwaukee Brewers Facebook page is perceived as not possessing a certain desired attribute, sports marketers can choose to highlight that attribute in advertising for the Milwaukee Brewers Facebook page via the various communications channels previously discussed. Likewise, if the Milwaukee Brewers Facebook page does not possess the attribute, sports marketers can make attempts to change the page itself to incorporate the attribute.

In the second instance, if the Milwaukee Brewers Facebook page does possess the undesired attribute, sports marketers can make attempts to make changes to the page and also, take action to help change the perception in the marketplace via advertising for the page in various communications channels. Likewise, if the page does not possess the undesired attribute, sports marketers can make an attempt to "clear the air" through their advertising efforts as well.

A simple cross-tabulation of the condensed expectancy-value variables for each

attribute among those who had experience with the page provided several key insights for Milwaukee Brewers marketers (Table 15). First, when it comes to the team-related attribute of Parasocial Utility, it seems that almost 25% of the 179 respondents (44) noted that "interacting with Milwaukee Brewers players" would be a positive experience, yet believe that the Milwaukee Brewers Facebook page is unlikely to provide that for them. Similarly, 22 of the 179 respondents noted that "interacting with the Milwaukee Brewers organization" would be a positive experience, yet again believe this is something that the Milwaukee Brewers Facebook page does not currently provide. Whether or not the Milwaukee Brewers Facebook page currently provides these opportunities is technically irrelevant here, as a strong percentage of people seem to believe that the page does not provide them. Thus, it would be in the best interest of the Milwaukee Brewers to work on providing these opportunities (or increasing them) and subsequently, highlighting this in their advertising and communication efforts.

Next, when it comes to the psychological attribute of Expression, 32 of the 179 respondents believe that "identify(ing) (oneself) to others as a Brewers fan" is a positive thing, yet they do not believe this is something the Milwaukee Brewers Facebook page helps them to do. Likewise, 25 of the 179 respondents believe that "show(ing) others (their) support for the team" is a positive thing, yet they do not believe this is something the Milwaukee Brewers Facebook page helps them to do. Here again then, is an opportunity for Milwaukee Brewers marketers to 1) provide more ways for fans to be able to feel that connecting with the Milwaukee Brewers on Facebook helps them do these things—perhaps by offering ways to display Milwaukee Brewers-related photos and share specific Milwaukee Brewers-related content on the site and 2), to advertise

these benefits of using the page via specific communication channels which, results show, reinforce them.

Fortunately for the Milwaukee Brewers, very few people responded that the Milwaukee Brewers Facebook page was likely to provide an undesired or "bad" outcome, across all of the attributes surveyed, meaning that there is not really any concern of avoidance of the page among those who have actually had experience with the page itself. And, because the majority of these attributes were derived from the antecedents to sports team identification, these attributes have special significance to the fans in terms of their levels of team identification as well. Hence, it can also be inferred that there is also not really any danger of negatively impacting team identification through the team's Facebook page either.

Table 15. Expectancy-Value Typology Matrix
Outcomes of Using the Milwaukee Brewers Facebook Page

Note: Scales have been condensed from 7-point to 3-point scales for clarity. Cell values are frequencies.

Psychological 1: Belonging

Help me feel like I am part of a special group of Brewers fans	Bad	Neutral	Good
Unlikely	12	24	17
Neutral	4	14	27
Likely	2	19	70

Psychological 2a: Expression

Help me identify myself to others as a Brewers fan	Bad	Neutral	Good
Unlikely	4	16	32
Neutral	1	8	16
Likely	1	13	88

Psychological 2b: Expression

Help me show others my support for the team	Bad	Neutral	Good
Unlikely	2	7	25
Neutral	1	11	23
Likely	1	15	94

Environmental 1: Forum for Socialization

Help me socialize with other Brewers fans	Bad	Neutral	Good
Unlikely	17	30	15
Neutral	4	13	16
Likely	3	25	56

Environmental 2a: Interpersonal Utility

Give me access to information I can share with others	Bad	Neutral	Good
Unlikely	3	12	10
Neutral	2	11	12
Likely	3	16	110

Environmental 2b: Interpersonal Utility

Give me information that I can talk about with my friends	Bad	Neutral	Good
Unlikely	5	10	30
Neutral	1	9	25
Likely	5	13	106

Team-Related 1a: Parasocial Interaction

Help me interact with the Brewers players	Bad	Neutral	Good
Unlikely	7	26	44
Neutral	2	11	19
Likely	3	10	57

Team-Related 1b: Parasocial Interaction

Help me interact with the Brewers organization	Bad	Neutral	Good
Unlikely	6	13	22
Neutral	1	19	17
Likely	2	18	81

Team-Related 2a: Decisional Utility

Help me find information on promotions and special events	Bad	Neutral	Good
Unlikely	1	4	6
Neutral	0	4	11
Likely	4	15	134

Team-Related 2b: Decisional Utility

Provide me with exclusive offers on things like Brewers tickets and merchandise	Bad	Neutral	Good
Unlikely	2	5	17
Neutral	0	5	17
Likely	6	18	109

Other 1a: General Information-Seeking

Allow me to keep up with current events/issues that affect people like me	Bad	Neutral	Good
Unlikely	1	5	23
Neutral	1	4	23
Likely	3	13	106

Other 1b: General Information-Seeking

Give me official Brewers information	Bad	Neutral	Good
Unlikely	2	0	6
Neutral	0	2	11
Likely	2	17	139

Other 2a: Entertainment or Diversion

Be entertaining to me	Bad	Neutral	Good
Unlikely	2	7	18
Neutral	2	8	16
Likely	0	24	102

Other 2b: Entertainment or Diversion

Be a good way to pass the time	Bad	Neutral	Good
Unlikely	9	16	12
Neutral	1	19	13
Likely	0	33	76

n=179

D. Limitations

While the current study identifies some of the gratifications sought from the Milwaukee Brewers Facebook page and their relationship to Facebook usage and team identification, as well as additional relationships between Facebook usage, team identification and consumption behavior, there are certain limitations. Therefore, the present study should be inferred and generalized with caution.

