Building a Taxonomy of Player Types and the Effects on the SELF and Interaction between Players

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Building a Taxonomy of Player Types and the Effects on the SELF and Interaction between Players

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Literature Review

Gambling theory provides a framework in which terms adapted from gambling are applicable to fantasy football. An early study on fantasy baseball conducted an iterative approach to provide future theory and research on the subject. The authors connected gambling to fantasy baseball through the broad definition of gambling: something of value, usually monetary, is wagered on a probable outcome. This definition can apply since monetary value may not always be wagered, but the game is the wager itself since players want to make the playoffs and win their league. From the definition two types of players are defined: serious players or people whose lives have been changed significantly by a fantasy sport; and casual players or the opposite of serious players. Thus the researchers applied the DSM-IV’s ten diagnostic criteria provided a framework discussed in the results. Results showed positive and negative effects of fantasy baseball; positive showed the cognitive abilities of players to analyze the statistical improved; six negatives were found negative psychological consequences: 1) preoccupation; 2) tolerance; 3) loss of control; 4) restlessness/irritability; 5) escape; and 6) family/work/school problems. Overall they found fantasy baseball to be a positive healthy recreation that also served as an outlet for social interaction and provided some psychological benefits too (Bernhade & Eade, 2005).

Motivational types provide categories to define players’ participation in fantasy football. A study looked at the relationship between football involvement and traditional NFL fan loyalty by examination of which factors affected fantasy owners’ participation through the fantasy sports phenomenon, fan loyalty, and consumer involvement. The study applied the psychological commitment to a participants’ commitment that defined a person could be: a loyal to their NFL team, or their fantasy team due to either tendency or unwillingness to change one’s performance toward a particular professional sports team. Thus the study examined the level of fantasy football involvement related to a participant’s loyalty to their favorite NFL team, and the encompassing variables predicting participant’s level of fantasy football involvement. Results showed both measures questions were significant but had justifying results that make the study difficult to validate. Implications described how the NFL and marketers could utilize fantasy football to have participants spend more time and money on fantasy sports related products (Dwyer, 2011). Another investigation of motivational types looked at fantasy sport users (FSU) and online gaming to explore motivational types of FSUs using the Q-Sort methodology. Both scholars noted the lack of literature review on the topic of fantasy sports in an online environment. Previous research has supported the point that emotional experiences are most important to fantasy sports users, and from the motivational combination which FSUs emerge. Research suggested FSU fell into two categories: original fantasy sport users and the opposite of serious players, or had no expertise but sought to win. The three characteristics of the Internet suggested the following about fantasy sports participants: asynchronously the most important to low skilled players; demassification important to all groups; and interactivity was the most crucial characteristic. The study showed motivations supported past research, but social interaction ranked low in the study by most participants (Dwyer, 2011). Research questions: What taxonomy of motivational types is most important to a casual player? How the SELF and interaction with other fantasy football participants are effected by the motivational types.

Uses and Gratification provides another theoretical approach to understanding this and can explain why people use fantasy football to fulfill a need such as gambling, competition, or social interaction.

One study examined the underlying motivational dimensions of fantasy football participation, and proposed building a new scale to measure specific fan motivations in fantasy football. Two theories influenced the particular study: uses and gratifications paradigm assumed people actively selected media and usage to fulfill their needs, or in other words how people use media; and sport motivations. The Sport Fan Motivation Scale was the first scale that measured fantasy sports motivations that later led to a new scale called the Sports Motivation Scale that helped to explain extrinsic and intrinsic motivation. External motivation explained that one engaged in an activity for material rewards or to avoid oriented, whereas intrinsic motivation was engaged in an activity solely for pleasure and satisfaction of participating in the activity. Lastly, the study looked to develop and validate a Motivational Scale for Fantasy Football Participation (MSFPP) based off a 2007 study that identified a set of common underlying motivations for fantasy league participation that influenced FSU beliefs; motivational dimensions comprised of: (1) competition; (2) social interaction; (3) entertainment/escape; and (4) gambling. The results showed these factors had correlation significance in each other: entertainment/escape, competition, and social interaction with the exception of entertainment/escape and gambling. Some tables from this study are shown below the sections (Dwyer & Kim, 2011).

Proposal

The paper proposes two research questions: one is the effects of motivational types of fantasy football on the SELF and how the SELF interacts with other fantasy football participants. To measure the effects of motivational types of fantasy football on the SELF from the previous literature will be applied to the research questions. Scales have been created to give a scale that can be used to define a serious or casual player. The methods will use an adaptive form of the MSFFP. A convenience sample of college students who currently participate in a fantasy football league. Research Questions

1) Which taxonomy of motivational types is most important to a casual player? Do the self and interaction with other fantasy football participants are effected by the motivational types.

References


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