

OPINIONS OF FOOTBALL AND TENNIS SPECTATORS CONCERNING
THE PARTICIPANT, THE COACH, AND THE OFFICIAL
IN A PROFESSIONAL AND AMATEUR SETTING

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Dedicated to
my parents,
Mr. and Mrs. W. J. Kennedy
and
my sister,
Mrs. Lois Virginia Kennedy Harper

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CHAPTER I

ORIENTATION TO THE STUDY

Introduction

The United States, often referred to as a nation of spectators, has been plagued over the past several years with the results of uncontrolled spectator participation. The air has been filled with bottles, food, ice cubes, beer cans, crushed paper, and other assorted debris instead of with the cheers heard by the fans of years gone by. Dr. Arnold Beisser, a Los Angeles psychiatrist, says, "The old fan yelled, kill the umpire! The new fan tries to do it."¹ This behavior was demonstrated in Hollywood, Florida on December 6, 1974 when 200 fans and players assaulted the five officials at the state AAA high school football playoff game between Glades Central and Chaminade. Miami Dolphin Coach Don Shula found himself in the role of peacemaker when he tried to calm the disturbance following the kicking of a winning field goal with fifteen seconds remaining on the clock. The field goal was set up by a pass interference call against

¹Ron Firmite, "Take Me Out to the Brawl Game," Sports Illustrated, June 17, 1974, p. 13.

Glades Central, which triggered the violence.¹ Joe Garagiola, NBC sportscaster, says "the difference in a fan and a ticket buyer is demonstrated by their actions in the ball park."² If this is the case there seem to be more ticket buyers than fans attending today's sporting events.

A current example of the uncontrolled spectator took place on the night of June 4, 1974, at Cleveland's Municipal Stadium when 25,134 Indian fans were downing 60,000 ten-ounce cups of ten-cent beer. As the night wore on the Texas Rangers, the Indians' opponents, had fire crackers dropped in their bullpen or suspended on strings and had beer poured on them as they returned to their bench. The night reached a climax in the ninth inning when Indian fans jumped onto the outfield and surrounded Ranger right fielder Jeff Burroughs. As Burroughs was hit and jostled by the fans, first the Rangers and then the Indians came to his aid. Unable to restore order among the chair-throwing, bottle-swinging fans, senior umpire Nestor Chylak, who called the fans uncontrolled beasts, forfeited the game to Texas.^{3,4}

¹"Shula Helps Quell Disturbance at Game," Houston Chronicle, December 8, 1974, sec. 4, p. 2.

²NBC, "The Baseball World of Joe Garagiola," June 1974, Joe Garagiola.

³Firmite, pp. 10-13.

⁴"MacPhail Upholds Indians' Forfeit," The Dallas Morning News, June 13, 1974, p. 2B.

Pro football also faces problems with its fans. Buffalo Bill fans hit Houston Oiler Coach Sid Gillman in the face with a snow cone and doused O. J. Simpson and Joe Ferguson, of the Bills, with paint following a Houston victory Sunday, November 10, 1974. Not content with attacks on the coaches and players, Oiler broadcasters Ron Franklin and Ron Stone had to cut their broadcast short when one fan turned his bugle on Franklin in an attempt to disrupt the post-game show.¹

The United States has not yet experienced a tragedy such as the one in Brazil, during the World Soccer Cup matches, where 100 people were killed and over 1,000 injured.² However, how long can the American sports scene be spared the tragedy of a disabling injury or death if violence in sport continues to grow? The question might also be asked, who is to blame for the spectator violence? Sparky Anderson, speaking of an incident involving New York Met fans and Cincinnati players, said "It isn't New York that's to blame, or the people of New York. It's us. I'm talking about me, the players, and everyone who is supposed

¹"Buffalo Fans Still Rowdy as Ever," Houston Chronicle, November 11, 1974, sec. 3, p. 1.

²Jack E. Razor and Wayne Dannehl, "Control the Fans; They Can Brutalize Your High School Sports Program," The American School Board Journal, August 1972, p. 22.

to set an example for the fans."¹ Paul Weiss says:

Spectators live through a game in one way, and players in another. Sometimes there is an interaction between them, but on the whole it is what the players do that helps determine how the spectators will behave, rather than conversely.²

The spectator problem is not limited to the 1974 baseball and football season or the sports of baseball and football; it is a dilemma major team sports have experienced as well as the individual sport of tennis with the inauguration of the World Team Tennis Association.^{3,4,5,6,7,8,9,10,11,12,13,14,15}

¹Sandy Padwe, "When the Brawls in Sports Aren't Limited to Players," Houston Chronicle, November 11, 1973, sec. 2, p. 4.

²Paul Weiss, Sport a Philosophic Inquiry (Carbondale: Southern Illinois University Press, 1969), p. 164.

³James Anders, "Saturation Point; Football Mania," The Dallas Morning News, July 5, 1974, p. 2B.

⁴Pete Axthelm, "The Impossible Dream--Part II," Newsweek, October 22, 1973, p. 107.

⁵"Ballyhoo in New York," The Dallas Morning News, June 13, 1974, p. 6B.

⁶Walter Bingham, "Take Me Out to the Ball Game," Sports Illustrated, April 27, 1970, pp. 22-23.

⁷Jay Cornley, "It's No Way to Get One's Kicks," Sports Illustrated, April 30, 1973, pp. 43-50.

⁸Frank Dick, "Spectator Sports: Opportunity or Nightmare?" The Bulletin of the National Association of Secondary School Principals, May, 1971, pp. 185-88.

⁹"Fans Madness Upsets Scribes," Fort Worth Star-Telegram, June 8, 1974, p. 40.

¹⁰"Fans Hammerin' Hank," The Dallas Morning News, June 21, 1974, p. 1B.

In reviewing the literature the investigator was surprised to discover how little research has been conducted regarding the spectator. The need for such studies on the spectator was elaborated upon in a recent article by Jack E. Razor and Wayne Dannehl regarding violence in the high school sports program but one which could be applied to the college and pro ranks. "What you're looking for is not only the causes of isolated incidents of violence but also whether spectators display basic attitudes that set the stage on which the isolated incidents are played out."¹

The spectator is of concern today to fellow spectators, coaches, players, officials, school

¹¹Fermite, p. 10-13.

¹²Randy Galloway, "The Mail Room," The Dallas Morning News, June 19, 1974, p. 2B.

¹³Padwe, p. 4, section 2.

¹⁴Razor and Dannehl, p. 22.

¹⁵"Security's Tight," The Dallas Morning News, June 13, 1974, p. 2B.

¹Razor and Dannehl, p. 22.

administrators, and the police.^{1,2,3,4} The present investigation is an attempt to determine how the spectator views the coach, the participant, and the official in the team sport of football and the individual sport of tennis. It is recognized that information obtained concerning the opinions of the spectators is only a beginning, but it should provide some insight into the problem areas of spectator violence as it relates to the spectator and the coach; the spectator and the participant; and/or the spectator and the official.

Statement of the Problem

The problem was to determine opinions of football and tennis spectators concerning the participant, the coach, and the official in professional and amateur settings. The subjects were spectators attending (1) the Dallas

¹Arnold R. Beisser, The Madness in Sports (New York: Appleton-Century-Crofts, 1967), pp. 124-41.

²Reuel Denney, "The Spectatorial Forms," in Sport, Culture, and Society, ed. John W. Loy, Jr. and Gerald S. Kenyon (New York: The Macmillan Company, 1969), pp. 337-47.

³Robert N. Singer, Coaching, Athletics, and Psychology (New York: McGraw-Hill Book Company, 1972), pp. 179-84.

⁴Thomas A. Tutko and Jack W. Richards, Psychology of Coaching (Boston: Allyn and Bacon, Inc., 1971), pp. 176-78.

Cowboy-Houston Oiler professional football game in Dallas, August 14, 1974; (2) the Virginia Slims Professional Tennis Tournament in Houston, September 30 through October 6, 1974; (3) the Braniff Collegiate Mixed Team Championship amateur tennis tournament in Dallas, October 4, 5, and 6, 1974; and (4) the University of Texas-Oklahoma University amateur football game in Dallas, October 17, 1974.

Definitions and/or Explanations of Terms

For the purpose of clarification, the following definitions and/or explanations of terms were established for use in this study.

Amateur Athletics: Competitive games and physical contests between teams or individuals representing organizations or groups engaged in for pleasure rather than for financial profit.

Interview: "Acts of communication in which one person requests information and another supplies it."¹

Opinion: "A belief, judgment, idea, impression, sentiment, or notion that has not been conclusively proved and lacks the weight of carefully reasoned judgment or certainty of conviction."²

¹Robert L. Kahn and Charles F. Cannell, The Dynamics of Interviewing (New York: John Wiley and Sons, Inc., 1960), p. 11.

²Carter V. Good, ed., Dictionary of Education (New York: McGraw-Hill Book Co., 1959), p. 376.

Professional Athletics: Competitive games and physical contests between teams or individuals representing organizations or groups engaged in for financial profit.

Spectator: "One who watches but does not take part in the sport."¹

Structured Interview: "The same questions are presented in the same manner and order to each subject and the choice of alternative answers is restricted to a pre-determined list."²

Limitations of the Study

This study was subject to the following limitations:

(1) The number of Houston Oiler fans attending the Dallas Cowboy-Houston Oiler game; (2) the number of Texas fans attending the University of Texas-Oklahoma University game; (3) the number of Oklahoma fans attending the University of Texas-Oklahoma University game; (4) the number of spectators attending the Virginia Slims Tennis Tournament; (5) the number of spectators attending the Braniff Collegiate Mixed Team Championship tennis tournament; (6) the consent of the spectators interviewed; (7) the objectivity, reliability,

¹Parke Cummings, The Dictionary of Sports (New York: A. S. Barnes and Company, 1949), p. 416.

²Deobold B. Van Dalen and William J. Meyer, Understanding Educational Research (New York: McGraw-Hill Book Company, 1966), p. 307.

and validity of the interview technique; (8) the scope of the information included in the structured interview; (9) the degree to which the respondents were representative of the population; (10) the personality of the interviewer; and (11) the accuracy of the interviewer in recording and coding the subjects' responses.

Purposes of the Study

The general purpose of this study was to determine if spectators attending amateur and professional sporting events view the participant, the coach, and the official from different perspectives. The opinions of four selected spectator groups were obtained by personal interview and their response to questions regarding their views toward the participant, the coach, and the official were recorded. Specific amateur and professional sporting events surveyed for the collection of data for the study were: the Dallas Cowboy-Houston Oiler football game; the University of Texas-Oklahoma University football game; the Virginia Slims Tennis Tournament; and the Braniff Mixed Team Championship tennis tournament.

The responses to the interview were examined to determine if there were significant differences in the expressed opinions of the four selected spectator groups toward the participant, the coach, and the official. The

sex of the spectator, the motive for attending the sporting event, and the ticket price at the Virginia Slims Tennis Tournament were the variables used to analyze the data in order to determine if there were significant differences within the four selected groups.

The following null hypotheses were tested at the .05 level of significance to reveal the differences and similarities between the four selected groups and within the four selected groups:

- A. There is no significant difference between the University of Texas spectators and the Oklahoma University spectators attending the Oklahoma-Texas football game with respect to their opinion toward the participant, the coach, and the official.
- B. There is no significant difference between the Dallas Cowboy and Houston Oiler spectators who attend the Oiler-Cowboy game and the University of Texas and the Oklahoma University spectators who attend the Oklahoma-Texas football game with respect to their opinion toward the participant, the coach, and the official.
- C. There is no significant difference between the spectators attending the Virginia Slims Tennis Tournament and the spectators attending the Braniff

Collegiate Mixed Team Championship tennis tournament with respect to their opinion toward the participant and the official.

- D. There is no significant difference between the spectators who attend the Dallas Cowboy-Houston Oiler football game and the spectators who attend the Virginia Slims Tennis Tournament with respect to their opinion toward the participant and the official.
- E. There is no significant difference between the spectators who attend the University of Texas-Oklahoma University football game and the spectators who attend the Braniff Collegiate Mixed Team Championship tennis tournament with respect to their opinion toward the participant, the coach, and the official.
- F. Sex is not a significant variable among the spectators who attend the Dallas Cowboy-Houston Oiler football game with respect to their opinion toward the participant, the coach, and the official.
- G. Motive for attending the event is not a significant variable among the spectators who attend the Dallas Cowboy-Houston Oiler football game with respect to their opinion toward the participant, the coach, and the official.

- H. Sex is not a significant variable among the spectators who attend the University of Texas-Oklahoma University football game with respect to their opinion toward the participant, the coach, and the official.
- I. Motive for attending the event is not a significant variable among the spectators who attend the Oklahoma University-University of Texas football game with respect to their opinion toward the participant, the coach, and the official.
- J. Sex is not a significant variable among the spectators who attend the Virginia Slims Tennis Tournament with respect to their opinion toward the participant and the official.
- K. Ticket price is not a significant variable among the spectators who attend the Virginia Slims Tennis Tournament with respect to their opinion toward the participant and the official.
- L. Motive for attending the event is not a significant variable among the spectators who attend the Virginia Slims Tennis Tournament with respect to their opinion toward the participant and the official.
- M. Sex is not a significant variable among the spectators who attend the Braniff Collegiate Mixed Team

Championship tennis tournament with respect to their opinion toward the participant, the coach, and the official.

- N. Motive for attending the event is not a significant variable among the spectators who attend the Braniff Collegiate Mixed Team Championship tennis tournament with respect to their opinion toward the participant, the coach, and the official.

Survey of Related Literature

A survey of related literature indicates that this investigation does not duplicate any previous study. In reviewing the literature many examples of spectator violence were found. The following review includes reports of such incidents and studies which, in the investigator's opinion, are most related to the present inquiry.

John Lawther¹ recalls an incident in 1948 when the Mexico City Olympic Basketball team was scheduled to play the champions of Northwestern Mexico. Many people living in the two areas had fought against each other in a war early in the century, and there was concern that some might overemphasize the importance of winning.

¹John D. Lawther, Sport Psychology (Englewood Cliffs, New Jersey: Prentice-Hall, Inc., 1972), pp. 80-81.

In the second period of the game following an unpopular referee's decision, the thousands of spectators came to their feet in hostile and ferocious protest. Distributed throughout the crowd, an entire company of infantry men came to their feet with rifles and fixed bayonets. The game went on without incident as a result of the measures which had been taken.

Alvin Shuster and Ben A. Franklin¹ reported the incidents surrounding a race riot in Washington, D. C. on November 22, 1962. A crowd of 50,033 gathered at the District of Columbia Stadium to see the high school championship football classic between Eastern High, considered a Negro school with only five whites among its 2,400 students, and St. John High School, a predominately white private Catholic school for boys from well-to-do families.

When St. John's overtook an early Eastern lead 13-7, a sullen resentment spread among the Negroes. The first signs of mass misbehavior began when many Negro youths ran down and took the seats of adults who left to go to refreshment stands or restrooms at the half. In the opening minutes of the third period, St. John's scored another touchdown to make the score 20-7, which was the final score.

¹Alvin Shuster and Ben A. Franklin, "How a Race Riot Happened," The Saturday Evening Post, May 4, 1963, pp. 15-19.

Following a fight on the field, in the fourth quarter, between players on both teams, Eastern Coach Richard Mentzer protested the official's call. He claimed the call had triggered the fight and said he would use motion pictures to prove that St. John's had been fouling repeatedly. To insure crowd control a thin line of policemen was strung out in front of the Eastern stand, but as the gun sounded 2,000 young Negroes burst from the stands and through the police line yelling, "Let's get them; let's show them."¹

The knife and stick swinging, and bottle and rock throwing teenagers hit and kicked their victims in the stands, on the field, and in the parking lot. The teenagers also damaged cars in the parking lot as spectators took to their cars for safety.

A report released in January of 1963 labeled the riot "a disgraceful climax of lawlessness punctuated by the disgraceful conduct of the Eastern Coach and his ousted player and mentioned the shocking laxity of the sponsors of the game."²

In May 1964, 50,000 soccer fans crushed into Lima, Peru's National Stadium to see the clash between Peru and

¹Ibid., p. 17.

²Ibid., p. 18.

Argentina. The two teams were playing in a continent-wide round robin tournament to determine the two teams that would represent Latin America in the Olympic Games in Tokyo.¹

The Argentine team took a 1-0 lead halfway through the second half and held that lead until six minutes before the end of the game when Peru scored the tying goal. However, the goal was disallowed due to a foul. Suddenly, cushions, bottles, shoes, and even bricks broken out of a wall were thrown on the field. Following the lead of fan Matias Rojas, better known as the Bomb, fans raged onto the field forcing the referee to call the game, giving Argentina a 1-0 victory. With the awarding of the victory to Argentina the crowd went berserk. The handful of policemen were helpless in controlling the mob. One policeman seized by his hands and legs was tossed to his death on the concrete fifty feet below while another was strangled by his own tie.

Spectators were trampled as they stampeded for the exits. A thirty-seven-year-old fisherman reported his wife and five children were gone. A mother and her child were stomped to death when she knelt to pray. Outside the stadium the rioting fans smashed windows and burned

¹"Peru--A Crashing of Mountains," Time, June 5, 1964, p. 36.

vehicles. When the final count was made 293 had been killed and 500 had been injured by the riot.

Barry McDermott¹ reports that few sports attract the wild fans pro basketball. In his review of some of these fans he refers to Joey Snyder, a four-foot, ten-inch Atlanta Hawk fan, who raced onto the floor in Baltimore and hit Referee Jake O'Donnell in the stomach; Harry Huslberger, a seventy-year-old Indiana Pacer fan, who walked the entire length of the court threatening Referee Norm Dracher with his walking stick; and in Louisville brothers Ellis and Bill Thomas who position themselves in separate but adjacent sections of the stands. They holler, wave their arms, jump up and down, or grab the ball when it goes out of bounds and break into a dribbling act. These represent only a few of the wild fans as reported by McDermott. He says every major professional team has such fans.

Jay Cronley,² a baseball player at The University of Oklahoma, was on a baseball team that could win the Big Eight Championship if it could win one of three games from Colorado. However, this was not to be the year of the

¹Barry McDermott, "Gimme an A, Gimme a Boo!" Sports Illustrated, March 27, 1972, pp. 41-45.

²Cronley, pp. 43-50.

championship as Oklahoma dropped all three games 1-0, 2-0, and the final loss coming 13-12 after Oklahoma had held a 10-0 lead. When the team flew back to Norman, after losing the championship to Oklahoma State by one point, Cronley reported several incidents. First, "somebody had turned the airport lights off. Then my father, a fair man, hung up on me, and wrestlers, fellow "O" Club members, threatened us with assorted hammers and locks."¹

In discussing fans Cronley says:

Many people become fans because of benefits that come with the title. You can burn yourself some orange, practice a few choruses of Hook 'em Horns in the mirror, and you are "for Texas," and even though you have never won a game of anything in your life, even checkers, you are an instant winner by association.²

During the 1950's when Oklahoma fans were "perfected," the Oklahoma football team never lost. In 1957 when Notre Dame came to Norman, no one worried; nobody beat Oklahoma in Norman. However, that day proved to be different. In the fourth quarter with a minute remaining, the Notre Dame quarterback faked a hand-off to a back who was hit by ten of the Oklahoma defenders, while Dick Lynch, a halfback, took the pitch and introduced himself to the Oklahoma end zone.

¹Ibid., p. 44.

²Ibid., p. 49.

Cronley reported he waited three hours for a penalty flag and swore he would dispose of his South Bend fishing reel. As he left the stadium a Notre Dame fan, drunk on air, stuck his tongue out at him.

I remember it man. And I remember the face connected with it. I wrote down the name his wife called him, and I will get him. Time heals all wounds, of course, but those are superficial wounds. I called him after the Nebraska game in the 1973 Orange Bowl. No answer. Fifteen years is a long time, but not quite long enough. I am an incurable fan. Forever.¹

Pete Axthelm² reports an incident involving New York Met fans and the Cincinnati Reds. The Met fans were angered when the Reds' Pete Rose, in an attempt to break up a double play, slid into second and came up shoving shortstop Bud Harrelson. The brawl which followed emptied both benches. When Rose took his position in left field, he was the target of all types of debris from the stands including a whisky bottle.

In the final game of the playoffs, which the Mets won 7-2, the Met spectators interrupted play when they poured onto the field; some shoved and spat on the women in the Cincinnati group while others prepared to tear the turf, and anything else they could get their hands on, apart.

¹Ibid., p. 50.

²Axthelm, p. 107.

In the summer of 1974, the Tenth World Soccer Cup drew the most rigid security precautions in the history of sport.¹ In an effort to prevent the repetition of the Israeli massacre at the Olympic Games in 1972, one in every sixty spectators was a policeman. In addition two police helicopters patrolled above the area, and all civilian air traffic was banned, and a police drag net swept a five-mile radius of wooded area looking for possible Soviet SAM rockets.

In December 1974, Chairman Edwin B. Dooley of the New York State Athletic Commission threatened to close down Madison Square Gardens' Felt Forum, following the third post-fight riot in forty-four boxing shows, unless crowds were controlled at boxing events.² Spectators were cut by flying glass when bottles were thrown toward the ring. Seats were also set on fire; ceiling panels were ripped out, and windows were broken when fighting broke out in the streets.

Plainclothesmen roamed through the stadium crowd at the New England Patriot game November 10, 1974, following brawling among drunken fans at the three previous games. Police Chief Dan McCarthy said, "From now on we're

¹"Security's Tight," p. 2B.

²"Crowd Control Boxing Problem," Houston Chronicle, December 11, 1974, sec. 6, p. 5.

searching everything that looks suspicious."¹ The previous Sunday a spectator was stabbed in a parking lot brawl following the game. This was the first reported stabbing event, but fights are commonplace.

In 1961, Jeffery H. Goldstein and Robert L. Arms² conducted a study to determine the effects of witnessing a competitive and aggressive sport. Hostility was assessed among male spectators before and after a football game; and as a control, male spectators were interviewed before and after a competitive, but nonaggressive sport, gymnastics.

Interviews were conducted by thirteen interviewers at the 1969 Army-Navy football game and by five interviewers at the Army-Temple gymnastics meet held during the same month. The interview opened with a number of demographic questions. These items were followed by three hostility scales, taken from the Buss-Durkee inventory, which consisted of a number of statements to be answered true or false by the subject.

"A two by three analysis of variance was computed for each dependent measure, the factors being Time of

¹"Patriots Improve Stadium Security," Houston Chronicle, November 14, 1974, sec. 2, p. 5.

²Jeffrey H. Goldstein and Robert L. Arms, "Effects of Observing Athletic Contests on Hostility," Sociometry 34 (March 1971): 83-90.

Interview (pre- or post-game) and Preferred Team (Army, Navy, or no preference)."¹ An unweighted means solution was used since unequal Ns resulted. Hostility data collected at the football game indicated that subjects were significantly more hostile after observing the game than before. This was the significant difference found in the study.

In 1951, Albert H. Hastorf and Hadley Cantril² completed a study on the campuses of Dartmouth and Princeton. Following a rough football game, resulting in tempers flaring and injuries to both Princeton and Dartmouth players, accusations began to fly as the game became a matter of concern to players, students, coaches, school administrators, alumni, and the general public. The discussion continued for several weeks as both the campus and metropolitan newspapers presented the views of their respective staffs.

With the disagreement as to what actually happened during the game, Hastorf and Cantril took the opportunity to make a real life study of a perceptual problem. The week following the game, undergraduates taking introductory

¹Ibid., p. 86.

²Albert H. Hastorf and Hadley Cantril, "They Saw a Game: A Case Study," The Journal of Abnormal and Social Psychology 49 (January 1954): 129-34.

and intermediate psychology courses, at both Dartmouth and Princeton, were administered a questionnaire designed to give reactions to the game and to learn something of the climate of opinion in each institution. The second step involved showing the same motion picture of the game to a sample of undergraduates at both schools. Students checked questionnaires as they viewed the film, marking any infractions of the rules they saw as to whether they considered the infractions "mild" or "flagrant."

Nearly all Princeton students judged the game as "rough and dirty"--not one thought it "clean and fair." Almost nine-tenths of them thought the other side started the rough play. When they viewed the film they saw the Dartmouth team make over twice as many infractions as their own team made.¹

While 42 percent of the Dartmouth students' answers fell in the rough and dirty category, 13 percent thought the game was clean and fair; 39 percent described the action as rough and fair. The majority (53 percent) of the Dartmouth students thought both sides were to blame for starting the rough play, although 36 percent thought Dartmouth was to blame. When they viewed the film they saw both teams make about the same number of infractions, but saw their own team make only half the number of infractions the Princeton students saw them make. The data indicated:

¹Ibid., p. 130.

. . . that there is no such thing as a game existing out there in its own right which people merely observe. The game exists for a person and is experienced by him only in so far as certain happenings have significances in terms of his purpose. . . . it is inaccurate and misleading to say that different people have different attitudes concerning the same thing. For the thing simply is not the same for different people whether the thing is a football game, a presidential candidate, Communism, or spinach. . . . We behave according to what we bring to the occasion, and what each of us brings to the occasion is more or less unique.¹

In 1972, William D. Heinold² conducted a study at the Pennsylvania State University designed to establish a typology of sports' spectators. One hundred and nine females and 104 males were randomly selected from required physical education classes to participate in the study. Using the Q-methodology the subjects were asked to sort the motive statements into nine piles as they felt the statements applied to them. Each subject was also asked to complete a questionnaire containing items deemed critical to spectator behavior.

Q-analysis was used to analyze the data. First a correlation matrix of Q-sort item placements between all individuals was calculated using Pearson Product Moment technique. The matrix was subject to inverse principle components factor analysis with a varimax rotation scheme which yielded clusters of

¹Ibid., p. 133.

²William D. Heinold, "The Establishment of a Sports' Spectator Typology Utilizing Q-methodology," (Master's thesis, The Pennsylvania State University, University Park, Pennsylvania, 1972).

persons. The average item placements of each cluster were calculated and used to verbally describe the spectator types. Background data, collected through a questionnaire, were then associated with each type via chi-square analysis to describe the persons in each type.¹

Eight spectator types were identified in this study. These types were: (1) Competition, Excitement, and Thrill Seeker; (2) Socially Oriented, Team and Friend Supporter; (3) Beauty, Precision and Skill Admirer; (4) Athlete and Training Appreciator; (5) Skill Oriented, Envious Onlooker; (6) Passive, Self-indulgent Relaxer; (7) Power, Skill and Hero Identifier; and (3) Self-improver.

Four of the variables on the background questionnaire were found to be significantly related to the female spectator types: Father's Occupation, Spectator Rating, Female Sport Participation, and Time Spent Participating. Two of the variables Spectator Rating and Time Spent Watching were related to the male spectator types.²

It was observed that the three prominent female types, (1) Competition, Excitement, and Thrill Seeker; (2) Beauty, Precision and Skill Admirer; and (3) Power, Skill and Hero Identifier, were very similar to the prominent male types, (1) Skill Onlookers; and (2) Skill Analyzers.

¹Ibid., pp. 52-53.

²William D. Heinold, "Motive Typology for Female Sports Spectators: A Comparison With Males Types," Proceedings, National Research Conference, Women and Sport (University Park, Pennsylvania: The Pennsylvania State University, 1972), p. 310.

In 1968, Edward Thomas Turner^{1,2} conducted a study to determine the effects of viewing college athletic contests on the subsequent elicited aggressive responses of spectators. Forty-four subjects were divided into three groups--an experimental group, consisting of twenty-five subjects, viewed a football game, a basketball game, and a wrestling match; and one control group, consisting of nine subjects, viewed a basketball game and a wrestling match, and another control group, which consisted of ten subjects, viewed only a wrestling match.

Subjects were administered a twenty-item sentence completion test and a six-card Thematic Appreciation Test immediately preceding the athletic contest. Immediately following the contest they were tested with twenty new sentence stems and six new Thematic Apperception Test cards. A questionnaire was also administered in the post-test setting in an effort to determine what facets of the spectators situation affected the emotions of the subject.

¹Edward Thomas Turner, "The Effect of Viewing College Football, Basketball and Wrestling on the Elicited Aggressive Responses of Male Spectators," Dissertation Abstracts, 1969 (Ann Arbor, Michigan: University Microfilms).

²Edward Thomas Turner, "The Effects of Viewing College Football, Basketball and Wrestling on the Elicited Aggressive Responses of Male Spectators," Contemporary Psychology of Sport Proceedings of the Second International Congress of Sport Psychology (Washington, D.C.: International Society of Sport Psychology, 1968).