A major shortcoming with this study is that because it did not allow for tracking respondents across time, it was impossible to note whether an individual's level of team identification is, in fact, strengthened by visiting or using the Milwaukee Brewers Facebook page, or whether individuals with higher levels of team identification are more likely to visit or use the Milwaukee Brewers Facebook page to begin with. Hence, although it is clear that individuals who visit and use the Milwaukee Brewers Facebook page have higher levels of identification with the team and attend more games and purchase merchandise more frequently, directionality could not ultimately be established in this study.

This study is also geographically limited to one Major League Baseball team and is confined to responses from a probability sample of those on the team's registered brewers.com email list. Although being a registered brewers.com user does not mean that the users have necessarily attended games or consumed merchandise in the past, these users are people who have already identified with the Milwaukee Brewers on some level, as they have opted to receive emails from the Club. Hence, those participating in the study may have already had higher identification levels with the team than other fans to begin with, as they have already opted to receive information from the team and have also

chosen to participate in the study by responding to the survey. Furthermore, a special ticket incentive of fifty percent off select Milwaukee Brewers games was offered to those completing the survey and it can be inferred again that one must have a moderate level of team identification to want to obtain this type of offer and attend a future game, which also might impact the consumption behavior data. However, since the results of this study still indicate marked differences between fans who are connected with the Milwaukee Brewers via Facebook and those who are not in regard to intended use of the team's Facebook page, team identification and consumption behavior, these items were not of major concern to the researcher in the end.

In addition, while this study addressed a number of gratifications sought (expectancy-value) from the Milwaukee Brewers Facebook page, there may be additional gratifications sought which were not addressed in this survey and hence, different relationships between these additional variables and sport team identification. Furthermore, this study examined how these particular gratifications sought (expectancy-value) from the Milwaukee Brewers Facebook page correlate with intent to visit the page, but did not investigate the relationship with individuals' intended intensity of use of the Facebook page, or level of involvement with the page (e.g., visiting the page more frequently, for a longer period of time, doing more things there, etc.). As noted, this would be useful in directing a follow-up study.

As there may be additional gratifications sought from the Milwaukee Brewers Facebook page, likewise, there may be other antecedents to beliefs about using the Facebook page that could impact beliefs of the likely outcomes of using that page which were also not addressed in this survey.

Finally, while the survey was able to measure fan's self-reported attendance at games in the past season and the number of games he or she intended to attend in the upcoming season, actual game attendance was not measured. A future study might look at appending an individual's actual purchase history to his or her survey data in order to obtain a clearer picture of game attendance as well as dollars spent with the team (although of course, in this respect, number of games is not entirely accurate in this scenario either, as it only accounts for those games an individual has purchased on record and does not take into account those he or she attended with friends or family who had made the purchase, or those purchases made with cash, or which were not attached to his or her account). Likewise, due to internal concerns regarding attaching monetary values to the merchandise consumption variables, this study is limited in that merchandise consumption is measured by how frequently one has purchased merchandise in the past season and how frequently one intends to purchase merchandise in the upcoming season. The wording of this question is, of course, open to interpretation by the individual as to what frequently means to him or her and the dollar amount spent is unknown.

E. *Future Research Direction*

As noted, one limitation of this study is that directionality could not be established in regard to level of team identification and use of a team's Facebook page. If possible, researchers may find it useful to develop a cross-sectional study which might establish time order, and therefore directionality, in order to uncover whether those with higher levels of team identification are drawn to a team's Facebook page or whether a team's Facebook page impact's one's level of team identification.

This study also examined how a set of gratifications sought (expectancy-value)

from the Milwaukee Brewers Facebook page correlate with intent to visit the page; examining how gratifications sought from a team's Facebook page correlate not only with intent to visit the page, but also with individuals' intended intensity of use of the Facebook page, or level of involvement with the page (e.g., visiting the page more frequently, for a longer period of time, doing more things there, etc.) may be worthwhile in a follow-up study.

Furthermore, one may consider investigating these research questions and hypotheses in relation to Azjen's *Theory of Planned Behavior* (1991), examining further in depth the many factors that go into performing a behavior such as purchasing a product, including one's ability to, and control over, the behavior, a sense of social normative pressures, and beliefs about the outcomes of doing so. For example, a question relating to a descriptive norm (i.e., "In your estimation, what percentage of Milwaukee Brewers fans with access to Facebook use the Milwaukee Brewers Facebook page?") and one question relating to an injunctive norm were also included in the survey (i.e., "Most Milwaukee Brewers fans I know would expect me to use the Milwaukee Brewers Facebook page" on a single 5-point Likert scale of strongly agree to strongly disagree). Although these measures did not enter the analyses, in future research, they may be useful as predictors of fans' evaluations for the psychological and environmental uses and gratifications variables, or possibly as direct predictors of intention to visit the Milwaukee Brewers Facebook page. The latter would be consistent with Ajzen's theory, which says that "Attitudes toward the behavior, subjective norms with respect to the behavior, and perceived control over the behavior are usually found to predict behavioral intentions with a high degree of accuracy" (1991, p. 206), just as the way in which the expectancy-

value measures currently employed in this study are also consistent with Azjen's theory.

