

THE EFFECT OF ATHLETES' OFF-FIELD IMMORAL BEHAVIORS ON FANS'
EMOTIONS AND TEAM IDENTIFICATION:
IN COLLEGIATE SPORT PERSPECTIVE

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Abstract

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Team identification can be defined as a specific form of social identification that reflects a fan's psychological connection and attachment to a team. Fans with high levels of team identification support their teams. As one of the biggest factors composing team identification, athletes' off-field immoral behaviors (i.e., drug use, driving under the influence, rape, violence, etc.) are the center of attention to fans. Although there have been some efforts to understand the relationship between athletes' off-field immoral behaviors and team identification, limited research has examined the relationship between fans' emotions evoked by athletes' off-field immoral behaviors and team identification. Emotion represents a necessary factor in human behaviors and has a significant effect on thought and action. Emotion also influences decision-making such as evaluation, intention and choice. The purpose of current research was exploring how negative emotions (i.e., anger, disgust) evoked by athletes' immoral behaviors influence fans' team identification. The results of this study illustrate that different kinds of athletes' off-field immoral behavior evoke different levels of anger and disgust in fans. Especially, fans' feeling of disgust at athletes' off-field immoral behaviors affect fans' team identification negatively. Furthermore,

results indicated that immoral behaviors closely related to disgust factors (e.g., acts that can be deemed as polluting the body or soul) such as child rape and rape, seriously affect fans' team identification. Specifically, the results showed that child rape and rape affected fans' team identification decrease with levels of 1.6 and 1.3. Violence and DUI that are not related to disgust factors, however, affected fans' team identification decrease with a level of 0.3.

TABLE OF CONTENTS

	Page
ACKNOWLEDGEMENT	iii
ABSTRACT	iv
LIST OF TABLES	viii
LIST OF FIGURES	ix
CHAPTER	
1. INTRODUCTION.....	1
2. LITERATURE REVIEW	4
Athletes' off-field immoral behaviors	4
Social Identity Theory.....	6
Team identification	7
Player identification	8
Social Identity Theory: In-group Bias Effect.....	9
Social Identity Theory: The Black Sheep Effect.....	10
Emotion.....	11
Anger.....	11
Disgust	12
Emotional Valence Approach.....	13
3. METHODS.....	16
Participants and Procedure	16

Measurement	17
Data Analysis.....	19
4. RESULTS	20
5. DISCUSSIONS	29
REFERENCES	34
APPENDIX	
A. Fictitious Scenarios	49
B. First Survey	56
C. Second Survey	61

LIST OF TABLES

1. Differences in emotional responses elicited from reading fictitious articles	
Describing immoral behaviors of athletes	22
2. Emotions level difference among athletes' off-field immoral behaviors.....	23
3. Results for linear regression with anger and disgust predicting fan's team identification change.....	28

LIST OF FIGURES

Figure 1: Histogram of independent variables.....	26
Figure 2: Fans' Team Identification change based on the types of immoral behavior.....	28

CHAPTER ONE

INTRODUCTION

Team identification can be defined as a close psychological connection and attachment between team and fans (Wann, 1997). It has received considerable attention in the sport industry. Many researchers have tried to understand team identification for a number of years as it relates to a variety of topics (Mahony, Nakazawa, Funk, James, & Gladden, 2002; Wann & Branscombe, 1993). According to previous research, fans with high levels of team identification support their teams. They attend more games, buy more tickets, buy more team-sponsored products, and purchase more team merchandise than other casual fans who exhibit low levels of team identification (Fink, Parker, Brett, & Higgins, 2009). Wann and Branscombe (1993) explained that fans high in identification are supportive of their favorite team regardless of the team's performance, while fans with low levels of team identification change their relationship with the team depending on the team's performance. Based on previous research, team identification is one of the most important factors to sport teams (Greenwood, Kanter, & Casper, 2006).

There are various factors that compose team identification such as team attachment, vicarious achievement, player attachment, and community pride (Mahony et al., 2002). As one of the biggest factors composing team identification, athletes' off-field immoral behaviors (i.e., drug use, driving under the influence, rape, violence, etc.) are the center of attention to fans. As public figures, athletes' immoral behaviors have been highlighted in the media (Dietz-Uhler, End, Demakakos, Dickirson & Grantz, 2002; Lee & Kwak, 2016). With the increased use of social media (i.e., Facebook, Twitter, Instagram, etc.), news reports of athletes' off-field immoral behaviors are made more accessible to their fans. Entertainment and Sports Programming Networks (ESPN) reported that 13.6% of football and basketball players from major universities

were involved in criminal incidents during the past five years (ESPN, 2015). This situation is not much better in professional sport. As evidence, more than 805 NFL players were arrested from 2011 to 2015 (USA Today, 2015). Previous research reported that athletes' negative image resulting from their off-field immoral behaviors directly affects their fans' team identification (Fink, Parker, Brett, & Higgins, 2009). Thus, there has been a growing interest in understanding the relationship between athletes' off-field immoral behaviors and team identification.

Although there have been some efforts (Dietz-Uhler, End, Demakakos, Dickirson & Grantz, 2002; Fink, Parker, Brett, & Higgins, 2009) to understand the relationship between athletes' off-field immoral behaviors and team identification, limited research has examined the relationship between fans' emotions evoked by athletes off-field immoral behaviors and team identification. Emotion represents a necessary factor in human behaviors and has a significant effect on thought and action. Emotion also influences decision-making such as evaluation, intention and choice (Leone, Perugini & Bagozzi, 2005; Kwak, Kim & Hirt, 2011). Emotion can also act as information that influences the decision-making process. According to Damasio (1994), when an individual gets a stimulus accompanied by negative feelings, emotion acts as information by sounding off an alarm that warns away from that choice.

Previous research explained that there are negative emotions such as anger, fear, disgust, and so on (Ekman, 1992; Gutierrez & Giner-Sorolla, 2007; Schwarz, 2000). Among those negative emotions, anger and disgust are two of the most basic human emotions that are evoked by immoral behaviors (Jones & Fitness, 2008). Those are also some of the most significant moral emotions accompanied by a human being's moral judgement (Ekman, 1992; Izard, 1977). Anger is associated with perceived harm to others and when an act was committed intentionally (Gutierrez & Giner-Sorolla, 2007). Disgust was elicited by purity violations, which are acts that can be

deemed as polluting the body or soul (Gutierrez & Giner-Sorolla, 2007). Disgust was also associated with people who cheat or callously injure others by moral transgressions, or who use deception and the abuse their power (Jones & Fitness, 2008).