The appropriate t test and analysis of variance were employed in the statistical treatment of the data. It was found that viewing a basketball and football contest increased the frequency of an individual's elicited aggression. However, viewing the wrestling match did not. The post-test questionnaires, which were analyzed using percentages, indicated that the subjects felt that coaches, cheerleaders, and referees emotionally affected the spectators.

In 1968, John Mack Kingsmore^{1,2} conducted a study to investigate the effects of a professional wrestling match and a professional basketball game upon the aggressive tendencies of the male spectators. The twenty-six wrestling spectators and the twenty-five basketball spectators were administered the Thematic Apperception Test and a questionnaire, devised by the investigator, before and after viewing the respective sports. A control group was

¹John Mack Kingsmore, "The Effect of a Professional Wrestling and Professional Basketball Contest Upon the Aggressive Tendencies of Male Spectators," Abstracts of Research Papers, 1969.

²John Mack Kingsmore, "The Effect of a Professional Wrestling and Professional Basketball Contest Upon the Aggressive Tendencies of Male Spectators," Contemporary Psychology of Sport Proceedings of the Second International Congress of Sport Psychology (Washington, D.C.: International Society of Sports Psychology, 1968), pp. 311-15.

administered the instruments after a "neutral" activity, which was a regularly scheduled academic class.

The t test for difference between sample means of dependent samples was used to make within-group comparisons of pre- to post-test contest change. Between-group comparisons were made by using a one-way analysis of variance, and the Dunnet's test was used for comparisons with a control.

The three variables tested were total aggression, extrapunitive aggression, and intropunitive aggression. The only significance was found in the between-group comparisons which showed the control group possessed significantly more intropunitive aggression than the wrestling and basketball spectators. The data from the questionnaire showed a significant pre- to post-test contest decrease in self-reported aggression of wrestling spectators. The data collected also suggested that spectators attending the professional basketball game had received significantly more formal education than the subjects attending the professional wrestling matches.

In 1960, Seymour Kleinman¹ completed a study to determine the factors that influence the behavior of sports

¹Seymour Kleinman, "A Study to Determine the Factors That Influence the Behavior of Sports Crowds" (Ph.D. dissertation, The Ohio State University, Columbus, Ohio, 1960).

crowds. Coaches and officials were asked to fill out a rating scale questionnaire on schools they were familiar with but not directly connected with to determine the degree of sportsmanship shown by seventy-four high school basketball crowds in central Ohio. Ratings were made on a one to five scale, going from an extremely high level of sportsmanship to an extremely low level of sportsmanship. The coaches and officials were instructed to judge only the crowd not the coaches and players.

Following the ratings by coaches and officials, the mean scores of the crowd were determined for the coaches and the officials, giving each school two rank orders. These were combined to give each school an overall rank in the distribution. Those school crowds which displayed a higher level of sportsmanlike behavior than the others, in the opinion of the coaches and officials, were statistically different.

Ten of the schools which were significantly different from the others were selected for the study. Principals, coaches, and other school personnel at the school were interviewed. Analysis of the interviews indicated that the factors causing violence in the crowd behavior at the schools were:

- A. The Coach
 - 1. His activity during a basketball game
 - 2. His level of aspiration
 - 3. His mobility (readiness to change jobs)
- B. The Administration
 - 1. Its acceptance of responsibility for procedures at games
 - 2. Perception of the role in the interscholastic program
 - 3. Presence of a structure which sets limits on what constitutes acceptable behavior¹

Kleinman concluded that spectator behavior can be controlled if the coach is willing to teach and coach on that level for a comparatively long period of time, if he will make himself as inconspicuous as possible in a game situation, and if the principal takes an active role in the sports program and places a definite emphasis on teaching proper spectator behavior.

In 1970, Cyril Marigo Desmond White^{2,3} completed a study to analyze the hostile outbursts in spectator sports. Four episodes of hostile outbursts were selected for the study. The four events selected were (1) The Big Ten Championship game between the University of Illinois and

¹Ibid., p. 140.

²Cyril Marigo Desmond White, "An Analysis of Hostile Outbursts in Spectator Sports" (Ph.D. dissertation, University of Illinois, Champaign, Illinois, 1970).

³Cyril Marigo Desmond White, "An Analysis of Hostile Outbursts in Spectator Sports," Dissertation Abstracts, 1971 (Ann Arbor, Michigan: University Microfilms).

Northwestern University, November 18, 1967, in Evanston, Illinois; (2) The International Rugby Football Championship game between Ireland and Wales on March 9, 1969, in Dublin, Ireland; (3) The finals of the Washington, D.C. football Championship between Eastern High School and St. John's High School, November 22, 1962, in Washington, D.C.; (4) The preliminary round of the XVIII Olympiad Soccer Championship game between Peru and Argentina, May 24, 1964, in Lima, Peru.

The data were collected by (1) the case study method; (2) documentary analysis--using facts available from printed material, radio, television, and film tapes; and (3) interviews.

Following the description of the episodes in the form of case studies, the data were analyzed in terms of categorization, comparison, and the establishment of a temporal sequential pattern through the use of a comparative chart based upon general characteristics. A comparative analysis of the four episodes indicated there was a significant difference between the four episodes at the .05 level of significance.

White concluded that (1) the model selected enables hostile outbursts to be classified, compared, analyzed, and interpreted for football and other team sports; (2) the

forms of violence identified are examples of Tilly's analysis of modern collective violence; (3) the social structure influences sports and sports followers and is in turn influenced by them; and (4) anticipation and possible control of hostile outbursts at sports events is now a distinct possibility.

Summary

In Chapter I, an overview of literature related to the spectator was presented. This overview revealed that the spectators at athletic events, though often discussed, have had very few in-depth studies conducted on them. The statement of the problem, definitions and/or explanations of terms, limitations of the study, the purposes of the study, and a survey of previous studies were also presented.

In the following chapter, the procedures utilized in the development of this study are presented.

CHAPTER II

PROCEDURES FOLLOWED IN THE DEVELOPMENT OF THE STUDY

Introduction

The general purpose of the study was to determine if spectators attending amateur and professional sporting events view the participant, the coach, and the official from different perspectives. The procedure followed in the development of this study will be discussed under the following main headings: Selection of Subjects, Development of the Instruments, and Administration of the Instruments.

Selection of Subjects

Subjects selected for use in this study were spectators attending (1) the Dallas Cowboy-Houston Oiler professional football game; (2) the Virginia Slims Professional Tennis Tournament; (3) the Braniff Collegiate Mixed Team Championship amateur tennis tournament, and (4) the University of Texas-Oklahoma University amateur football game. Reasons for limiting the population in this way were threefold. The first reason was that the subjects would be

within reasonably easy access of the investigator during a game situation. Second, this limitation provided reasonable assurance that data would be collected under the same environmental circumstances. The third reason involved administrative feasibility in terms of time and financial expenses. Specific details of how subjects were selected will be described under the heading Administration of the Instruments.

Development of the Instruments

To accomplish the purpose of this study, which involved a survey to determine the opinion of the spectator toward the participant, the coach, and the official, the investigator selected a method of data collection which would best reveal the desired information. The interview technique, "an act of communication in which one person requests information and another supplies it,"¹ was selected. The interview technique was selected for several reasons. First, the data were not readily accessible through any other source. Second, the data dealt with attitudes and behavior of people. Third, an individual's

¹Kahn and Cannell, p. 11.

past experiences and anticipated future behavior are virtually unattainable by any other means.¹

The structured interview or closed response, the technique in which "the same questions are presented in the same manner and order to each subject and the choice of alternative answers is restricted to a predetermined list,"² was the form selected for the study. The structured interview was selected because it is more scientific in nature than the unstructured or open end response, and it introduces controls which permit the formulation of scientific generalizations.³ These controls included a code for recording answers, necessitated by the large number of interviewers, and it basically eliminated the interviewer's making an incorrect interpretation.

The following criteria were followed in the development of the interview instrument to record the opinion of the spectators: (1) dealt with a significant topic; (2) sought only that information which could not be obtained from more factual sources; (3) was as short as possible and requested only essential data; (4) was arranged efficiently

¹Leon Festinger and Daniel Katz, Research Methods in the Behavioral Sciences (New York: Holt, Rinehart and Winston, 1953), pp. 329-31.

²Van Dalen and Meyer, p. 307.

³Ibid.

and was clearly duplicated or printed; (5) directions were clear and complete, important terms were defined, each question dealt with a single idea, categories provided for unambiguous responses; (6) questions were objective with no hint of desired responses; (7) questions were presented in good psychological order, proceeding from general to more specific responses; and (8) was easy to tabulate and interpret the data yield.¹

Best refers to the above as characteristics of a reliable questionnaire. He goes on to say, "the reliability of a questionnaire depends upon the length of the instrument, the subject, the wording of items, the format, and how the instrument motivates the respondent."² He also says reliability can be improved by conducting pilot studies and trial runs and taking proper courses of action available to the interviewer.³

The customary procedure for determining the validity of survey data is through comparison with an outside criterion. In obtaining data on attitudes and opinions there is not an outside true score which can be taken as a criterion. The statement made by the subject may or may not correlate with other nonverbal behavior; however,

¹John W. Best, Research in Education (Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1970), p. 170.

²Ibid., p. 64.

³Ibid.

intrinsic validity is not dependent on behavior. Invalidity is present if the respondent intentionally misrepresents his intentions or attitudes, but misrepresentation is very difficult to detect.¹

The investigator followed Best's recommended criteria in the development of her instruments. For this study the investigator reviewed the literature looking for reasons behind the violence which has marred the American sports scene over the past few years. The investigator also talked with a number of fellow graduate students, Texas Woman's University physical education staff members, and friends to obtain their opinions with regard to what has influenced the actions of the spectators. These individuals also were asked to provide questions they would like to have answered by the spectators.

Each piece of information and suggestion was considered, and preliminary questions were constructed and grouped into one of four categories, the first regarding the coach, the second regarding the participant, the third regarding the official, and the fourth regarding the subjects' sports background and demographic information. The investigator then prepared an interview instrument which was used in a pilot study conducted over the 1974 Fourth

¹Festinger and Katz, p. 47.

of July weekend. Twenty-five subjects were asked to comment on the ease of understanding the directions, the questions, and the terms. Questions were altered and clarified where the need was indicated, and some questions were eliminated. The data were analyzed to determine the ease of tabulation and the adaptability of a statistical method which would yield data which could be interpreted.

The revised instrument was used at the Dallas Cowboy-Houston Oiler game and then served as a guide for the development of the instruments used at the Virginia Slims Tennis Tournament, the Braniff Collegiate Mixed Team Championship tennis tournament, and the University of Texas-Oklahoma University football game. The basic structure of the instruments included four sections. The first regarding the coach contained seven questions on the Dallas Cowboy-Houston Oiler and Texas Longhorn-Oklahoma Sooner questionnaire, five questions on the Braniff Collegiate Mixed Team Championship Tennis Tournament questionnaire, and did not appear on the Virginia Slims Tennis Tournament questionnaire. The second section regarding the participant contained eight questions on the Virginia Slims Tennis Tournament questionnaire, nine questions on the Braniff Collegiate Mixed Team Championship Tennis Tournament questionnaire, ten questions on the Houston Oiler-Dallas Cowboy questionnaire,

and eleven questions on the Texas Longhorn-Oklahoma Sooner questionnaire. The third section regarding the official contained six questions on each of the questionnaires. The fourth section regarding the subjects' sports background and demographic information contained twenty-two questions on the Braniff Collegiate Mixed Team Championship Tennis Tournament questionnaire and the Virginia Slims Tennis Tournament questionnaire, twenty-three questions on the Texas Longhorn-Oklahoma Sooner questionnaire, and twenty-one questions on the Dallas Cowboy-Houston Oiler questionnaire. A sample copy of these instruments can be found in the Appendix.

Administration of the Instruments

Data for this study were obtained through the use of the structured interview instrument. Interviewers at the four events were high school juniors and seniors, college graduates, and/or undergraduates from the Dallas and Houston areas. Prior to each event the interviewers were provided with an instruction sheet, an introductory statement to be used when the subject was approached, and an explanation of the questions. The interviewers were asked to go over the interview instrument and to interview two subjects prior to the date of the event. On the day of the event each instrument was reviewed at a meeting held

at the collection site. The interviewers were given an opportunity to ask any questions they had regarding any part of the interview instrument or the procedures to be followed. A sample copy of the instructions sheet, the introductory statement, and an explanation of the questions for each event can be found in the Appendix.

The interview, which required from six to ten minutes to complete, was conducted on an individual basis with the spectators by interviewers who followed standard directions. The interviewers recorded the spectators' responses by marking a check or writing in the appropriate answer in the space provided on the interview instrument. The administration of these instruments will be discussed under the following subheadings: At the Dallas Cowboy-Houston Oiler Football Game; At the Virginia Slims Tennis Tournament; At the Braniff Collegiate Mixed Team Championship Tennis Tournament; and At the University of Texas-Oklahoma University Football Game.

At the Dallas Cowboy-Houston
Oiler Football Game

In July of 1974, the investigator visited the Dallas Cowboy office to talk with Cowboy officials to obtain permission to conduct the interviews at the Dallas Cowboy-Houston Oiler football game to be played at Texas Stadium,

in Irving, August 17, 1974. The public relations director was out of the office, and the investigator was asked to check back later in the week. Following a telephone conversation, on July 22, explaining the proposed study to Mr. Doug Todd, Assistant Public Relations Director for the Dallas Cowboys, a letter was mailed to his attention, with copies going to other Cowboy officials, requesting permission to conduct the study. Following several phone calls from Mr. Todd and Mr. Curt Mosher, Public Relations Director, permission was obtained through the Public Relations Department of the Dallas Cowboys.

With the aid of twenty-five assistants, who were asked to report to Texas Stadium three hours before game time, interviews were conducted on an individual basis. The twelve male interviewers were ten young men who were students at Dallas Baptist University, Abilene Christian College, Abilene Christian College Metro Center, Baylor Dental School, and two college graduates. The thirteen female interviewers were six young women presently enrolled in or recent graduates of the Texas Woman's University doctoral program, two young women presently enrolled in or recent graduates of a master's program, and five other young ladies from the same age bracket. One male and one female interviewer were randomly assigned to sections of

Texas Stadium with instructions for the twelve male interviewers to interview females only and the thirteen female interviewers to interview males only. Following a brief meeting to review the interview instrument, go over procedures, and allow the interviewers to ask any questions they had, the interviewers reported to the assigned sections before the gates were open to the general public. They were instructed to interview as many spectators as possible before the game began, at which time the interview opportunity would terminate. A sample copy of the correspondence, the procedures, and a chart showing the sections of the stadium can be found in the Appendix.

At the Virginia Slims Tennis Tournament

On August 27, 1974, the investigator talked with Mr. Hugh Sweeney, President of the Net Set Racquet Club of Houston, with regard to conducting interviews among the fans attending the Virginia Slims Tennis Tournament, to be played at the Net Set Racquet Club in Houston from September 30 through October 6. Following the telephone conversation, in which permission was granted, a letter was mailed to Mr. Sweeney confirming what the investigator understood as the agreement and providing him with additional details. Final arrangements for conducting the study were made

through the office of Mrs. Terry St. John, who was in charge of the press.

With the aid of ten assistants, all seniors at Friendswood High School, interviews were conducted on an individual basis. One male and one female interviewer were randomly assigned to sections of the stadium, at the Net Set Racquet Club, with instructions for the five males to interview females only, and the five females to interview males only. The interviewers reported to their assigned sections following a brief meeting to review the interview instrument, go over procedures, and allow the interviewers to ask any questions they had. They were instructed to interview as many spectators as possible between matches. Interviewers were instructed not to interview spectators in the stands during play. A sample copy of the correspondence, the procedures, and a chart showing the sections of the stadium can be found in the Appendix.

At the Braniff Collegiate Mixed Team
Championship Tennis Tournament

On September 22, 1974, the investigator talked with Mr. Bob Condron, Sports Information Director of Southern Methodist University, with regard to conducting an interview among the fans attending the Braniff Collegiate Mixed Team Championship Tennis Tournament, to be played at the

Centre Tennis Club in Richardson, Texas on October 4, 5, and 6. Following the telephone conversation, a letter was mailed to Mr. Condron's attention, with copies going to other Southern Methodist University officials, confirming the telephone conversation. Final arrangements for conducting the study were made through the office of Mr. John Gardner, Southern Methodist University's Men's Tennis Coach and Tournament Director.

With the aid of twelve assistants, five undergraduates from the Texas Woman's University, two high school students from Highland Park High School, four college graduates, all female, and one male undergraduate from Abilene Christian College Metro Center, interviews were conducted on an individual basis. The interviewers were assigned the task of interviewing either male or female spectators but not both. Following a brief meeting, to review the interview instrument, go over procedures, and allow the interviewers to ask any questions they had, the interviewers were instructed to interview spectators at random in the two sections of bleachers set up at the club. They were instructed to interview as many spectators as possible between matches. They were instructed not to interview spectators in the stands during play. A sample

copy of the correspondence and the procedures can be found in the Appendix.

At the University of Texas-Oklahoma
University Football Game

In July 1974, the investigator visited the office of Mr. Arthur Hale, Cotton Bowl Manager, with regard to conducting an interview among the University of Texas-Oklahoma University fans attending the Texas-Oklahoma game October 12 at the Cotton Bowl. He explained that approval had to come from the two participating universities and that if their approval could be obtained, he would be delighted to cooperate in any way.

Following the meeting with Mr. Hale letters were mailed to Mr. Jones Ramsey, Sports Information Director of the University of Texas, and Mr. John Keith, Sports Publicity Director of Oklahoma University, requesting permission to conduct the study at the Texas-Oklahoma game. Copies of the letters mailed to Mr. Ramsey and Mr. Keith were mailed to other university officials at their respective schools. After receiving approval from the University of Texas and Oklahoma University, the investigator contacted Mr. Robert H. Halford, Publicity Director of the State Fair of Texas, requesting permission to interview spectators on the State Fair Grounds.

With the aid of nine assistants, four undergraduates from the Texas Woman's University, one undergraduate from Southern Methodist University, four college graduates, all female, and one male undergraduate from Abilene Christian College Metro Center, interviews were conducted on an individual basis. The interviewers were asked to arrive at the State Fair Grounds five hours before game time. Following a brief meeting to review the instrument, the procedures to be followed, and to allow the interviewers to ask any questions they had, the interviewers were instructed to interview as many spectators as possible, at random, on the fair grounds. The interviewers were assigned the task of interviewing either male or female spectators but not both. They were also asked to try to interview an equal number of Texas fans and Oklahoma fans. If the interviewer approached a male or female that was in attendance for the State Fair but not the game, he or she was thanked for his or her time and was not interviewed. The interviewers were instructed to continue their interviews for as long as spectators were available to interview. A sample copy of the correspondence and the procedures can be found in the Appendix.

Summary

The procedures utilized in the development of the study were discussed in Chapter II, under the three main headings of Selection of Subjects, Development of the Instruments, and Administration of the Instruments.

Procedures and criteria for the selection of the subjects were discussed. A detailed explanation was given with regard to the selection of the instrument used in the study to obtain the opinion of the spectator with regard to the coach, the participant, and the official. A description of the procedures utilized in the construction of the structured interview instrument was presented. Procedures related to the administration of the instruments used at each of the four athletic sites were explained in detail.

The treatment, analysis, and interpretation of the data are presented in Chapter III.

CHAPTER III

TREATMENT, ANALYSIS, AND INTERPRETATION OF DATA

Introduction

The purpose of this study was to survey spectators attending a professional football game, an amateur football game, a professional tennis tournament, and an amateur tennis tournament with regard to their opinion toward the coach, the participant, and the official. The subjects were spectators attending (1) the Dallas Cowboy-Houston Oiler professional football game; (2) the Virginia Slims Professional Tennis Tournament; (3) the Braniff Collegiate Mixed Team Championship amateur tennis tournament; and (4) the University of Texas-Oklahoma University amateur football game. The findings of this study were based on data collected, from the spectators, by a team of interviewers at the four events.

Population Facts Concerning Participants

To be considered as a subject for the investigation the spectator had to be a young person or adult attending one of the four events and agreeable to being interviewed. The participants were 840 spectators

attending the four athletic events. The four groups were composed of 301 spectators attending the Dallas Cowboy-Houston Oiler football game; 213 spectators attending the Virginia Slims tennis tournament; 123 spectators attending the Braniff Collegiate Mixed Team Championship tennis tournament; and 203 spectators attending the University of Texas-Oklahoma University football game. The subjects were both male and female. A total of 446 male spectators and 391 female spectators were interviewed. In three instances, the sex of the spectator being interviewed was not recorded.

A one-way analysis of variance was computed to determine where differences existed between the groups on the demographic and identification with sport questions. The variables also were submitted to an alpha-numeric single column frequency distribution where appropriate. Further information on these statistical treatments will be discussed where appropriate in the sections which follow.

Table 1 describes the subjects by age and sex according to motive for attendance. The percentage reported, in parentheses on Table 1, is based on total female and/or total male population according to sex; the second percentage reported is based on total female or

TABLE 1

NUMBER AND PERCENTAGE OF SPECTATORS AT THE FOUR EVENTS
ACCORDING TO MOTIVE FOR ATTENDANCE, AGE, AND SEX

Event	Motive - Entertainment															
	- 24				25 - 44				45 - 64				65 -			
	Male		Female		Male		Female		Male		Female		Male		Female	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Dallas Cowboy Houston Oiler	10	(6.10) 33.30	12	(8.80) 30.77	18	(10.98) 60.00	18	(13.14) 46.15	2	(1.22) 6.67	9	(6.57) 23.09	0		0	
Virginia Slims* Tennis Tournament	11	(9.24) 52.38	8	(8.51) 36.36	9	(7.56) 42.86	12	(12.77) 54.55	1	(.84) 4.76	1	(1.06) 4.55	0		0	
Braniff Collegiate Mixed Team Championship	1	(1.59) 5.56	3	(5.00) 25.00	12	(19.05) 66.67	7	(11.67) 58.33	4	(6.34) 22.22	2	(3.33) 16.67	1	(1.59) 5.56	0	
University of Texas-Oklahoma University	10	(9.71) 34.48	9	(9.00) 40.91	7	(6.80) 24.14	10	(10.00) 45.45	9	(8.74) 31.03	3	(3.00) 13.64	3	(2.91) 10.34	0	

*One female did not give age - (1.06) - 4.55.

TABLE 1--Continued

Event	Motive - Social															
	- 24				25 - 44				45 - 64				65 -			
	Male		Female		Male		Female		Male		Female		Male		Female	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Dallas Cowboy Houston Oiler	5	(3.05) 35.71	9	(6.57) 31.03	5	(3.05) 35.71	12	(8.80) 41.38	4	(2.14) 28.57	7	(5.11) 24.14	0		1	(.73) 3.45
Virginia Slims Tennis Tournament	3	(2.52) 30.00	0		6	(5.04) 60.00	2	(2.13) 50.00	1	(.84) 10.00	2	(2.13) 50.00	0		0	
Braniff Collegiate Mixed Team Championship	1	(1.59) 12.50	2	(3.33) 50.00	6	(9.52) 75.00	1	(1.67) 25.00	0		1	(1.67) 25.00	1	(1.59) 12.50	0	
University of Texas-Oklahoma University	1	(.97) 20.00	7	(7.00) 25.93	4	(3.88) 80.00	13	(13.00) 48.15	0		5	(5.00) 18.52	0		2	(2.00) 7.41

TABLE 1--Continued

Event	Motive - Love of Sport															
	- 24				25 - 44				45 - 64				65 -			
	Male		Female		Male		Female		Male		Female		Male		Female	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Dallas Cowboy Houston Oiler	18	(10.98) 26.47	4	(2.92) 19.05	36	(21.95) 52.94	12	(8.80) 57.14	12	(7.32) 17.65	5	(3.65) 23.81	2	(1.22) 2.94	0	
Virginia Slims Tennis Tournament	19	(15.97) 28.36	10	(10.64) 19.23	34	(28.57) 50.75	33	(35.11) 63.46	13	(10.92) 19.40	8	(8.51) 15.38	1	(.84) 1.49	1	(1.00) 1.92
Braniff Collegiate Mixed Team Championship	6	(9.52) 19.35	7	(11.67) 20.59	18	(28.57) 58.06	22	(36.67) 64.71	7	(11.11) 22.58	5	(8.33) 14.71	0		0	
University of Texas-Oklahoma University	0		1	(1.00) 8.33	8	(7.77) 38.10	4	(4.00) 33.33	13	(12.62) 61.90	6	(6.00) 50.00	0		1	(1.00) 8.33

TABLE 1--Continued

Event	Motive - Fan															
	- 24				25 - 44				45 - 64				65 -			
	Male		Female		Male		Female		Male		Female		Male		Female	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Dallas Cowboy Houston Oiler	5	(3.05) 20.00	14	(10.22) 36.84	10	(6.10) 40.00	14	(10.22) 36.84	10	(6.10) 40.00	8	(5.84) 21.05	0		2	(1.46) 5.26
Virginia Slims Tennis Tournament	3	(2.50) 27.27	2	(2.13) 25.00	6	(5.04) 54.55	4	(4.26) 50.00	2	(1.68) 18.18	2	(2.13) 25.00	0		0	
Braniff Collegiate Mixed Team Championship	1	(1.59) 25.00	1	(1.67) 50.00	2	(3.17) 50.00	0		1	(1.59) 25.00	1	(1.67) 50.00	0		0	
University of Texas-Oklahoma University*	9	(8.74) 21.43	9	(9.00) 26.45	15	(14.56) 35.71	15	(15.00) 44.12	18	(17.48) 42.86	8	(8.00) 23.53	0		1	(1.00) 2.94

*One female did not give age - (1.00) - 2.94.

TABLE 1--Continued

Event	Motive - Other															
	- 24				25 - 44				45 - 64				65 -			
	Male		Female		Male		Female		Male		Female		Male		Female	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Dallas Cowboy Houston Oiler	6	(3.66) 21.47	2	(1.46) 22.22	10	(6.10) 35.71	3	(2.19) 33.33	11	(6.71) 39.29	4	(2.92) 44.44	0		0	
Virginia Slims Tennis Tournament	4	(3.36) 40.00	1	(1.06) 12.50	5	(4.20) 50.00	7	(7.45) 87.50	1	(.84) 10.00	0		0		0	
Braniff Collegiate Mixed Team Championship	0		2	(3.33) 25.00	1	(1.59) 50.00	6	(10.00) 75.00	0		0		1	(1.59) 50.00	0	
University of Texas-Oklahoma University*	1	(.97) 16.67	2	(2.00) 40.00	1	(.97) 16.67	0		2	(1.94) 33.33	3	(3.00) 60.00	1	(.97) 16.67	0	

*One male did not give age - (.97) - 16.67.

TABLE 1--Continued

Event	Combined Motives															
	- 24				25 - 44				45 - 64				65 -			
	Male		Female		Male		Female		Male		Female		Male		Female	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Dallas Cowboy Houston Oiler*	44	26.60	41	30.10	79	47.80	59	43.30	39	23.64	33	24.20	2	1.21	3	2.20
Virginia Slims** Tennis Tournament	40	33.30	21	22.50	60	50.00	58	62.30	18	15.00	13	13.90	1	.80	1	1.00
Braniff Collegiate Mixed Team Championship	9	14.20	15	25.00	39	61.90	36	60.00	12	19.00	9	15.00	3	4.70	0	
University of Texas-Oklahoma University***	21	20.30	28	28.00	35	33.90	42	42.00	42	40.70	25	25.00	4	3.80	4	4.00
*One male did not give age - (.60).																
**One male did not give age - (.60).																
***One male did not give age - (.90).																
****One female did not give age - (1.00).																
Total†	114	25.20	105	26.90	213	47.20	195	50.10	111	24.61	80	20.50	10	22.22	8	2.00

†Three males did not give age - (.60); one female did not give age - (.20).

total male population according to their motive for attendance.

The largest percentage (21.95) of the male spectators at the Cowboy-Oiler game was in the 25-44 year old age bracket, and the motive for attendance was love of sport. The largest percentage (13.14) of the females interviewed was in the 25-44 year old age bracket, with the motive for attendance given as entertainment.

The 25-44 year old age bracket in the love of sport motive for attendance constituted the largest percentage of both male and female spectators attending the Virginia Slims Tennis Tournament and the Braniff Mixed Team Championship. The breakdown for the spectators listing love of sport as their motive for attendance at the Virginia Slims was 28.57 percent of the males and 35.11 percent of the females. At the Braniff Mixed Team Championship 28.57 percent of the males and 36.67 percent of the females listed love of sport as their motive for attendance.