Finally, one may attempt to replicate this study using different Major League Baseball teams, or perhaps teams from other sports leagues in order to compare results. It would also be useful to replicate this study using other social networks such as Twitter, or a newer medium such as Pinterest, in order to determine the relative impact a certain social network medium has in relation to team identification and consumption behavior.

REFERENCES

Azjen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes, 50*, 179-211.

Ashforth, B.E. and Mael, F. (1989). Social identity theory and the organization. *Academy of Management Review, 14*, 20-39.

Basil, M. D. and Brown, W.J. (2004). Magic Johnson and Mark McGwire: The power of identification with sports celebrities. In L.R. Kahle and C. Riley (Eds.). *Sports marketing and the psychology of marketing communication*. Mahwah, NJ: Lawrence Erlbaum Associates.

Boyd, D.M. and Ellison, N.B. (2008). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication, 13*, 210-230.

Branscombe, N.R. and Wann, D.L. (1991). The positive social and self-concept consequences of sport team identification. *Journal of Sport & Social Issues, 15*, 115-127.

Broughton, D. (2010, July 26). Survey: Social-media use builds fan avidity. *SportsBusiness Journal.* Retrieved from: http://www.sportsbusinessdaily.com/Journal/Issues/2010/07/20100726/This-Weeks-News/Survey-Social-Media-Use-Builds-Fan-Avidity.aspx.

Broughton, D. (2011, June 27). Survey spots social media trends among fans. *SportsBusiness Journal,* 9.

Charney, T. and Greenberg, B.S. (2002). Uses and gratifications of the internet. In Lin, C.A. & Atkin, D.J. (eds) *Communication, Technology and Society: Audience Adoption and Uses* (pp.379-407)*.* Cresskill, NJ: Hampton Press.

Dillman, D.A., Smyth, J.D. and Christian, L.M. (2009). *Internet, mail, and mixed-mode surveys: The tailored design method.* 3nd ed. Hoboken, NJ: John Wiley and Sons, Inc.

Facebook (2011, December 11). Timeline. Retrieved from http://www.facebook.com/press/info.php?factsheet.

Fisher, E. (2012, May 7). Research shows social media moves tickets. *SportsBusiness Journal,* 4.

Fisher, R.J. (1998). Group-derived consumption: The role similarity and attractiveness in identification with a favorite sports team. *Advances in Consumer Research, 25*, 283-288.

Fisher, R.J. and Wakefield, K. (1998). Factors leading to group identification: A field study of winners and losers. *Psychology and Marketing, 15,* 23-40.

Flanagin, A.J. and Metzger, M.J. (2001). Internet use in the contemporary media environment. *Human Communication Research, 27*(1), 153-181.

Fluss, D. (2011). Using social media for customer service is a strategic imperative. *CRM Magazine, December 2011,* 8.

Keyes, C.L.M. (1998). Social well-being. *Sport Psychology Quarterly, 61*, 121-140.

Kwon, H.H. and Armstrong, K.L. (2002). Factors influencing impulse buying of sport team licensed merchandise. *Sport Marketing Quarterly*, *11*(3), 151-163.

O'Dell, J. (2011, December 7). Why do people follow brands? *Mashable.com.* Retrieved from, http://mashable.com/2011/06/30/why-people-follow-brands/.

Palmgreen, P. and Rayburn, J.D., II. (1985). An expectancy-value approach to media gratifications. In Rosengren, K.E.et al. (eds.) *Media gratifications research: Current Perspectives* (pp. 61-72). Beverly Hills, CA: Sage.

Palmgreen, P., Wenner, L.A., and Rayburn, J.D., II. (1980). Relations between gratifications sought and obtained: A study of television news. *Communication Research*, *7*, 161-192.

Papacharissi, Zizi (2009). "Uses and Gratifications." In Stacks and Salwen (eds.) *An Integrated Approach to Communication Theory and Research* (2nd ed., pp. 137-152), New York, NY: Routledge.

Pew Internet and American Life Project. (2011.) *65% of online adults use social networking sites.* Retrieved from http://pewinternet.org/Reports/2011/Social-Networking-Sites.aspx.

Poynter, Ray (2008). Facebook: The future of networking with customers. *International Journal of Market Research, 50*(1), 11-12.

Quan-Haase, A. and Young, A.L. (2000). Uses and gratifications of social media: A comparison of Facebook and instant messaging. *Bulletin of Science Technology and Society, 30,* 350-361.

Raacke, J. and Bonds-Raacke, J. (2008). MySpace and Facebook: Applying the uses and gratifications theory to exploring friend-networking sites. *CyberPsychology and Behavior, 11*(2), 169-174.

Rayburn, J.D. II and Palmgreen, P. (1984). Merging uses and gratifications and expectancy-value theory. *Communication Research, 11*(4), 537-562.

Rubin, R., Palmgreen, P., and Sypher, H.W. (Eds.). (1994). Gratifications sought andobtained scales. In *Communication Research Measures: A Sourcebook*, New York, NY: Guilford.

Ruggiero, T. E. (2000). Uses and gratifications in the 21st Century. *Mass Communications & Society, 3*(1), 3-37.

Sheldon, P. (2008). Student favorite: Facebook and motives for its use. *Southwestern Mass Communication Journal*, *23*(2), 39-53.

Sloan, L.R. and Van Camp, D. (2008). Advances in theories of sports fans' motives: Fan personal motives and the emotional impacts of games and their outcomes. In L.W. Hugenberg, P. M. Haridakis, and Adam C. Earnheardt (Eds.), *Sports mania: Essays on fandom and the media in the 21st century* (pp. 129-157). Jefferson, NC: McFarland & Company, Inc.