There is a growing body of evidence suggesting that emotions influence human beings' motivation, behavior and decision making (Caruso & Shafir, 2006; Frijda, 1986; Kwak, Kim & Hirt, 2011; Lazarus, 1991; Peters, Lipkus, & Diefenbach, 2006). Exploring how negative emotions (i.e., anger and disgust) evoked by athletes' immoral behaviors influence fans' subsequent behaviors and information processing would provide further insights into the dynamic nature of fan and team relationships. Specifically, this study will examine above issue in an experimental setting to effectively manipulate an emotional state and investigate what kinds of athletes' off-field immoral behaviors evoke anger and disgust in fans, and how those emotions affect fans' team identification. Thus, the purpose of the current research is twofold: first, to examine if the different kinds of off-field immoral behaviors create different negative emotions. Second, to examine if a certain negative emotion has a more negative influence on fans' team identification.

CHAPTER TWO

LITERATURE REVIEW

In order to better understand the relationship among fans' emotions and level of team identification and the immoral behaviors committed by an athlete on their favorite team, an extensive literature review was conducted. Firstly, an overview of athletes' off-field immoral behaviors is presented to highlight past examples of transgressions that might trigger a reaction in fans. Secondly, the theories that support this study are identified and discussed in much more detail. Finally, definitions for the two emotions, anger and disgust, are provided as guidelines for this research paper.

Athletes' off-field immoral behaviors

We can easily see athletes' off-field immoral behaviors around us. They have been widely reported by news stations throughout the nation. ESPN reported that 13.6% of all football and basketball players from major universities in the United States were involved in criminal incidents during the past five years (ESPN, 2015). CBS News also reported that the problem with domestic violence of college athletes is indeed widespread in the nation. CBS found that out of a sample size of 2,387 criminal background checks of players in the Top 25 college football teams in the United States, 7% (or 1 in 14) had arrest records to their name. This means that more than 200 players were arrested about 277 times in one season (CBS, 2010).

The criminal charges against these athletes include many kinds of crimes. In 2013, Brandon Vandenburg and Cory Batey, both of whom were former Vanderbilt University football players, were charged with five counts of rape and two counts of aggravated sexual battery of an unconscious woman in a dorm room (Daily News, 2013). That same year, Michael Fleurizard, a

defensive tackle for Marshall University's football team in 2013, was arrested and dismissed from the team even before starting his freshman year for assaulting a Z-brick pizza delivery man. He forcefully held the delivery man down and kicked him, while two other accomplices stole \$290 in cash (Blogcritics, 2015).

The situation is not much better in professional sport. According to a 2015 news report by USA Today, more than 805 NFL players were arrested from 2011 to 2015 for various crimes. For example, Adrian Peterson, a standout running back for the Minnesota Vikings, was charged with reckless or negligent injury to a child (The Boston Globe, 2015); Ray Rice, a running back for the Baltimore Ravens, was charged with domestic assault for knocking Palmer – his wife – onto the floor with a left-handed punch in an elevator (USA Today, 2015); Aaron Hernandez, “formerly the star tight end for the New England Patriots, [was]convicted of three shootings that left three men dead and two others wounded — allegations laid out in criminal charges in two of the cases and in a civil lawsuit filed in federal court in the third” (FOX Sport, 2015); and finally, Atlanta Falcons' running back Michael Turner was incarcerated on charges of drunk driving and speeding (ESPN, 2012).

The aforementioned examples of criminal behavior exhibited by both college and professional athletes serve to identify the different transgressions that might trigger a deep emotional response in the fans of these sport teams. It is important to take into account how the variety of crimes committed and the different degrees of severity of the crimes might evoke different emotional responses in fans. However, the extent to which an emotion is experienced by a fan is unclear because, as previously hypothesized, fans who identify with the teams are likely to respond to the reported instances differently as compared to casual non-committed fans. For this reason, it is important to understand how and why fans identify with the teams they support.

Social Identity Theory

Team identification can be explained by social identity theory. In terms of sport, sport fans have an identity and attachment with their favorite sport team (Wann & Branscombe, 1993). Many fans consider their favorite team as an extension of themselves. They think of their team's success as their own personal success as well. Fans with high level of team identification will have a strong attachment with other fans of their favorite team (Wann & Branscombe, 1993).

Based on the social identity theory, we can understand that social group membership is make a huge role on the people's self-concept and social behavior (Tajfel & Turner, 1979). People also develop self-images through social identity that stemmed from group attachment (Tajfel, 1982). Puddifoot (1997) explained that, "A critical aspect of social identity theory is... [that] individuals will characteristically categorize people in such a way as to favor members of the group which they themselves feel they belong... [and in doing so] effectively [maximize] intragroup similarities and intergroup differences" (p. 344).

Tajfel & Turner (2004) also suggested that people usually classify themselves and others into various social categories, such as fans, workers and students. Social classification allows an individual to find and define him or herself within the social classification (Turner, 1982). Thus, social identification take place when people recognizes a sense of belonging to a group, organization or team, and defines themselves in terms of that group (Wann & Carlson, 1999).

According to social identity theory, the social categorization process includes stereotypic perceptions. For example, members of the same social group might share particular characteristics to differentiate them from members of other social groups. In terms of sport, fans might feel a sense of attachment with other fans through their attachment to their favorite team. As a group, all

fans in the same team share a common interest in supporting their team (Abrams, Thomas, & Hogg, 1990; Chen, 2007). An individual fan will consider other fans from the same team as in-group members and perceive the fans of other teams as out-group members. Therefore, fans with high level of team identification develop close relationships with their team and define themselves through the team (Chen, 2007).

Team identification

In terms of sport, identification can be defined as “an orientation of the self in regard to other objects including a person or group that results in feelings or sentiments of close attachment” (Trail, Anderson, & Fink, 2001, pp. 165–166). Team identification has been perceived as a main factor to the loyalty of sport fans towards the teams they support (Wann & Branscombe, 1993). Team identification is one of the most important factors for sport teams to foster with variety of factors (Wann & Branscombe, 1993).

Behaviors of fans with high level of team identification are different from those with fans with low level of team identification. Highly identified fans are more likely to have a stronger sense of attachment and belonging to the team (Wann & Branscombe, 1993). A strong sense of attachment let the fans have an emotional ownership of the team, which cause them spending considerable time to following updates of the team they support (Chen, 2007). In addition, highly identified fans are more interested in watching or attending games than less identified fans (Wann et al., 1994).

Furthermore, highly identified fans are more likely to purchase more team-sponsored products such as the apparel bearing the team’s logo or team players’ names (Wann & Branscombe, 1993). Fisher and Wakefield (1997) also indicated that highly identified fans have particular

behaviors that show persistence in establishing and maintaining their relationship with their favorite team.

There are some factors to compose team identification. According to Wann (2002), psychological, environmental and team-related factors are necessary in fostering team identification. Psychological factors relate to internal experiences and emotions within the individual. If someone has a desire for belonging and affiliating with others, it would be explained as a psychological factor. In terms of social identity theory, people's desire to belong to distinctive groups can be deemed as a psychological antecedent to team identification.