The male and female spectators interviewed at the University of Texas-Oklahoma University football game listed fan as their motive for attendance the largest percentage of the time. The 17.48 percent of the males listing fan as their motive for attendance were in the

45-64 year old age group and the 15.00 percent of the females listing fan as their motive for attendance were in the 25-44 year old age bracket.

Further review of Table 1 indicates that at each of the four events the largest percentage of females interviewed were in the 25-44 year old age bracket. The 25-44 year old age group contained the greatest percentage of males at all events except the University of Texas-Oklahoma University football game where 40.70 percent of those interviewed were in the 45-64 year old age bracket.

Each spectator interviewed was asked to answer between 21 and 23 questions regarding his/her sports background and demographic data. Table 2 indicates there were significant differences found among the spectators attending the four athletic events on the demographic variables. Tables 3, 4, and 5 provide further comparisons on the demographic questions.

There was a significant difference between the Cowboy-Oiler and the Texas-Oklahoma spectators on six questions. The first, regarding the average number of college/pro games attended each year, revealed that 45 percent of the Texas-Oklahoma spectators interviewed attended between one and three college games each season, compared to 61 percent of the Cowboy-Oiler spectators

TABLE 2

SIGNIFICANT DIFFERENCES BETWEEN THE FOUR SPECTATOR GROUPS
ON THE DEMOGRAPHIC VARIABLES

Variable	Texas vs Oklahoma N=194	Cowboy Oiler vs Tex. Ok. N=504	Cowboy Oiler vs Va. Slims N=514	Virginia Slims vs Braniff N=336	Braniff vs Texas Oklahoma N=326
	F	F	F	F	F
Educational Background	7.589*	4.675*	23.741*	6.063*	0.020
Average Number College Pro Games/Matches Attended Each Year	0.982	9.057*	0.003	1.054	11.851*
Age	3.145	4.947*	2.995	4.023*	1.812
Where Do You Live	14.890*	34.137*	0.671	0.778	0.544
Number of Out of Town Games/ Matches Attended	12.206*	151.277*			
Who Did You Come With	0.505	13.233*	33.560*	13.925*	4.519*
Make Up of Group	0.597	0.221	3.371	1.609	10.354*
Texas-Oklahoma Student or Grad.	15.802*				
Annual Trip	3.319				
Number of Texas- Oklahoma Games Attended	0.019				
Attended State Fair as Well as Game	0.478				

*Significant at the .05 level based on the distribution of F, found in Edwards, pp. 428-31.

TABLE 3

NUMBER AND PERCENTAGE OF SPECTATORS AT THE FOUR EVENTS
ACCORDING TO EDUCATIONAL BACKGROUND

Events		Educational Categories								
		School			College					
		Elem.	Jr. Hi.	High	Grad.	1 Yr.	2 Yr.	3 Yr.	4 Yr.	5 Yr.
Texas-Oklahoma N=203	No.	3	3	78	66	8	21	13	10	1
	%	1.48	1.48	38.42	32.51	3.94	10.34	6.40	4.93	0.49
Braniff N=123	No.		1	23	79	5	7	4	4	
	%		0.81	18.70	64.23	4.07	5.69	3.25	3.25	
Virginia Slims* N=213	No.		1	38	108	13	19	10	17	5
	%		0.47	17.84	50.70	6.10	8.92	4.69	7.98	2.35
Dallas Cowboy Houston Oiler** N=301	No.	4	25	126	75	19	30	6	12	3
	%	1.33	8.31	41.86	24.92	6.31	9.97	1.99	3.99	1.00
Texas N=79	No.	2		22	25	3	14	7	6	
	%	2.53		27.85	31.65	3.80	17.72	8.86	7.59	
Oklahoma N=115	No.	1	2	54	35	5	7	6	4	1
	%	0.87	1.74	46.96	30.43	4.35	6.09	5.22	3.48	0.87

*Two subjects did not answer (0.94).

**One subject did not answer (0.33).

TABLE 3--Continued

Events		Texas-Oklahoma Affiliation					
		U.T. Student	O.U. Student	U.T. Graduate	O.U. Graduate	Neither	No Answer
Texas-Oklahoma N=203	No.	16	9	9	11	157	1
	%	7.88	4.43	4.43	5.42	77.34	0.49
Texas N=79	No.	16		9		53	1
	%	20.25		11.39		67.09	1.27
Oklahoma N=115	No.		9		9	97	
	%		7.83		7.83	84.35	

TABLE 4

AVERAGE NUMBER OF GAMES ATTENDED AND DISTANCE TRAVELED
BY THE SPECTATORS AT THE FOUR ATHLETIC EVENTS

Variable	Texas Oklahoma N=203	Braniff N=123	Virginia Slims N=213	Dallas Cowboy Houston Oiler N=301	Oklahoma N=115	Texas N=79
Number of High School Football Games/ Tennis Matches Att.	3.207	1.472	2.709	3.399	3.174	3.544
Number of College Football Games/ Tennis Matches Att.			1.244	1.524		
Number of Pro Tennis Matches/ Football Games Att.	1.049	3.976			0.617	1.570
Number of World Team Tennis Matches Attended		0.423	2.859			
Where Do You Live	174.246	152.390	104.986	77.880	205.748	132.861
Number of Out of Town Games/Matches Attended	1.733			0.243	1.391	2.316
Number of Texas- Oklahoma Games Attended	7.552				7.635	7.430

TABLE 5

NUMBER AND PERCENTAGE OF SPECTATORS INTERVIEWED AT THE FOUR EVENTS
ACCORDING TO WHOM THEY ATTENDED WITH AND MAKE UP OF GROUP

Event		Attended With				
		Unknown	Relative	Friends	Alone	Friends and Relatives
Texas Oklahoma (N=203)	#	1	99	61	6	36
	%	1	49	30	3	17
Braniff (N=123)	#	6	68	22	20	7
	%	5	55	18	16	6
Virginia Slims (N=213)	#	4	67	71	60	11
	%	2	32	33	28	5
Dallas Cowboy Houston Oiler (N=301)	#	1	183	88	7	22
	%	.3	60.8	29.2	2.3	7.3
Texas (N=79)	#	1	35	29	3	11
	%	1	44	37	4	14
Oklahoma (N=115)	#		57	30	3	25
	%		49.6	26.1	2.6	21.7

TABLE 5--Continued

Event		Make Up of Group									
		Un- known	Wife	Hus- band	Chil- dren	Parents	Others	Comb.	Male	Female	Male & Female
Texas Oklahoma (N=203)	#	28	25	30	5	5	6	56	22	14	12
	%	14	12	15	2	2	3	28	11	7	6
Braniff (N=123)	#	27	23	18	7	4		25	9	9	1
	%	22	19	15	6	3		20	7	7	1
Virginia Slims (N=213)	#	63	24	24	7	3	3	17	31	36	5
	%	30	11	11	3	1	1	8	15	17	2
Dallas Cowboy Houston Oiler (N=301)	#	37	34	42	24	11	11	77	39	19	7
	%	12	11	14	8	4	4	26	13	6	2
Texas (N=79)	#	12	10	8	1	1	3	21	10	8	5
	%	15	13	10	1	1	4	27	13	10	6
Oklahoma (N=115)	#	14	13	21	4	3	3	34	12	5	6
	%	12	11	18	4	3	3	30	10	4	5

attending between one and three pro games each season. The second difference occurred on the question, "Where do you live?" The average distance traveled by the Cowboy-Oiler spectator group was 77.880 miles while the average Texas-Oklahoma spectator traveled 174.246 miles to the game.

The Cowboy-Oiler spectators were significantly different from the Texas-Oklahoma spectators on the question, "How many out of town games did you attend last year?" The Cowboy-Oiler spectators averaged attending 0.243 games, and the Texas-Oklahoma spectators averaged attending 1.733 out of town games. The fourth question on which a significant difference was found was, "Who did you come with?" While 60.8 percent of the Cowboy-Oiler spectators were in attendance with relatives, only 49 percent of the Texas-Oklahoma spectators were attending with relatives. The largest percentage of the Cowboy-Oiler and the Texas-Oklahoma spectators listed their age in the 25-44 year old age category (45.85 percent--Cowboy-Oiler and 37.93 percent--Texas-Oklahoma). A significant difference was found between the second largest percentage; 28.24 percent of the Cowboy-Oiler spectators were in the 24 years and under age group compared to 33.00 percent of the Texas-Oklahoma spectators listing the older age

category, 45-65 years. The Cowboy-Oiler spectators and the Texas-Oklahoma spectators also were significantly different on educational background. The largest percentage (41.86) of the Cowboy-Oiler spectators said they were high school graduates compared to 38.42 percent of the Texas-Oklahoma spectators responding with the same answer. A larger percentage (32.51) of the Texas-Oklahoma spectators were college graduates than were the Cowboy-Oiler spectators--24.92 percent.

The Cowboy-Oiler spectators and the Virginia Slims spectators differed significantly on two of the demographic questions. The question regarding educational background indicated a fourth (24.92 percent) of the Cowboy-Oiler spectators were college graduates compared to 50.70 percent of the Virginia Slims spectators who were college graduates. The second question, "Who did you come with?" indicated a significant difference between the Virginia Slims spectators who were almost equally divided among three groups: friends (33 percent), relatives (32 percent), and alone (28 percent), compared with 60.8 percent of the Cowboy-Oiler spectators who attended with relatives.

The Virginia Slims spectators and the Braniff spectators were significantly different on three questions. The education question indicated that the largest group of

spectators attending both events was composed of college graduates; however, the Virginia Slims college graduate group consisted of slightly more than half (50.70 percent) of the spectators, while the Braniff college graduate group was considerably higher (64.23 percent). Although the largest percentage (55.40) of the Virginia Slims spectators and 60.98 percent of the Braniff spectators were classified in the 25-44 year old age bracket, there was more variation in the sample means of the age categories than could be reasonably attributed to random variation, indicating a significant difference on the age question. The two groups were significantly different on the question, "Who did you come with?" As previously reported the Virginia Slims group was almost equally divided among three groups: friends (33 percent), relatives (32 percent), and alone (28 percent), compared to over half (55 percent) of the Braniff spectators who attended with relatives.

The spectators attending the Braniff Collegiate Mixed Team Championship and the spectators attending the Texas-Oklahoma football game were significantly different on three variables. The Texas-Oklahoma spectators averaged attending 1.049 pro football games compared to the Braniff spectators who averaged attending 3.976 pro

tennis matches last year. The Braniff spectators and the Texas-Oklahoma spectators were significantly different on the question, "Who did you come with?" The largest percentage (49) of the Texas-Oklahoma spectators came with relatives, and 55 percent of the Braniff spectators attended the event with relatives. The larger portion (30 percent) of the remainder of the Texas-Oklahoma spectators attended the game with friends compared to 18 percent of the Braniff spectators who came with friends and 16 percent who said they were attending the tournament alone. The make-up of the group was found to be significantly different. The largest percentage (28) of the Texas-Oklahoma spectators indicated the group they came with was made up of friends and relatives whereas the largest percentage (22) of the Braniff spectators failed to answer the question although 20 percent indicated the group they were attending with also was made up of friends and relatives.

The Texas spectators and the Oklahoma spectators were significantly different on four questions. The greatest percentage (46.96) of the Oklahoma spectators were high school graduates without any college work-- while the greatest percentage (31.65) of the Texas spectators were college graduates. On the question

regarding University of Texas-Oklahoma University affiliation, 31.65 percent of those interviewed from the University of Texas were students or graduates of the University while only 15.65 percent of the Oklahoma spectators interviewed were Oklahoma students or graduates.

The two groups also differed significantly on the question, "Where do you live?" The Oklahoma spectators averaged traveling 205.748 miles to the game while the Texas spectators averaged traveling 132.861 miles. The Texas-Oklahoma spectators were found to differ significantly on the question, "How many out of town games did you attend last year?" The Texas spectators averaged attending 2.316 out of town games compared to 1.391 by the Oklahoma spectators.

Table 6 shows the significant differences found among the spectators attending the athletic events on the identification with sport variables. Tables 4 and 7 provide further comparisons on these variables.

A significant difference was found between the Cowboy-Oiler and Texas-Oklahoma spectators on four questions. On the question, "Do you now or have you ever played another sport competitively?" 67 percent of the Cowboy-Oiler spectators answered yes compared to 48 percent of the Texas-Oklahoma spectators who answered yes.

TABLE 6

SIGNIFICANT DIFFERENCES BETWEEN THE FOUR SPECTATOR GROUPS
ON THE IDENTIFICATION WITH SPORT VARIABLES

Variable	Texas vs Oklahoma N=194	Cowboy Oiler vs Tex. Ok. N=504	Cowboy Oiler vs Va. Slims N=514	Virginia Slims vs Braniff N=336	Braniff vs Texas Oklahoma N=326
	F	F	F	F	F
Played Foot- ball/Tennis	1.049	1.357	0.434	0.989	0.841
Played Another Sport	1.427	19.143*	1.376	2.878	17.742*
Team or Individual	0.002	9.358*	0.060	0.016	7.982*
Coached a Sport	4.503*	4.806*	8.397*	0.068	15.355*
Officiated	2.443	4.133*	5.368*	8.140*	44.323*
Favorite Sport to Participate in	0.438	1.574	69.479*	2.870	48.066*
Favorite Sport to Watch	0.613	2.256	73.482*	3.615	155.534*
Number of High School Football Games/Tennis Matches Attended	0.363	0.226	0.968	1.478	13.583*

TABLE 6--Continued

Variable	Texas vs Oklahoma N=194	Cowboy Oiler vs Tex. Ok. N=504	Cowboy Oiler vs Va. Slims N=514	Virginia Slims vs Braniff N=336	Braniff vs Texas Oklahoma N=326
	F	F	F	F	F
Number of College Foot- ball Games/ Tennis Matches Attended			0.936		
Number of Pro Tennis Matches/ Football Games Attended	10.608*				44.490*
Watch Tennis/ Football on TV	0.151	0.678	0.143	5.721*	2.673
Prefer to Watch on TV or in Person	3.411	3.185	7.615*	2.321	12.213*
Number of World Team Tennis Matches Attended				19.694*	

*Significant at the .05 level based on the distribution of F, found in Edwards, pp. 428-31.

TABLE 7

NUMBER AND PERCENTAGE OF SPECTATORS INTERVIEWED AT THE FOUR EVENTS ACCORDING TO IDENTIFICATION WITH SPORT VARIABLE

Variable	Texas Oklahoma N=203				Braniff N=123				Virginia Slims N=213			
	Yes		No		Yes		No		Yes		No	
	#	%	#	%	#	%	#	%	#	%	#	%
Played Foot- ball/Tennis*	56	54	46	45	75	61	48	39	118	55	95	45
Played Another Sport	98	48	105	52	88	72	35	28	133	62	80	38
Coached a Sport	32	16	171	84	42	34	81	66	72	34	137	64
Officiated	31	15	172	85	58	47	65	53	67	31	145	68
Watch Tennis/ Football on TV	192	95	10	5	121	98	2	2	195	92	17	8
	TV		In Person		TV		In Person		TV		In Person	
Prefer to Watch Game/Match on TV or In Person	29	14	173	85	5	4	114	93	31	15	176	83

*Male Only question at football games.

TABLE 7--Continued

Dallas Cowboy Houston Oiler N=301				Oklahoma N=115				Texas N=79			
Yes		No		Yes		No		Yes		No	
#	%	#	%	#	%	#	%	#	%	#	%
97	59	68	41	35	58	25	42	19	53	17	47
203	67	98	33	61	53	54	47	35	44	44	56
68	23	230	76	23	20	92	80	7	9	72	91
68	23	233	77	21	18	94	82	8	10	71	90
280	93	21	7	110	96	4	4	75	95	4	5
TV		In Person		TV		In Person		TV		In Person	
74	25	221	73	11	10	103	90	14	18	65	82

TABLE 7--Continued

Variable	Texas Oklahoma											
	Team		Individual		Team & Indiv.		None		Team		Indiv.	
	#	%	#	%	#	%	#	%	#	%	#	%
What Sport Did You Play*	51	25	23	11	17	8	106	52	55	45	15	12
Favorite Sport to Participate In*	90	44	92	45	2	1	18	9	6	5	111	90
Favorite Sport to Watch*	191	94	7	3.5	1	.5	4	2	45	37	72	59
Dallas Cowboy Houston Oiler												
What Sport Did You Play*	129	43	40	13	23	8	97	32	31	27	14	12
Favorite Sport to Participate In*	182	60	101	34	0		17	6	58	50	48	42
Favorite Sport to Watch*	272	90	21	7	0		6	2	110	96	3	3

*No Opinion responses are not included.

TABLE 7--Continued

Braniff				Virginia Slims							
Team and Individual		None		Team		Individual		Team and Individual		None	
#	%	#	%	#	%	#	%	#	%	#	%
15	12	34	28	87	41	33	15	8	4	79	37
1	1	2	2	34	16	170	80	1	.5	1	.5
5	4	1	1	102	48	104	49	0		0	

Oklahoma				Texas							
10	9	54	47	18	23	9	11	7	9	45	57
1	1	7	6	28	35.4	41	52	1	1.3	9	11.3
1	1	1	1	74	94	4	5	0		1	1

They also were found to be significantly different on the second part of the question, "What type of sport did you participate in?": 52 percent of the Texas-Oklahoma spectators answered none; 25 percent responded with a team sport; and 11 percent answered with an individual sport compared to 43 percent of the Cowboy-Oiler spectators answering with a team sport.

On the question, "Do you now or have you ever coached a sport?" 84 percent of the Texas-Oklahoma spectators answered no to the question compared to 76 percent of the Cowboy-Oiler spectators responding no to the question. The question on officiating also brought a response of no from 85 percent of the Texas-Oklahoma spectators compared to 77 percent of the Cowboy-Oiler spectators who said they had never officiated.

The Virginia Slims spectators and the Cowboy-Oiler spectators differed significantly on five questions. On the question regarding coaching a sport 76 percent of the Cowboy-Oiler spectators answered no compared to 64 percent of the Virginia Slims spectators. The two groups also differed on the officiating question when 68 percent of the Virginia Slims group said they had never officiated compared to 77 percent of the Cowboy-Oiler spectators giving the same response.

On the question, "Which sport is your favorite to participate in?" the Cowboy-Oiler spectators answered with a team sport 60 percent of the time compared to the Virginia Slims spectators who answered with an individual sport 80 percent of the time. On the question, "Which sport is your favorite to watch?" the Cowboy-Oiler spectators answered with a team sport 90 percent of the time while the Virginia Slims spectators answered with an individual sport 49 percent of the time and with a team sport 48 percent of the time.

To the question on preference for watching tennis or football in person or on television, 73 percent of the Cowboy-Oiler spectators indicated they prefer to see the game in person compared to 83 percent of the Virginia Slims spectators who said they preferred to see the match in person.

The Texas-Oklahoma spectators were significantly different from the Braniff spectators on nine questions. On the question, "Have you played another sport?" almost three-fourths (72 percent) of the Braniff spectators answered yes compared to approximately half (48 percent) of the Texas-Oklahoma spectators who gave the same response. They also differed when asked, "What sport did you play?" 52 percent of the Texas-Oklahoma spectators answered none; 25 percent responded with a team sport; and 11 percent

answered with an individual sport compared to 45 percent of the Braniff spectators answering with a team sport. In response to the question, "Which sport is your favorite to participate in?" 90 percent of the Braniff spectators answered individual sport while the Texas-Oklahoma spectators were almost equally divided as 45 percent answered individual sport and 44 percent answered team sport.

The Braniff spectators answered no 66 percent of the time to the question, "Have you ever coached a sport?" compared to 84 percent of the Texas-Oklahoma spectators responding no. The question, "Have you ever officiated?" received a no reply from 85 percent of the Texas-Oklahoma spectators compared to slightly more than half (53 percent) of the Braniff spectators who answered no. The responses to the question, "How many high school football games/tennis matches did you attend last year?" indicated that the Braniff spectators averaged attending 1.472 high school tennis matches last year, while the Texas-Oklahoma spectators attended 3.207 high school football games last year. When asked if they would rather watch the game or match on television or in person there was no doubt that attending in person was the preferred method of watching a match or game as reflected by 93 percent of the Braniff spectators and 85 percent of the Texas-Oklahoma spectators. In response to the question, "What is your favorite sport to

watch?" 59 percent of the Braniff spectators answered individual sport while 94 percent of the Texas-Oklahoma spectators answered with a team sport. When asked "How many pro tennis matches/pro football games did you attend last year?" the Braniff spectators averaged attending 3.976 pro tennis matches last year compared to the Texas-Oklahoma spectators who averaged attending 1.049 pro football games.

The Virginia Slims spectators and the Braniff spectators differed on three questions. On the question, "Have you ever officiated?" 53 percent of the Braniff group answered that they had never officiated compared to 68 percent of the Virginia Slims group who gave the same negative response. The two groups also differed on the question, "Would you rather watch the match on television or in person?" The Braniff spectators left little doubt that they preferred to view the match in person (93 percent) compared to 83 percent of the Virginia Slims spectators preferring to view the match in person. The Virginia Slims spectators averaged attending 2.859 World Team Tennis Matches compared to the Braniff spectators who averaged attending 0.423 matches last year. This difference could be the result of the Virginia Slims being held in Houston, the home of a World Team Tennis Team, while

the Braniff Tournament was held in Dallas, which does not have a team.

The Texas spectators and the Oklahoma spectators differed on two questions. The question regarding the coaching of a sport found 80 percent of the Oklahoma spectators responding no compared to 91 percent of the Texas spectators answering no. A significant difference also was found on the number of pro football games attended last year. The Texas spectators interviewed averaged attending 1.570 games compared to 0.617 games attended by the Oklahoma spectators.

General Treatment of Data

General treatment of the data included the hand recording, during the interview, of the spectators' responses to questions presented by the interviewer. The spectators' responses were coded and recorded by hand on IBM Fortran coding forms, and then the data were punched on DD5081 key punch cards, using an IBM 029 Key Punch, by the investigator. The data were submitted to the Texas Woman's University computer program center. A two-way analysis of variance design,¹ unweighted

¹John T. Roscoe, Fundamental Research Statistics for the Behavioral Sciences (Dallas: Holt, Rinehart and Winston, Inc., 1969), pp. 243-53.

mean,¹ was computed to determine whether differences within the spectator groups might be related to sex or motive for attendance. A one-way analysis of variance² was used to determine if ticket price might be related to differences within the Virginia Slims spectators group. The program selected was ST 013, for the two-way analysis of variance, and ST 001, for the one-way analysis of variance, from the North Texas State University Statistical Library. All variables also were submitted to an alpha-numeric single column frequency distribution, program number ST 010, from the North Texas State University Statistical Library. In five instances a one-way analysis of variance was used to determine whether differences existed between the two football groups; the two tennis groups; the two pro sports groups; the two amateur sports groups; and the two amateur football groups.

Following the above procedures, the subsequent tests of Duncan Range, Newman-Keuls', and Tukey³ were computed to determine the locations where the differences occurred. Further information on these statistical

¹B. J. Winer, Statistical Principles in Experimental Design, 2nd ed. (New York: McGraw-Hill Book Company, 1971), pp. 402-403.

²Ibid., p. 212.

³Ibid., pp. 196-201.

treatments will be discussed where appropriate in the sections which follow.

Organization of Data

The data were organized according to the four selected groups, and a one-way analysis of variance was computed on each response to determine if the groups differed on any items. A frequency and percentage of response was computed on each group for each response.

The four groups were further divided into subgroups for comparisons. They were divided by sex and according to their motive for attendance to determine if males and females responded differently to the questions or if the motive for attendance had any effect on the spectators' responses. The Virginia Slims spectators' responses also were analyzed according to ticket price. A two-way analysis of variance was computed on the subgroups using a method of unweighted means, with the exception of the Virginia Slims, on ticket price, where a one-way analysis of variance was computed. For the subgroup comparisons the Duncan Range, Newman-Keuls', and Tukey subsequent tests were computed to determine where the differences occurred. A frequency and percentage of response was computed on the subgroups according to sex and motive for attendance.

The analysis and interpretation of data will be presented under the following headings: Data Based Upon The Five Group Comparisons and Data Based Upon the Subgroup Comparisons.

Data Based Upon the Five
Group Comparisons

Tables 8, 10, and 12 pertain to the comparisons made on the five groups using information from the sections of the interview instrument regarding the participant, the coach, and the official. A one-way analysis of variance was computed on each of the variables to determine if there were any significant differences. Tables 9, 11, and 13 provide a frequency and percentage breakdown for the sections regarding the participant, the coach, and the official.

TABLE 8

SIGNIFICANT DIFFERENCES BETWEEN THE FOUR SPECTATOR GROUPS
AND WITHIN GROUPS BASED ON MOTIVE FOR ATTENDANCE
AND SEX ON THE PARTICIPANT VARIABLES

Variable	Source of Variation	Texas vs Oklahoma N=194	Texas Oklahoma N=203	Cowboy Oiler vs Tex. Ok. N=504
		F	F	F
Friends or Relatives	Motive Sex Motive x Sex Between	1.191	1.413 0.659 0.675	12.331*
Entertainer	Motive Sex Motive x Sex Between	0.096	1.715 0.870 0.423	10.896*
Autographs and Talk	Motive Sex Motive x Sex Between	0.029	0.922 0.850 1.775	19.177*
Starting Quarter- back/Number One Seeded Player	Motive Sex Motive x Sex Between	24.348*	4.591* 0.336 0.487	21.299*
Your Actions Influenced by Player Reaction	Motive Sex Motive x Sex Between	2.009	0.243 0.077 0.541	0.025
Losing Season	Motive Sex Motive x Sex Between	3.745	4.396* 2.693 0.714	3.826

TABLE 8--Continued

Cowboy Oiler N=301	Cowboy Oiler vs Va. Slims N=514	Virginia Slims N=213	Virginia Slims vs Braniff N=336	Braniff N=123	Braniff vs Texas Oklahoma N=326
F	F	F	F	F	F
1.698 2.342 3.117*	0.004	0.359 1.178 0.520	16.531*	3.684* 0.403 0.988	1.360
0.991 0.078 0.459	0.000	0.359 1.176 1.752	4.991*	0.446 0.172 4.002	0.155
0.198 2.195 0.407	1.328	0.565 0.558 1.370	4.835*	0.283 0.119 1.566	0.331
1.121 23.440* 1.216	0.264	0.950 1.497 1.242			
3.316* 2.086 1.016	3.708	1.204 2.310 1.446	5.715*	1.746 0.053 0.982	0.890
5.527* 0.316 2.068					

TABLE 8--Continued

Variable	Source of Variation	Texas vs Oklahoma N=194	Texas Oklahoma N=203	Cowboy Oiler vs Tex. Ok. N=504
		F	F	F
Starting Center/ Number Two Seeded Player	Motive Sex Motive x Sex Between	6.409*	1.158 3.348 0.820	26.104*
Regardless of Who Was on Team/ If Top Name Players Were Not Competing	Motive Sex Motive x Sex Between	0.806	0.617 0.276 1.044	13.858*
Home State Team/ Home Town Team	Motive Sex Motive x Sex Between	2.436	0.316 0.579 0.673	0.034
Certain Players	Motive Sex Motive x Sex Between	0.071	0.464 0.360 0.246	12.385*
View Scholar- ship Player as a Paid Player	Motive Sex Motive x Sex Between	0.389	1.445 0.924 1.204	
Only Females Competing	Motive Sex Motive x Sex Between			

*Significant at the .05 level based on the distribution of F, found in Edwards, pp. 428-31.

