

# The Spoils of Championships: Fan identification, envy, and rivalry

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## Social Identity Theory

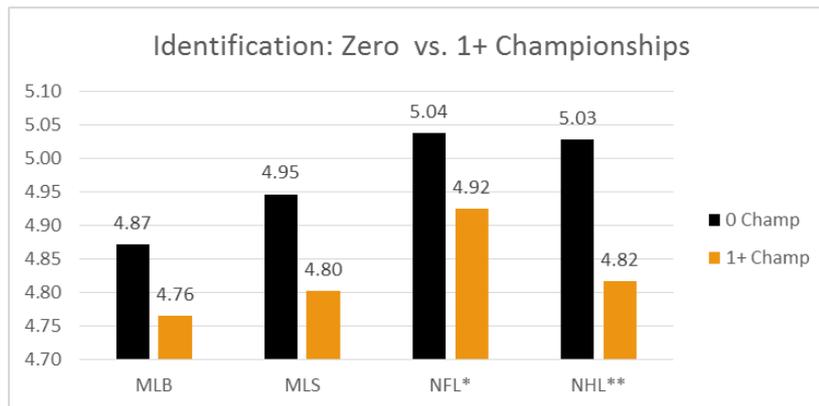
- Fans derive identity from association with sports teams (Wann & Branscombe, 1993)
- Fans internalize team and rival success/failure as their own fortune (Havard, 2014, Madrigal & Chan, 2008)

## Schadenfreude

- Pleasure in others' misfortune (Dalakas & Melancon, 2012; Havard, 2014).

## RESEARCH QUESTION 1:

WHAT IS THE RELATIONSHIP BETWEEN FAN IDENTIFICATION AND THE NUMBER OF CHAMPIONSHIPS A TEAM HAS ACCUMULATED?



## RESEARCH QUESTION 2:

HOW DO CHAMPIONSHIPS INFLUENCE RIVAL FANS? WHAT IMPACT DOES IT HAVE ON SCHADENFREUDE?

- Strong correlation ( $r = .6$ ) between number of fans naming a particular team as top rival and number of championships that rival has won
- Fans naming Yankees as rival felt highest schadenfreude ( $M = 3.53/7$ )
- No correlation between championships and schadenfreude in full sample.

**Method & Sample:** Online Qualtrics survey linked to team message boards

- $N = 4,247$ ; 9% female
- $MLS = 388$ ;  $NFL = 1649$ ;  $NHL = 1434$ ;  $MLB = 776$