Smith, G.J. (1988). The noble sports fan. *Journal of Sport & Social Issues, 12*, 54-65.

Stewart, B., Smith, A.C.T., and Nicholson, M. (2003). Sport consumer typologies: A critical review. *Sport Marketing Quarterly*, *12* (4), 206-216.

Sutton, W.A., McDonald, M.A., Milne, G.R., and Cimperman, J. (1997). Creating and fostering fan identification in professional sports. *Sports Marketing Quarterly, I* (1), 15-22.

Tajfel, H. and Turner, J.C. (1979) An integrative theory of intergroup conflict. In W.G. Austin and S. Worchel (Eds.), *The social psychology of intergroup relations* (pp.33-47). Monterey, CA: Brooks Cole.

Theodorakis, N.D., Wann, D.L., Carbalho, M. and Sarmento, P. (2010). Translation and initial validation of the Portuguese version of the Sport Spectator Identification Scale. *North American Journal of Psychology, 12*(1), 67-80.

Ulusu, Yesim. (2010). Determinant factors of time spent on Facebook: Brand community engagement and usage types. *Journal of Yasar University, 18*(5), 2949-2957.

Wann, D.L. (2006a). The causes and consequences of sport team identification. In A. Raney and J. Bryant (Eds.), *Handbook of Sports and Media* (pp. 331-352). Mahwah, New Jersey: Lawrence Erlbaum Associates, Inc.

Wann, D.L. (2006b). Examining the potential causal relationships between sport team identification and psychological well-being. *Journal of Sport Behavior, 29*(1), 79-95.

Wann, D.L. (2006c) Understanding the Positive Social Psychological Benefits of Sport Team Identification: The Team Identification-Social Psychological Health Model. *Group Dynamics: Theory, Research, and Practice, 10,* 272-296.

Wann, D.L., Bayens, C., and Driver, A. (2004). Likelihood of attending a sporting event as a function of ticket scarcity on team identification. *Sports Marketing Quarterly, 13*(4), 209-215.

Wann, D.L. and Branscombe, N.R. (1993). Sports fans: Measuring degree of identification with their team. *International Journal of Sport and Exercise Psychology, 24*, 1-17.

Wann, D.L., Martin, J., Grieve, F. G., and Gardner, L. (2008). Social connections at sporting events: Attendance and its positive relationship with state social psychological well-being. *North American Journal of Psychology, 10,* 229-238.

Wann, D. L, Melnick, M.J., Russell, G.W., and Pease, D.G. (2001). *Sport Fans: The psychology and social impact of spectators.* New York, NY: Routledge.

Wann, D.L. and Pierce, S. (2003). Measuring sport team identification and commitment: An empirical comparison of the Sport Spectator Identification Scale and the Psychological Commitment to Team Scale. *North American Journal of Psychology, 5*(3), 365-372.

Wann, D.L. and Pierce, S. (2005). The relationship between sport team identification and social well-being: Additional evidence supporting the Team Identification-Social Psychological Health Model. *North American Journal of Psychology, 7*(1), 117-124.

Wann, D.L. and Polk, J. (2007). The positive relationship between sport team identification and belief in the trustworthiness of others. *North American Journal of Psychology, 9*(2), 251-256.

Wann, D.L. and Weaver, S. (2009). Understanding the relationship between sport team identification and dimensions of social well-being. *North American Journal of Psychology, 11*(2), 219-230.

Wendkos, M. (2011, August 29). Teams can better reach fans by knowing what motivates them *SportsBusiness Journal*, 13.

Appendix A
Sport Spectator Identification Scale

Courtesy, D.L Wann via personal communication on October 5, 2010.

<u>Instructions</u>: Please list your favorite sport team on the line below (it can be from any sport at any level or an individual in an individual sport such as auto racing or figure skating). Please be very descriptive in your response (e.g., the Atlanta Braves Major League Baseball team).

Now, please answer the following questions based on your feelings for the team listed above. There are no "right" or "wrong" answers, simply be honest in your responses.

1.   How important to YOU is it that the team listed above wins?

Not important   1   2   3   4   5   6   7   8   Very
                                                                                                                                important

2.   How strongly do YOU see YOURSELF as a fan of the team listed above?

Not at all a fan   1   2   3   4   5   6   7   8   Very
                                                                                                                                much a fan

3.   How strongly do your FRIENDS see YOU as a fan of the team listed above?

Not at all a fan   1   2   3   4   5   6   7   8   Very
                                                                                                                                much a fan

4.   During the season, how closely do you follow the team listed above via ANY of
        the following: a) in person or on television, b) on the radio, c) television news
        or a newspaper, or d) the Internet?

        Never   1   2   3   4   5   6   7   8   Almost
                                                                                                                        everyday

5.   How important is being a fan of the team listed above to YOU?

Not important   1   2   3   4   5   6   7   8   Very
                                                                                                                                important

6.   How much do you dislike the greatest rivals of the team listed above?

Do not dislike   1   2   3   4   5   6   7   8   Dislike
                                                                                                                                very much

7.   How often do YOU display the team's name or insignia at your place of work, where you live, or
        on your clothing?

        Never   1   2   3   4   5   6   7   8   Always

Appendix B
Sport Spectator Identification Scale:
Adapted for the Milwaukee Brewers Baseball Club

<u>Instructions</u>: Please answer the following questions based on your feelings for the **Milwaukee Brewers Baseball Club**. There are no "right" or "wrong" answers, simply be honest in your responses.