TABLE 8--Continued

Cowboy Oiler N=301	Cowboy Oiler vs Va. Slims N=514	Virginia Slims N=213	Virginia Slims vs Braniff N=336	Braniff N=123	Braniff vs Texas Oklahoma N=326
F	F	F	F	F	F
1.365 28.353* 2.622*	1.204	0.101 0.834 1.017			
1.608 0.450 0.927	86.929*	0.457 2.273 0.788	27.494*	1.072 6.590* 0.829	24.558*
0.950 0.031 0.712					
2.391 1.721 0.955					
				2.404 0.002 0.081	0.282
				0.396 0.333 0.930	

TABLE 9

NUMBER AND PERCENTAGE OF THE FOUR SPECTATOR GROUPS RESPONSE
TO THE PARTICIPANT VARIABLES

Variable	Texas N=79						Oklahoma N=115						Texas-Oklahoma N=203					
	Yes		No Opin.		No		Yes		No Opin.		No		Yes		No Opin.		No	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Fr. or Rel.	11	14			68	86	23	20			92	80	34	17			169	83
Entertainer	26	33	3	4	50	63	41	35.6	3	2.6	71	61.7	73	36	7	3	123	61
Auto.--Talk	54	68.4	5	6.3	20	25.3	81	70.4	5	4.4	29	25.2	143	70	10	5	50	25
Starting Q.B./ No. 1 Seeded	32	41			47	59	85	74			30	26	118	58			85	42
Your Actions	41	52			38	48	45	39	6	6	64	56	91	45	6	3	106	52
Losing Season	68	86	3	4	8	10	109	95	1	1	5	4	184	91	4	2	15	7
Start. Center/ No. 2 Seeded	8	10			71	90	28	24			87	76	36	18			167	82
Who on Team	75	95			4	5	112	97			3	3	196	97			7	3
Home Town/ State Team	56	71			23	29	91	79	3	3	21	18	151	74	4	2	48	24
Certain Players	7	9			72	91	11	10	1	1	103	89	19	9.4	1	.5	183	90.1
Scholarship	14	18	4	5	61	77	24	21	7	6	84	73	44	22	13	6	146	72
Only Women																		

NOTE: Variables listed in same order as on Table 8.

TABLE 9--Continued

Variable	Braniff N=123						Virginia Slims N=213						Cowboy-Oiler N=301					
	Yes		No Opin.		No		Yes		No Opin.		No		Yes		No Opin.		No	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Fr. or Rel.	27	22			96	78	15	7			198	93	21	7	1	.3	279	93
Entertainer	47	38	4	3	72	59	105	49	12	6	96	45	149	50	16	5	136	45
Auto.--Talk	82	67	22	18	19	15	164	77	30	14	19	9	250	83	25	8	26	9
Starting Q.B./ No. 1 Seeded							160	75			53	25	232	77			69	23
Your Actions	62	50.4	3	2.4	58	47.2	73	34	19	9	121	57	136	45	11	4	154	51
Losing Season													252	84	15	5	34	11
Start. Center/ No. 2 Seeded							72	34			141	66	116	39			185	61
Who on Team	99	80			24	20	109	51	9	4	95	45	260	86.4	4	1.3	37	12.3
Home Town/ State Team													225	74.8	8	2.7	68	22.5
Certain Players													62	21	4	1	235	78
Scholarship	27	22	1	1	95	77												
Only Women	100	81	3	2	20	17												

TABLE 10

SIGNIFICANT DIFFERENCES BETWEEN THE FOUR SPECTATOR GROUPS AND WITHIN GROUPS
BASED ON MOTIVE FOR ATTENDANCE AND SEX ON THE COACH VARIABLES

Variable	Source of Variation	Texas vs Oklahoma N=194	Texas Oklahoma N=203	Cowboy Oiler vs Tex. Ok. N=504	Cowboy Oiler N=301	Braniff N=123	Braniff vs Texas Oklahoma N=326
		F	F	F	F	F	F
Respect Coach as a Coach	Motive Sex Motive x Sex Between	1.831	0.776 0.171 0.413	0.035	0.353 0.063 0.508		
Won - Loss Record	Motive Sex Motive x Sex Between	1.301	1.040 0.098 0.602	1.525	0.721 0.097 0.754	0.466 10.117* 0.984	0.476
Behavior of Fans	Motive Sex Motive x Sex Between	0.560	0.323 0.529 0.784	5.791*	1.115 1.550 0.215	4.078 1.129 0.180	18.517*

TABLE 10--Continued

Variable	Source of Variation	Texas vs Oklahoma N=194	Texas Oklahoma N=203	Cowboy Oiler vs Tex. Ok. N=504	Cowboy Oiler N=301	Braniff N=123	Braniff vs Texas Oklahoma N=326
		F	F	F	F	F	F
Behavior Influenced by Behavior of Coach	Motive Sex Motive x Sex Between	0.001	0.150 0.215 0.598	0.011	0.211 0.563 1.502	0.785 0.587 0.419	10.272*
Watch Coach for Reactions	Motive Sex Motive x Sex Between	0.867	0.220 0.101 0.843	4.950*	2.092 0.315 1.381	0.148 0.000 1.365	26.518*
Success or Failure	Motive Sex Motive x Sex Between	0.000	0.350 0.405 0.689	8.792*	1.493 0.220 0.270	0.463 1.362 1.797	22.039*
Respect Coach as a Man	Motive Sex Motive x Sex Between	1.086	0.395 0.435 1.076	0.398	0.745 6.029* 0.403		

*Significant at the .05 level based on the distribution of F, found in Edwards, pp. 428-31.

TABLE 11

NUMBER AND PERCENTAGE OF THE FOUR SPECTATOR GROUPS
RESPONSE TO THE COACH VARIABLES

Variable	Texas N=79						Oklahoma N=115					
	Yes		No Opinion		No		Yes		No Opinion		No	
	#	%	#	%	#	%	#	%	#	%	#	%
Respect Coach as Coach	77	98	1	1	1	1	106	92	6	5	3	3
Won-Loss Record	20	25.3	9	11.4	50	63.3	26	22.6	3	2.6	86	74.8
Behavior of Fans Influenced by Coach	55	69.6	2	2.5	22	27.9	86	75	2	2	27	23
Behavior Influenced by Behavior of Coach--You	22	28	3	4	54	68	33	29	2	1.7	80	69.6
Watch Coach for Reactions	33	42	3	4	43	54	58	50			57	50
Success of Failure	44	56	4	5	31	39	66	57	2	2	47	41
Respect Coach as a Man	68	86	7	9	4	5	104	90	8	7	3	3

TABLE 11--Continued

Variable	Texas-Oklahoma N=203						Braniff N=123						Cowboy-Oiler N=301					
	Yes		No Opin.		No		Yes		No Opin.		No		Yes		No Opin.		No	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Respect Coach as Coach	190	94	9	4	4	2							281	94	13	4	7	2
Won-Loss Record	48	24	13	6	142	70	23	18.7	12	9.8	88	71.5	82	27	27	9	192	64
Behavior of Fans Influenced by Coach	146	72	4	2	53	26	58	47	8	7	57	46	179	59	21	7	101	34
Behavior Influenced by Behavior of Coach--You	58	29	5	2	140	69	16	13	4	3	103	84	86	29	10	3	205	68
Watch Coach for Reactions	95	47	3	1	105	52	24	20	2	2	97	79	169	56	8	3	124	41
Success or Failure	113	56	6	3	84	41	35	28	8	7	80	65	115	38	37	12	149	50
Respect Coach as a Man	178	88	18	9	7	3							270	91	22	7	9	3

TABLE 12

SIGNIFICANT DIFFERENCES BETWEEN THE FOUR SPECTATOR GROUPS
AND WITHIN GROUPS BASED ON MOTIVE FOR ATTENDANCE
AND SEX ON THE OFFICIAL VARIABLES

Variable	Source of Variation	Texas vs Oklahoma N=194	Texas Oklahoma N=203	Cowboy Oiler vs Tex. Ok. N=504
		F	F	F
Well Informed on Rules	Motive		0.631	
	Sex		2.225	
	Motive x Sex		0.394	
	Between	1.422		0.313
Officiating is Simple	Motive		0.551	
	Sex		0.811	
	Motive x Sex		1.145	
	Between	0.014		0.008
Beat Officials as Well as Opponent	Motive		1.309	
	Sex		0.377	
	Motive x Sex		0.229	
	Between	0.491		0.633
Favor Top Name Players/Home Town/Home State Team	Motive		0.740	
	Sex		1.301	
	Motive x Sex		0.902	
	Between	1.451		0.122
Faults Blame Officials	Motive		0.551	
	Sex		0.316	
	Motive x Sex		0.188	
	Between	1.057		1.554
Yell at Officials Calls	Motive		0.636	
	Sex		0.481	
	Motive x Sex		0.820	
	Between	0.587		0.214

*Significant at the .05 level based on the distribution of F, found in Edwards, pp. 428-31.

TABLE 12--Continued

Cowboy Oiler N=301	Cowboy Oiler vs Va. Slims N=514	Virginia Slims N=213	Virginia Slims vs Braniff N=336	Braniff N=123	Braniff vs Texas Oklahoma N=326
F	F	F	F	F	F
1.003 0.523 0.451	62.473*	0.656 0.814 1.079	22.028*	1.745 3.903 1.499	0.243
0.348 0.498 1.831	34.256*	3.723* 0.732 1.331	4.003*	0.545 0.662 1.399	5.572*
1.641 18.686* 1.941	6.088*	0.457 0.291 1.465	3.345	0.168 0.280 0.606	9.577*
0.281 0.759 1.107	53.812*	1.768 0.008 0.896	4.250*	0.807 0.193 0.282	10.073*
0.712 6.282* 0.485	21.360*	0.440 0.011 0.715	0.971	0.948 0.057 0.536	32.057*
2.559* 5.246* 2.164	102.858*	0.636 0.089 1.350	0.793	1.693 1.998 0.779	84.497*

TABLE 13

NUMBER AND PERCENTAGE OF THE FOUR SPECTATOR GROUPS
RESPONSE TO THE OFFICIAL VARIABLES

Variable	Texas N=79						Oklahoma N=115						Texas-Oklahoma N=203					
	Yes		No Opin.		No		Yes		No Opin.		No		Yes		No Opin.		No	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Well Informed on Rules	73	92	2	3	4	5	110	95.7	3	2.6	2	1.7	192	95	5	2	6	3
Officiating is Simple	3	4	1	1	75	95	5	4	1	1	109	95	10	5	3	1	190	94
Beat Officials as Well as Opponent	36	45.6	6	7.6	37	46.8	50	43	2	2	63	55	90	44	10	5	103	51
Favor Top Name Player/Home Town/State Team	13	16	2	3	64	81	12	10	3	3	100	87	28	14	5	2	170	84
Fans Blame Officials	73	92			6	8	101	88			14	12	183	90			20	10
Yell at Officials Calls	57	72			22	28	77	67			38	33	140	69	1	.5	62	30.5

TABLE 13--Continued

Variable	Braniff N=123						Virginia Slims N=213						Cowboy-Oiler N=301					
	Yes		No Opin.		No		Yes		No Opin.		No		Yes		No Opin.		No	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Well Informed on Rules	115	94	3	2	5	4	157	74	9	4	47	22	287	95	8	3	6	2
Officiating is Simple	16	13			107	87	42	19.7	8	3.8	163	76.5	14	4.6	5	1.6	282	93.7
Beat Officials as Well as Opponent	34	28	6	5	83	67	77	36	15	7	121	57	145	48	13	4	143	48
Favor Top Name Player/Home Town/State Team	30	24	11	9	82	67	68	32	31	15	114	54	35	11.6	14	4.7	252	83.7
Fans Blame Officials	81	66			42	34	144	67.6	14	6.6	55	25.8	256	85	9	3	36	12
Yell at Officials Calls	27	22			96	78	55	26	2	1	156	73	197	65	11	4	93	31

The Participant

The spectators at the four events answered between seven and eleven questions on the participant, depending on the event they were attending.

The University of Texas and Oklahoma University spectators differed significantly on two questions. The Oklahoma spectators responded with the correct name 74 percent of the time to the question, "Do you know the name of the starting quarterback?" compared to the Texas spectators who gave the correct response only 41 percent of the time. On the question, "Do you know the name of the starting center?" 76 percent of the Oklahoma spectators answered no to the question while an even higher percentage (90) of the Texas spectators answered no.

The Cowboy-Oiler spectators and the Texas-Oklahoma spectators differed significantly on seven of the ten questions compared.

On the question, "Do you have any friends or relatives on the team?" the Texas-Oklahoma spectators answered no 83 percent of the time while 93 percent of the Cowboy-Oiler spectators answered no. The question, "Do you view the player as an entertainer?" drew equal response from the Cowboy-Oiler spectators when 50 percent said yes and 45 percent answered no compared to only 36 percent of the

Texas-Oklahoma spectators who view the player as an entertainer. It is interesting that although the Texas-Oklahoma spectators did not view the player as an entertainer they responded yes 70 percent of the time to the question, "Should a player sign autographs and talk with fans?" which was almost as high (83 percent) as the Cowboy-Oiler spectators who answered yes and who view the player as an entertainer.

From the responses received on the question, "Do you know the name of the starting quarterback?" more Cowboy-Oiler spectators (77 percent) knew the name of the starting quarterback, even though it was the first game of the season, than did the Texas-Oklahoma spectators (58 percent) who gave the correct response although this game took place during the middle of the season. There was a 21 percent difference in the number of Texas-Oklahoma spectators (18 percent) who knew the name of the starting center and the number of Cowboy-Oiler spectators (39 percent) who knew the name of the starting center.

The question, "Would you attend the game regardless of who was on the team?" indicated that the Texas-Oklahoma spectators attended for reasons other than the team personnel as they responded 97 percent of the time with yes compared to 86.4 percent of the Cowboy-Oiler spectators who

reported they would attend regardless of who was playing. Only 9.4 percent of the Texas-Oklahoma spectators said they attended the game because of certain players compared to 21 percent of the Cowboy-Oiler spectators who said they came to the game because of certain players.

The Cowboy-Oiler spectators and the Virginia Slims spectators were significantly different on only one question. A response of yes was given by 86.4 percent of the Cowboy-Oiler spectators when asked, "Would you come to the game regardless of who was on the team?" while 51 percent of the Virginia Slims spectators said they would attend the tournament even if the top name players were not competing. The Braniff spectators and the Texas-Oklahoma spectators also were significantly different on this question: 97 percent of the Texas-Oklahoma spectators said they would attend the game regardless of who was on the team compared to a somewhat lower percentage (80) of the Braniff spectators who said they would attend if the top name players were not competing.

The Virginia Slims spectators and the Braniff spectators were significantly different on all five participant questions. The Braniff spectators responded yes a larger percentage (22) of the time to the question, "Do you have any friends or relatives playing in the tournament?"

than the Virginia Slims spectators who answered yes 7 percent of the time. Even though the groups were significantly different in their response to the question--"Do you view the player as an entertainer?"--the Virginia Slims group was almost equally divided with a 49 percent yes response and a 45 percent no response compared to 59 percent of the Braniff spectators who answered no.

Both groups felt that participants should take time to talk with spectators and sign autographs; however, a larger percentage (77) of the Virginia Slims spectators responded yes compared to the Braniff spectators who answered yes 67 percent of the time. The Braniff spectators also were equally divided on the question, "Are your actions influenced by the players reactions on the court?" when 50.4 percent of the spectators answered yes and 47.2 percent answered no compared to 57 percent of the Virginia Slims spectators who answered no.

Slightly over half (51 percent) of the Virginia Slims spectators said they would attend the tournament if the top name players were not competing compared to 80 percent of the Braniff spectators giving the same response.

The Coach

The spectators at three of the events answered either five or seven questions regarding the coach,

depending on the event they attended. Spectators attending the Virginia Slims Tennis Tournament were not questioned on the coach because the participants entered the tournament on an individual basis and were not actively associated with a coach during the event as thought of in intercollegiate or world team tennis competition.

The Texas spectators were not significantly different from the Oklahoma spectators on any questions about the coach. The Texas-Oklahoma spectators as a group did differ significantly from the Cowboy-Oiler spectators on three questions regarding the coach. Of the Texas-Oklahoma spectators questioned, 72 percent thought that the coach influenced the behavior of the fans compared to slightly more than half (59 percent) of the Cowboy-Oiler spectators who felt the same. Even though the two groups were not significantly different on the question--"Is your behavior influenced by the behavior of the coach?"--it is interesting to note that although almost three-fourths of the Texas-Oklahoma spectators answered yes to the question, "Do you think the coach influences the behavior of the fans?" only 29 percent of them thought that their behavior was influenced by the coach. The Cowboy-Oiler spectators provided a similar picture, but not as drastic a change, so 29 percent believed that their actions were influenced by

the coach. When asked, "Do you watch the coach for his reactions to the officials' calls?" the percentage which answered yes in both groups approached the 50 percent mark--the Texas-Oklahoma spectators 47 percent and the Cowboy-Oiler spectators 56 percent. Overall, 38 percent of the Cowboy-Oiler spectators indicated that they think the coach is usually to blame for the success or failure of the teams as did 56 percent of the Texas-Oklahoma spectators.

The Texas-Oklahoma spectators and the Braniff spectators differed significantly on four of the five questions compared. The Braniff spectators were divided almost equally on the question, "Do you think coaches influence the behavior of the fans?" with 47 percent answering yes and 46 percent answering no compared to almost three-fourths (72 percent) of the Texas-Oklahoma spectators responding yes. The majority of the spectators in both groups responded no to the question, "Is your behavior at the game/match influenced by the behavior of the coach?" The Texas-Oklahoma spectators said no 69 percent of the time, and an even larger percentage (84) of the Braniff spectators answered no.

While slightly more than three-fourths (79 percent) of the Braniff spectators said they did not watch the coach

for reactions to the officials' calls, the Texas-Oklahoma spectators were divided almost equally on the question as 47 percent said they watched the coach while 52 percent said they did not. On the question, "Do you think the coach is usually to blame for the success or failure of the team?" the Texas-Oklahoma spectators were again almost evenly divided with slightly more than half (56 percent) responding with a yes compared to the Braniff spectators who answered yes 28 percent of the time.

The Official

The spectators interviewed at the four events were asked six questions regarding the official. The Texas spectators were not significantly different from the Oklahoma spectators, and the Texas-Oklahoma spectators as a group were not significantly different from the Cowboy-Oiler spectators as a group on any of the questions relating to the official.

The Cowboy-Oiler spectators and the Virginia Slims spectators differed significantly on all six questions. The Cowboy-Oiler spectators left little doubt that they felt the officials were well informed on the rules when 95 percent answered yes compared to slightly less than three-fourths (74 percent) of the Virginia Slims spectators responding yes. Neither group thought that officiating was

simple, but the Cowboy-Oiler spectators seem to have stronger feelings on the subject as 93.7 percent said no in comparison to 76.5 percent of the Virginia Slims spectators.

Slightly more than a third (36 percent) of the Virginia Slims spectators felt that the players must defeat the officials as well as their opponents while the Cowboy-Oiler spectators were equally divided as 48 percent responded yes and 48 percent answered no. Only 11.6 percent of the Cowboy-Oiler spectators felt that the officials favor the hometown team while 32 percent of the Virginia Slims spectators thought that the officials favored the top name players. Both groups agree that the fans blame the officials if their favorite team or player is defeated, but a significantly higher percentage (85) of the Cowboy-Oiler spectators answered yes than did the Virginia Slims spectators--67.6 percent.

The Virginia Slims and Cowboy-Oiler spectators responded with opposite answers on the question, "Do you yell at some of the officials' calls?" Of the Cowboy-Oiler spectators interviewed, 65 percent of them said they yelled at the officials' calls, while 26 percent of the Virginia Slims spectators said they yelled at the officials' calls, and 73 percent said they did not.

The Virginia Slims spectators and the Braniff spectators were significantly different on three questions. Slightly less than three-fourths (74 percent) of the Virginia Slims spectators indicated that they believe the officials are well informed on the rules compared to 94 percent of the Braniff spectators who shared that opinion. There was only a slight difference between the two groups on their response to the question, officiating is simple enough that most anyone could do it. Only 13 percent of the Braniff spectators considered officiating to be simple compared to 19.7 percent of the Virginia Slims spectators. The degree to which the Braniff and the Virginia Slims spectators thought that the officials favor the top named players was significantly different although they shared the same belief--54 percent of the Virginia Slims spectators said no, and an even higher percentage (67) of the Braniff spectators answered no.

The Texas-Oklahoma spectators and the Braniff spectators were significantly different on five questions. Two-thirds (67 percent) of the Braniff spectators and 84 percent of the Texas-Oklahoma spectators said the official does not favor the top name players or the hometown team. Both spectator groups answered yes to the question, "Do fans blame the officials if their favorite team or player

is defeated?" Two-thirds (66 percent) of the Braniff spectators answered yes compared with 90 percent of the Texas-Oklahoma spectators. The Texas-Oklahoma spectators interviewed responded yes 69 percent of the time when asked, "Do you yell at the officials' calls?" and 22 percent of the Braniff spectators admitted that they yell at the officials' calls and 78 percent said they did not.

The Texas-Oklahoma spectators were almost equally divided on the question, "Do you think that sometimes the team/player must beat the officials as well as the other team?" as 44 percent answered yes and a slightly higher percentage (51) responded no. A little over two-thirds (67 percent) of the Braniff spectators said no. The question, "Do you think officiating is simple enough that most anyone could do it?" received negative replies from the largest percentage of both groups, with the Braniff spectators responding no 87 percent of the time and the Texas-Oklahoma spectators who answered no 94 percent of the time.

Data Based Upon the Subgroup
Comparisons

Tables 8, 10, and 12 concern comparisons made on the four groups using information from the sections regarding the coach, the participant, and the official. A two-way analysis of variance, unweighted means, was computed

on each of the variables to determine whether differences within the spectator groups might be related to motive for attendance or to the sex of the respondent. A one-way analysis of variance was computed on each of the variables to determine whether differences within the Virginia Slims spectator group might be related to ticket price. Tables providing a frequency and percentage breakdown for sex and motive for attendance will be reported for the sections where significant differences occurred.

Following these procedures subsequent tests--Duncan Range, Newman-Keuls', and Tukey--were computed to determine where the differences occurred. The subsequent test will be reported where significant differences occur at the .05 level of significance or better.

The Participant

Motive for attendance and sex were not found to be significant variables on any of the questions relating to the participant for the Virginia Slims spectators.

Motive for attendance was a significant variable on two of the participant questions for the Texas-Oklahoma spectators (Table 14). On the question, "Do you know the name of the starting quarterback?" the spectators listing fan as their motive for attendance differed significantly from the spectator group listing their motive for

TABLE 14

NUMBER AND PERCENTAGE OF THE UNIVERSITY OF TEXAS-OKLAHOMA
UNIVERSITY SPECTATOR RESPONSE TO PARTICIPANT,
COACH, AND OFFICIAL VARIABLES

Variables	Motive - Entertainment (N=51)											
	Male (N=29)						Female (N=22)					
	Yes		No Opinion		No		Yes		No Opinion		No	
	#	%	#	%	#	%	#	%	#	%	#	%

Participant Variables

Fr. or Rel	4	14			25	86	1	5			21	95
Entertainer	10	34.5	1	3.5	18	62	10	45.5	1	4.5	11	50
Auto.--Talk	18	62			11	38	19	86	2	9	1	5
Starting Q.B.	18	62			11	38	10	45			12	55
Your Actions	12	41	1	4	16	55	11	50	1	4.5	10	45.5
Losing Season	25	86			4	14	19	86	1	5	2	9
Start. Center	6	21			23	79	1	5			21	95
Who on Team	25	86			4	14	22	100				
Home Town Team	21	72.4	3	10.3	5	17.2	17	77			5	23
Certain Players	3	10			26	90	2	9			20	91
Scholarship	7	24			22	76	5	23	4	18	13	59

Coach Variables

Respect C. as C.	26	90	3	10			20	91	1	4.5	1	4.5
Won--Loss	7	24	3	10	19	66	4	18	4	18	14	64
Behavior Fans	22	76	1	3	6	21	17	77	1	5	4	18
Behavior Inf.	10	34			19	66	7	32	2	9	13	59
Watch Coach	14	48			15	52	10	45	1	5	11	50
Success--Fail	18	62	1	3.5	10	34.5	12	54.5	3	13.6	7	31.8
Resp. C. as M.	24	83	4	14	1	3	18	82	2	9	2	9

Official Variables

Well Informed	28	97	1	3			19	86	1	5	2	9
Off. Simple	2	7			27	93	2	9	2	9	18	82
Beat Officials	12	41.4	3	10.3	14	48.3	10	45.5	2	9	10	45.5
Favor H-town	2	7	1	3	26	90	5	23	1	4.5	16	73
Fans Blame Off.	27	93			2	7	19	86			3	14
Yell Off. Calls	24	83			5	17	15	68			7	32

NOTE: Variables listed in same order as on Tables 8, 10, and 12.

TABLE 14--Continued

Variables	Motive - Social (N=32)											
	Male (N=5)						Female (N=27)					
	Yes		No		Opinion		Yes		No		Opinion	
	#	%	#	%	#	%	#	%	#	%	#	%

Participant Variables

Fr. or Rel.					5	100	3	11			24	89
Entertainer	3	60			2	40	9	33.3	2	7.4	16	59.3
Auto.--Talk	4	80	1	20			22	81			5	19
Starting O.B.	1	20			4	80	7	26			20	74
Your Actions	3	60			2	40	12	44	1	4	14	52
Losing Season	3	60			2	40	21	78	3	11	3	11
Start. Center					5	100	2	7			25	93
Who on Team	5	100					25	93			2	7
Home Town Team	4	80	1	20			18	67			9	33
Certain Players	1	20			4	80	2	7			25	93
Scholarship	2	40			3	60	9	33	5	19	13	48

Coach Variables

Respect C. as C.	5	100					25	93	2	7		
Won--Loss	2	40			3	60	5	19	2	7	20	74
Behavior Fans	4	80			1	20	18	66.7	1	3.7	8	29.6
Behavior Inf.	2	40			3	60	4	15	2	7	21	78
Watch Coach	3	60			2	40	7	26	2	7	18	67
Success--Fail	2	40			3	60	15	56	2	7	10	37
Resp. C. as M.	5	100					22	81	5	19		

Official Variables

Well Informed	5	100					25	93	1	4	1	4
Off. Simple					5	100	1	4	1	4	25	93
Beat Officials	2	40			3	60	7	26	3	11	17	63
Favor H-town	1	20			4	80	2	7.4	2	7.4	23	85.2
Fans Blame Off.	5	100					24	89			3	11
Yell Off. Calls	4	80			1	20	13	48			14	52

TABLE 14--Continued

Variables	Motive - Love of Sport (N=33)											
	Male (N=21)						Female (N=12)					
	Yes		No Opinion		No		Yes		No Opinion		No	
	#	%	#	%	#	%	#	%	#	%	#	%

Participant Variables

Fr. or Rel.	1	5			20	95	2	17			10	83
Entertainer	9	43	1	5	11	52	4	33	1	8	7	58
Auto.--Talk	16	76	2	10	3	14	9	75	1	8	2	17
Starting Q.B.	12	57			9	43	7	58			5	42
Your Actions	12	57			9	43	4	33			8	67
Losing Season	19	90			2	10	12	100				
Start. Center	5	24			16	76	2	17			10	83
Who on Team	21	100					12	100				
Home Town Team	18	86			3	14	10	83			2	17
Certain Players	3	14			18	86	1	8			11	92
Scholarship	8	38	1	5	12	57	1	8			11	92

Coach Variables

Respect C. as C.	18	85.7	2	9.5	1	4.8	11	92			1	8
Won--Loss	5	24			16	76	2	17			10	83
Behavior Fans	14	66.7	1	4.8	6	28.6	10	83			2	17
Behavior Inf.	6	29			15	71	3	25			9	75
Watch Coach	13	62			8	38	6	50			6	50
Success--Fail	8	38			13	62	8	67			4	33
Resp. C. as M.	18	85.7	2	9.5	1	4.8	11	92	1	8		

Official Variables

Well Informed	20	95	1	5			10	84	1	8	1	8
Off. Simple	2	10			19	90					12	100
Beat Officials	9	43			12	57	7	58			5	42
Favor H-town	4	19			17	81					12	100
Fans Blame Off.	19	90			2	10	11	92			1	8
Yell Off. Calls	15	71			6	29	10	83			2	17

TABLE 14--Continued

Variables	Motive - Fan (N=76)											
	Male (N=42)						Female (N=34)					
	Yes		No		Opinion		Yes		No		Opinion	
	#	%	#	%	#	%	#	%	#	%	#	%

Participant Variables

Fr. or Rel.	13	31			29	69	9	26			25	74
Entertainer	15	36	1	2	26	62	6	18			28	82
Auto.--Talk	31	74	1	2	10	24	16	47	2	6	16	47
Starting O.B.	37	88			5	12	22	65			12	35
Your Actions	16	38	3	7	23	55	15	44			19	56
Losing Season	40	95			2	5	34	100				
Start. Center	16	38			26	62	3	9			31	91
Who on Team	41	98			1	2	34	100				
Home Town Team	34	81			8	19	21	62			13	38
Certain Players	3	7			39	93	2	6	1	3	31	91
Scholarship	3	7	2	5	37	88	6	18			28	82

Coach Variables

Respect C. as C.	41	98			1	2	34	100				
Won--Loss	13	31	2	5	27	64	9	26	2	6	23	68
Behavior Fans	31	74			11	26	23	68			11	32
Behavior Inf.	10	24	1	2	31	74	13	38			21	62
Watch Coach	17	40			25	60	19	56			15	44
Success--Fail	25	60			17	40	18	53			16	47
Resp. C. as M.	38	90	2	5	2	5	33	97			1	3

Official Variables

Well Informed	41	98			1	2	33	97			1	3
Off. Simple	2	5			40	95					34	100
Beat Officials	18	43			24	57	18	53	1	3	15	44
Favor H-town	8	19	1	2	33	79	3	9			31	91
Fans Blame Off.	36	86			6	14	31	91			3	9
Yell Off. Calls	29	69			13	31	24	71			10	29

TABLE 14--Continued

Variables	Motive - Other (N=11)											
	Male (N=6)						Female (N=5)					
	Yes		No		Opinion		Yes		No		Opinion	
	#	%	#	%	#	%	#	%	#	%	#	%

Participant Variables

Fr. or Rel.					6	100	1	20			4	80
Entertainer	4	67			2	33	3	60			2	40
Auto.--Talk	5	83	1	17			3	60			2	40
Starting Q.B.	2	33			4	67	2	40			3	60
Your Actions	3	50			3	50	3	60			2	40
Losing Season	6	100					5	100				
Start. Center	1	17			5	83					5	100
Who on Team	6	100					5	100				
Home Town Team	4	67			2	33	4	80			1	20
Certain Players	1	17			5	83	1	20			4	80
Scholarship	2	33	1	17	3	50	1	20			4	80

Coach Variables

Respect C. as C.	5	83	1	17			5	100				
Won--Loss					6	100	1	20			4	80
Behavior Fans	3	50			3	50	4	80			1	20
Behavior Inf.	2	33			4	67	1	20			4	80
Watch Coach	3	50			3	50	3	60			2	40
Success--Fail	4	67			2	33	3	60			2	40
Resp. C. as M.	4	67	2	33			5	100				

Official Variables

Well Informed	6	100					5	100				
Off. Simple	1	17			5	83					5	100
Beat Officials	4	67			2	33	3	60	1	20	1	20
Favor H-town	2	33			4	67	1	20			4	80
Fans Blame Off.	6	100					5	100				
Yell Off. Calls	3	50	1	17	2	33	3	60			2	40

attendance as entertainment, social, love of sport, and other. The social group also was significantly different from the love of sport group and the entertainment group. A larger percentage (77.63) of the spectators in the group listing their motive for attendance as fan knew the name of the starting quarterback. Less than half of the men and women who attended the game for social reasons knew the name of the starting quarterback whereas approximately half (57.58 percent) of those who attended because of love of sport answered the question correctly (Table 15).