Environmental factors can be attributed to the extent of one's socialization with others, for example family, friends and peers. The people one chooses to socialize with have a big influence on one's choice of team to support. Environmental factors such as living in a particular area or growing up near a specific sport team are also important antecedents to team identification (Wann, 2002). Sutton et al. (1997) also explained that community affiliation is one of the most important factors in team identification. According to Sutton et al. community affiliation is related to an individual's need to belong and develop a relationship with others. Team-related factors include team characteristics, organizational characteristics, team performance, and player attributes (Wann, 2002). Research on team identification indicates that an individual's level of identification towards a favored team is dependent on many different factors such as satisfaction with the team, visibility of the affiliation and frequency of contact (Sutton et al., 1997).

Player Identification

According to Trail et al. (2001), player identification is an extension of team identification. In other words, it is a close psychological attachment between fans and players. Player

identification can also be explained as the individuals' perception of the interpersonal relationships between themselves and their favorite players. Fans with attachment to their players treat the successes and failures of the players as their personal experiences (Wu, Tsai, & Hung, 2012). For this reason, it can be assumed that player identification influences fan behavior (Mahony et al., 2002). A strong attachment to a specific player results in the fans' willingness for continued support. In addition, Wann, Tucker and Schrader (1996) claimed that an individual's player identification can be considered as one of the most important factors for becoming attached and for continuing to support a team. Furthermore, team identification can be influenced by fans' identification toward players (Hong, McDonald, Yoon, & Fujimoto, 2005). As seen from previous research on player identification, if fans hear about their favorite athletes' off-field immoral behaviors, it will negatively affect the attachment between the fans and their favorite players. Therefore, athlete's off-field immoral behaviors will directly affect their fans' player identification and further team identification.

Social Identity Theory: In-group Bias Effect

However, within a social group, there are other biases to consider, which the in-group bias effect. The in-group bias can be explained that people will recognize who they are and develop their self-esteem from their affiliation in their social groups. When people are considered into same groups, their perceptions and behaviors to their own and other groups are often biased (Matthews & Dietz-Uhler, 1998). According to the in-group bias effect, people behave kindly to their own group members than people from another group

According to the in-group bias effect, furthermore, people are more likely to consider that any actions taken by their group are correct and perceive other group members more identical than

members of their own group (Matthews & Dietz-Uhler, 1998). We can easily see the in-group effect in sport fans. If a sport fan has a strong attachment to his or her favorite team, he or she will want to be identified with that team (Sloan, 1989; Wann & Branscombe, 1993). When sport fan's favorite athlete commits a crime, the sport fan will assume that the athletes of their favorite team are generally "good" regardless of the fact that one of the athletes just did something "bad.". Therefore, based on in-group bias effect, when an athlete from a sport fan's favorite team commits a crime, the sport fan will react in a positive manner (Dietz-Uhler et al., 2002).

Social Identity Theory: The Black Sheep Effect

On the other hand, when an in-group member commits a crime, the fan may be treated more harshly than an out-group member who commits the similar crime. This effect can be defined as the "black sheep effect" (Marques, Yzerbyt, & Leyens, 1988). Based on the black sheep effect, when an in-group member commits a crime, the member will be treated more negatively than an out group member (Marquez et al., 1988). Sport fans might show such behavior to protect the image of the in-group when they face one of the players from their favorite team commits a crime. Through this process, the team and fans can still keep a positive self-image. Thus, the black sheep effect can be seen as a group behavior to maintain a positive group image (Eidelman & Biernat, 2003). Based on the black sheep effect, it can be predicted that when an athlete commits a crime, the fan will react in a negative manner. When sport fan face one of the players from their favorite team commits a crime, a sport fan will criticize and evaluate the player more harshly than an athlete from the other team (Dietz-Uhler et al., 2002).

Emotion

Emotion is a mental state of readiness that comes from cognitive appraisals of events. It involves physiological processes, physical expressions and can cause specific actions (Bagozzi, Gopinath & Nyer, 1999). Many researchers who study emotion verify that emotions affect actions, social relationships, well-being, and physical and mental health (Izard, 1977). Emotion plays a huge role on people's decisions, thoughts and cognitive processes (Schwarz, 2000). Cognition accompanied by emotion can have an influence on ongoing cognitive processes, which include attention, memory and judgment (Lerner & Keltner, 2000).

Emotions also play a major role in the change of consciousness. Different types of emotions accompany different types of consciousness. Izard (2009) suggested that emotions contribute not only to the change of consciousness but also to the cognitive and action processes of people. According to James (1884), the body is necessary in expressing emotions. James also indicated that each different emotion can cause unique bodily responses. Along the same lines, emotion expert Arnold (1960) insisted that appraisal is always accompanied by emotion. Human beings' emotional response towards specific events is dependent on their appraisal of the event (Frijda, 1986). According to Barrett (2006), different kinds of emotions will cause distinct and specific patterns of physiological and behavioral responses. Emotions also have substantial effects on people's choices. People's feelings of happiness, anger, sadness, and disgust affect their decisions as well (Mellers, Schwartz, & Ritov, 1999).

Anger

Anger is a negative emotion that includes both subjective experiences and social evaluations. Associated with aggression, anger cause an assertive response when important goals

are threatened. When angry, for example, human beings try to deal with the threat that negatively affects their goals (Silvia & Brown, 2007). Anger has a largely negative influence on the individual and society. Anger can be defined as a moral emotion that responds to the violations of norms of a group or society. Anger is a reaction accompanied by a negative event that can be caused by an external agent. (Gutierrez & Giner-Sorolla, 2007). Anger can additionally be a response to goal obstacle unfairness (Kuppens, Van Mechelen, Smits, & De Boeck, 2003; Gutierrez & Giner-Sorolla, 2007). In terms of moral anger, it is evoked by the perception of harm to others, which include symbolic harm such as the violation of rights. There are two important factors that determine moral anger. First, whether an act harms other people. Second, whether an act was committed intentionally (Gutierrez & Giner-Sorolla, 2007).

Disgust

Disgust has been perceived as a basic emotion. Disgust causes several characteristic responses such as an attempt to make distance from the disgusting object and an emotional state of revulsion. These responses constitute the instant reaction of people trying to distance and get away themselves from objects that mainly cause disgust (Rozin & Fallon, 1987; Morales & Fitzsimons, 2007). Disgust is usually elicited by animals in nature such as feces, bodily products, human and animal parts, and worms (Morales & Fitzsimons, 2007). Disgust causes offence to be taken to noxious objects or to ideas that elicit a nausea response and, consequently, motivates one to distance oneself from the object or event of disgust. The reaction to turn away from the source of disgust can be believed to protect the integrity of the body, soul and social order (Nabi, 2010). Disgust involves individual's violations of norms that regulate the use of the body. It includes violations of sexual norms (Goldenberg, Pyszczynski, Greenberg, Solomon, Kluck & Cornwell, 2001; Gutierrez & Giner-Sorolla, 2012).