1.   How important to YOU is it that the Milwaukee Brewers win?

Not important   1   2   3   4   5   6   7   8   Very important

2.   How strongly do YOU see YOURSELF as a fan of the Milwaukee Brewers?

Not at all a fan   1   2   3   4   5   6   7   8   Very much a fan

3.   How strongly do your FRIENDS see YOU as a fan of the Milwaukee Brewers?

Not at all a fan   1   2   3   4   5   6   7   8   Very much a fan

4.   During the season, how often do you follow the Milwaukee Brewers via ANY of the following: a) in person or on television, b) on the radio, c) television news or a newspaper, or d) the Internet?

        Never   1   2   3   4   5   6   7   8   Almost everyday

5.   How important is being a fan of the Milwaukee Brewers to YOU?

Not important   1   2   3   4   5   6   7   8   Very important

6.   How much do you dislike the greatest rivals of the Milwaukee Brewers?

Do not dislike   1   2   3   4   5   6   7   8   Dislike very much

7.   How often do YOU display the Milwaukee Brewers name or insignia at your place of work, where you live, or on your clothing?

        Never   1   2   3   4   5   6   7   8   Always

Table 16. Descriptive Information: Sport Spectator Information Scale (Team Identification Measures)

Scale *Note: Possible range of each measure is 1 to 8.*	Mean	Standard Deviation
Q1. How important to you is it that the Milwaukee Brewers win?	6.91	1.18
Q2. How strongly do you see yourself as a fan of the Milwaukee Brewers?	7.20	1.20
Q3. How strongly do your friends see you as a fan of the Milwaukee Brewers?	6.71	1.47
Q4. During the season, how often do you follow the Milwaukee Brewers via any of the following: a) in person or on television, b) on the radio, c) television news or a newspaper, or d) the Internet?	7.27	1.14
Q5. How important is being a fan of the Milwaukee Brewers to you?	6.67	1.41
Q6. How much do you dislike the greatest rivals of the Milwaukee Brewers?	5.52	2.10
Q7. How often do you display the Milwaukee Brewers name or insignia at your place of work, where you live, or on your clothing?	5.60	1.86
Team Identification Summated Scale (without Q4.), alpha .83	38.61	6.97

n=571

Appendix C
Expectancy-Value Measures of Gratifications Sought
from Team Facebook Interaction

PSYCHOLOGICAL MOTIVES
Psychological Need 1: Sense of Belonging/Affiliation/Inclusion
Expectancy Psych 1:
Visiting the Brewers Facebook page will help me feel like I am part of a special group of Brewers Fans. *(-3 very unlikely to +3 very likely)*

Evaluation Psych 1:
For me, feeling like I am a part of a special group of Brewers fans is… *(-3 extremely bad to +3 extremely good)*

Psychological Need 2: Expression
Expectancy Psych 2:
Visiting the Brewers Facebook page will help me identify myself to others as a Brewers fan.*(-3 very unlikely to +3 very likely)*
Visiting the Brewers Facebook page will help me show others my support for the team. *(-3 very unlikely to +3 very likely)*
Evaluation Psych 2:
For me, identifying myself as a Brewers fan to others is….*(-3 extremely bad to +3 extremely good)*
For me, showing others my support for the Brewers is….*(-3 extremely bad to +3 extremely good)*

ENVIRONMENTAL MOTIVES
Environmental Need 1: Forum for Socialization
Expectancy Envir 1:
Visiting the Brewers Facebook page will help me socialize with other Brewers fans. *(-3 very unlikely to +3 very likely)*
Evaluation Envir 1:
For me, socializing with other Brewers fans is… *(-3 extremely bad to +3 extremely good)*

Environmental Need 2: Interpersonal Utility
Expectancy Envir 2:
Visiting the Brewers Facebook page will give me access to information that I can share with others. *(-3 very unlikely to +3 very likely)*
Visiting the Brewers Facebook page will give me access to information that I can talk about with my friends. *(-3 very unlikely to +3 very likely)*
Evaluation Envir 2:
For me, access to Brewers information that I can share with others is…*(-3 extremely bad to +3 extremely good)*
For me, access to Brewers information that I can talk about with my friends is…*(-3 extremely bad to +3 extremely good)*

TEAM-RELATED MOTIVES
Team-Related Need 1: Parasocial Interaction .
Expectancy TR 1:
Visiting the Brewers Facebook page will help me interact with Brewers players. *(-3 very unlikely to +3 very likely)*
Visiting the Brewers Facebook page will help me interact with the Brewers organization. *(-3 very unlikely to +3 very likely)*
Evaluation TR 1:
For me, interacting with Brewers players is…*(-3 extremely bad to +3 extremely good)*
For me, interacting with the Brewers organization is…*(-3 extremely bad to +3 extremely good)*

Team-Related Need 2: Decisional Utility
Expectancy TR 2:
Visiting the Brewers Facebook page will help me find information on promotions and events.*(-3 very unlikely to +3 very likely)*
Visiting the Brewers Facebook page will provide me with exclusive offers on things like tickets and merchandise. *(-3 very unlikely to +3 very likely)*
Evaluation TR 2:
For me, obtaining information on Brewers promotions and special events is…*(-3 extremely bad to +3 extremely good)*
For me, obtaining exclusive offers on things like Brewers tickets and merchandise is *(-3 extremely bad to +3 extremely good)*