The question, "Would you continue to come to the games if the team was having a losing season?" received a significantly different response from the social group, and the love of sport group, the fan group, and the group classified as other. A significant difference also was found between the entertainment group and the fan group. Each group indicated that they would attend even if the team was having a losing season, but the group classified as other had the largest percentage (100) of the spectators answering yes, followed closely by the fan group of whom 97.37 percent responded yes. (Table 16.)

The Cowboy-Oiler spectators were found to be significantly different, based on motive for attendance, on two questions (Table 17). The spectator group classified as fan

TABLE 15

SIGNIFICANT DIFFERENCES BETWEEN MEANS OF THE UNIVERSITY OF TEXAS-
OKLAHOMA UNIVERSITY SPECTATORS ON THE STARTING QUARTERBACK
QUESTION BASED ON MOTIVE FOR ATTENDANCE

Motive for Attendance	Ranked Means		Mean Difference	Range Products		
				Duncan's	Newman-Keuls'	Tukey's
Fan - Social	4.10526	2.00000	2.10526	0.85001*	1.06217*	1.06217*
Fan - Other	4.10526	2.45455	1.65072	1.27090*	1.52912*	1.55756*
Fan - Entertainment	4.10526	3.19608	0.90918	0.68972*	0.78238*	0.84738*
Fan - Love of Sport	4.10526	3.30303	0.80223	0.75461*	0.75406*	0.90242*
Social - Love of Sport	3.30303	2.00000	1.30303	0.97741*	1.17601*	1.21326*
Entertainment - Social	3.19608	2.00000	1.19608	0.85930*	0.97473*	1.05571*

*Significant at the .05 level.

TABLE 16

SIGNIFICANT DIFFERENCES BETWEEN MEANS OF THE UNIVERSITY OF TEXAS-
OKLAHOMA UNIVERSITY SPECTATORS ON THE LOSING SEASON QUESTION
BASED ON MOTIVE FOR ATTENDANCE

Motive for Attendance	Ranked Means		Mean Difference	Range Products		
				Duncan's	Newman-Keuls'	Tukey's
Other - Social	5.00000	4.18750	0.81250	0.80242*	1.00270	1.00270
Fan - Social	4.89474	4.18750	0.70724	0.47252*	0.56853*	0.58654*
Fan - Entertainment	4.89474	4.49020	0.40454	0.39257*	0.44530	0.48230
Love of Sport - Social	4.75758	4.18750	0.57008	0.53806*	0.61034	0.66105

*Significant at the .05 level.

TABLE 17

NUMBER AND PERCENTAGE OF DALLAS COWBOY-HOUSTON OILER
SPECTATOR RESPONSE TO PARTICIPANT, COACH,
AND OFFICIAL VARIABLES

Variables	Motive - Entertainment (N=69)											
	Male (N=30)						Female (N=39)					
	Yes		No Opinion		No		Yes		No Opinion		No	
	#	%	#	%	#	%	#	%	#	%	#	%

Participant Variables

Fr. or Rel.					30	100					39	100
Entertainer	18	60	2	7	10	33	21	53.9	1	2.6	17	43.6
Auto.--Talk	24	80	2	7	4	13	32	82	3	8	4	10
Starting Q.B.	5	90			3	10	25	64			14	36
Your Actions	10	33	2	7	18	60	17	43.6	3	7.7	19	48.7
Losing Season	25	83	2	7	3	10	23	59	5	13	11	28
Start. Center	18	60			12	40	7	18			32	82
Who on Team	26	87			4	13	29	74	2	5	8	21
Home Town Team	21	70	1	3	8	27	27	69	2	5	10	26
Certain Players	5	17			25	83	8	21	2	5	29	74

Coach Variables

Respect C. as C.	29	97			1	3	36	92	2	5	1	3
Won--Loss	10	33			20	67	9	23	5	13	25	64
Behavior Fans	18	60	1	3	11	37	22	56.4	3	7.7	14	35.9
Behavior Inf.	6	20	2	7	22	73	10	25.6	1	2.6	28	71.8
Watch Coach	15	50	1	3	14	47	17	44	2	5	20	51
Success--Fail	15	50			15	50	17	44	7	18	15	38
Resp. C. as M.	27	90	2	7	1	3	31	80	6	15	2	5

Official Variables

Well Informed	30	100					37	95			2	5
Off. Simple	1	3			29	97	2	5	2	5	35	90
Beat Officials	11	37			19	63	20	51	5	13	14	36
Favor H-town	3	10			27	90	7	18	2	5	30	77
Fans Blame Off.	29	97			1	3	31	79			8	21
Yell Off. Calls	21	70			9	30	19	49	2	5	18	46

NOTE: Variables listed in same order as on Tables 8, 10, and 12.

TABLE 17--Continued

Variables	Motive - Social (N=43)											
	Male (N=14)						Female (N=29)					
	Yes		No Opinion		No		Yes		No Opinion		No	
	#	%	#	%	#	%	#	%	#	%	#	%

Participant Variables

Fr. or Rel.	2	14			12	86	2	7	1	3	26	90
Entertainer	6	43			8	57	14	48	4	14	11	38
Auto.--Talk	13	93			1	7	22	76	4	14	3	10
Starting O.B.	13	93			1	7	14	48			15	52
Your Actions	6	43			8	57	8	28	3	10	18	62
Losing Season	9	64			5	36	21	72	4	14	4	14
Start. Center	8	57			6	43	2	7			27	93
Who on Team	11	79			3	21	24	83	1	3	4	14
Home Town Team	13	93			1	7	21	72	2	7	6	21
Certain Players	2	14			12	86	2	7			27	93

Coach Variables

Respect C. as C.	14	100					27	93			2	7
Won--Loss	4	29	1	7	9	64	4	14	7	24	18	62
Behavior Fans	6	43	1	7	7	50	14	48	8	28	7	24
Behavior Inf.	4	29			10	71	6	20.7	4	13.8	19	65.5
Watch Coach	6	43			8	57	12	41	2	7	15	52
Success--Fail	6	43	1	7	7	50	4	14	11	38	14	48
Resp. C. as M.	13	93			1	7	24	83			5	17

Official Variables

Well Informed	14	100					28	97	1	3		
Off. Simple					14	100	3	10	1	4	25	86
Beat Officials	6	43			8	57	11	38	3	10	15	52
Favor H-town	1	7			13	93	4	13.8	6	20.7	19	65.5
Fans Blame Off.	13	93			1	7	18	62	7	24	4	14
Yell Off. Calls	11	79			3	21	9	31	6	21	14	48

TABLE 17--Continued

Variables	Motive - Love of Sport (N=89)											
	Male (N=68)						Female (N=21)					
	Yes		No Opinion		No		Yes		No Opinion		No	
	#	%	#	%	#	%	#	%	#	%	#	%

Participant Variables

Fr. or Rel.	5	7			63	93	1	5			20	95
Entertainer	36	53	3	4	29	43	10	47.6	2	9.5	9	42.9
Auto.--Talk	58	85	6	9	4	6	17	81	1	5	3	14
Starting O.B.	58	85			10	15	12	57			9	43
Your Actions	28	41	2	3	38	56	12	57	1	4.8	8	38.5
Losing Season	60	88	2	3	6	9	18	85.7	2	9.5	1	4.8
Start. Center	37	54			31	46	4	19			17	81
Who on Team	58	85			10	15	20	95			1	5
Home Town Team	47	69	1	2	20	29	16	76			5	24
Certain Players	17	25			51	75	5	24			16	76

Coach Variables

Respect C. as C.	62	91	4	6	2	3	20	95			1	5
Won--Loss	23	34	6	9	39	57	6	28.6	1	4.8	14	66.7
Behavior Fans	39	57	4	6	25	37	14	67			7	33
Behavior Inf.	20	29			48	71	6	28.6	1	4.8	14	66.7
Watch Coach	45	66			23	34	10	48			11	52
Success--Fail	28	41	6	9	34	50	10	47.6	1	4.8	10	47.6
Resp. C. as M.	65	96	3	4			17	80.9	2	9.5	2	9.5

Official Variables

Well Informed	65	96	2	3	1	1	19	90	2	10		
Off. Simple	1	1	2	3	65	96	1	5			20	95
Beat Officials	27	40	1	1	40	59	13	62			8	38
Favor H-town	8	12	4	6	56	82	1	5			20	95
Fans Blame Off.	63	93	1	1	4	6	19	90			2	10
Yell Off. Calls	50	74	1	1	17	25	16	76	1	5	4	19

TABLE 17--Continued

Variables	Motive - Fan (N=63)											
	Male (N=25)						Female (N=38)					
	Yes		No Opinion		No		Yes		No Opinion		No	
	#	%	#	%	#	%	#	%	#	%	#	%

Participant Variables

Fr. or Re.					25	100	4	11			34	89
Entertainer	11	44	1	4	13	52	18	47	1	3	19	50
Auto.--Talk	21	84			4	16	31	81.6	3	7.9	4	10.5
Starting Q.B.	24	96			1	4	28	74			10	26
Your Actions	13	52			12	48	30	79			8	21
Losing Season	24	96			1	4	37	97			1	3
Start. Center	14	56			11	44	7	18			31	82
Who on Team	24	96			1	4	35	92			3	8
Home Town Team	19	76			6	24	31	81.6	1	2.6	6	15.8
Certain Players	2	8			23	92	10	26	1	3	27	71

Coach Variables

Respect C. as C.	24	96			1	4	34	89.5	3	7.9	1	2.6
Won--Loss	5	20	1	4	19	76	9	23.7	4	10.5	25	65.8
Behavior Fans	14	56	1	4	10	40	25	66	3	8	10	26
Behavior Inf.	7	28	1	4	17	68	14	37			24	63
Watch Coach	13	52			12	48	28	73.7	1	2.6	9	23.7
Success--Fail	7	28	3	12	15	60	11	29	2	5	25	66
Resp. C. as M.	24	96	1	4			33	87	2	5	3	8

Official Variables

Well Informed	24	96			1	4	34	89	1	3	3	8
Off. Simple	3	12			22	88					38	100
Beat Officials	8	32	1	4	16	64	29	76	3	8	6	16
Favor H-town	3	12			22	88	4	11	2	5	32	84
Fans Blame Off.	22	88			3	12	30	79	1	3	7	18
Yell Off. Calls	20	80			5	20	21	55			17	45

TABLE 17--Continued

Variables	Motive - Other (N=37)											
	Male (N=28)						Female (N=9)					
	Yes		No Opinion		No		Yes		No Opin.		No	
	#	%	#	%	#	%	#	%	#	%	#	%

Participant Variables

Fr. or Rel	7	25			21	75					9	100
Entertainer	13	46			15	54	2	22	2	22	5	56
Auto.--Talk	25	89			3	11	7	78	1	11	1	11
Starting O.B.	24	86			4	14	7	78			2	22
Your Actions	9	32			19	68	3	33			6	67
Losing Season	27	96			1	4	8	89			1	11
Start. Center	14	50			14	50	5	56			4	44
Who on Team	24	85.7	1	3.6	3	10.7	9	100				
Home Town Team	22	78.6	1	3.6	5	17.9	8	89			1	11
Certain Players	7	25	1	4	20	71	4	44			5	56

Coach Variables

Respect C. as C.	26	92.9	1	3.6	1	3.6	9	100				
Won--Loss	8	28.6	1	3.6	19	67.9	4	44.4	1	11	4	44.4
Behavior Fans	20	71			8	29	7	78			2	22
Behavior Inf.	12	42.9	1	3.6	15	53.6	1	11			8	89
Watch Coach	16	57	2	7	10	36	7	78			2	22
Success--Fail	13	46	5	18	10	36	4	44.4	1	11	4	44.4
Resp. C. as M.	28	100					8	89	1	11		

Official Variables

Well Informed	27	96			1	4	9	100				
Off. Simple	2	7			26	93	1	11			8	89
Beat Officials	12	43			16	57	8	89			1	11
Favor H-town	3	11			25	89	1	11			8	89
Fans Blame Off.	24	86			4	14	7	78			2	22
Yell Off. Calls	22	78.6	1	3.6	5	17.9	8	89			1	11

differed significantly from the other four groups on the question, "Are your actions influenced by players' reactions to officials' calls?" as they were the only group responding affirmatively to the question. Motive for attendance was shown to be a significant variable on the question, "Would you continue to go to the games if the team was having a losing season?" Both the entertainment and the social groups were found to be significantly different from the fan group, and the group classified as other. The love of sport group also was found to be significantly different from the entertainment and social groups. All five spectator groups said they would attend the games even though the team was having a losing season; however, the spectator group classified under other and the spectator group fan answered yes over 90 percent of the time and the love of sport group 87.64 percent of the time, which represents a significantly higher response than the 69 percent received from the entertainment and the social groups (Tables 18, 19).

Sex was found to be a significant variable among the Cowboy-Oiler spectators on two of the participant variables. To the question, "Do you know the name of the starting center?" 54.8 percent of the males provided the correct name compared to only 18.5 percent of the females knowing the correct name. On the question, "Do you know the name of the starting quarterback?" the males interviewed

TABLE 18

SIGNIFICANT DIFFERENCES BETWEEN MEANS OF THE DALLAS COWBOY-HOUSTON OILER
SPECTATORS ON THE QUESTION ARE YOUR ACTIONS INFLUENCED BY THE PLAYERS'
REACTIONS BASED ON MOTIVE FOR ATTENDANCE

Motive for Attendance	Ranked Means		Mean Difference	Range Products		
				Duncan's	Newman-Keuls'	Tukey's
Fan - Other	3.73016	2.29730	1.43286	0.86255*	1.07784*	1.07784*
Fan - Social	3.73016	2.44186	1.28830	0.80457*	0.96804*	0.99871*
Fan - Entertainment	3.73016	2.71014	1.02001	0.68552*	0.77761*	0.84221*
Fan - Love of Sport	3.73016	2.86517	0.86499	0.61530*	0.61486*	0.73583*

*Significant at the .05 level.

TABLE 19

SIGNIFICANT DIFFERENCES BETWEEN MEANS OF THE DALLAS COWBOY-
HOUSTON OILER SPECTATORS ON THE LOSING SEASON QUESTION
BASED ON MOTIVE FOR ATTENDANCE

Motive for Attendance	Ranked Means		Mean Difference	Range Products		
				Duncan's	Newman-Keuls'	Tukey's
Fan - Entertainment	4.87302	3.98551	0.88751	0.46448*	0.55885*	0.57656*
Fan - Social	4.87302	3.97674	0.89627	0.53984*	0.67458*	0.67458*
Other - Entertainment	4.78378	3.98551	0.79828	0.52530*	0.59587*	0.64538*
Other - Social	4.78378	3.97674	0.80704	0.59770*	0.71914*	0.74193*
Love of Sport - Entertainment	4.59551	3.98551	0.61000	0.39283*	0.39254*	0.46978*
Love of Sport - Social	4.59551	3.97674	0.61876	0.47879*	0.54311*	0.58823*

*Significant at the .05 level.

responded with the correct name slightly more than half of the time (88.6 percent) compared to a lower percentage (63) of the females who knew the correct name.

Motive for attendance was found to be a significant variable among the Braniff spectators on the question, "Do you have any friends or relatives on the team?" The fan spectator group was found to be significantly different from the entertainment group and the love of sport group when two-thirds of the fan group responded yes and 12.31 percent of the love of sport group and 23.33 percent of the entertainment group responded yes (Tables 20 and 21).

Sex was found to be a significant variable among the Braniff spectators when asked, "Would you attend the tournament if the top name players were not competing?" as the females left little doubt they would come regardless of who was playing by 91.7 percent of them responding yes compared to 69.8 percent of the males who responded yes.

Ticket price was found to be a significant variable on two questions for the Virginia Slims spectators. On the question, "Do you know the name of the number two seeded player?" the spectators attending with an \$8.00 ticket were significantly different from the spectator groups attending on \$4.00 tickets, \$5.00 tickets, \$6.00 tickets, \$30.00 tickets, \$50.00 tickets, and the other group, which

TABLE 20

NUMBER AND PERCENTAGE OF THE BRANIFF MIXED TEAM CHAMPIONSHIP
SPECTATOR RESPONSE TO PARTICIPANT, COACH, AND
OFFICIAL VARIABLES

Variables	Motive - Entertainment (N=30)											
	Male (N=18)						Female (N=12)					
	Yes		No		Opinion		Yes		No		Opinion	
	#	%	#	%	#	%	#	%	#	%	#	%

Participant Variables

Fr. or Rel.	4	22			14	78	3	25			9	75
Entertainer	4	22	1	6	13	72	3	25			9	75
Auto.--Talk	13	72	2	11	3	17	6	50	2	17	4	33
No. 1 Seeded												
Your Actions	11	61			7	39	3	25			9	75
Losing Season												
No. 2 Seeded												
Who on Team	9	50			9	50	10	83			2	17
Home Town Team												
Certain Players												
Scholarship	4	22			14	78	3	25	1	8	8	67
Only Women	14	77.8	1	5.6	3	16.7	11	92			1	8

Coach Variables

Respect C. as C.												
Won-Loss	3	17	2	11	13	72					12	100
Behavior Fans	7	39	2	11	9	50	2	17	1	8	9	75
Behavior Inf.	3	16.7	1	5.5	14	77.8	1	8			11	92
Watch Coach	1	5.6	1	5.6	16	88.9	4	33			8	67
Success--Fail	5	27.8	1	5.6	12	66.7	3	25			9	75
Resp. C. as M.												

Official Variables

Well Informed	17	94			1	6	11	92			1	8
Off. Simple	2	11			16	89	2	17			10	83
Beat Officials	5	28			13	72	3	25			9	75
Favor Top Name	2	11			16	89	2	17	1	8	9	75
Fans Blame Off.	12	67			6	33	11	92			1	8
Yell Off. Calls	3	17			15	83	2	17			10	83

NOTE: Variables listed in same order as on Tables 8, 10, and 12.

TABLE 20--Continued

Variables	Motive - Social (N=12)											
	Male (N=8)						Female (N=4)					
	Yes		No		Opinion		Yes		No		Opinion	
	#	%	#	%	#	%	#	%	#	%	#	%

Participant Variables

Fr. or Rel.	3	37.5			5	62.5	1	25			3	75
Entertainer	2	25			6	75	1	25			3	75
Auto.--Talk	6	75	1	12.5	1	12.5	2	50			2	50
No. 1 Seeded												
Your Actions	5	62.5			3	37.5	1	25			3	75
Losing Season												
No. 2 Seeded												
Who on Team	5	62.5			3	37.5	4	100				
Home Town Team												
Certain Players												
Scholarship	1	12.5			7	87.5					4	100
Only Women	6	75			2	25	2	50	1	25	1	25

Coach Variables

Respect C. as C.												
Won--Loss	2	25	2	25	4	50					4	100
Behavior Fans	2	25	1	12.5	5	62.5	1	25			3	75
Behavior Inf.	1	12.5			7	87.5					4	100
Watch Coach	2	25			6	75					4	100
Success--Fail	4	50			4	50	1	25			3	75
Resp. C. as M.												

Official Variables

Well Informed	7	87.5	1	12.5			4	100				
Off. Simple	1	12.5			7	87.5					4	100
Beat Officials	3	37.5	1	12.5	4	50			1	25	3	75
Favor Top Names	2	25			6	75	1	25	1	25	2	50
Fans Blame Off.	4	50			4	50	3	75			1	25
Yell Off. Calls	5	62.5			3	37.5	1	25			3	75

TABLE 20--Continued

Variables	Motive - Love of Sport (N=65)											
	Male (N=31)						Female (N=34)					
	Yes		No Opinion		No		Yes		No Opinion		No	
	#	%	#	%	#	%	#	%	#	%	#	%

Participant Variables

Fr. or Re.	3	10			28	90	5	15			29	85
Entertainer	11	36	1	3	19	61	16	47	2	6	16	47
Auto.--Talk	20	64.5	7	22.6	4	12.9	23	67.7	7	20.5	4	11.8
No. 1 Seeded												
Your Actions	15	48.4	1	3.2	15	48.4	18	53	1	3	15	44
Losing Season												
No. 2 Seeded												
Who on Team	25	81			6	19	31	91			3	9
Home Town Team												
Certain Players												
Scholarship	4	13			27	87	7	21			27	79
Only Women	22	71			9	29	32	94			2	6

Coach Variables

Respect C. as C.												
Won--Loss	8	26	2	6	21	68	7	20.6	5	14.7	22	64.7
Behavior Fans	18	58	1	3	12	39	14	41	3	9	17	50
Behavior Inf.	4	13			27	87	3	9	2	6	29	85
Watch Coach	9	29			22	71	4	12	1	3	29	85
Success--Fail	8	26			23	74	9	26	4	12	21	62
Resp. C. as M.												

Official Variables

Well Informed	30	97			1	3	34	100				
Off. Simple	3	10			28	90	5	15			29	85
Beat Officials	6	19.4	1	3.2	24	77.4	11	32	2	6	21	62
Favor Top Name	11	35	3	10	17	55	6	18	4	12	24	70.5
Fans Blame Off.	17	55			14	45	21	62			13	38
Yell Off. Calls	6	19			25	81	5	15			29	85

TABLE 20--Continued

Variables	Motive - Fan (N=6)											
	Male (N=4)						Female (N=2)					
	Yes		No		Opinion		Yes		No		Opinion	
	#	%	#	%	#	%	#	%	#	%	#	%

Participant Variables

Fr. or Rel.	2	50			2	50	2	100				
Entertainer	3	75			1	25					2	100
Auto.--Talk	3	75			1	25	1	50	1	50		
No. 1 Seeded												
Your Actions	3	75			1	25	2	100				
Losing Season												
No. 2 Seeded												
Who on Team	4	100					2	100				
Home Town Team												
Certain Players												
Scholarship	2	50			2	50	1	50			1	50
Only Women	4	100					1	50	1	50		

Coach Variables

Respect C. as C.												
Won--Loss	2	50	1	25	1	25					2	100
Behavior Fans	3	75			1	25	1	50	1	50		
Behavior Inf.	1	25			3	75					2	100
Watch Coach	1	25			3	75					2	100
Success--Fail	1	25			3	75	1	50	1	50		
Resp. C. as M.												

Official Variables

Well Informed	2	50	1	25	1	25	2	100				
Off. Simple	2	50			2	50					2	100
Beat Officials	1	25			3	75	1	50			1	50
Favor Top Name	2	50			2	50	1	50			1	50
Fans Blame Off.	3	75			1	25	1	50			1	50
Yell Off. Calls	2	50			2	50	1	50			1	50

TABLE 20--Continued

Variables	Motive - Other (N=10)											
	Male (N=2)						Female (N=8)					
	Yes		No		No		Yes		No		No	
	#	%	#	%	#	%	#	%	#	%	#	%

Participant Variables

Fr. or Rel.	1	50			1	50	3	37.5			5	67.5
Entertainer					2	100	7	87.5			1	12.5
Auto.--Talk	1	50			1	50	7	87.5	1	12.5		
No. 1 Seeded												
Your Actions	1	50			1	50	4	50			4	50
Losing Season												
No. 2 Seeded												
Who on Team	1	50			1	50	8	100				
Home Town Team												
Certain Players												
Scholarship	1	50			1	50	4	50			4	50
Only Women	2	100					6	75			2	25

Coach Variables

Respect C. as C.												
Won--Loss	1	50			1	50					8	100
Behavior Fans	2	100					8	100				
Behavior Inf.			1	50	1	50	3	37.5			5	62.5
Watch Coach					2	100	3	37.5			5	62.5
Success--Fail					2	100	4	50	1	12.5	3	37.5
Resp. C. as M.												

Official Variables

Well Informed	1	50	1	50			7	87.5			1	12.5
Off. Simple					2	100	1	12.5			7	87.5
Beat Officials			1	50	1	50	4	50			4	50
Favor Top Name			1	50	1	50	3	37.5	1	12.5	4	50
Fans Blame Off.	2	100					7	87.5			1	12.5
Yell Off. Calls	1	50			1	50	1	12.5			7	87.5

TABLE 21

SIGNIFICANT DIFFERENCES BETWEEN MEANS OF THE BRANIFF MIXED TEAM
CHAMPIONSHIP SPECTATORS ON THE FRIENDS OR RELATIVES
QUESTION BASED ON MOTIVE FOR ATTENDANCE

Motive for Attendance	Ranked Means		Mean Difference	Range Products		
				Duncan's	Newman-Keuls'	Tukey
Fan - Love of Sport	3.66667	1.49231	2.17436	1.53092*	1.93861*	1.93861*
Fan - Entertainment	3.66667	1.96552	1.70115	1.57338*	1.91488	1.97632

*Significant at the .05 level.

contained the holders of tickets not classified separately. The \$8.00 ticket group responded with the correct name of the number two seeded player 77.78 percent of the time while the six groups which were significantly different were able to provide the correct response at a much lower percentage: \$4.00 ticket (21), \$5.00 ticket (25), \$6.00 ticket and \$30.00 ticket (41), \$50.00 ticket (8), and other (14). The spectators with \$7.00 tickets also were significantly different from the spectator groups attending on \$50.00 tickets and the tickets classified under other. The \$7.00 ticket group responded with the correct name for the number two seeded player more than half (54.55 percent) of the time compared with the \$50.00 group who were able to give the correct name of the number two seeded player only 8 percent of the time and the other group who gave the correct response 14 percent of the time.

The spectator group attending on \$30.00 tickets differed significantly from the spectators who attended on tickets grouped and classified under other. The majority of spectators in both groups failed to give the correct name of the number two seeded player (58.62 percent of the \$30.00 group and 86.36 percent of the other group).