Based on previous research, the emotion of disgust has been identified as a factor in moral judgement (Jones & Fitness, 2008; Gutierrez & Giner-Sorolla, 2012). Disgust has been elicited by purity violations, which are acts that can be deemed as polluting the body or soul (Gutierrez & Giner-Sorolla, 2007). Disgust has also been associated with people who cheat or callously injure others by moral transgressions, or who use deception and abuse their power. Disgust is a uniquely expressive means of registering moral disapprobation (Jones & Fitness, 2008).

Emotional Valence Approach

In an emotional valence approach, negative emotions tend to lead to negative judgments related to that elicited negative emotion such as people, situations, and events (Frijda, 1986; Lerner & Keltner, 2000). Valence can be defined as “intrinsic attractiveness (positive valence) or averseness (negative valence) of an event, object, or situation” (Frijda, 1986, p.207).

HYPOTHESIS

In this study, the relationship between fans' emotions, athletes' off-field immoral behaviors and team identification will be examined. Previous literature on emotion suggests that emotions are evoked by an event (stimulus) which is related to one's motives, interests, attitudes, and own goals (Izard, 2009; Kwak et al., 2011). When people encounter transgression from others, a negative emotion will be evoked. As stated before, there are various negative emotions such as anger, fear, disgust, and so on (Ekman, 1992; Gutierrez & Giner-Sorolla, 2007; Schwarz, 2000). Among those negative emotions, anger and disgust are two of the most basic emotions exhibited by human beings that are evoked by immoral behaviors (Jones & Fitness, 2008). Those are also some of the most significant moral emotions accompanied by human being's moral judgement (Ekman, 1992; Izard, 1977). In other words, negative emotions will be evoked in fans when fans hear about player's off-field immoral behavior. Therefore, this study proposes that:

- **H1. Athletes' off-field immoral behaviors affect fans' emotions.**
- **H1-1. Each different kind of athlete's off-field immoral behavior affect fans' emotion differently**

Emotion plays a huge role on people's decisions, thoughts and cognitive processes (Schwarz, 2000). In terms of the cognitive aspect, emotion-related cognition affects ongoing cognitive processes and directs attention to address the emotion-eliciting event (Lerner & Keltner, 2000). According to Gutierrez and Giner-Sorolla (2007), emotion is not only a response towards specific events or objects, but it also affects appraisals and judgments of people. When people receive a stimulus that is accompanied by negative feelings, the emotion acts as a message by sounding off an alarm that warns them to stay away from whatever caused the negative feelings

(Damasio, 1994). Emotions are also seen as the causes, mediators or effects of other psychological processes including attention, memory and perception (Barrett, 2006).

Team identification is defined as a fan's psychological attachment to a team (Wann, 1997). If fans experience negative emotions (i.e., anger and disgust) due to the immoral behavior of a player on their favorite team, those negative emotions will affect the fans' cognitive processes and appraisals towards the team. Thus, this study hypothesizes that:

- **H2. Fans' negative emotions evoked by athletes' off-field immoral behaviors will affect fans' team identification.**

As stated before, there has been many kinds of athlete's immoral off-field behaviors such as child sex assault, drug use, driving under the influence, rape, and violence. Arnold (1960) suggested that appraisal is always accompanied by emotion and every different emotion is related to a particular pattern of appraisal. He further argued that if emotion is changed, the appraisal also has to change. Both anger and disgust has a specific appraisal to the main cause of anger and disgust. For example, angry people try to deal with the threat that negatively affect their goals (Silvia & Brown, 2007). In terms of disgust, when people experience disgust from objects or events, they try to distance themselves from the main cause of that disgust (Izard, 1977). Therefore, this current study also hypothesizes that:

- **H2-1. Athletes' off-field immoral behaviors that evoke "DISGUST" will have higher negative influence on fans' team identification compared to "ANGER"**

CHAPTER THREE

METHOD

Participants and Procedure

The goal of this research was to observe the change in fans' team identification after reading articles about athletes' off-field immoral behavior. These fictitious articles were developed by the researcher and each one has a different immoral behavior that has happened recently (i.e., sexual assault of a child, drug use, driving under the influence, rape, violence). A total of 183 undergraduate students from two different majors (Sport Management and Merchandise Marketing) at a large Northwestern university ("University A") participated in the experiment. The participants were divided into six groups. There was one control group and five experimental groups: child rape, drug use, dui, rape, violence. Two surveys were conducted. The first survey was conducted during the second week of November and the second survey was conducted during the fifth week of November. The three-week interval between the first and second surveys was used to mask the intention of the survey from participants.

Every group was received the same survey except for the control group, which was not read the fictitious articles. This is to ensure that researchers are able to assess the validity of the fictitious articles, whether they were effective in evoking negative emotions in participants. Each of the five experimental groups were assigned different immoral behaviors (i.e., violence, DUI, drug use, rape, child rape) to compare the effect of each different kind of immoral behavior in fans.

In order to assess the change in team identification, there were two surveys. These surveys were single-blind experiments in which the participants were not be informed of the intent of the surveys. The first survey consists of questions that assess pre-team identification (target questions). Other questions were added to mask these target questions (i.e., satisfaction with Pullman's transportation system, satisfaction with school facilities). After two weeks, the participants were given the athletes' off-field immoral behaviors fictitious articles to read. Then, the second survey asked participants what emotions they felt while reading the articles (i.e., anger or disgust). The survey were also consist of the same questions in the first survey to help assess team identification after asking about participant's emotions. After the participants complete the experiment, the researcher were debrief them and revealed that the newspaper story was made up and that the content was not true.

Measurement

To assess the change in participants' team identification toward their sport team, Trail and James' (2001) Team Identification Index (TII) was used. The TII is a widely used instrument designed to measure spectators' levels of identification with a sport team. The TII was made by team identification researchers Trail and James to be both a reliable and valid assessment of spectator team identification. The TII includes three items to form a single measure of team identification. The TII has a 7-point Likert scale (where 1 indicates low identification and 8 indicates high identification). An example item is: "I consider myself to be a "real" fan of the _____? (Strongly Disagree/Strongly Agree)." Trail and James tested this scale on various samples and the items have been shown to score high in terms of content, criterion and construct validity. The TII has good past reliability ($\alpha = .85$).

For emotion measures, since disgust and anger are considered basic emotions, it was also possible to differentiate them on the basis of emotional facial expressions (Ekman & Friesen 1992; Izard 1977). Therefore, face and word tasks conducted by many emotion researches (Gutierrez, R., & Giner-Sorolla, R., 2007; Rozin, Lowery, Imada, & Haidt, 1999) were used to determine participants' emotional response to the given article. The face task were consist of four American female faces presenting two angered expressions and two disgusted expressions; the photos are 70 mm X 55 mm in black and white and were taken from Rozin et al. (1999). Participants were asked to select the face that best describes their feelings toward the given scenario.