"OTHER" MOTIVES
Other Need 1: General Information-Seeking
Expectancy Other 1:
Visiting the Brewers Facebook page will allow me to keep up with current events/issues that affect people like me. *(-3 very unlikely to +3 very likely)*
Visiting the Brewers Facebook page will give me official Brewers information. *(-3 very unlikely to +3 very likely)*
Evaluation Other 1:
For me, keeping up with current events/issues that affect people like me is…*(-3 extremely bad to +3 extremely good)*
For me, getting official Brewers information is…. *(-3 extremely bad to +3 extremely good)*

Other Need 2: Entertainment or Diversion
Expectancy Other 2:
Visiting the Brewers Facebook page would be entertaining to me.
(-3 very unlikely to +3 very likely)
Visiting the Brewers Facebook page would be a good way to pass time.
(-3 very unlikely to +3 very likely)
Evaluation Other 2:
For me, using the internet as a source of entertainment is…*(-3 extremely bad to +3 extremely good)*
For me, using the internet to pass time is…*(-3 extremely bad to +3 extremely good)*

Appendix D
Survey Conducted with Turnkey Sports
on behalf of the Milwaukee Brewers Baseball Club
March 2012

Subject line: Brewers Research Survey
Sent from email address: promotions@brewers.com

Dear [First Name]:

In an effort to continue providing the highest level of service to our fans and to make sure we are reaching those who enjoy coming out to Brewers games at Miller Park, we'd like to get feedback from you regarding some of our marketing efforts.

Please take a moment to complete our survey. It should take approximately 7-10 minutes to complete. Your responses and suggestions will allow us to make enhancements in the future.

As a thank you for completing this survey, you will receive a special ticket offer for select April and May games during the 2012 season. You will be directed to a special offer page once the survey is completed.

Please note that your responses are strictly anonymous and your participation is completely voluntary. By completing the survey, you are indicating that you are over the age of 18 and are also giving your permission for us to use your anonymous responses at professional meetings and in research publications.

Thank you for your time and we hope you enjoy the remainder of the baseball off season—Opening Day is only 23 days away!

Please click on the survey link <u>here</u>.

Sincerely,
Brewers Marketing Department

[Message] Please take a moment to complete our survey regarding some of our marketing efforts. It should take approximately 7-10 minutes to complete. Your responses and suggestions will allow us to make enhancements for years to come. Thank you for your time!

PAGE

[Message] Please answer the following questions based on your feelings for the Brewers.

[RANDOMIZE Q1-7]
1. How important to you is it that the Brewers win?
1- Not Important
2
3
4
5
6
7
8 - Very Important

2. How strongly do you see yourself as a fan of the Brewers?
1- Not at all a fan
2
3
4
5
6
7
8 - Very much a fan

PAGE

3. How strongly do your friends see you as a fan of the Brewers?
1- Not at all a fan
2
3
4
5
6
7
8 - Very much a fan

4. During the season, how often do you follow the Brewers via any of the following a) in person or on television, b) on the radio, c) television news or a newspaper, or d) the internet?
1- Never
2
3
4
5
6
7
8 - Almost everyday

PAGE

5. How important is being a fan of the Brewers to you?
1- Not Important
2
3
4
5
6
7
8 - Very Important

6. How much do you dislike the greatest rivals of the Brewers?
1- Do not dislike
2
3
4
5
6
7
8 - Dislike very much

7. How often do you display the Brewers name or logo at your place of work, where you live or on your clothing?
1- Never
2
3
4
5
6
7
8 - Always

PAGE

8. Do you have a Facebook account?
Yes
No

PAGE

[Message] *The Brewers have a Facebook page that is separate from the brewers.com internet site. This page is accessible to both those with and without Facebook accounts.*

9. Have you ever been to the Brewers Facebook page?
Yes
No **SKIP TO Q19**
Unsure   **SKIP TO Q19**

PAGE

10. How often do you usually visit the Brewers official Facebook page during the baseball season?
Several times a day
Daily
Several times a week
Weekly
Several times a month
Monthly
Less than once a month

11. How often do you usually visit the Brewers official Facebook page during the offseason?
Several times a day
Daily
Several times a week
Weekly
Several times a month
Monthly
Less than once a month

PAGE

[Message] The following are comments that some people have made about what they feel whenever they go to the Brewers Facebook page. For each one, please indicate how likely it is that you would have the same feeling by going to the Brewers Facebook page.

12. For me, visiting the Brewers Facebook page would... **[RANDOMIZE]**

	Very Unlikely						Very Likely
Help me feel like I am part of a special group of Brewers fans.							
Help me identify myself to others as a							

Brewers fan.							
Help me show others my support for the team.							
Give me access to information I can share with others.							
Give me access to information that I can talk about with my friends.							
Help me socialize with other Brewers fans.							
Help me to interact with Brewers players.							
Help me to interact with the Brewers organization.							
Help me find information on promotions and special events.							
Allow me to keep up with current events/issues that affect people like me.							
Provide me with exclusive offers on things like tickets and merchandise.							
Give me official Brewers information.							
Be entertaining to me.							
Be a good way to pass time.							

PAGE

[Message] There are different ways that users of Facebook can interact with the Brewers on the network.