The question, "Do you know the name of the number one seeded player?" indicated that the \$50.00 ticket holder

was significantly different from the spectators attending on \$8.00 tickets, \$7.00 tickets, \$5.00 tickets, \$30.00 tickets, and \$6.00 tickets. Over half (58.33 percent) of the \$50.00 ticket holders said they did not know the name of the number one seeded player compared to much smaller percentages in the other categories of ticket holders: \$8.00--6 percent, \$5.00--20 percent, \$6.00--26 percent, \$7.00--9 percent, and \$30.00--21 percent. The \$4.00 ticket holders also were significantly different from the spectators attending on \$8.00 tickets, \$7.00 tickets, \$5.00 tickets, and \$30.00 tickets. Over 90 percent of the \$7.00 and \$8.00 ticket holders knew the name of the number one seeded player whereas approximately half (52 percent) of the \$4.00 ticket holders and three-fourths (79 percent) who paid \$30.00 for their tickets answered the question correctly. (Tables 22, 23, and 24.)

The Cowboy-Oiler spectators were found to be significantly different on two variables when the interaction of the group was tested. Twenty-five percent of the male group listing their motive for attendance as other said they had friends or relatives playing on the team which was significantly different from the five female groups and the male entertainment, fan, and love of sport spectator groups of which 11 percent or less of those

TABLE 22

SIGNIFICANT DIFFERENCES WITHIN THE VIRGINIA SLIMS SPECTATORS
BASED ON TICKET PRICE ON THE PARTICIPANT VARIABLES

Variable	Source of Variation	F
Friends or Relatives	Ticket Price	1.2634
Entertainer	Ticket Price	1.6886
Autographs and Talk	Ticket Price	1.1059
Number One Seeded Player	Ticket Price	2.5263*
Your Actions Influenced by Player Reactions	Ticket Price	0.7559
Number Two Seeded Player	Ticket Price	4.4219*
Top Name Players	Ticket Price	1.8429

*Significant at the .05 level based on the distribution of F, found in Edwards, pp. 428-31.

TABLE 23

SIGNIFICANT DIFFERENCES BETWEEN MEANS OF THE VIRGINIA SLIMS
SPECTATORS ON THE NUMBER ONE SEEDED PLAYER QUESTION
BASED ON TICKET PRICE

Ticket Price	Ranked Means		Mean Difference	Range Products		
				Duncan's	Newman-Keuls'	Tukey's
\$ 8.00 - \$50.00	4.77778	2.66667	2.11111	1.45025*	1.94995*	2.25644
\$ 8.00 - \$ 4.00	4.77778	3.10526	1.67251	1.26702*	1.68179	1.97384
\$ 7.00 - \$50.00	4.63636	2.66667	1.96970	1.60795*	2.13432	2.50497
\$ 7.00 - \$ 4.00	4.63636	3.10526	1.53110	1.44182*	1.88299	2.24876
\$ 5.00 - \$50.00	4.20000	2.66667	1.53333	1.19570*	1.56156	1.86489
\$ 5.00 - \$ 4.00	4.20000	3.10526	1.09474	0.97789*	1.25267	1.52931
\$30.00 - \$50.00	4.17241	2.66667	1.50575	1.26371*	1.57912	1.98004
\$30.00 - \$ 4.00	4.17241	3.10526	1.06715	1.06132*	1.27696	1.66743
\$ 6.00 - \$50.00	3.96296	2.66667	1.29630	1.24756*	1.50104	1.96003

*Significant at the .05 level.

TABLE 24

SIGNIFICANT DIFFERENCES BETWEEN MEANS OF THE VIRGINIA SLIMS
SPECTATORS ON THE NUMBER TWO SEEDED PLAYER QUESTION
BASED ON TICKET PRICE

Ticket Price	Ranked Means		Mean Difference	Range Products		
				Duncan's	Newman- Keuls'	Tukey's
\$ 8.00 - \$50.00	4.11111	1.33333	2.77778	1.53571*	2.06485*	2.38940*
\$ 8.00 - Other	4.11111	1.54545	2.56566	1.29642*	1.72080*	2.01964*
\$ 8.00 - \$ 4.00	4.11111	1.84211	2.26901	1.32549*	1.73107*	2.06732*
\$ 8.00 - \$ 5.00	4.11111	1.98462	2.12650	1.05754*	1.35470*	1.65387*
\$ 8.00 - \$ 6.00	4.11111	2.62963	1.48148	1.18631*	1.48240	1.85877
\$ 8.00 - \$30.00	4.11111	2.65517	1.45594	1.14256*	1.37471*	1.79508
\$ 7.00 - \$50.00	3.18182	1.33333	1.84848	1.70270*	2.26009	2.65257
\$ 7.00 - Other	3.18182	1.54545	1.63636	1.48812*	1.94346	2.32097
\$30.00 - Other	2.65517	1.54545	1.10972	1.10226*	1.37738	1.72707

*Significant at the .05 level.

interviewed in each group said they had friends or relatives on the team (Table 25).

The male motive for attendance groups were significantly different from four of the female motive for attendance groups on the question, "Do you know the name of the starting center?" Over 50 percent of the spectators interviewed in the five male motive for attendance groups knew the name of the starting center whereas less than 20 percent of the females interviewed in the motive for attendance groups entertainment, social, love of sport, and fan responded with the correct name.

The female motive for attendance group classified as other gave the correct name of the starting center 56 percent of the time and were significantly different from the female entertainment, social, and fan motive for attendance groups of which only 18 percent or less could provide the correct name (Table 26).

The Coach

Motive for attendance and sex were not found to be significant variables on any of the questions pertaining to the coach for the Texas-Oklahoma spectators. Sex was found to be a significant variable on the question, "Do you respect the coach as a man?" among the Cowboy-Oiler spectators. The males left little doubt with the highest

TABLE 25

SIGNIFICANT DIFFERENCES BETWEEN THE MEANS OF THE COWBOY-OILER
SPECTATORS ON THE FRIENDS OR RELATIVES QUESTION
BASED ON MOTIVE FOR ATTENDANCE AND SEX

Motive for Attendance and Sex	Ranked Means		Mean Difference	Range Products		
				Duncan's	Newman- Keuls'	Tukey's
Male Other - Male Entertainment	2.00000	1.00000	1.00000	0.61031*	0.82821*	0.82821*
Male Other - Female Entertainment	2.00000	1.00000	1.00000	0.57025*	0.76674*	0.77372*
Male Other - Male Fan	2.00000	1.00000	1.00000	0.62707*	0.83234*	0.84980*
Male Other - Female Other	2.00000	1.00000	1.00000	0.86296*	1.12666	1.16719
Male Other - Female Love of Sport	2.00000	1.19048	0.80952	0.64036*	0.82030	0.86508
Male Other - Female Social	2.00000	1.24138	0.75862	0.57708*	0.72111*	0.77809*
Male Other - Male Love of Sport	2.00000	1.29412	0.70588	0.47768*	0.57473*	0.64123*
Male Other - Female Fan	2.00000	1.42105	0.57895	0.51244*	0.58128	0.68314

*Significant at the .05 level.

TABLE 26

SIGNIFICANT DIFFERENCES BETWEEN THE MEANS OF THE COWBOY-OILER
SPECTATORS ON THE NAME THE STARTING CENTER QUESTION
BASED ON MOTIVE FOR ATTENDANCE AND SEX

Motive for Attendance and Sex	Ranked Means		Mean Difference	Range Products		
				Duncan's	Newman- Keuls'	Tukey's
Male Entertainment - Female Social	3.40000	1.27586	2.12414	1.09648*	1.48794*	1.71762*
Male Entertainment - Female Entertainment	3.40000	1.71795	1.68205	1.01350*	1.36272*	1.58932*
Male Entertainment - Female Fan	3.40000	1.73684	1.66316	1.00898*	1.33928*	1.58434*
Male Entertainment - Female Love of Sport	3.40000	1.76190	1.63809	1.16125*	1.51657*	1.82570
Male Social - Female Social	3.28571	1.27586	2.00985	1.35821*	1.82619*	2.12987
Male Social - Female Entertainment	3.28571	1.71795	1.56777	1.28714*	1.70848	2.02111
Male Social - Female Fan	3.28571	1.73684	1.54887	1.27602*	1.66645	2.00614

TABLE 26--Continued

Motive for Attendance and Sex	Ranked Means		Mean Difference	Range Products		
				Duncan's	Newman-Keuls'	Tukey's
Male Social - Female Love of Sport	3.28571	1.76190	1.52381	1.38749*	1.77737	2.18753
Male Fan - Female Social	3.24000	1.27586	1.96414	1.12748*	1.49657*	1.77042*
Male Fan - Female Entertainment	3.24000	1.71795	1.52205	1.04568*	1.36564*	1.64400
Male Fan - Female Fan	3.24000	1.73684	1.50316	1.03557*	1.32655*	1.63268
Male Fan - Female Love of Sport	3.24000	1.76190	1.47810	1.16877*	1.46049*	1.84642
Female Other - Female Social	3.22222	1.27586	1.94636	1.55733*	2.03385	2.44842
Female Other - Female Fan	3.22222	1.73684	1.48538	1.46374*	1.82909	2.31242
Female Other - Female Entertainment	3.22222	1.71795	1.50427	1.48709*	1.90495	2.34455

TABLE 26--Continued

Motive for Attendance and Sex	Ranked Means		Mean Difference	Range Products		
				Duncan's	Newman-Keuls'	Tukey's
Male Love of Sport - Female Social	3.17647	1.27586	1.90061	0.89187*	1.14248*	1.40613*
Male Love of Sport - Female Entertainment	3.17647	1.71795	1.45852	0.79311*	0.99107*	1.25296*
Male Love of Sport - Female Fan	3.17647	1.73684	1.43963	0.78108*	0.93978*	1.23750*
Male Love of Sport - Female Love of Sport	3.17647	1.76190	1.41457	0.93117*	1.05625*	1.48068
Male Other - Female Social	3.00000	1.27586	1.72414	1.04614*	1.30725*	1.65269*
Male Other - Female Entertainment	3.00000	1.71795	1.28205	0.95524*	1.14933*	1.51344
Male Other - Female Fan	3.00000	1.73684	1.26316	0.92896*	1.05376*	1.47717
Male Other - Female Love of Sport	3.00000	1.76190	1.23810	1.02285*	1.02212*	1.62358

*Significant at the .05 level.

percentage (95.2) responding yes in comparison to the females who had a slightly lower percentage (83) answering yes and 11.9 percent having no opinion (Table 27).

The Braniff spectators were found to be significantly different based on sex, on the question, "Do you think coaches should be employed on the basis of their won-lost record?" The females responded no 80 percent of the time compared to 63.5 percent of the males who answered no.

The Official

Sex and motive for attendance were not significant variables among the Texas-Oklahoma spectators or the Braniff spectators on the questions referring to the official.

Sex was a significant variable on three of the official questions for the Cowboy-Oiler spectators. In answering the question, "Do you think that sometimes the team must beat the officials as well as the other team?" the males and females responded in opposition. The females answered yes 59.3 percent of the time compared to 39.2 percent of the males who responded yes. Both males and females at the Cowboy-Oiler game agreed that the fans blame the officials if their team is defeated, but 77 percent of

TABLE 27

SIGNIFICANT DIFFERENCES BETWEEN THE MEANS OF THE COWBOY-OILER SPECTATORS
ON THE YELL AT OFFICIALS' CALLS QUESTION BASED ON MOTIVE FOR ATTENDANCE

Motive for Attendance	Ranked Means		Mean Difference	Range Products		
				Duncan's	Newman-Keuls'	Tukey's
Other - Social	4.29730	3.09524	1.20206	0.87788*	1.09699*	1.09699*
Other - Entertainment	4.29730	3.40000	0.89730	0.77294*	0.92999	0.95945
Love of Sport - Social	4.01124	3.09524	0.91600	0.71190*	0.85655*	0.88368*
Love of Sport - Entertainment	4.01124	3.40000	0.61124	0.58758*	0.66652	0.72189

*Significant at the .05 level.

the females responded yes whereas 91.6 percent of the males gave the same response.

When asked, "Do you yell at some of the officials' calls?" the female Cowboy-Oiler spectators answered yes 54.1 percent of the time compared to 74.7 percent of the male spectators who answered yes. Motive for attendance also was found to be a significant variable on this question as both of the spectator groups, entertainment and social, were found to be significantly different from the love of sport group and the other group. The spectator group listing entertainment as their motive for attendance responded yes 57.97 percent of the time while the social group was slightly lower (46.51 percent) compared to the love of sport group responding yes almost three-fourths (74.16 percent) of the time and the other group responding yes with a slightly higher percentage (81.08).

Motive for attendance was a significant variable for the Virginia Slims spectators on the question, "Is officiating simple enough that most anyone could do it?" The spectator group classified as social was significantly different from the fan, love of sport, and other groups. All four groups agreed that officiating is not simple enough that most anyone could do it. Less than half of the social group (42.86 percent) believed that "not just anyone could officiate tennis matches," a view shared by each

of the motive for attendance groups--love of sport, 79.83 percent; other, 88.89 percent; and fan, 89.47 percent. (Tables 28 and 29.)

The Virginia Slims spectators were found to be significantly different on one official variable based on ticket price. The spectators attending on \$5.00 tickets were significantly different from spectators attending on \$50.00 tickets and other tickets. Slightly over half (59.09 percent) of the ticket holders in the category of other and 50 percent of the \$50.00 ticket holders thought the officials were well informed on the rules compared to 87.69 percent of the \$5.00 ticket holders who shared that view. The \$50.00 ticket holders were equally divided on the question compared to the \$8.00 ticket holders who thought the official was well informed on the rules 88.89 percent of the time asked. This difference was significant. (Tables 30 and 31.)

Summary

Population facts concerning the participant were presented and discussed in Chapter III. Explanations were made regarding the organization of data collected at the four events.

The treatment, analysis, and interpretation of data upon which the findings of the study were based have been presented in this chapter.

TABLE 28

SIGNIFICANT DIFFERENCES BETWEEN THE MEANS OF THE VIRGINIA SLIMS
SPECTATORS ON THE QUESTION IS OFFICIATING SIMPLE
BASED ON MOTIVE FOR ATTENDANCE

Motive for Attendance	Ranked Means		Mean Difference	Range Products		
				Duncan's	Newman-Keuls'	Tukey's
Social - Fan	2.71429	1.42105	1.29323	1.20996*	1.51196	1.51196
Social - Other	2.71429	1.44444	1.26984	1.19561*	1.43853	1.48410
Social - Love of Sport	2.71429	1.75630	0.95798	0.91688*	1.04005	1.12646

*Significant at the .05 level.

TABLE 29

NUMBER AND PERCENTAGE OF VIRGINIA SLIMS SPECTATOR RESPONSE
TO PARTICIPANT AND OFFICIAL VARIABLES

Variables	Motive - Entertainment (N=43)											
	Male (N=21)						Female (N=22)					
	Yes		No Opinion		No		Yes		No Opinion		No	
	#	%	#	%	#	%	#	%	#	%	#	%

Participant Variables

Fr. or Rel.	3	14			18	86					22	100
Entertainer	8	38			13	62	12	55	5	22.7	5	23
Auto.--Talk	15	71	2	10	4	19	19	86	2	9	1	5
No. 1 Seeded	16	76			5	24	11	50			11	50
Your Actions	3	14.3	3	14.3	15	71.4	11	50	3	14	8	36
Losing Season												
No. 2 Seeded	8	38			13	62	5	23			17	77
Who on Team	11	52	1	5	9	43	9	41	1	4.5	12	55
Home Town Team												
Certain Players												

Official Variables

Well Informed	15	71	2	10	4	19	18	82	1	4.5	3	14
Off. Simple	4	19			17	81	9	41	1	4.5	12	55
Beat Officials	6	28.6	1	4.8	14	66.7	12	55	2	9	8	36
Favor Top Name	8	38	4	19	9	43	7	32	4	18	11	50
Fans Blame Off.	12	57	3	14	6	29	18	82	3	13.6	1	5
Yell Off. Calls	6	28.6	1	4.8	14	66.7	9	41			13	59

NOTE: Variables listed in same order as on Tables 8 and 12.

TABLE 29--Continued

Variables	Motive - Social (N=14)											
	Male (N=10)						Female (N=4)					
	Yes		No Opinion		No		Yes		No Opinion		No	
	#	%	#	%	#	%	#	%	#	%	#	%

Participant Variables

Fr. or Rel.					10	100					4	100
Entertainer	5	50			5	50	1	25	1	25	2	50
Auto.--Talk	9	90	1	10			3	75	1	25		
No. 1 Seeded	5	50			5	50	3	75	1	25		
Your Actions	2	20	2	20	6	60			1	25	3	75
Losing Season												
No. 2 Seeded	1	10			9	90	2	50			2	50
Who on Team	5	50			5	50	1	25			3	75
Home Town Team												
Certain Players												

Official Variables

Well Informed	9	90	1	10			2	50	1	25	1	25
Off. Simple	3	30	1	10	6	60	1	25	3	75		
Beat Officials	5	50	1	10	4	40	1	25	1	25	2	50
Favor Top Name	5	50	1	10	4	40	2	50	1	25	1	25
Fans Blame Off.	6	60	1	10	3	30	2	50	1	25	1	25
Yell Off. Calls	3	30			7	70					4	100

TABLE 29--Continued

Variables	Motive - Love of Sport (N=119)											
	Male (N=67)						Female (N=52)					
	Yes		No Opin.		No		Yes		No Opinion		No	
	#	%	#	%	#	%	#	%	#	%	#	%

Participant Variables

Fr. or Rel.	4	6			63	94	6	12			46	88
Entertainer	42	63	1	1	24	36	19	36.5	4	7.7	29	55.8
Auto.--Talk	60	90	5	7	2	3	30	57.7	16	30.7	6	11.5
No. 1 Seeded	57	85			10	15	39	75			13	25
Your Actions	18	27	6	9	43	64	23	44	2	4	27	52
Losing Season												
No. 2 Seeded	24	36			43	64	19	37			33	63
Who on Team	35	52			32	48	29	55.7	6	11.5	17	32.7
Home Town Team												
Certain Players												

Official Variables

Well Informed	56	84	1	1	10	15	34	65	1	2	17	33
Off. Simple	14	21	1	1	52	78	7	13.6	2	3.9	43	82.7
Beat Officials	12	18	5	7	50	75	25	48	2	4	25	48
Favor Top Name	23	34	7	11	37	55	12	23	8	15	32	62
Fans Blame Off.	48	72	3	4	16	24	32	61.6	2	3.9	18	34.6
Yell Off. Calls	12	18	1	1	54	81	15	29			37	71

TABLE 29--Continued

Variables	Motive - Fan (N=19)											
	Male (N=11)						Female (N=8)					
	Yes		No Opinion		No		Yes		No Opinion		No	
	#	%	#	%	#	%	#	%	#	%	#	%

Participant Variables

Fr. or Rel.	1	9			10	91					8	100
Entertainer	7	64			4	36	1	12.5	1	12.5	6	75
Auto.--Talk	9	82	1	9	1	9	5	62.5	1	12.5	2	25
No. 1 Seeded	9	82			2	18	5	62.5			3	37.5
Your Actions	3	27	1	9	7	64	5	62.5	1	12.5	2	25
Losing Season												
No. 2 Seeded	4	36			7	64	3	37.5			5	62.5
Who on Team	6	55			5	45	4	50			4	50
Home Town Team												
Certain Players												

Official Variables

Well Informed	7	64	1	9	3	27	5	62.5			3	37.5
Off. Simple	2	18			9	82					8	100
Beat Officials	5	45	1	9	5	45	4	50	1	12.5	3	37.5
Favor Top Name	3	27	2	18	6	55	4	50	2	25	2	25
Fans Blame Off.	8	73			3	27	6	75	1	12.5	1	12.5
Yell Off. Calls	2	18			9	82	3	37.5			5	62.5

TABLE 29--Continued

Variables	Motive - Other (N=18)											
	Male (N=10)						Female (N=8)					
	Yes		No		Opinion		Yes		No		Opinion	
	#	%	#	%	#	%	#	%	#	%	#	%

Participant Variables

Fr. or Rel.	1	10			9	90					8	100
Entertainer	6	60			4	40	4	50			4	50
Auto.--Talk	8	80	1	10	1	10	6	75			2	25
No. 1 Seeded	9	90			1	10	6	75			2	25
Your Actions	5	50			5	50	3	37.5			5	62.5
Losing Season												
No. 2 Seeded	3	30			7	70	3	37.5			5	62.5
Who on Team	6	60	1	10	3	30	3	37.5			5	62.5
Home Town Team												
Certain Players												

Official Variables

Well Informed	5	50	1	10	4	40	6	75			2	25
Off. Simple	1	10			9	90	1	12.5			7	87.5
Beat Officials	5	50	1	10	4	40	2	25			6	75
Favor Top Name	4	40			6	60	2	25			6	75
Fans Blame Off.	8	80			2	20	4	50			4	50
Yell Off. Calls	4	40			6	60	1	12.5			7	87.5

TABLE 30

SIGNIFICANT DIFFERENCES WITHIN THE VIRGINIA SLIMS SPECTATORS
BASED ON TICKET PRICE ON THE OFFICIAL VARIABLES

Variable	Source of Variation	F
Well Informed on Rules	Ticket Price	2.5046*
Officiating is Simple	Ticket Price	0.6971
Beat Officials as Well as Opponent	Ticket Price	1.2017
Ranked Player Has Advantage	Ticket Price	1.6523
Fans Blame Officials	Ticket Price	1.2207
Yell at Officials' Calls	Ticket Price	0.9026

*Significant at the .05 level.

TABLE 31

SIGNIFICANT DIFFERENCES BETWEEN MEANS OF THE VIRGINIA SLIMS SPECTATORS
ON THE WELL INFORMED ON RULES QUESTION BASED ON TICKET PRICE

Ticket Price	Ranked Means		Mean Difference	Range Products		
				Duncan's	Newman- Keuls'	Tukey's
\$5.00 - \$50.00	4.56923	3.00000	1.56923	1.17592*	1.58111	1.82962
\$5.00 - Other	4.56923	3.45455	1.11469	0.90279*	1.17903	1.40805
\$8.00 - \$50.00	4.55556	3.00000	1.55556	1.38071*	1.83269	2.15096

*Significant at the .05 level.

The analysis and interpretation of data were presented under the following headings: Data Based Upon the Five Group Comparisons; and Data Based Upon the Subgroup Comparisons. A further breakdown of the information, under each of the above headings, included: the Participant, the Coach, and the Official.

A total of 840 participants were included in the four spectator groups. Comparisons were made between the professional tennis and football spectators; the amateur football and tennis spectators; the amateur football spectators and the professional football spectators; the amateur tennis spectators and the professional tennis spectators; and the amateur football spectators supporting the University of Texas and the amateur football spectators who favored Oklahoma University. The responses of the four spectator groups were analyzed to determine whether differences within the spectator groups might be related to the sex of the respondent or motive for attendance and ticket price at the Virginia Slims Tennis Tournament. The data were presented in tabular form, utilizing numbers and/or percentages. An interpretation of the findings accompanied the presentation of each table.

Chapter IV will include a summary of the study, conclusions and implications based upon the findings, and suggestions for future studies.

CHAPTER IV

SUMMARY, CONCLUSIONS, IMPLICATIONS, AND RECOMMENDATIONS FOR FUTURE STUDIES

This chapter includes a summary of the study, summary of the findings, conclusions based on the findings, and implications drawn from the findings. Recommendations for future studies are presented based upon the experiences of the investigator during the present study.

Summary of the Study

The purpose of this study was to determine if spectators attending amateur and professional sporting events view the participant, the coach, and the official from different perspectives. Specific amateur and professional sporting events surveyed to obtain the spectators' opinions toward the coach, the participant, and the official were the Dallas Cowboy-Houston Oiler professional football game, August 17, 1974; the Virginia Slims Professional Tennis Tournament, September 30 through October 6, 1974; the Braniff Mixed Team Championship amateur tennis tournament, October 4, 5, and 6, 1974; and the University of Texas-Oklahoma University amateur football game, October 12, 1974.

In Chapter I, the justification of the study, the statement of the problem, definitions and/or explanations of the terms, limitations of the study, the purposes of the study, and a survey of previous studies were presented. The investigator noted that the attitudes evidenced by the spectators at athletic events, though often discussed, have not been the object of many in depth research designs.

The review of the literature included reports of incidents revolving around spectator violence and studies directly related to the present investigation of spectator attitudes. The seven studies presented in the review of literature support the investigator's contentions that little research has been completed in an area that should require continuing study.

Chapter II included the procedures followed in the development of the study. The procedures were discussed under the following headings: Selection of Subjects, Development of the Instruments, and Administration of the Instruments.

A total of 840 amateur and professional spectators was interviewed at the four selected sporting events. The number of subjects at each of the four selected events was: (1) the Dallas Cowboy-Houston Oiler professional football game--301 subjects (165 males, 136 females);

(2) Virginia Slims Professional Tennis Tournament--213 subjects (120 males, 93 females); (3) the Braniff Mixed Team Championship amateur tennis tournament--123 subjects (63 males, 60 females); and (4) the University of Texas-Oklahoma University amateur football game--203 subjects (103 males, 100 females).

The interview instruments were developed by the investigator following the criteria recommended by John B. Best. The instruments, developed for the events, were divided into four categories, the first regarding the coach, the second regarding the participant, the third regarding the official, and the fourth regarding the subjects' sports background and demographic information. A pilot study was conducted by the investigator to determine the ease of understanding the directions, the questions, and the terms. Questions were altered and clarified where the need was indicated, and some questions were eliminated. The data were analyzed to determine the adaptability of the statistical method selected. The instrument was used at the Dallas Cowboy-Houston Oilers game and then served as a guide for the development of the instruments used at the other three events.

Administration of the instruments took place in four different settings. Interviewers at the four events

were high school juniors and seniors, college graduates, and/or undergraduates from the Dallas and Houston area. The interviewers were asked to go over the interview instrument and to interview two subjects prior to the date of the event. The interview instruments were reviewed the day of the event and the interviewers were given an opportunity to ask any questions they had regarding any part of the interview instrument or the procedures to be followed.

The spectators at the Dallas Cowboy-Houston Oiler football game at Texas Stadium in Dallas, August 17, 1974, were interviewed by a team of 25 interviewers. The interview team began interviewing as soon as spectators were seated in the stadium and continued until the game began.

The spectators at the Virginia Slims Tennis Tournament, held at the Net Set Racquet Club in Houston September 30 through October 6, 1974, were interviewed by a team of ten interviewers. The interviewers were instructed to interview as many spectators as possible between matches.

The spectators at the Braniff Collegiate Mixed Team Championship were interviewed by a team of twelve interviewers at the Centre Tennis Club, Richardson, Texas, October 4, 5, and 6, 1974. The interviewers were instructed to interview as many spectators as possible between matches.

The University of Texas-Oklahoma University football spectators were interviewed by a team of ten interviewers

on the State Fair Grounds, at Dallas, October 12, 1974. The interviews were conducted over a five hour period prior to the game.

At each of the four events the interviewers were assigned the task of interviewing either male or female spectators, but not both. In addition interviewers at the Texas-Oklahoma game were asked to interview an equal number of Texas spectators and Oklahoma spectators.

To determine the significant differences between the groups the one-way analysis of variance technique was employed. To determine the significant differences within the groups a two-way analysis of variance was computed using a method of unweighted means. A one-way analysis of variance also was used to determine if ticket price might be related to differences within the Virginia Slims spectator group. Where significant differences were indicated the data were further analyzed by the Duncan, Newman-Keuls', and Tukey Range Test to determine where the differences occurred. A frequency and percentage of response was also tabulated from the responses to the interview instrument.

Summary of the Findings

The following facts represent a summary of findings concerning descriptive information about the participants.

1. The 840 spectators participating in the survey consisted of 451 males and 389 females.

2. The largest percentage of both males (47.20) and females (50.10) were in the 25-44 year old age bracket.

3. A larger percentage (55.65) of the tennis spectators were college graduates than the football spectators--27.98 percent.

4. The majority (55.95 percent) of the football spectators attended the game with relatives compared with 40.18 percent of the tennis spectators who were in attendance at the tournament with relatives and 27.68 percent who reported they were attending with friends.

5. Of the spectators interviewed 62.14 percent indicated that they had participated in a competitive sport at some time during their lifetime. At the tennis tournaments 57.44 percent indicated that they had played competitive tennis, and 57.30 percent of the males interviewed at the football games said they had played football.

6. Over three-fourths (80.36 percent) of the football spectators reported that they had never officiated, and 79.56 percent said they had never coached while 64.88 percent of the tennis spectators reported they had never coached, and 64.42 percent said they had never officiated.

