

Public Abstract

First Name:Troy

Middle Name:O'Neill

Last Name:Comeau

Adviser's First Name:Michael

Adviser's Last Name:Kramer

Co-Adviser's First Name:

Co-Adviser's Last Name:

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This study looked at the effects fantasy football participation had on media use, audience activity, viewing motivation patterns and gratifications received when simultaneously examining the effects of sport fandom identification and gender.

By using regression analysis, the results indicate that when examined simultaneously with sport fandom identification and gender, fantasy football participation had a significant effect on the amount of electronic media use, involvement, and the gratification variables of eustress, self-esteem, knowledge and group affiliation. No significant effect was found on the amount of use of print media, pre-exposure selectivity, instrumental/ritualistic viewing patterns, and the gratification variables of risk-taking, escape and aesthetics. In addition, sport fandom identification was also found to be a significant predictor of most variables related to media use, pre-exposure selectivity, involvement, and gratifications received. Sports fandom identification did not predict radio use or gratifications received from risk-taking.

The results of this study suggest that factors which are part of the viewing context, in this case fantasy football participation and sports fandom identification have some effect on the amount of media use and gratifications received. This study has provided support to the idea that the viewing context should be considered an important factor when taking a uses and gratifications approach to research.