13. Which of the following best describes the way you interact with the Brewers on Facebook?
I "Like" them on Facebook, but only look at posts in my news feed
I "Like" them on Facebook, but only visit the Brewers official Facebook page
I "Like" them on Facebook, read in news feed and visit the Brewers official Facebook page
I do not actively "Like" them on Facebook, but I visit the official Facebook page. **SKIP Q14H-J**

PAGE

14. How often do you engage in the following activities **with the Brewers on Facebook**?

	Frequently	Sometimes	Rarely	Never
Click on links in posts				

Follow updates				
Read stories				
Watch videos				
View photos				
Purchase tickets via a special offer				
Enter a contest/sweepstakes				
"Like" posts, photos or videos				
Comment on posts, photos or videos				
Answer questions/polls or quizzes				

PAGE

15. How **IMPORTANT** is it to you to have the following elements from the Brewers on Facebook?

	5 – Very important	4	3 - Somewhat important	2	1 - Not at all important	N/A
Game coverage						
Event updates						
Special ticket offers						
Merchandise discounts						
Miller Park concession offers						
Exclusive content						
Breaking news						
Overall number of posts						
Ability to interact with the Brewers						
Frequency of posts						
Ability to interact with other Brewers fans						

PAGE

16. How **SATISFIED** are you with the following elements from the Brewers on Facebook?

	5 - Extremely satisfied	4	3 - Somewhat satisfied	2	1 - Not at all satisfied	N/A
Game coverage						
Event updates						
Special ticket offers						
Merchandise discounts						
Miller Park concession offers						
Exclusive content						
Breaking news						
Overall number of posts						
Ability to interact with the						

Brewers					
Frequency of posts					
Ability to interact with other Brewers fans					

PAGE

17. Which of the following would you like to see more of from the Brewers on Facebook? (Please select all that apply.) **[RANDOMIZE]**
Game coverage
Event updates
Special ticket offers
Merchandise discounts
Miller Park concession offers
Exclusive content
Breaking news
Overall number of posts
Frequency of posts
Other (Please specify) **[STATIC]**
None of the above **[STATIC]**

18. **[Message]** If you have any comments about the Brewers presence on Facebook, or suggestions for improvement, please share them with us in the space below.

PAGE

[Message] The following questions represent ways that people could hear about the Brewers Facebook page.

19. As well as you can remember, how often, if ever, have you heard about the Brewers Facebook page each of through these channels?

	Frequently	Sometimes	Rarely	Never
Print advertisements				
Radio or TV broadcasts				
At a Brewers game				
From friends				
From family				
Outdoor billboard				
Brewers.com or Email				
Other Facebook page				
Other online source				

20. In your estimation, about what percentage of Brewers fans with internet access use the Brewers Facebook page?
[Fill in Percent]

[Message] Please indicate whether you agree or disagree with the following statement.

21. Most Brewers fans I know would expect me to use the Brewers Facebook page.
Strongly Agree
Agree
Feel Neutral
Disagree
Strongly Disagree

22. We realize that not everyone might want to do so, but how often do you think you might visit the Brewers Facebook page during the upcoming baseball season?
Frequently
Sometimes
Rarely
Never

PAGE
23. Please rate your feelings on the following: **[RANDOMIZE]**

	Very Bad			Neither Good nor Bad			Very Good
For me, feeling like I am part of a special group of Brewers fans is…							
For me, identifying myself to others as a Brewers fan is…							
For me, showing others my support for the Brewers is…							
For me, access to Brewers information I can share with others is...							
For me, access to Brewers information that I can talk about with my friends is...							
For me, socializing with other Brewers fans is...							
For me, interacting with Brewers players is...							
For me, interacting with the Brewers organization is…							
For me, obtaining information on Brewers promotions and special events is…							
For me, obtaining exclusive offers on things like Brewers tickets and merchandise is...							
For me, keeping up with current events/issues that affect people like me is…							

For me, getting official Brewers information is…							
For me, using the internet as a source of entertainment is….							
For me, using the internet to pass time is…							

PAGE

24. Approximately how many Brewers home games did you attend **LAST season** (2011)?
None
1-5
6-10
11-15
16-20
21-30
31-40
41+

25. Approximately how many Brewers home games do you **plan to attend this coming season**(2012)?
None
1-5
6-10
11-15
16-20
21-30
31-40
41+

PAGE

26. How frequently, if at all, did you purchase Brewers-related merchandise (t-shirts, jerseys, posters, etc.) **LAST season** (2011)?
Frequently
Sometimes
Rarely
Never

27. How likely are you to purchase any Brewers related merchandise (t-shirts, jerseys, posters, etc.) **this coming season** (2012)?
Very Likely
Somewhat Likely
Somewhat Unlikely
Very Unlikely

PAGE

[Message] Now, we have several demographic questions to ask you for classification purposes.

28. What is your gender? **[DROPDOWN LIST; Display 'Select Response] [NOT REQUIRED]**
Male
Female

Prefer not to answer

29. Which of the following categories includes your annual household income? **[DROPDOWN LIST; Display 'Select Response] [NOT REQUIRED]**
Less than $25,000
$25,000 - $49,999
$50,000 - $74,999
$75,000 - $99,999
$100,000 - $149,999
$150,000 - $199,999
$200,000 or more
Prefer not to answer

30. What is your age? **[DROPDOWN LIST; Display 'Select Response] [NOT REQUIRED]**

31. What is your zip code? **[OPEN TEXT BOX] [NOT REQUIRED]**

PAGE

Thank you for your time! The Milwaukee Brewers Baseball Club appreciates your feedback and support.