7. All four spectator groups indicated that they prefer to view the game in person rather than on television as 81.43 percent of the spectators questioned answered "in person."

8. The Texas-Oklahoma spectators averaged traveling the greatest distance to the game, 174.246 miles, and the Cowboy-Oiler spectators averaged traveling the shortest distance to the game, 77.880 miles.

9. The tennis spectators indicated that they prefer to participate in (53.97 percent) as well as watch (52.38 percent) an individual sport compared to the football spectators who prefer a team sport to participate in (53.97 percent) as well as watch (91.87 percent).

10. The football spectators tend to provide support for the high school football programs, by attending games, to a greater degree than do the tennis spectators who support high school tennis programs by attending high school matches.

11. The spectators attending the professional tennis tournament and those attending the football game tend to give the college programs the same "lack of support" as they average attending between one and two games/matches a season.

12. The spectators attending the amateur tennis tournament appear to support professional tennis to a

greater degree than do the spectators attending the amateur football games who support professional football.

13. The amateur football spectators are more inclined to attend out of town games than the spectators who attend professional football games.

14. Scholarship players are not viewed as paid players by the spectators who attend amateur football games and tennis matches.

15. The amateur tennis spectators (81.30 percent) indicated they would attend the tournament if only females were competing.

16. The Texas-Oklahoma spectators interviewed averaged attending 7.552 Texas-Oklahoma games.

17. Of the spectators interviewed, at the Texas-Oklahoma game, 65.02 percent said the Texas-Oklahoma game was an annual trip and 84.24 percent said they were attending the state fair as well.

18. The majority (54.68 percent) of the Texas-Oklahoma spectators interviewed averaged attending four or more college football games each season compared to the majority of the spectators interviewed at the other three events who averaged attending between one and three games or matches each season. At the Cowboy-Oiler game 61.13 percent of the spectators said they averaged attending

between one and three professional football games; 63.58 percent of the Virginia Slims spectators averaged attending between one and three professional tennis matches, and 70.73 percent of the Braniff spectators reported they averaged attending between one and three amateur tennis matches each season.

The results of the treatment and analysis of data led the investigator to support or fail to support the following hypotheses which were enumerated in Chapter I.

1. There is no significant difference between the University of Texas spectators and the Oklahoma University spectators attending the Oklahoma-Texas football game with respect to their opinion toward the participant--Fail to Support (Table 8), the coach--Support (Table 10), and the official--Support (Table 12).

2. There is no significant difference between the Dallas Cowboy and Houston Oiler spectators who attend the Oiler-Cowboy game and the University of Texas and the Oklahoma University spectators who attend the Oklahoma-Texas football game with respect to their opinion toward the participant--Fail to Support (Table 8), the coach--Fail to Support (Table 10), and the official--Support (Table 12).

3. There is no significant difference between the spectators attending the Virginia Slims Tennis Tournament

and the spectators attending the Braniff Collegiate Mixed Team Championship tennis tournament with respect to their opinion toward the participant--Fail to Support (Table 8) and the official--Fail to Support (Table 12).

4. There is no significant difference between the spectators who attend the Dallas Cowboy-Houston Oiler football game and the spectators who attend the Virginia Slims Tennis Tournament with respect to their opinion toward the participant--Fail to Support (Table 8) and the official--Fail to Support (Table 12).

5. There is no significant difference between the spectators who attend the University of Texas-Oklahoma University football game and the spectators who attend the Braniff Collegiate Mixed Team Championship tennis tournament with respect to their opinion toward the participant--Fail to Support (Table 8), the coach--Fail to Support (Table 10), and the official--Fail to Support (Table 12).

6. Sex is not a significant variable among the spectators who attend the Dallas Cowboy-Houston Oiler football game with respect to their opinion toward the participant--Fail to Support (Table 8), the coach--Fail to Support (Table 10), and the official--Fail to Support (Table 12).

7. Motive for attending the event is not a significant variable among the spectators who attend the Dallas

Cowboy-Houston Oiler football game with respect to their opinion toward the participant--Fail to Support (Table 8), the coach--Support (Table 10), and the official--Fail to Support (Table 12).

8. Sex is not a significant variable among the spectators who attend the University of Texas-Oklahoma University football game with respect to their opinion toward the participant--Support (Table 8), the coach--Support (Table 10), and the official--Support (Table 12).

9. Motive for attending the event is not a significant variable among the spectators who attend the Oklahoma University-University of Texas football game with respect to their opinion toward the participant--Fail to Support (Table 8), the coach--Support (Table 10), and the official--Support (Table 12).

10. Sex is not a significant variable among the spectators who attend the Virginia Slims Tennis Tournament with respect to their opinion toward the participant--Support (Table 8) and the official--Support (Table 12).

11. Ticket price is not a significant variable among the spectators who attend the Virginia Slims Tennis Tournament with respect to their opinion toward the participant--Fail to Support (Table 23) and the official--Fail to Support (Table 30).

12. Motive for attending the event is not a significant variable among the spectators who attend the Virginia Slims Tennis Tournament with respect to their opinion toward the participant--Support (Table 8) and the official--Fail to Support (Table 12).

13. Sex is not a significant variable among the spectators who attend the Braniff Collegiate Mixed Team Championship tennis tournament with respect to their opinion toward the participant--Fail to Support (Table 8), the coach--Fail to Support (Table 10), and the official--Support (Table 12).

14. Motive for attending the event is not a significant variable among the spectators who attend the Braniff Collegiate Mixed Team Championship tennis tournament with respect to their opinion toward the participant--Fail to Support (Table 8), the coach--Support (Table 10), and the official--Support (Table 12).

Conclusions

The findings of this study appear to justify the following conclusions with respect to the opinions of the four selected spectator groups who participated in the present investigation.

1. Spectators attending professional athletic events view the participant as an entertainer and believe

that he/she should take the time to sign autographs and talk with the fans. Although the majority of the spectators attending the amateur events do not view the player as an entertainer, they do share the belief that the participant should take time to sign autographs and talk with the fans.

2. Spectators attending the professional athletic events are more familiar with the team personnel than the spectators attending the amateur events.

3. Spectators (approximately 88 percent) attending the amateur tennis tournament, the amateur football game, and the professional football game report they would attend the match/game regardless of who was on the team, indicating a greater team or school loyalty than the professional tennis spectators (51 percent) who indicated they would attend the tournament if the top name players were not competing.

4. Spectators attending the professional and amateur football game and the amateur tennis tournament say that their actions in the stands are influenced by the participants' reactions to events on the playing field or court.

5. The coach of the professional and amateur football team is highly respected as a coach and as a man by the respective spectator groups. The amateur football spectators tend to blame the coach for the success or failure of the team more often than the amateur tennis

spectators or the professional football spectators. However, neither group believes the coach should be hired on the basis of his/her won-lost record. The professional and amateur football spectators agree that the coach is an influential factor on the behavior of the "other person," not themselves. The professional football spectators admit they have a tendency to watch the coach for his reactions to events on the playing field, but the amateur football spectators were more inclined to deny watching the coach.

6. The spectators attending the four sporting events had the greatest difference of opinion on the variables regarding the official. The professional tennis spectators tend to view the officials with a more critical eye than the spectators attending the professional and amateur football games or the amateur tennis tournament. However, they refrain from yelling at the officials during matches, as a means of expressing their disapproval, while the professional and amateur football spectators tend to vocalize their disapproval. The spectators attending the tennis tournaments believe the officials favor the top name players more often than the football spectators believe the officials favor the hometown or home state team. However, the spectators attending professional and

amateur football games have a greater tendency to blame the officials if their favorite team is defeated than do the spectators attending the amateur and professional tennis tournaments. The tennis spectators do not think that the player must beat the official as well as the opponent whereas the football spectators think otherwise.

7. Motive for attendance is a determining factor on the spectators' opinion on the participant variables more often than it affects their opinion on the official variables and is not a determining factor on the coach variables. The spectators who were classified in the fan and social motives for attendance groups were inclined to express significantly different opinions from the other four motive for attendance groups.

8. Sex is a determining factor on the spectators' opinion on the participant and the coach variables for the professional football spectators and the amateur tennis spectators and on the official variable for the professional football spectators. Males attending the professional football game knew the name of the starting quarterback and center more often than the females attending the game. The females attending the amateur tennis tournament were more inclined to say they would attend the tournament

if the top name players were not playing than the males. Males respect the coach as a man more often than do the females attending the professional football game. Males attending the amateur tennis tournament indicated that the coach should be hired on the basis of his/her won-lost record more often than did the females. Females attending the professional football game are more likely to believe that the team must sometimes beat the officials than do male spectators. However, males admitted they yell at the officials' calls more often than the female spectators.

9. The playing personnel at the professional tennis tournament was better known to the spectators with tickets in the average price range than to any other group of ticket holders.

Implications

Based upon the findings of this study, the following implications appear justified.

1. The amateur football spectators hold a strong loyalty to the university they support and will continue to go to the games regardless of who is on the team, a characteristic not found to the same degree among the professional football spectators, the professional tennis spectators, or the amateur tennis spectators. It should be noted that the football spectators as a group tend to hold

a stronger loyalty to the university or hometown team they support than do the tennis spectators. This loyalty would seem to indicate that the amateur and professional football spectators are not so concerned with who makes up the team while the tennis spectators as a group are less likely to attend the tournament if a top name player is not among the entries.

2. Professional football and tennis spectators tend to view the participant as an entertainer, leading the investigator to believe that spectators attending these events expect a higher level of performance from the professional athlete and, like any other form of entertainment, if the performance is not a "winning one" the spectator attendance will drop off.

3. It is interesting to note that all four spectator groups thought the participant should take the time to sign autographs and talk with fans, which seems to indicate that the spectators believe the participant has a responsibility to the spectator off the field as well as on the field.

4. Football spectators were able to supply the name of the starting quarterback more often than the name of the starting center and the professional tennis spectators knew the name of the number one seeded player more often than the name of the number two seeded player. This

condition could be attributed to the media which as a general rule give the quarterback and the number one seeded player more publicity than the center or the number two seeded player, which leads the investigator to believe the media can be the determining factor in making the name of a player a household word or an unknown.

5. Football spectators tend to believe that the coach influences the behavior of the fans, and the amateur tennis spectators believe the coach is influential but not to the same degree as the football spectators. However, the spectators in all three groups say they are not influenced, themselves, by the coach. The spectators attending the professional and amateur football games tend to hold the coach in high regard as a coach and as a man, which could be a factor in determining the degree of influence the coach has on the actions of the spectators. This could be considered as supporting evidence for the study by Seymour Kleinman who reported that one of the factors causing violence in the crowd behavior at school athletic events was the coach. If the coach is an influential factor in the control of the spectator, as indicated, there are several questions which need to be answered. First, what is the responsibility of the coach in controlling his actions during a game? Second, how much can the administrative organization restrict the coach in a game situation?

6. The professional and amateur football spectators indicated that they watch the coach for his reactions to the officials' calls while the amateur tennis spectators do not, which leads the investigator to speculate that this difference may be due to the availability of the coach during the game or match. The football coach is usually on the sideline during a game which makes it very easy for the spectator to see his reactions (while the tennis coach, in many instances is not even known by the spectators, and is probably viewing the match from the stands which makes it difficult for the spectators to see his reactions). This fact leads the investigator to ask the question, should the coach be on the sideline or located somewhere from the view of the spectator?

7. The amateur football spectators tend to believe the coach is to blame for the success or failure of a team, and the professional football spectator does not hold the coach responsible. Could this be an indication as to why the amateur spectators yell for the coach's neck when the team has a less than successful season, but the professional spectators support the coach and not the participant?

8. The professional tennis spectators believe the official favors the top name players, but the amateur tennis spectators do not believe the officials favor the top name players. This finding could be the result of publicity the

professional players receive from the media in comparison to the amateur tennis players which perhaps provides the officials with a better opportunity to know the professional.

9. Amateur tennis spectators believe that officiating is complex and not just anyone could do it. However, they do believe the official is well informed on the rules. The professional spectator shares the same beliefs but not so strongly. The writer speculates that perhaps the difference is due to the difficulty of officiating the faster paced matches for the highly skilled players and/or a smaller percentage of the spectators having had officiating and/or playing experience.

10. The professional and amateur football spectators tend to believe the official is well informed on the rules; however, the professional tennis spectators are not so convinced. Could this difference be due to the proximity of the spectators to the events? The closeness of the tennis spectator to the court provides him/her with a better view of the match than that of the football spectator who is a greater distance from the field of play. The number of participants and the action on the court/field make it more difficult for the spectators to see the rule infractions in the football game which also could be a factor in this attitude. The less complex tennis rules

also offer the spectators of tennis matches a better opportunity to become well versed on the tennis rules than the football spectator who is faced with a more complex set of rules.

11. The Texas-Oklahoma football game was more of a game attraction for people in the older age brackets than the other three events, leading the investigator to ask if this is a general pattern throughout the country for the "Saturday afternoon" college game or just for this particular intersectional event? The question might also be asked if the fact that the game is held at a neutral site, away from the universities, is a determining factor on the number of students attending the event? The third question which might be of interest is what effect if any does the Texas State Fair have on the spectators drawn to the event? The tennis tournament spectator population was made up of more spectators in the younger age categories than the football spectators. The spectators attending the amateur events as a group were older than the spectators attending the professional events.

12. The majority of the spectators attending the Texas-Oklahoma game were not students or graduates of the University of Texas or Oklahoma University. This fact also could account for the fact that spectators attending the game were in the older age categories. The question may be

asked, are the students given as much of an opportunity to purchase tickets as the season ticket holders for this particular game or are the university students simply not interested in being a spectator at athletic events?

13. As reported in Chapter I, violence at athletic events has increased to alarming proportions in the 1970's. Although violence as such was not examined in this investigation, the findings of the study can serve as a guideline for future studies concerned with this problem. The fact that spectators indicated the coach is an influence--but not on themselves--leads to the question are spectators unwilling to accept responsibility for group behavior? The question might also be asked, in regard to spectators attending the amateur football game, is the unruly conduct due to the large number of outsiders--non-students--attending the game? A third question might be does buying a ticket carry with it certain player obligations to the spectator such as the right to assume the attitude of I pay to be entertained and if I am not I have a right to behave badly? Could these verbally expressed attitudes be logically and accurately examined by observation to determine if the spectators do act as they say they do?

Recommendations for Future Studies

The investigator submits the following recommendations for future studies:

1. A replication of the study using spectators attending professional basketball and baseball games. It appears from reports in the news media that more spectator violence has occurred at these sporting events over the past several years than at any other sporting events in the United States.

2. A longitudinal study interviewing spectators who have been ejected from an athletic event or arrested following their participation in a spectator demonstration. This would provide an opportunity to find out why a person becomes involved in such demonstrations and if there are established patterns which occur prior to a demonstration. A longitudinal study would also provide an opportunity to establish the identifying characteristics which typify the demonstrator.

3. A study involving spectators at high school football and basketball games to determine the causes of isolated spectator violence at these events.

4. A study using spectators attending sports events which are considered to be violent in nature, such as boxing and ice hockey, but seem to have very few incidents of spectator violence reported.

APPENDIX

July 27, 1974
613 So. Spooner
Pasadena, Texas 77506

Mr. Doug Todd
Dallas Cowboys Public Relations Director
Expressway Tower
6116 North Central Expressway
Dallas, Texas

Dear Mr. Todd:

I am writing regarding the Dallas-Houston game to be played in Texas Stadium at Dallas on August 17, 1974. I talked with you on Monday, July 22, with regard to conducting an interview among the Dallas Cowboy and Houston Oiler fans attending the Dallas-Houston game August 17. It will be necessary for me to receive written permission to conduct the interview, as I explained to you on the phone.

As a graduate student at Texas Woman's University I have selected to write my doctoral dissertation in the area of sociology of sport. I will attempt to obtain, through the use of an interview instrument, the opinion of the spectator toward the coach, the participant, and the official. The data collected at the Dallas-Houston game will be compared with data collected at the University of Texas-University of Oklahoma game, as well as with data collected at a World Team Tennis Match played in Houston, and data collected at the Houston River Oaks Invitational Tennis Tournament. The data will be analyzed to determine if there are any differences between the spectators attending the four different events mentioned and their opinion toward the coach, the participant, and the official.

The data will be collected by a team of interviewers, a minimum of two at each of the ten gates at Texas Stadium, beginning three hours before game time. Any suggestions that you might have regarding the best location in the stadium for collecting the data will be appreciated. I would like to obtain, through your organization, passes which would allow the interviewers to get inside the stadium area. I am not requesting seats simply an opportunity for the interviewers to get inside the stadium area.

Please be assured that the spectators will not be pressured in any way. If you have any questions I will be pleased to answer them to the best of my ability. I can be reached at the above address or by phone at 713-472-5026 or 817-382-1018.

The cooperation of the Dallas Cowboys will be greatly appreciated. I will look forward to hearing from you.

Sincerely,

Myrlene Kennedy

cc: Mr. Clint W. Murchison, Jr.
Mr. Tom Landry
Mr. Tex Schramm

PROCEDURES--DALLAS COWBOY-HOUSTON OILER INTERVIEWS

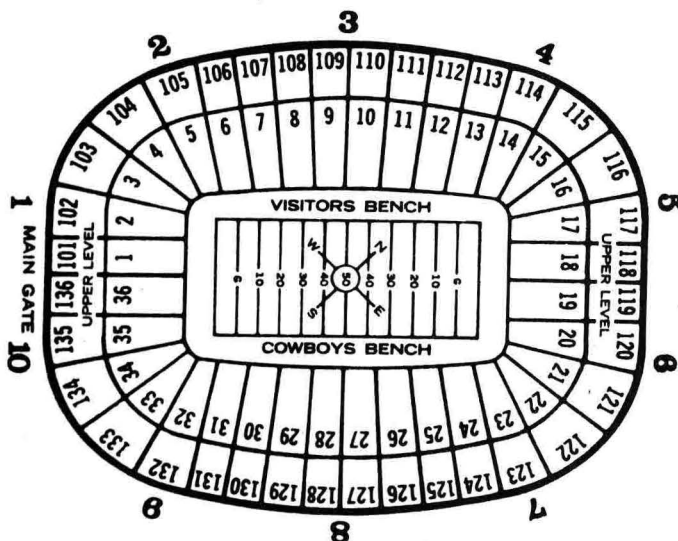
In the upper deck start from the top row. In the lower deck start from the bottom row.

Interview the first adult spectator, of the sex you are assigned to interview, to come into your section. Proceed through the sections you are assigned, interviewing as many subjects as possible, taking the next person to enter the section and be seated, moving down one section and up another.

Do not take two subjects from the same row.

You have five sections unless you have section G or the upper deck, in which case you have six sections. Please make every effort to interview as many subjects as possible with a minimum of 20. You should have at least two subjects from each section and in most instances you will have three subjects from each section.

If you should have a section that does not have any spectators in it please make note of such. Please make note of the number of spectators you approach that refuse to be interviewed.



Texas Stadium Division

Sections:

Lower--3, 4, 5, 8, 9 (A)
 10, 11, 14, 15, 16 (B)
 36, 1, 2, 6, 7 (C)
 12, 13, 17, 18, 19 (D)
 20, 21, 22, 26, 27 (E)
 28, 29, 33, 34, 35 (F)
 23, 24, 25, 30, 31, 32 (G)

Upper--102, 103, 104, 105, 108, 109 (A)
 110, 111, 114, 115, 116, 117 (B)
 101, 106, 107, 134, 135, 136 (C)
 112, 113, 118, 119, 120, 121 (D)
 122, 123, 124, 125, 126, 127 (E)
 128, 129, 130, 131, 132, 133 (F)

QUESTIONNAIRES CANNOT BE USED UNLESS THEY ARE FILLED OUT COMPLETELY. PLEASE BE SURE YOU GET COMPLETE ANSWERS FOR ALL QUESTIONS.

Hello, my name is _____. I'm a college student and I have the assignment of interviewing spectators at tonight's game. I would greatly appreciate it if you would take a few minutes of your time to answer some questions quickly for me.

(After the question--Given your choice would you rather watch the game on TV or in person? TV_____ In Person_____ Why?_____ give the following statement.)

Please answer the remaining questions in relation to pro football with a yes--no--or--no opinion.

(Please memorize the above statements so that all interviews will be started and conducted in the same manner.)

Thank you for your help.

EXPLANATION OF QUESTIONS

Interviewers at each of the four events were provided an explanation of the questions. The explanations were written and printed for each of the events including only that information pertinent to the event. However, the following information was included and unless otherwise indicated the statements apply to all four events.

Explanation of Questions

You have a questionnaire for Cowboy Fans and one for Oiler Fans. After your introduction your next question will be--Are you a Cowboy Fan or an Oiler Fan? Once this question is answered then you can proceed filling out the proper questionnaire.

The young men will be interviewing women only and the young women will be interviewing men only (COWBOY-OILER and VIRGINIA SLIMS).

You have a questionnaire for Longhorn Fans and one for Sooner Fans. After your introduction your next question will be--Are you a Longhorn Fan or a Sooner Fan? Once this question is answered then you can proceed filling out the proper questionnaire. Please be sure you mark Sooner

Fan, Longhorn Fan, or Noncommittal (TEXAS-OKLAHOMA). Male or Female must also be marked because once you turn your questionnaires in they may become mixed up and this is the only way they can be separated.

Educational Background

Check the highest completed and U. T. Student, O. U. Student, U. T. Grad., or O. U. Grad. where it applies. If they should say I've completed three years of college-- write the number 3 in the space C. Grad. 3--(ALL FOUR EVENTS).

Ticket Price

Could have two answers (All tickets are \$8.00 but some fans will be season ticket holders. In that case check ✓ \$8.00 and ✓ Season Ticket Holder. Please do not include students who have paid an activity fee with the season ticket holders.)--(TEXAS-OKLAHOMA)

Could have two answers (Cowboy Fans could have an \$8.00 ticket and be a bond holder). (COWBOY-OILER)

You should have only one answer (VIRGINIA SLIMS).

Write in the answer (BRANIFF).

Where do you live?

List town--list town and state if it is out of the state of Texas.

(Approximately how many miles? 10 We are asking approximately how far they live from the Cotton Bowl.) (SITE OF EACH EVENT WAS GIVEN WHERE THE WORDS COTTON BOWL APPEAR.)

Who did you come to the game with today? -- You must have either relatives, friends, or alone checked. You could have relatives and friends checked. If you check relatives and/or friends you must also have the subheads checked to indicate who made up the group:

relatives	<u>✓</u>	friends	<u>✓</u>
wife	<u> </u>	male	<u>✓</u>
husband	<u> </u>	female	<u> </u>
children	<u>✓</u>	alone	<u> </u>
parents	<u> </u>		
others	<u> </u>		

Why did you come to the game? Check only one major category--either Entertainment, Social, Love of Sport, or Fan. Do not give them the categories. If you do not find a statement comparable to the one the subject gives, write a brief summary of the subject's statement in the space provided.

Identification with Sport

1. Women will not answer question one. Do you now or have you ever played competitive football? Do not ask it.

(COWBOY-OILER, TEXAS-OKLAHOMA)

2. Question 2--Do you now or have you ever played another sport competitively? (check yes or no). What?

Check team or individual--If a person has played both team and individual sports competitively you would check both team and individual. If you are not sure if a sport is team or individual write the sport down so it can be properly classified.

5 and 6. Questions 5 and 6--write the subject response in the space provided and check team or individual.

7. Question 7--if you do not have enough space to write in the number of high school football games the subject attended last year write it in the space provided under yes.

10. Question 10--is in regard to college football (TEXAS-OKLAHOMA).

--is in regard to pro football (COWBOY-OILER).

--is in regard to professional tennis (VIRGINIA SLIMS).

--is in regard to college tennis (BRANIFF MIXED TEAM CHAMPIONSHIP).

____ Cowboy Fan
 ____ Non Committal

HOUSTON OILER - DALLAS COWBOY GAME *
 August 17, 1974 - - - Dallas - Texas Stadium

Sex <input type="checkbox"/> M <input type="checkbox"/> F	How many pro games do you average attending each season? ____ 1-3 ____ more than 6 ____ 4-6	Age - 24 ____ 25 - 44 ____ 45 - 64 ____ 65 - ____	Ticket Price ____ \$8.00 ____ Other ____ Bond ____ Holder
Educational Background Elem. ____ Hi. School ____ Jr. Hi. ____ C. Grad ____			
Conditions under which the spectator attended the event. Where do you live? ____ How many out of town games did you attend last year? ____ Who did you come to the game with tonight? relatives ____ friends ____ wife ____ parents ____ male ____ husband ____ others ____ female ____ children ____ alone ____		Why did you come to the game? Entertainment ____ Love of Sport ____ pleasure ____ just like football excitement ____ want to see what the a place to go home team has to get out of the house Fan ____ Social ____ I go to all the home games to be with friends I never miss a game a family outing a date to make my husband happy	

Identification with sport.	Yes	No	Ind.	Team
1. Do you now or have you ever played competitive football? (any level - school, college, or organized team) ____ 1.				
2. Do you now or have you ever played another sport competitively? What? ____ 2.				
3. Do you now or have you ever coached any sport on any level? ____ 3.				
4. Do you now or have you ever officiated in a competitive situation? ____ 4.				
5. Which sport is your favorite to participate in? ____ 5.				
6. Which sport is your favorite to watch? ____ 6.				
7. About how many high school football games did you attend last year? ____				
8. About how many college football games did you attend last year? ____				
9. Do you watch college and/or pro football on TV? ____ 9.				
10. Given your choice would you rather watch the game on TV or in person? TV ____ In Person ____ Why? ____				

The Participant		Yes	N. Op.	No
1. Do you have any personal friends or relatives playing on the team?	1.			
2. Do you view the player as an entertainer?	2.			
3. Do you think a player should sign autographs and talk with fans?	3.			
4. Do you know the name of the starting quarterback? Name	4.			
5. Are your actions in the stands influenced by the reactions of the players to the officials' calls?	5.			
6. Would you continue to go to the games if the team was having a losing season?	6.			
7. Do you know the name of the starting center? Name	7.			
8. Would you come to the Cowboy games regardless of who was on the team?	8.			
9. Do you support the Cowboys because they are the hometown team?	9.			
10. Do you attend the games because of certain players on the team?	10.			
The Coach		Yes	N. Op.	No
1. Do you respect Coach Landry as a coach?	1.			
2. Do you think coaches should be employed on the basis of their won-loss record?	2.			
3. Do you think the coach influences the behavior of the fans?	3.			
4. Is your behavior at the game influenced by the behavior of the coach?	4.			
5. Do you watch the coach for reactions to the officials' calls?	5.			
6. Do you think the coach is usually to blame for the success or failure of the team?	6.			
7. Do you respect Coach Landry as a man?	7.			

The Officials		Yes	N. Op.	No
1.	Do you think the officials are usually well informed on the rules of the game?	1.		
2.	Do you think officiating at a football game is simple enough that most anyone could do it?	2.		
3.	Do you think that sometimes the team must beat the officials as well as the other team?	3.		
4.	Do you think the officials usually favor the hometown team with their calls?	4.		
5.	Do you think the fans ever blame the officials if their team is defeated?	5.		
6.	Do you yell at some of the officials' calls?	6.		

Thank you for your cooperation.

The Coach		Yes	N. Op.	No
1.	Do you respect Coach Gillam as a coach?	1.		
2.	Do you think coaches should be employed on the basis of their won-loss record?	2.		
3.	Do you think the coach influences the behavior of the fans?	3.		
4.	Is your behavior at the game influenced by the behavior of the coach?	4.		
5.	Do you watch the coach for reactions to the officials' calls?	5.		
6.	Do you think the coach is usually to blame for the success or failure of the team?	6.		
7.	Do you respect Coach Gillam as a man?	7.		

☐ Oiler Fan
☐ Non Committal

*The interviewers at the Dallas Cowboy-Houston Oiler game had two interview instruments, one for the Cowboy fans and one for the Oiler fans. The instruments were identical with the exception of the coach section in which the names of the coaches were changed. The interview instruments were one page instruments--8½ x 14.

September 1, 1974
613 So. Spooner
Pasadena, Texas 77506

Mr. Hugh Sweeney, President
Net Set Racquet Club
1601 Hayes Road
P. O. Box 42269
Houston, Texas 77024

Dear Mr. Sweeney:

I am writing regarding the Virginia Slims Tennis Tournament to be played at the Net Set Racquet Club in Houston on September 30 through October 6. I talked with you on Tuesday, August 27, with regard to conducting an interview among the fans attending the Virginia Slims Tennis Tournament.