In terms of the word task, measures of negative emotions (i.e., anger and disgust) were adopted from Grappi et al. (2013). Three items were used for each emotion to measure negative feelings provoked by the fictitious articles on a 7-point Likert scale: (a) Anger ($\alpha = .92$): mad, angry, and very annoyed; and (b) Disgust ($\alpha = .95$): disgusted, feeling distaste, and feeling revulsion (1 = very weak; 7 = very strong).

The questions for emotion check between control and experimental groups were different due to the control group did not read the fictitious articles (See Appendix).



A represents angry expression.



B represents disgusted expression.

Data Analysis

Hypothesis 1 predicts that athletes' off-field immoral behavior affects fans' emotions. There were two different types of groups, the control and the experimental group. Only the experimental group read the fictitious articles. Following that, both two groups were asked to identify their emotions on the surveys. Analysis of Variance (ANOVA) was used to assess the validity of fictitious articles, whether that can manipulate participants' emotion or not.

Hypothesis 1-1 predicts that each different kind of athletes' off-field immoral behavior affect fans' emotion differently. ANOVA was conducted to address athletes' off-field immoral behaviors were the variables for this hypothesis, while fans' emotions were served as the dependent variable.

Hypothesis 2 predicts that fans' negative emotions evoked by athletes' off-field immoral behaviors affect fans' team identification. Regression will be conducted to address fans' negative emotions were the independent variables for this analysis, while fans' team identification were considered as the dependent variable.

Hypothesis 2-1 predicts that athletes' off-field immoral behaviors that evoke "DISGUST" have higher negative influence on fans' team identification compared to "ANGER". ANOVA were used to address disgust, and anger were the independent variables for this hypothesis, while fans' team identification were served as the dependent variable.

CHAPTER FOUR

RESULTS

Participants and Procedure

A total of 183 undergraduate students from two different majors (Sport Management and Merchandise Marketing) at a large Northwestern university ("University A") participated in the experiment. The participants were divided into six groups. There was one control group and five experimental groups: child rape, drug use, dui, rape, violence. Two surveys were conducted. The first survey was conducted during the second week of November and the second survey was conducted during the fifth week of November. The three-week interval between the first and second surveys was used to mask the intention of the survey from participants. There were total of 183 participants for the first survey and total of 130 participants for the second survey. Due to characteristic of the survey, which needed to check each participant's pre and post team identification, 40 surveys from first survey were excluded. Also, three participants were excluded as outliers. Thus, there were total of 130 participants ($N=130$) for the analysis. The total sample consisted of 53 (40.8%) males and 77 (59.2%) females.

Reliability and validity test

Before testing the effects of athletes' off-field immoral behaviors on fans' emotions and team identification, the reliability levels of the scaled measures were assessed by examining Cronbach's alphas. The reliability assessments for team identification ($\alpha = .89$), anger ($\alpha = .88$), and disgust ($\alpha = .78$) exceeded the acceptable standard of .70 suggested by Nunnally (1978).

In terms of validity, photographs of four female faces were presented, two presenting

expressions of anger and two presenting expressions of disgust; these faces were from Rozin et al. (1999) and were validated against verbal emotion reports in a similar study (Gutierrez & Giner-Sorolla, 2007).

Manipulation Check

The goal of this research is to observe the change in fans' team identification after reading fictitious articles about off-field immoral behavior of University A football players. These fictitious articles were developed by the researcher, and each included a different immoral behavior that happened recently. These behaviors included: sexual assault of a child, drug use, driving under the influence, rape, and violence. Every group received the same survey, except for the control group which did not read the fictitious articles. This was done to ensure that researchers could assess whether the fictitious articles were effective in evoking negative emotional responses in participants. Each of the five experimental groups were assigned different immoral behaviors (violence, DUI, drug use, rape, child rape) to compare the effect of each different kind of immoral behavior on fans. Analysis of Variance (ANOVA) was conducted to assess manipulation and validity of the fictitious articles that are related to H1 and H1-1.

- *H1. Athletes' off-field immoral behaviors affect fans' emotions.*
- *H1-1. Each different kind of athlete's off-field immoral behavior affect fans' emotion differently*

Results revealed significant difference in emotional responses (anger and disgust) between control and experimental groups (see Table 1). In other words, five different fictitious articles were found to elicit emotional responses from participants (*H1 supported*). In addition, results also indicated that each different kind of athlete's off-field immoral behavior evoked negative emotions

at different levels (*H1-1 supported*) (see Table 2).

Table 1. Differences in emotional responses elicited from reading fictitious articles describing immoral behaviors of athletes

Anger level in each treatment group				
	Crime	Mean difference (Control – Crime)	Std. Error	Sig.
Control	Child Rape	-4.378	-4.378	.000
	Drug Use	-2.507	-2.507	.000
	DUI	-2.704	-2.704	.000
	Rape	-3.664	-3.664	.000
	Violence	-2.973	-2.973	.000
Disgust level in each treatment group				
	Crime	Mean difference (Control – Crime)	Std. Error	Sig.
Control	Child Rape	-3.845	.3260	.000
	Drug Use	-2.472	.3722	.000
	DUI	-2.385	.3616	.000
	Rape	-3.445	.3355	.000
	Violence	-2.473	.3285	.000

Table 2. Emotions level difference among athletes' off-field immoral behaviors

Anger level difference				
	Crime	Mean difference	Std. Error	Sig.
Child Rape	DRUG	1.871	.2374	.000
	DUI	1.674	.2941	.000
	Rape	.714	.2521	.115
	VIOLENCE	1.405	.2468	.000
Drug Use	Child Rape	-1.871	.2374	.000
	DUI	-.197	.3607	1.000
	Rape	-1.157	.3273	.015
	VIOLENCE	-.466	.3232	.923
DUI	Child Rape	-1.674	.2941	.000
	DRUG	.197	.3607	1.000
	Rape	-.960	.3705	.184
	VIOLENCE	-.269	.3669	1.000
Rape	Child Rape	-.714	.2521	.125
	DRUG	1.157	.3273	.015
	DUI	.960	.3705	.184
	VIOLENCE	.691	.3341	.498
Violence	Child Rape	-1.405	.2468	.000
	DRUG	.466	.3232	.923
	DUI	.269	.3669	1.000
	Rape	-.691	.3341	.498

