

“Big Brother” and Big Data: How Analytics Can Work for and Against Athletes

Today, sport teams, leagues, and individual athletes have access to a substantial amount of data through camera tracking systems that monitor on-court movements (e.g., SportVU) and biometric tracking devices that monitor player effort, mechanics, and performance (e.g., OptimEye, Statcast). In this article, the author presents the negative impacts that a team’s use of big data can have on athletes and the ways in which athletes can use analytics to their advantage. Athletes may have concerns over the type of information collected, a team’s efforts to examine the relationships among variables, and the ways in which this information could be applied to personnel and salary decisions. On the other hand, big data afford athletes the opportunity to embrace the “quantified self” and take advantage of analytics. Athletes can use data to improve performance and provide sport agents with information to be used in contract negotiations. This article could be useful to academics interested in the legal issues associated with big data as well as sociological researchers concerned with the equity issues created by increasing reliance on big data.

Baerg, A. (2017). Big data, sport, and the digital divide: Theorizing how athletes might respond to big data monitoring. *Journal of Sport and Social Issues*, 41, 3–20. doi:[10.1177/0193723516673409](https://doi.org/10.1177/0193723516673409)

Student Mentoring

Mentoring sport management students is an important duty of sport management academicians and practitioners. This research endeavored to heighten the comprehension of mentoring by offering an analysis of variables that may impact satisfaction with an Internet (virtual) practitioner–student mentoring relationship. Five independent variables were examined in the study: networking to find a mentor, trust in the mentor, self-disclosure to the mentor, role modeling by the mentor, and program understanding. These variables were selected because the mentoring literature suggests their potential relationship with mentoring relationship satisfaction. The results indicated that mentoring relationship satisfaction was positively related with networking to find a mentor, trust in the mentor, protégé self-disclosure, protégé understanding of the objectives of the mentoring program, the degree to which the protégé viewed the mentor as a role model, and the amount of self-disclosure the protégé provided the mentor. Finally, the results revealed that female protégés conveyed a better grasp of the mentoring

program objectives than did male protégés. Several pedagogical implications emerged from the study. First, when a mentoring program is instituted, student protégés should play an active role in choosing their mentor. Second, protégés should be encouraged to share information about their thoughts, feelings, and experiences. Third, protégés as well as mentors should take steps to build a trusting relationship by identifying interests and objectives they may have in common. Thus, for sport management mentors to develop a positive relationship, protégés should be encouraged to choose mentors with whom they have common interests. Alternatively, when mentors are assigned, protégés should be provided input into the matching process to promote the discovery of common ground.

Bear, S., & Jones, G. (2017). Students as protégés: Factors that lead to success. *Journal of Management Education*, 41(1), 146–168. doi:[10.1177/1052562916658688](https://doi.org/10.1177/1052562916658688)

The Role of Travel Conditions in Cycling Tourism: Implications for Destination and Event Managements

The number of endurance sport events geared toward individual consumption (e.g., running, cycling, and triathlons) have grown significantly over the past decade, leading to a great level of competition within the marketplace. As the popularity of these events continues to increase, researchers focus on the various aspects participants associate with the experience, as well as destination attractiveness and selection. However, scant research is available acknowledging the variability within travel behavior that may influence perceptions and behaviors. The travel conditions conceptual model and the active sport event travel career served as a foundation for this investigation in which the authors evaluated cyclists who travel to participate in events. Various websites and organizations were used to sample 1,452 participants for this investigation. Results indicated the distance traveled and their travel partner influenced participants’ event, destination, and travel-style preferences. When traveling with a noncompetitor, the participants indicated the variety of entertainment, attractions, and activities was of greater importance compared to those traveling with other competitors. Therefore, depending on the type of participant the event attracts (avid or highly competitive compared to casual), the destination may not be as important, and opportunities to leverage the event to enhance tourist activity may be limited.