As a graduate student at Texas Woman's University I have selected to write my doctoral dissertation in the area of sociology of sport. I will attempt to obtain, through the use of an interview instrument, the opinion of the spectator toward the coach, the participant, and the official. The data collected at the Virginia Slims Tennis Tournament will be compared with data which were collected at the Dallas Cowboy-Houston Oilers game in August, as well as with data which will be collected at the University of Texas-University of Oklahoma football game in October, and data collected at a World Team Tennis Match. The data will be analyzed to determine if there are any differences between the spectators attending the four different events mentioned and their opinion toward the participant, the official, and the coach, where it applies.

The data will be collected by a team of ten interviewers, five young women and five young men, beginning before the matches, continuing between the matches, and following the matches, as we discussed. I would like to obtain, through your organization, passes which would allow the interviewers to get inside the stadium area. If anything can be worked out so that we can interview on Saturday or Sunday I would greatly appreciate it. This would allow me to use the teachers and college students as interviewers, that made up my interview team at the Dallas Cowboy-Houston Oilers game and who will be on the interview

team at the University of Texas-University of Oklahoma game. I realize you will have a capacity crowd on Saturday and Sunday; however, any assistance you can give us will be appreciated.

Please be assured that the spectators will not be pressured in any way. If you have any questions I will be pleased to answer them to the best of my ability. I can be reached at the above address or by phone at 472-5026 or 482-1991.

The cooperation of the Net Set Racquet Club and the Virginia Slims Circuit will be greatly appreciated. I will look forward to hearing from you.

Sincerely,

Myrlene Kennedy

September 27, 1974

Dear Parents:

I have asked your child to help me in collecting data for my doctoral dissertation. I have checked with Mr. Wilson for approval. It will be necessary that the students leave school at 1:30 on Tuesday, October 1, and drive to the Net Set Racquet Club which is located at 1601 Hayes Road between Westheimer and Memorial. The five young ladies and five young men will interview spectators at the Virginia Slims Tennis Tournament. The interviews will be conducted before the matches begin, between matches, and following the matches. The matches should be over between ten and eleven o'clock.

Students will be traveling in private cars. They will be provided with a ticket and have an opportunity to watch the tournament during the matches.

Your permission and their help will be greatly appreciated.

Sincerely,

Myrlene Kennedy

September 30, 1974

_____ has permission to attend the Virginia Slims Tennis Tournament and collect data for Myrlene Kennedy. I understand the students will be traveling in private cars and riding with a fellow student or driving a personal car.

Parent or Guardian

PROCEDURES--VIRGINIA SLIMS TENNIS TOURNAMENT INTERVIEWS

Interview the first adult spectator, of the sex you are assigned to interview, to come into your section. Proceed through the sections you are assigned, interviewing as many subjects as possible, taking the next person to enter the section and be seated, moving down one section and up another. You will interview before the matches begin, between matches, and following the matches if need be. The young men will interview women only and the young women will interview men only.

Do not take two subjects from the same row.

You have three or four sections depending on the size of the section. Please make every effort to interview as many subjects as possible with a minimum of 35. You should have between eight and ten subjects from each section, except in the box seats in which case you should interview only one person in a box, and no more than two boxes per section. I would appreciate it if the young men and young women would make every effort to interview in different boxes.

If you should have a section that does not have any spectators, or very few spectators in it, please make note of such and move to another section. Please make note of

the number of spectators you approach that refuse to be interviewed.

Net Set Racquet Club Division

<u>Sections</u>	<u>Interviewer</u>
F - H - O	1
G - E - Box 23-34	2
C - J - K - L - Box Seats 35-46	3
B - D - M - Box Seats 12-22	4
N - A - Box Seats 1-11	5

PLEASE REMEMBER--Do Not Interview During a Match.

QUESTIONNAIRES CANNOT BE USED UNLESS THEY ARE FILLED OUT COMPLETELY. PLEASE BE SURE YOU GET COMPLETE ANSWERS FOR ALL QUESTIONS.

THANK YOU,

Hello, my name is _____. I'm a college student and I have the assignment of interviewing spectators at today's tournament. I would greatly appreciate it if you would take a few minutes of your time to answer some questions quickly for me.

(After the question--Given your choice would you rather watch the match on TV or in person? TV_____ In Person_____ Why? _____ give the following statement.)

Please answer the remaining questions in relation to pro tennis with a yes--no--or--no opinion.

(Please memorize the above statements so that all interviews will be started and conducted in the same manner.)

Thank you for your help.

VIRGINIA SLIMS TENNIS TOURNAMENT *

September 30 - October 6, 1974 - - Houston - Net Set Racquet Club

<u>Sex</u> <input type="checkbox"/> M <input type="checkbox"/> F		<u>How many pro matches do you average attending each season?</u> 1-3 _____ more than 6 _____ 4-6 _____		<u>Age</u> - 24 _____ 25 - 44 _____ 45 - 64 _____ 65 - _____		<u>Ticket Price</u> \$4 _____ \$8 _____ Box _____ \$5 _____ <u>Series</u> _____ <u>Seat</u> _____ \$6 _____ \$30 _____ \$50 _____ \$7 _____ \$40 _____																																																															
<u>Educational Background</u> Elem. _____ Hi School _____ Jr. Hi. _____ C. Grad. _____																																																																					
<u>Conditions under which the spectator attended the event.</u> Where do you live? _____ (Approximately how many miles? _____) Who did you come to the tournament with? relatives _____ friends _____ wife _____ parents _____ male _____ husband _____ others _____ female _____ children _____ alone _____				<u>Why did you come to the tournament? (one answer only)</u> <u>Entertainment</u> _____ <u>Love of Sport</u> _____ pleasure _____ just like tennis _____ excitement _____ a place to go _____ to get out of the house _____ <u>Social</u> _____ <u>Fan</u> _____ to be with friends _____ I never miss a tournament _____ a family outing _____ a date _____ to make my husband/wife happy _____																																																																	
<u>Identification with sport</u>						<table border="1"> <thead> <tr> <th></th> <th>Yes</th> <th>No</th> <th>Ind.</th> <th>Team</th> </tr> </thead> <tbody> <tr> <td>1. Do you now or have you ever played competitive tennis? (any level - school, college, organized team or tournament.) _____ 1.</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>2. Do you now or have you ever played another sport competitively? What? _____ 2.</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>3. Do you now or have you ever coached any sport on any level? _____ 3.</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>4. Do you now or have you ever officiated in a competitive situation? _____ 4.</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>5. Which sport is your favorite to participate in? _____ 5.</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>6. Which sport is your favorite to watch? _____ 6.</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>7. About how many high school tennis matches did you attend last year? _____ 7.</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>8. About how many college tennis matches did you attend last year? _____ 8.</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>9. Do you watch tennis on TV? _____ 9.</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>10. Given your choice would you rather watch the match on TV or in person? TV _____ In Person _____ Why? _____</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>11. About how many World Team Tennis Matches have you attended? _____ 11.</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>					Yes	No	Ind.	Team	1. Do you now or have you ever played competitive tennis? (any level - school, college, organized team or tournament.) _____ 1.					2. Do you now or have you ever played another sport competitively? What? _____ 2.					3. Do you now or have you ever coached any sport on any level? _____ 3.					4. Do you now or have you ever officiated in a competitive situation? _____ 4.					5. Which sport is your favorite to participate in? _____ 5.					6. Which sport is your favorite to watch? _____ 6.					7. About how many high school tennis matches did you attend last year? _____ 7.					8. About how many college tennis matches did you attend last year? _____ 8.					9. Do you watch tennis on TV? _____ 9.					10. Given your choice would you rather watch the match on TV or in person? TV _____ In Person _____ Why? _____					11. About how many World Team Tennis Matches have you attended? _____ 11.				
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<u>The Participant</u>		Yes	N. Op.	No
1. Do you have any personal friends or relatives playing in the tournament?	1.			
2. Do you view the player as an entertainer?	2.			
3. Do you think a player should sign autographs and talk with fans?	3.			
4. Do you know the name of the number one seeded player in the tournament?	4.			
Name _____				
5. Are your actions in the stands influenced by the reactions of the players to the officials' calls?	5.			
7. Do you know the name of the number two seeded player in the tournament?	7.			
Name _____				
8. Would you come to the tournament if the top name players were not competing?	8.			
<u>The Officials</u>		Yes	N. Op.	No
1. Do you think the officials are usually well informed on the rules of the game?	1.			
2. Do you think officiating at a tennis match is simple enough that most anyone could do it?	2.			
3. Do you think that sometimes a player must defeat the officials as well as their opponents?	3.			
4. Do you think the ranked player has the advantage with the officials?	4.			
5. Do you think the fans ever blame the officials if their favorite player is defeated?	5.			
6. Do you yell at, boo, or whistle at some of the officials' calls?	6.			

Thank you for your cooperation.

*The interview instrument used at the Virginia Slims Tennis Tournament was a one page instrument--8½ x 11.

September 23, 1974
613 So. Spooner
Pasadena, Texas 77506

Mr. Bob Condron
Sports Information Director
Southern Methodist University
Dallas, Texas

Dear Mr. Condron:

I am writing regarding the Braniff Collegiate Mixed Team Championship to be played at the Centre Tennis Club in Richardson on October 4, 5, and 6, 1974. I talked with you briefly on Sunday, September 22, with regard to conducting an interview among the fans attending the tournament. I also spoke with Dr. Shirley Corbitt, Athletic Director for Women, on Sunday, regarding the interview.

As a graduate student at Texas Woman's University I have selected to write my doctoral dissertation in the area of sociology of sport. I will attempt to obtain, through the use of an interview instrument, the opinion of the spectator toward the coach, the participant, and the official. The data collected at the Braniff Collegiate Mixed Team Championship will be compared with data which were collected at the Dallas Cowboy-Houston Oiler game in August, as well as with data which will be collected at the Virginia Slims Tennis Tournament to be played in Houston in October, and data which will be collected at the University of Texas-University of Oklahoma football game in October. The data will be analyzed to determine if there are any differences between the spectators attending the four different events mentioned and their opinion toward the coach, the participant, and the official.

The data will be collected by a team of interviewers, five young women and five young men, beginning before the matches, continuing between the matches, and following the matches on one of the playing dates. If it would be convenient I would like for the interviews to be conducted on Saturday or Sunday. This would allow me to use the teachers and college students as interviewers, that made up my interview team at the Dallas Cowboy-Houston Oiler game and who will be on the interview team at the University

of Texas-University of Oklahoma game. I would like to obtain, through your office, passes which would allow the interviewers to get inside the stadium area. I would also like to receive a diagram of the stadium seating area if one is available.

Please be assured that the spectators will not be pressured in any way. If you have any questions I will be pleased to answer them to the best of my ability. I can be reached at the above address or by phone at 713-472-5026 or 713-482-6015.

The cooperation of Southern Methodist University will be greatly appreciated. I will look forward to hearing from you.

Sincerely,

Myrlene Kennedy

cc: Dr. Willis M. Tate
Mr. Dick Davis
Dr. Shirley Corbitt
Mr. John Gardner
Ms. Barbara Camp

PROCEDURES--BRANIFF COLLEGIATE MIXED TEAM
CHAMPIONSHIP INTERVIEWS

Interview the first adult spectator, of the sex you are assigned to interview, to come into the section you are in. Proceed through the sections interviewing as many subjects as possible, taking the next person to enter the section and be seated. You will interview before the matches begin, between matches and following the matches if need be. Please make every effort to interview as many subjects as possible with a minimum of 35.

Please make note of the number of spectators you approach that refuse to be interviewed.

PLEASE REMEMBER--Do not interview during a match.

QUESTIONNAIRES CANNOT BE USED UNLESS THEY ARE FILLED OUT COMPLETELY. PLEASE BE SURE YOU GET COMPLETE ANSWERS FOR ALL QUESTIONS.

THANK YOU.

Hello, my name is _____. I'm a college student and I have the assignment of interviewing spectators at today's tournament. I would greatly appreciate it if you would take a few minutes of your time to answer some questions quickly for me.

(After the question--Given your choice would you rather watch the match on TV or in person? TV _____ In Person _____ Why? _____ give the following statement.)

Please answer the remaining questions in relation to college tennis with a yes--no--or--no opinion.

(Please memorize the above statements so that all interviews will be started and conducted in the same manner.)

Thank you for your help.

BRANIFF COLLEGIATE MIXED TEAM CHAMPIONSHIPS *
 October 4, 5, and 6, 1974 -- Dallas (Richardson) - Centre Tennis Club

Sex	M	F
<u>Educational Background</u>		
Elem.	Hi. School	
Jr. Hi.	C. Grad.	

<u>How many college matches do you average attending each season?</u>	
1-3	more than 6
4-6	

<u>Age</u>	
- 24	
25 - 44	
45 - 64	
65 -	

<u>Ticket Price</u>

<u>Conditions under which the spectator attended the event.</u>	
Where do you live? _____	
(Approximately how many miles? _____)	
Who did you come to the tournament with?	
relatives _____	friends _____
wife _____	parents _____
husband _____	others _____
children _____	alone _____

<u>Why did you come to the tournament? (One answer only)</u>	
<u>Entertainment</u> _____	<u>Love of Sport</u> _____
pleasure _____	just like tennis _____
excitement _____	
a place to go _____	
to get out of the house _____	
<u>Social</u> _____	<u>Fan</u> _____
to be with friends _____	I never miss a tournament _____
a family outing _____	
a date _____	
to make my husband _____	

<u>Identification with sport.</u>		Yes	No	Ind.	Team
1. Do you now or have you ever played competitive tennis? (any level - school, college, or organized team)	1.				
2. Do you now or have you ever played another sport competitively? What?	2.				
3. Do you now or have you ever coached any sport on any level?	3.				
4. Do you now or have you ever officiated in a competitive situation?	4.				
5. Which sport is your favorite to participate in?	5.				
6. Which sport is your favorite to watch?	6.				
7. About how many high school tennis matches did you attend last year?	7.				
8. About how many pro tennis matches did you attend last year?	8.				
9. Do you watch tennis on TV?	9.				
10. Given your choice would you rather watch the match on TV or in person? TV _____ In Person _____ Why? _____					
11. About how many World Team Tennis Matches have you attended?	11.				

<u>The Participant</u>		Yes	N. Op.	No
1.	Do you have any personal friends or relatives playin in the tournament?	1.		
2.	Do you view the player as an entertainer?	2.		
3.	Do you think a player should sign autographs and talk with fans?	3.		
5.	Are your actions in the stands influenced by the reactions of the players to the officials' calls?	5.		
8.	Would you come to the tournament if the top name players were not competing?	8.		
11.	Do you consider a scholarship player a paid player?	11.		
12.	Would you go to the match if only females were competing?	12.		
<u>The Coach</u>		Yes	N. Op.	No
2.	Do you think coaches should be employed on the basis of their won-loss record?	2.		
3.	Do you think the coach influences the behavior of the fans?	3.		
4.	Is your behavior at the tournament influenced by the behavior of the coach?	4.		
5.	Do you watch the coach for reactions to the officials' calls?	5.		
6.	Do you think the coach is usually to blame for the success or failure of the team?	6.		
<u>The Official</u>		Yes	N. Op.	No
1.	Do you think the officials are usually well informed on the rules of the game?	1.		
2.	Do you think officiating at a tennis match is simple enough that most anyone could do it?	2.		
3.	Do you think that sometimes a player must defeat the officials as well as their opponents?	3.		
4.	Do you think the ranked player has the advantage with the officials?	4.		
5.	Do you think the fans ever blame the officials if their favorite player is defeated?	5.		
6.	Do you yell at, boo, or whistle at some of the officials' calls?	6.		

Thank you for your cooperation.

*The interview instrument used at the Braniff Mixed Team Championship was a one page instrument--8½ x 14.

July 24, 1974
613 So. Spooner
Pasadena, Texas 77506

Mr. Jones Ramsey
Sports Information Director
University of Texas
Austin, Texas

Dear Mr. Ramsey:

I am writing regarding the Texas-Oklahoma game to be played in the Cotton Bowl at Dallas on October 12, 1974. I talked with Mr. Arthur Hale, Cotton Bowl Manager, with regard to conducting an interview among the University of Texas and the University of Oklahoma fans attending the Texas-Oklahoma game October 12. He explained that approval must come from the two participating universities and that if their approval is obtained, he will be delighted to cooperate in any way.

As a graduate student at Texas Woman's University I have selected to write my doctoral dissertation in the area of sociology of sport. I will attempt to obtain, through the use of an interview instrument, the opinion of the spectator toward the coach, the participant, and the official. The data collected at the Texas-Oklahoma game will be compared with data collected at the Dallas Cowboy-Houston Oiler game, as well as with data collected at a World Team Tennis Match played in Houston, and data collected at the Houston River Oaks Invitational Tennis Tournament. The data will be analyzed to determine if there are any differences between the spectators attending the four different events mentioned and their opinion toward the coach, the participant, and the official.

The data will be collected by a team of interviewers, a minimum of two at each of the ten gates at the Cotton Bowl, beginning three hours before game time. Mr. Hale has suggested that I talk with the publicity director of the Texas State Fair regarding the best location in the stadium for collecting the data.

Please be assured that the spectators will not be pressured in any way nor will any of the questions asked be detrimental to either university. If you have any questions I will be pleased to answer them to the best of

my ability. I can be reached at the above address or by phone at 713-472-5026.

The cooperation of the University of Texas will be greatly appreciated. I will look forward to hearing from you.

Sincerely,

Myrlene Kennedy

cc: Dr. Stephen H. Spurr
Mr. Darrell Royal
Mr. Al Lundstedt

July 24, 1974
613 So. Spooner
Pasadena, Texas 77506

Mr. John Keith
Sports Publicity Director
University of Oklahoma
Norman, Oklahoma

Dear Mr. Keith:

I am writing regarding the Oklahoma-Texas game to be played in the Cotton Bowl at Dallas on October 12, 1974. I talked with Mr. Arthur Hale, Cotton Bowl Manager, with regard to conducting an interview among the University of Oklahoma and the University of Texas fans attending the Oklahoma-Texas game October 12. He explained that approval must come from the two participating universities and that if their approval is obtained, he will be delighted to cooperate in any way.

As a graduate student at Texas Woman's University I have selected to write my doctoral dissertation in the area of sociology of sport. I will attempt to obtain, through the use of an interview instrument, the opinion of the spectator toward the coach, the participant, and the official. The data collected at the Oklahoma-Texas game will be compared with data collected at the Dallas Cowboy-Houston Oiler game, as well as with data collected at a World Team Tennis Match played in Houston, and data collected at the Houston River Oaks Invitational Tennis Tournament. The data will be analyzed to determine if there are any differences between the spectators attending the four different events mentioned and their opinion toward the coach, the participant, and the official.

The data will be collected by a team of interviewers, a minimum of two at each of the ten gates at the Cotton Bowl, beginning three hours before game time. Mr. Hale has suggested that I talk with the publicity director of the Texas State Fair regarding the best location in the stadium for collecting the data. He said, however, that Oklahoma would be acting as the home team and that it would be necessary for me to obtain passes through your office for the team of interviewers to get inside the stadium

area. I am not requesting seats simply an opportunity for the interviewers to get inside the stadium area.

Please be assured that the spectators will not be pressured in any way nor will any of the questions asked be detrimental to either university. If you have any questions I will be pleased to answer them to the best of my ability. I can be reached at the above address or by phone at 713-472-5026.

The cooperation of the University of Oklahoma will be greatly appreciated. I will look forward to hearing from you.

Sincerely,

Myrlene Kennedy

cc: Dr. Paul Sharp
Mr. Wade Walker
Mr. Barry Switzer
Mr. Ken Harris

September 16, 1974
613 So. Spooner
Pasadena, Texas 77506

Mr. Robert H. Halford, Publicity Director
State Fair of Texas
P. O. Box 26010
Dallas, Texas

Dear Mr. Halford:

I am writing regarding the Texas-Oklahoma game to be played in the Cotton Bowl at Dallas on October 12, 1974. I talked with you on Friday, September 13, with regard to conducting an interview among the University of Texas and the University of Oklahoma fans attending the Texas-Oklahoma game.

As a graduate student at Texas Woman's University I have selected to write my doctoral dissertation in the area of sociology of sport. I will attempt to obtain through the use of an interview instrument, the opinion of the spectator toward the coach, the participant, and the official. The data collected at the University of Texas-University of Oklahoma game will be compared with data which were collected at the Dallas Cowboy-Houston Oilers game in August, as well as with data which will be collected at the Virginia Slims Tennis Tournament played in Houston, and data collected at the Houston River Oaks Invitational Tennis Tournament. The data will be analyzed to determine if there are any differences between the spectators attending the four different events mentioned and their opinion toward the coach, the participant, and the official.

The data will be collected by a team of interviewers, a minimum of twenty and a maximum of twenty-six, beginning three hours before game time. Any suggestions that you might have regarding the best locations on the fair grounds, for conducting the interviews, will be appreciated. I would like to obtain, through your office, passes which would allow the interviewers to get inside the fair grounds. I would also like to obtain a map of the fair grounds if one is available.

I have enclosed a copy of the questions regarding the fair as you requested. Please be assured that the spectators will not be pressured in any way nor will any of the questions asked be detrimental to either university or the State Fair of Texas. If you have any questions I will be pleased to answer them to the best of my ability. I can be reached at the above address or by phone at 713-472-5026.

The cooperation of the State Fair of Texas will be greatly appreciated. I will look forward to hearing from you.

Sincerely,

Myrlene Kennedy

enclosure



THE UNIVERSITY OF TEXAS AT AUSTIN

AUSTIN, TEXAS 78712

Department of Intercollegiate Athletics

July 30, 1974

Dear Ms. Kennedy:

I talked with Mr. Al Lundstedt, our business manager of athletics concerning your request to interview fans at the OU-Texas game this fall.

He saw no problems if you contacted the fans at the gates outside the stadium. As long as you don't bother the fans we feel it's up to you and the people you want to interview.

You'll have to contact Mr. Hale about getting your folks inside the fairgrounds. You should get all the sample interviews you need by contacting the hundreds of fans milling about the fairgrounds outside the stadium.

Sincerely,

Jones Ramsey
Jones Ramsey



Sports Information Office

Aug. 13

Myrlene,

I'm sure that interviews with Oklahoma fans will be fine with everybody.

However, since you plan to interview spectators at the gates three hours prior to kickoff, you won't need passes. You can catch them before they enter the stadium.

I'm not allowed to hand out passes to anyone but the working press anyway. So I can't help you in that respect.

Good luck on your project.

Sincerely,

A handwritten signature in cursive script that reads "John Keith".

John Keith

PROCEDURES--TEXAS-OKLAHOMA INTERVIEWS

Interview spectators, of the sex you are assigned to interview, who are attending the Texas-Oklahoma football game. Spectators are to be interviewed at random on the State Fair Grounds. Please interview only the sex you are assigned making every effort to interview as many Oklahoma fans as Texas fans. Please make every effort to interview as many subjects as possible with a minimum of 30. Please continue interviewing spectators as long as they are available prior to the game.

Please make note of the number of spectators you approach that refuse to be interviewed.

QUESTIONNAIRES CANNOT BE USED UNLESS THEY ARE FILLED OUT COMPLETELY. PLEASE BE SURE YOU GET COMPLETE ANSWERS FOR ALL QUESTIONS.

Note: If you approach an individual who is here for the fair only, thank him/her for their time but do not interview them.

THANK YOU,

Hello, my name is _____. I'm a college student and I have the assignment of interviewing spectators at today's game. I would greatly appreciate it if you would take a few minutes of your time to answer some questions quickly for me.

(After the question--Given your choice would you rather watch the game on TV or in person? TV_____ In Person_____ Why?_____ give the following statement.)

Please answer the remaining questions in relation to college football with a yes--no--or--no opinion.

(Please memorize the above statements so that all interviews will be started and conducted in the same manner.)

Thank you for your help,

Longhorn Fan
Non Committal

TEXAS LONGHORN - OKLAHOMA SOONER GAME *
October 12, 1974 - - - Dallas - Cotton Bowl

Sex	M	F	
Educational Background			How many college games do you average attending each season?
Elem.	U. T. Student		_____ 1-3
Jr. Hi.	O. U. Student		_____ 4-6
Hi. School	U. T. Grad.		_____ more than 6
C. Grad.	O. U. Grad.		
			Age
			- 24 _____
			25 - 44 _____
			45 - 64 _____
			65 - _____
			Ticket Price
			_____ \$8.00
			_____ Other
			_____ Season
			_____ Ticket
			_____ Holder

Conditions under which the spectator attended the event.

Where do you live? _____

(Approximately how many miles? _____)

How many out of town games did you attend last year? _____

Who did you come to the game with today?

relatives _____ friends _____

wife _____ parents _____ male _____

husband _____ others _____ female _____

children _____ alone _____

Is this an annual trip? Yes _____ No _____

Did you come to the State Fair as well as the game? Yes _____ No _____

Why did you come to the game? (One answer only)

Entertainment _____

Love of Sport _____

pleasure

just like football

excitement

a place to go

to get out of the house

Social _____

Fan _____

to be with friends

I never miss a Texas-

a family outing

Oklahoma game

a date

I never miss a game

to make my husband happy

How many Oklahoma-Texas games have you attended? _____

Sooner Fan

Non Committal

Identification with sport.

	Yes	No	Ind.	Team
1. Do you now or have you ever played competitive football? (any level - school, college, or organized team) _____ 1.				
2. Do you now or have you ever played another sport competitively? <u>What?</u> _____ 2.				
3. Do you now or have you ever coached any sport on any level? _____ 3.				
4. Do you now or have you ever officiated in a competitive situation? _____ 4.				
5. Which sport is your favorite to participate in? _____ 5.				
6. Which sport is your favorite to watch? _____ 6.				
7. About how many high school football games did you attend last year? _____ 7.				
8. About how many pro football games did you attend last year? _____ 8.				
9. Do you watch college and/or pro football on TV? _____ 9.				
10. Given your choice would you rather watch the game on TV or in person? TV _____ In Person _____ Why? _____ 10.				

The Participant

	Yes	N. Cp.	No
1. Do you have any personal friends or relatives playing on the team? _____ 1.			
2. Do you view the player as an entertainer? _____ 2.			
3. Do you think a player should sign autographs and talk with fans? _____ 3.			
4. Do you know the name of the starting quarterback? Name _____ 4.			
5. Are your actions in the stands influenced by the reactions of the players to the officials' calls? _____ 5.			
6. Would you continue to go to the games if the team was having a losing season? _____ 6.			
7. Do you know the name of the starting center? Name _____ 7.			
8. Would you come to the Longhorn games regardless of who was on the team? _____ 8.			
9. Do you support the Longhorns because they are the homestate team? _____ 9.			
10. Do you attend the games because of certain players on the team? _____ 10.			
11. Do you consider a scholarship player a paid player? _____ 11.			

<u>The Coach</u>		Yes	N. Op.	No
1. Do you respect Coach Royal as a coach?	1.			
2. Do you think coaches should be employed on the basis of their won-loss record?	2.			
3. Do you think the coach influences the behavior of the fans?	3.			
4. Is your behavior at the game influenced by the behavior of the coach?	4.			
5. Do you watch the coach for reactions to the officials' calls?	5.			
6. Do you think the coach is usually to blame for the success or failure of the team?	6.			
7. Do you respect Coach Royal as a man?	7.			

<u>The Official</u>		Yes	N. Op.	No
1. Do you think the officials are usually well informed on the rules of the game?	1.			
2. Do you think officiating at a football game is simple enough that most anyone could do it?	2.			
3. Do you think that sometimes the team must beat the officials as well as the other team?	3.			
4. Do you think the officials usually favor the hometown team with their calls?	4.			
5. Do you think the fans ever blame the officials if their team is defeated?	5.			
6. Do you yell at some of the officials' calls?	6.			

Thank you for your cooperation.

<u>The Coach</u>		Yes	N. Op.	No
1. Do you respect Coach Switzer as a coach?	1.			
2. Do you think coaches should be employed on the basis of their won-loss record?	2.			
3. Do you think the coach influences the behavior of the fans?	3.			
4. Is your behavior at the game influenced by the behavior of the coach?	4.			
5. Do you watch the coach for reactions to the officials' calls	5.			
6. Do you think the coach is usually to blame for the success or failure of the team?	6.			
7. Do you respect Coach Switzer as a man?	7.			

*The interviewers at the Texas-Oklahoma game had two interview instruments, one for the Texas fans and one for the Oklahoma fans. The instruments were identical with the exception of the coach section in which the name of the coaches were changed. The interview instruments used were one page instruments--8½ x 14.

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