Disgust level difference				
	Crime	Mean difference	Std. Error	Sig.
Child Rape	DRUG	1.374	.3108	.001
	DUI	1.460	.2981	.000
	Rape	.400	.2658	.896
	VIOLENCE	1.373	.2569	.000
Drug Use	Child Rape	-1.374	.3108	.001
	DUI	.086	.3479	1.000
	Rape	-.974	.3207	.060
	VIOLENCE	-.001	.3134	1.000
DUI	Child Rape	-1.460	.2981	.000
	DRUG	-.086	.3479	1.000
	Rape	-1.060	.3084	.021
	VIOLENCE	-.087	.3008	1.000
Rape	Child Rape	-.400	.2658	.896
	DRUG	.974	.3207	.060
	DUI	1.060	.3084	.021
	VIOLENCE	.973	.2688	.012
Violence	Child Rape	-1.373	.2569	.000
	DRUG	.001	.3134	1.000
	DUI	.087	.3008	1.000
	Rape	-.973	.2688	.012

A linear regression was conducted to test hypothesis 2, 2-1

- *H2. Fans' negative emotions evoked by athletes' off-field immoral behaviors will affect fans' team identification.*
- *H2-1. "DISGUST" will have higher negative influence on fans' team identification compared to "ANGER"*

Assumption test A linear regression is an analysis that assesses whether one or more predictor variables (i.e., anger and disgust) explains the dependent variable (change in identification with team). There are some key assumptions that have to be examined before linear regression analysis can be made.

First, linear regression requires that the relationship between the independent and dependent variables is linear. The linearity assumption can be assessed using scatter plots. Based on scatter plots developed for the independent and dependent variables in this analysis presented here, there is a linearity relationship between the independent and dependent variables.

Second, linear regression analysis needs all variables to be multivariate normal. This assumption can be assessed with a histogram (see Figure 1). Based on the histogram that was developed, it is clear that variables in this study are normally distributed. Also, skewness and kurtosis were tested to assess normality of the variables. The skewness and kurtosis assessments for anger (-.68, .01) and disgust (-.55, .89) in this study were within the acceptable standard of -2 to +2 suggested by George & Mallery (2016).

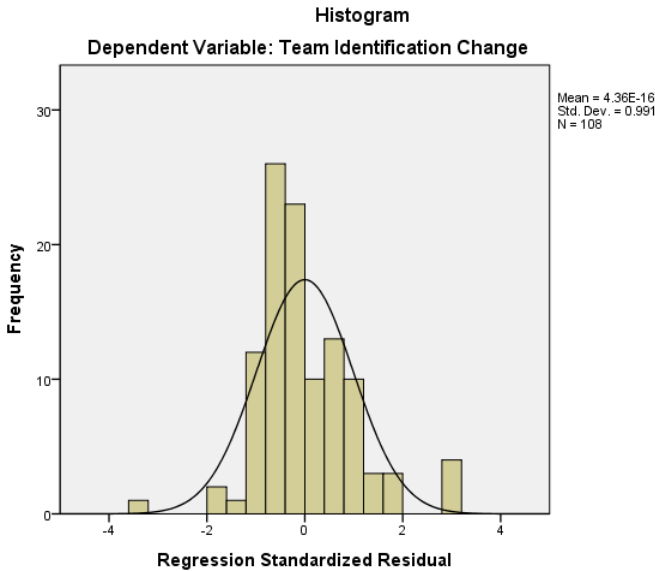


Figure 1. Histogram of independent variables

Third, linear regression assumes that there is little or no multicollinearity in the data. Multicollinearity can be assessed using the value of tolerance and variance inflation factor (VIF). A value of .10 is recommended as the minimum of tolerance (Tabachnick & Fidell, 2001; Liu, 2015). The tolerance value of each independent variable (anger and disgust) was .55; thus, both exceeded the acceptable standard of .10. A value of 10 has been recommended as the maximum level of VIF (Hair, Anderson, Tatham, & Black, 1995; Feng & Ke, 2016). The VIF value of each value of each independent variable (anger and disgust) in this study was 1.81, both within the acceptable standard of 10.

Fourth, there should be little or no auto-correlation for a linear regression analysis to be appropriate. Auto-correlation can be assessed using the Durbin – Watson test. A value of $1.5 < d < 2.5$ indicates that there is no auto-correlation in the data (Durbin & Watson, 1951). The value resulting from the Durbin – Watson test for this study was 2.0, which is acceptable (Durbin & Watson, 1951).

After the assumptions were tested, a linear regression analysis was conducted to test Hypothesis 2, 2-1. The results of the linear regression analysis were significant, $F(2,105) = 7.582$, $p < .01$, $R^2 = 0.11$, indicating that approximately 11% of the variances in changes in fan's team identification can be explained by fans' negative emotions (anger and disgust) evoked by athletes' off-field immoral behaviors (*H2 supported*). The analysis also revealed a high correlation between anger and disgust ($r = .67$, $p < .001$). In other words, both anger and disgust were evoked in fans from athletes' off-field immoral behaviors. Anger did not significantly predict fan's team identification change, $B = -0.19$, $t(105) = -1.39$, $p = .170$. This finding indicates that fans' anger at athletes' off-field immoral behaviors did not affect fans' team identification change. However, disgust significantly predicted fans' team identification change,

$B = 0.54$, $t(105) = 3.63$, $p < .01$. This result indicates that, on average, every one-level increase of disgust elicited by athletes' off-field immoral behaviors will result in a 0.54 unit decrease in fans' team identification level (*H2-1 supported*). Table 3 summarizes the results of the regression analysis.

Table 3. Results for linear regression with anger and disgust predicting fan's team identification change

Variable	B	SE	Beta	t	p
Anger	-.19	.14	-.17	-1.4	.17
Disgust	.54	.15	.45	3.6	< .01

Note. $F(2,105) = 7.582, p < .01, R^2 = 0.11$

Furthermore, ANOVA revealed that each different kinds of athletes' off-field immoral behaviors affect fans' team identification differently ($F(4, 103) = 3.57, p < .01$). (See Figure 2)