Buning, R.J., & Gibson, H.J. (2016). The role of travel conditions in cycling tourism: Implications for destination and event management. *Journal of Sport &*

Tourism, 20, 175–193. doi:[10.1080/14775085.2016.1155474](https://doi.org/10.1080/14775085.2016.1155474)

NFL Fan and Hometown Identification

Previous research has explored the loyalty of hometown fans, but little empirical data exist on what happens if a hometown fan moves to another city. This research sought to understand the factors that impact displaced fans' identification with their hometown team. A sample of 364 displaced National Football League (NFL) fans that grew up and were fans of the NFL team in their hometown but now reside elsewhere took part in an online survey. The 32-item survey included question-related points of attachment that captured team, community, and hometown identifications and current media use. The results demonstrated that individuals who remain highly identified with their hometowns and take advantage of social media and streaming reported higher hometown team identification. This work can assist managers of professional sport organization who want to retain highly identified fans even after they no longer reside in the host city.

Collins, D.R., Heere, B., Shapiro, S., Ridinger, L., & Wear, H. (2016). The displaced fan: The importance of new media and community identification for maintaining team identity with your hometown team. *European Sport Management Quarterly*, 16(5), 655–674. doi:[10.1080/16184742.2016.1200643](https://doi.org/10.1080/16184742.2016.1200643)

Residents Love Events; They Just Don't Want to Pay for Them

Communities are becoming increasingly strategic in their approach to events, and as a result, community leaders emphasize a range of economic, social, and cultural benefits that will accrue to local residents. In light of this, it is important to know to how local residents accept these benefits as justifications for event hosting. In this research, residents of Australia's Sunshine Coast were asked about their perceptions of event impacts, support and preferences for events and venues, and the values associated with events. Seventy percent of respondents indicated that they received no direct or indirect economic benefits. Rather, residents ascribed an "option" value to the selected events (i.e., the event affords an opportunity to participate in the event, as attendee, volunteer, or direct participant). In spite of an appreciation for the option value, residents were against tax increases to subsidize the events. For researchers interested in policy related to public support for community events, this article presents further support for the importance of option values and their relationship to residents' willingness to pay for events. The results of this article also suggest that event organizers and politicians who want to secure public support for an event may be better served by focusing on option values rather than economic impact.

Graton, D., Raciti, M., Getz, D., & Andersson, T.D. (2016). Resident valuation of planned events: An event portfolio pilot study. *Event Management*, 20, 607–622. doi:[10.3727/152599516X14745497664596](https://doi.org/10.3727/152599516X14745497664596)

Fans Prefer Consuming Games Versus Rival Teams

Sports fans live vicariously through their teams. To the extent that fans identify with their favorite teams, they also disassociate with rival teams. For decades, researchers have relied upon social identity theory to explain this phenomenon and its impact on fans' attitudes and consumption behaviors. Less understood is how new teams establish rivals in the first place. Thus, the purpose of this paper was to examine (a) how rivalry differed between a new intercollegiate football program and existing rivalries in other sports and (b) how the development of a new rivalry impacted fan consumption intentions. Data for this study were derived from an 81-question survey that included items from the Team Identification Index and Sport Rivalry Fan Perception Scale, and was completed by 452 randomly selected football season ticket holders at a mid-Atlantic university competing at the Football Championship Series division. A one-way multivariate analysis of covariance and one-way multivariate analysis of variance, with univariate post hoc tests, along with regression analyses were employed to test a series of theory-driven hypotheses. The results of these analyses demonstrated that (a) fans had stronger negative perceptions for existing rivals in other sports than for the new football rivalry and (b) fans were more likely to consume football games involving rival teams than nonrivals, and the satisfaction that comes from defeating a rival team is the largest predictor of consumption intentions. This study informs sport managers on how a new rivalry develops and the impacts it can have on fans' consumption intentions.

Havard, C.T., Shapiro, S.L., & Ridinger, L.L. (2016). Who's our rival? Investigating the influence of a new intercollegiate football program on rivalry perceptions. *Journal of Sport Behavior*, 39, 385–408.

Do Superstars Matter to Our Identification With the Sport Team?

The authors examine how and to what extent star players affect our identification with the team. While this idea might not be that novel to sport marketers, the way the authors measure the concept of a star player is effective and has a strong grounding in role model theory. The measurement of team identity is grounded in organizational theory, and as have many other sport marketers, they use the scale proposed by Mael and Asforth (1992). The authors collected 1,400 responses from soccer fans in Germany and were able to find support for their main three hypotheses. Star players are important to fans' team identification, in particular, if fans perceive the