

NBA Sport Fandom Survey

My name is Yahui Zhang and I am an Advertising master student at the University of Texas at Austin. By answering this questionnaire you will help me realizing my final thesis. This survey aims at understanding sport fandom and social media. Please read each question or statement carefully and try to answer all questions honestly and to your best knowledge. It takes on average 5 minutes of your time. Your answers will be treated confidentially and only for this research. I greatly appreciate your help!

Q1 In general, how often do you follow sports games or box scores using the following media?

	Never (1)	Rarely (2)	Sometimes (3)	Quite Often (4)	Very Often (5)
TV (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Newspapers (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Media (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radio (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q2 In general, what is your primary source for sports games?

- ☐ None (1)
- ☐ TV (2)
- ☐ Newspapers (3)
- ☐ Internet (4)
- ☐ Radio (5)

Q3 In general, what is your primary source for (Non-game) sports content ?

- ☐ None (1)
- ☐ TV (2)
- ☐ Newspapers (3)
- ☐ Internet (4)
- ☐ Radio (5)

Q4 Which forms of social media do you use? (Check all that apply)

- ☐ Facebook (1)
- ☐ Twitter (2)
- ☐ YouTube (3)
- ☐ Fans Forums (4)
- ☐ Instagram (5)
- ☐ Snapchat (6)

Q5 How many hours a day do you spend on social media?

- ☐ 0 hours (1)
- ☐ 1-4 hours (2)
- ☐ 5-10 hours (3)
- ☐ 11-15 hours (4)
- ☐ 16+ hours (5)

Q6 Do you use social media for sport purposes? E.g. keeping up to date with scores, following sports people on Facebook, Twitter?

- ☐ Yes (1)
- ☐ No (2)

Condition: Yes Is Selected. Skip To: In what way do you use social media f....Condition: No Is Selected. Skip To: Do you follow the NBA team you suppor....

Q7 In what way do you use social media for sport purposes?

- ☐ To check sport news (1)
- ☐ Look at live scores (2)
- ☐ Follow professional sports people (3)
- ☐ Interact with professional sports people (4)

Q8 Do you follow the NBA team you support on any form of social media?

- ☐ Yes (1)
- ☐ No (2)

Q9 Do you follow any NBA players you support on any form of social media?

- ☐ Yes (1)
- ☐ No (2)

Q10 Do you believe the relationship between fans and professional athletes has changed since the emergence of social media?

- ☐ Yes (1)
- ☐ No (2)

Q11 How often do you use social media to check the most up to date and breaking news in the world of NBA?

- ☐ Never (1)
- ☐ Rarely (2)
- ☐ Occasionally (5)
- ☐ Frequently (6)
- ☐ Always (7)

Q12 Have you seen a crisis occur within your favorite NBA team or players due to a misuse in social media by either the players or the club itself?

- ☐ Yes (1)
- ☐ No (2)

Q13 Sport fandom scale

[illegible]

Q14 Sport Spectator Identification Scale (SSIS) (On a scale 1-8)

[illegible]

[illegible]

Q19 Instructions: The following are reasons that can drive individuals to watch and attend sports games. By "sports games", we mean competitive between sport teams at the college or the professional level in any type of sport. Please read each statement, and then choose your answer. Responses range from Strongly Disagree to Strongly Agree. Responses are confidential. One Of My Reasons To Watch And Attend Sport Games is...

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
1. to spend quality time with my friends and family (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. to seek excitement and stimulation. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. to get away from my everyday routine. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. to increase my self-esteem. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. to occupy my free time. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. to be in a friendly environment of the games. (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. the beauty and grace of the game (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. just to keep me busy or occupied. (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. to be with other people. (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. the	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

opportunity to forget about my problems. (12)					
11. because I care about sport games. (14)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. because I am bored of other things in life. (15)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. to interact with others. (16)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. to have a good time. (17)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. to avoid the hustle and the bustle of daily activities. (18)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. to relax. (19)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. the high level of skills shown by players or athletes. (20)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18. to make me feel good. (21)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19. to kill time. (22)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20. to be entertained. (24)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
21. to relieve stress and tension. (27)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
22. to use it as a form of	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

recreations. (28)					
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Q20 My gender is

- ☐ Male (1)
- ☐ Female (2)

Q21 My age is_____

Q22 I am ____

- ☐ African American (1)
- ☐ Asian (2)
- ☐ Caucasian (3)
- ☐ Hispanic (4)
- ☐ Native American (5)
- ☐ Would rather not say (6)

Q23 which year are you in college?

- ☐ Freshmen (1)
- ☐ Sophomore (2)
- ☐ Junior (3)
- ☐ Senior (4)
- ☐ Graduate student (5)
- ☐ Other (6)

Q24 My work hours (after school work) per week are

- ☐ None (1)
- ☐ 20 hours or less (2)
- ☐ 21-30 hours (3)
- ☐ 31-40 hours (4)
- ☐ 41 hours or more (5)

Q25 How much free time do you have daily, after work or school?

- ☐ None (1)
- ☐ 1-2 hours (2)
- ☐ 3-4 hours (3)
- ☐ 5-6 hours (4)
- ☐ 7 hours or more (5)

Q26 My grade point average (GPA) is

- ☐ 3.75 or higher (1)
- ☐ 2.75-3.74 (2)
- ☐ 1.75-2.74 (3)
- ☐ 1.74 or less (4)

Q27 My parents' household income is about?

- ☐ Under \$10,000 (1)
- ☐ \$10,000 - \$19,999 (2)
- ☐ \$20,000 - \$29,999 (3)
- ☐ \$30,000 - \$39,999 (4)
- ☐ \$40,000 - \$49,999 (5)
- ☐ \$50,000 - \$74,999 (6)
- ☐ \$75,000 - \$99,999 (7)
- ☐ \$100,000 - \$150,000 (8)
- ☐ Over \$150,000 (9)
- ☐ Would rather not say (10)