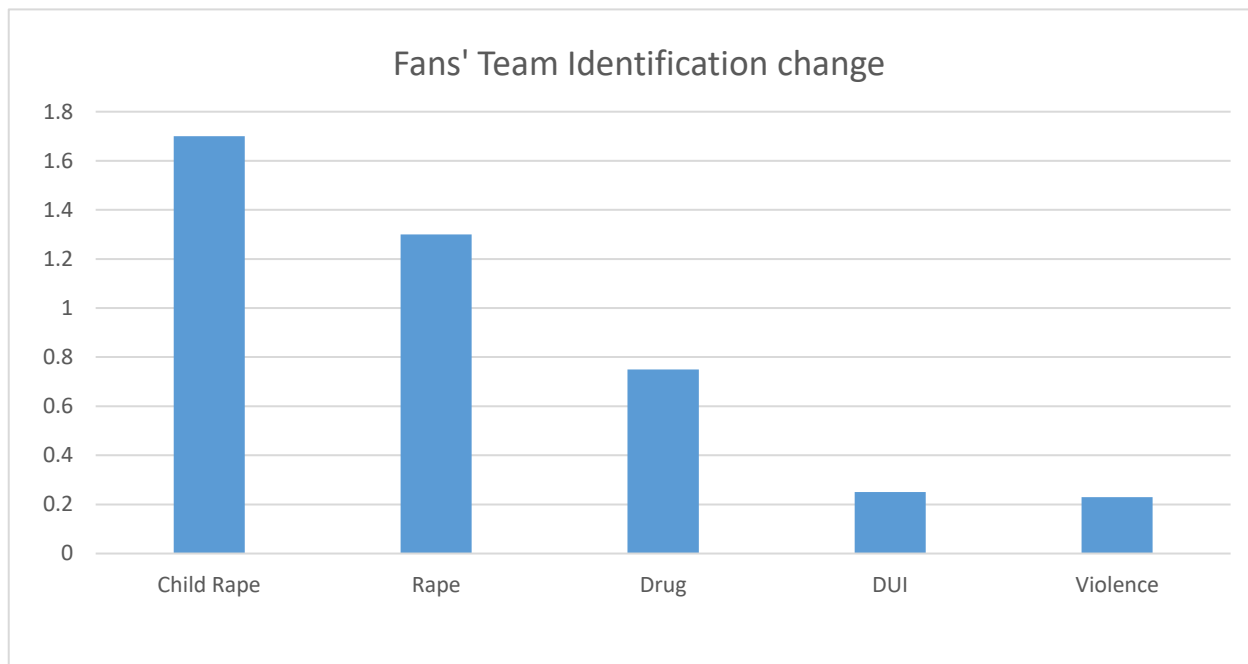


Figure 2. Fans' Team Identification change based on the types of immoral behaviors

CHAPTER FIVE

DISCUSSIONS

This study was designed to examine the relationships among athletes' off-field immoral behaviors, fans' emotions, and fans' team identification. The results for hypothesis 1 and 1-1, show that athletes' off-field immoral behaviors evoke negative emotions of anger and disgust in fans. Also, the results illustrate that different kinds of athletes' off-field immoral behavior evoke different levels of anger and disgust in fans. These findings are in line with those of previous research on the emotions of anger and disgust (Lazarus, 1991; Izard, 1977; Rozin et al., 1999). Jones and Fitness (2008), for example, explained that anger and disgust are two of the most basic human emotions evoked by immoral behaviors. Anger is associated with the immoral behaviors that perceived harm to others and when an act was committed intentionally. Disgust was elicited by the immoral behaviors related to purity violations, which are acts that can be deemed as polluting the body or soul (Gutierrez & Giner-Sorolla, 2007). This study, for example, reveals that the immoral behaviors with different eliciting factors evoke different levels of anger and disgust to fans.

The current study makes several contributions to the field of Sport Management in connection with the results of hypothesis 2 and 2-1. Previously, only limited studies examined how different kinds of athletes' immoral behaviors might affect fans' team identification differently (Dietz-Uhler et al., 2002; Fink et al., 2009). In this study, effects of different kinds of immoral behavior by athletes on fans' team identification was examined. Results indicated that immoral behaviors closely related to disgust factors, such as child rape and rape, significantly affected fans' team identification. In other words, sport fans not only feel negative emotions in response to

athletes' off-field immoral behaviors that elicit disgust, but their team identification towards the team decreases as well. Other immoral behaviors that less related to disgust, had less effect on team identification compared to the immoral behaviors closely related to disgust factors. Specifically, the results showed that child rape and rape affected fans' team identification changes more significantly than Violence and DUI.

This result can be explained by the social identity theory, specifically the in-group bias effect and black sheep effect (Abrams et al., 1990; Turner & Oakes, 1989; Marques et al., 1988). Violence and DUI are explained by in-group bias effect since decrease of team identification was small. Rape and Child rape, on the other hand, can be explained by black sheep effect. There was a significant decrease of team identification caused by those immoral behaviors. In other words, fans tend to accept the athletes' with immoral behaviors such as violence and DUI, while they do not condone the athletes with disgust related immoral behaviors such as rape and child rape.

Team identification has been defined as a close psychological attachment between teams and fans. Fans with high team identification levels support their team regardless of their teams' performance (Wann, 1994). However, previous findings suggested that an athlete's off-field behaviors can negatively affect fan's team identification (Dietz-Uhler et al., 2002; Fink et al., 2009). Thus, studies have been conducted to examine the relationship between fans' team identifications and athletes' off-field immoral behaviors. Those studies claimed that athletes' off-field immoral behaviors were main cause for changes in fans' team identification. However, results of the current study revealed that fans' negative emotion (i.e., disgust) evoked by athletes' immoral behaviors is a key factor, which directly influence team identification, not the immoral behaviors themselves. These findings are in line with those of previous research on the emotions of disgust (Izard, 1977; Lazarus, 1991; Rozin et al., 1999). Previous research suggested that when people

experience disgust at objects or events, they try to distance themselves from the main cause of that disgust. In other words, fans who are aware of athletes' off-field immoral behaviors feel disgust from those behaviors and try to distance themselves from the athletes who are the main cause of that disgust.

Managerial Implication

Results of this study provide useful information to the sport team and organizations. This information may help inform the sport organizations that off-field immoral behaviors by athletes could affect fans' emotional responses and team identification. In addition, the results of this study could provide useful information to the sport organizations on how to deal with athletes involved in different kinds of off-field immoral behaviors since each different kind of athletes' immoral behaviors affect fans' team identification differently. For example, sports teams need to impose more sanctions on immoral behaviors that significantly affect fans' team identification negatively. In addition, the findings could serve as background information to caution athletes that their off-field behaviors may negatively affect fans' emotions toward them as individuals, and levels of support for the team.

Furthermore, the result of this study can lend insight in a sport team or organization fans' feelings towards athletes' off-field immoral behaviors. More specifically, as it mentioned above, fans' negative emotion (i.e., disgust) evoked by athletes' immoral behaviors is a key factor, which directly influence team identification, not the immoral behaviors themselves. Therefore, the sport teams or organizations need to understand context and situation for each off-field immoral behavior and impose sanction that matches the fans feelings towards the behavior. For example, two athletes (athlete A and B) who commit a violence, but for different reasons, athlete A commits

a violence to protect his family and athlete B commits a violence because he was intoxicated. The level of sanctions should be different due to fans' feelings towards athlete A and B might be different even though they commits a same immoral behavior.

Limitations and Future research

Despite several significant findings and resulting implications, this study has several limitations that future research can address. First, because of the characteristics of the participants and subjects of the experiments (i.e., college football fans and players), it is hard to generalize the results to professional sports teams. Also, even though sample size for this study was not small (N=130), it would be beneficial for a larger study to be conducted.

Although this research demonstrated relationship among athletes' off-field immoral behaviors, fans' emotions, and fans' team identification, there are more kinds of athletes' off-field immoral behaviors (e.g., match fixing, murder, etc.) and negative emotions (e.g., sadness, disappointment, etc.). To examine different kinds of athletes' off-field immoral behaviors and fans' emotions would be another interesting avenue for future research that can expand upon the findings of this study.