END OF SURVEY

Appendix E
Descriptive Statistics

Table 17. Descriptive Statistics

Variable	Mean	Standard Deviation
Past Visit Scale Items (n=179)		
Q10. Frequency of visiting the Brewers Facebook page during the season (1=Less than once/month; 7=Several times/day)	3.55	1.74
Q11. Frequency of visiting the Brewers Facebook page during the offseason (1=Less than once/month; 7=Several times/day)	2.54	1.56
Facebook Involvement Scale Items (n=179)		
Q14a. Frequency of clicking on links in Brewers Facebook posts (1=Never; 4=Frequently)	3.03	.75
Q14b. Frequency of following Brewers updates on Facebook (1=Never; 4=Frequently)	3.31	.79
Q14c. Frequency of reading Brewers stories on Facebook (1=Never; 4=Frequently)	3.22	.70
Q14d. Frequency of watching Brewers videos on Facebook (1=Never; 4=Frequently)	2.73	.81
Q14e. Frequency of viewing Brewers photos on Facebook (1=Never; 4=Frequently)	2.98	.81
Q14f. Frequency of purchasing Brewers tickets via a special offer on Facebook (1=Never; 4=Frequently)	2.55	.98
Q14g. Frequency of entering a Brewers contest or sweepstakes on Facebook (1=Never; 4=Frequently)	2.59	.99
Q14h. Frequency of "Like"-ing Brewers posts, photos or videos on Facebook (1=Never; 4=Frequently)	2.86	.88
Q14i. Frequency of commenting on Brewers posts, photos or videos on Facebook (1=Never; 4=Frequently)	2.34	.86
Q14j. Frequency of answering Brewers questions, polls or quizzes on Facebook (1=Never; 4=Frequently)	2.47	.87
Communication Scale Items (n=571)		
Q19a. Frequency of hearing about the Brewers Facebook page via print advertisements (1=Never; 4=Frequently)	2.05	1.32
Frequency of hearing about the Brewers Facebook page via Radio or TV broadcasts (1=Never; 4=Frequently)	2.32	1.33
Q19c. Frequency of hearing about the Brewers Facebook page at a Brewers game (1=Never; 4=Frequently)	2.33	1.33
Q19d. Frequency of hearing about the Brewers Facebook page from friends (1=Never; 4=Frequently)	2.01	1.31
Q19e. Frequency of hearing about the Brewers Facebook page from family (1=Never; 4=Frequently)	1.91	1.29
Q19f. Frequency of hearing about the Brewers Facebook page via outdoor billboards (1=Never; 4=Frequently)	1.93	1.32
Q19g. Frequency of hearing about the Brewers Facebook page via brewers.com or e-mail (1=Never; 4=Frequently)	2.45	1.29
Q19h. Frequency of hearing about the Brewers Facebook page via another Facebook page (1=Never; 4=Frequently)	2.00	1.27
Q19i. Frequency of hearing about the Brewers Facebook page via another online source (1=Never; 4=Frequently)	2.03	1.31
Game Attendance Scale (n=571)		
Q24. Number of Brewers home games attended in 2011 (1=None; 8=41+)	3.72	1.59
Q25. Number of Brewers home games planning on attending in 2012 (1=None; 8=41+)	3.82	1.57
Merchandise Purchase Scale (n=571)		
Q26. Frequency of purchasing Brewers merchandise in 2011 (1=Never; 4=Frequently)	2.91	.73
Q27. Intended frequency of purchasing Brewers merchandise in 2012 (1=Never; 4=Frequently)	3.2	.80
Demographics (n=571)		
Q28. Sex (Male=1, Female=2)	1.41	.492
Q30. Age	40.80	12.80
Q29. Income (1=less than $25,000; 7=$200,000+)	3.85	1.46
Other		
Q9. Have you ever been to the Brewers Facebook page? (No=1, 2=Unsure, 3=Yes)	1.68	.92
Q22. Intent to visit the Brewers Facebook page (1=Never; 4=Frequently)	2.41	1.05

Table 18. Descriptive Information: Expectancy-Value Measures and Scales

Scale *Note: Possible range of each multiplied measure is -9 to +9.*	Alpha	Mean	Standard Deviation
Psychological Need 1: Belonging	N/A		
Psychological 1: Belonging		1.53	3.37
Help me feel like I am part of a special group of Brewers fans			
Psychological Need 2: Expression	**.794**	2.05	3.85
Psychological 2a: Expression		1.74	4.33
Help me identify myself to others as a Brewers fan			
Psychological 2b: Expression		2.37	4.12
Help me show others my support for the team			
Environmental Need 1: Forum for Socialization	N/A		
Environmental 1: Forum for Socialization		1.19	2.97
Help me socialize with other Brewers fans			
Environmental Need 2: Interpersonal Utility	**.86**	2.50	3.52
Environmental 2a: Interpersonal Utility		2.74	3.80
Give me access to information I can share with others			
Environmental 2b: Interpersonal Utility		2.25	3.73
Give me information that I can talk about with my friends			
Team-Related Need 1: Parasocial Interaction	**.82**	1.22	3.64
Team-Related 1a: Parasocial Interaction		.73	4.22
Help me interact with the Brewers players			
Team-Related 1b: Parasocial Interaction		1.70	3.66
Help me interact with the Brewers organization			
Team-Related Need 2: Decisional Utility	**.79**	3.57	3.77
Team-Related 2a: Decisional Utility		3.93	3.86
Help me find information on promotions and special events			
Team-Related 2b: Decisional Utility		3.23	4.40
Provide me with exclusive offers on things like Brewers tickets and merchandise			
Other Need 1: General Information-Seeking	**.73**	3.08	3.39
Other 1a: General Information-Seeking		2.21	3.76
Allow me to keep up with current events/issues that affect people like me			
Other 1b: General Information-Seeking		3.96	3.88
Give me official Brewers information			
Other Need 2: Entertainment or Diversion	**.80**	2.11	3.28
Other 2a: Entertainment or Diversion		2.31	3.71
Be entertaining to me			
Other 2b: Entertainment or Diversion		1.92	3.47
Be a good way to pass the time			

n=179