This study revealed that fans' feeling of negative emotions from athletes' off-field immoral behaviors through fictitious articles cause fans' team identification decrease. However, it needed to be checked whether temporary decrease or not. Longitudinal experiments should be conducted following this study to check if fans' feeling of negative emotions from athletes' off-field immoral behaviors affect participants' permanent team identification change.

Lastly, as it mentioned above, the result of current study can be explained by social identity theory (i.e., in- group bias and black sheep effect). Since the participants of the surveys were same

group members of the athletes on the articles, however, future research will need to take the same surveys to the participants from other groups to compare the reactions toward the fictitious articles between two different groups.

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Appendix

Scenario A – Violence

WSU Cougars RB A cited for Violence

Last weekend, Washington State University star football player, A, engaged in an unprovoked fight that landed his victim in the hospital. According to eyewitnesses and the Pullman Police report, A was seen making his way home after a long night of party when he walked by his victim who was with a girl. A tried talking to the girl but she was hurried along by the victim who felt that A was too drunk and dangerous. Out of rage, A grabbed the victim by his collar and pulled him onto the ground where he started punching and kicking him. The girl tried to grab onto A to stop him, but was flung against a tree hurting her back and head. A continued hitting the victim in the face even after he was knocked unconscious. As a result of the brutal assault, the victim suffered a broken nose and two broken ribs. A was arrested two hours later at home. WSU spokesman Bill Steven said the Cougars do not comment on internal team matters.

Scenario B – DUI

WSU Cougars RB B cited for driving under influence

Last weekend, Washington State University star football player, B, had a party with his teammates at a friend's apartment. B, who had too much to drink around midnight, decided to head to another party. He got into his 2012 Chevrolet Camaro and followed a route along Greek row to get to his apartment. According to eyewitnesses, B was driving way above the speed limit, swerving and honking his horn as he drove along. As he turned a sharp corner, he did not notice a guy step off

the sidewalk until it was too late. B was unable to stop in time and ended up hitting the guy. At the speed B was going at, the impact on the victim was so great that he flew several feet from the impact zone. Although B stopped next to the victim briefly, he neither called an ambulance nor got out of his car to help. According to a friend that B called at the time of the accident, B said that he was in a hurry to get to the next party before all the alcohol was gone and that he did not want blood on his clothes which was why he did not stop to help the victim. At the time of this report, family members of the victim said that the victim was in a coma due to the severity of the accident. B was only arrested for drunk driving and the hit and run accident two days after the incident because he fled to a nearby town. He initially denied all charges against him. WSU spokesman Bill Steven said the Cougars do not comment on internal team matters.

Scenario C –Drug Use

WSU Cougars RB C cited for drug use

Two afternoons ago, NCAA officials came to Washington State University to perform their annual drug test on the WSU football team. NCAA officials delivered reports from the test that showed that player C had traces of steroids in his urine sample. Player C, a sophomore at WSU, admitted that he had been consuming steroids regularly since September 2014, which was the start of the 2014-2015 football season. C has been recognized by coaches and fans to be an integral player in every game. As a result of his drug use, the penalties he faces include a year of ineligibility and a full-season suspension from the football team even though the team is already halfway through the season. WSU spokesman Bill Steven said the Cougars do not comment on internal team matters.

Scenario D – Rape

WSU Cougars RB D cited for rape

Last weekend, Washington State University star football player, D, was arrested for raping a female friend. Investigations by the Pullman Police revealed that D met her at a party thrown to celebrate the win. Eyewitnesses at the party said that D made advances towards the girl but was rejected. Instead of leaving, he offered to buy her several drinks but never drank any of them himself. When the girl finally got up to go to the bathroom, D stood up and followed her. An eyewitness last saw D carrying the unconscious girl out of the bathroom. After her friends reported her missing at the end of the party, a search took place and she was eventually found beaten, raped, and unconscious in the dumpster behind the house without any clothes on, in sub-freezing conditions. Paramedics were called and the girl was taken to the hospital where doctors reported that she had several ruptured organs and internal bleeding due to the vicious attack. Evidence from the rape kit tied D to the crime. Friends of D who spoke to the police revealed that D had told them earlier that night that he was going to celebrate his win with the first girl he met at the party whether or not she wanted him. They dismissed him thinking it was a joke. D was arrested that next day. WSU spokesman Bill Steven said the Cougars do not comment on internal team matters.

Scenario E – Child Rape

WSU Cougars RB E cited for child rape

Last weekend, police reports of the arrest of Washington State University football player, E, sent waves of panic and shock across all of Pullman. According to the report, a 12-year-old girl was

found raped and dumped in a ditch along the highway towards Moscow. She was unconscious at the time she was found. According to the girl's parents who submitted a missing child report the previous day, their daughter had gone missing after telling them that she was going to the park to meet some friends. It was only after they went through her laptop that they found that she had been interacting with an unknown male on the internet who asked to meet that same day she went missing. In their conversations, the unknown male had asked the girl to send him naked pictures of herself in exchange for gifts from him, all the time assuring her that it was the normal thing for young girls to do. The girl was immediately taken to the hospital after she was found and doctor reports show that she suffered internal injuries from the attack. It was only after police met with the child and got her to identify her attacker that E was identified and arrested in the football locker room. WSU spokesman Bill Steven said the Cougars do not comment on internal team matters.

SPOKANE DAILY NEWS

The Spokane Times

THURSDAY, MARCH 4, 2016thespokaneTIMESVOL. 220 NO. 140

WSU Cougars RB Alan Cramer cited for Violence

Jordan Bryman
SpokaneTimes Reporter

Last weekend, Washington State University star football player, Alan Cramer, engaged in an unprovoked fight that landed his victim in the hospital. According to eyewitnesses and the Pullman Police report, Alan Cramer was seen making his way home after a long night of party when he walked by his victim who was with a girl. Alan Cramer tried talking to the girl but she was hurried along by the victim who felt that he was too drunk and dangerous. Out of

rage, Alan Cramer grabbed the victim by his collar and pulled him onto the ground where he started punching and kicking him. The girl tried to grab onto Alan Cramer to stop him, but was flung against a tree hurting her back and head. Alan Cramer continued hitting the victim in the face even after he was knocked unconscious. As a result of the brutal assault, the victim suffered a broken nose and two broken ribs. Alan Cramer was arrested two hours later at home. WSU spokesman Bill Stevens said the Cougars do not comment on internal team matters.



Shane Michael | The Spokane Times

Passenger injured in car crash ejection, flown to Spokane

From staff reports

Brandon Bishop, 28, of Spokane was airlifted to Sacred Heart Medical Center in Spokane with

serious injuries after being ejected from a sport utility vehicle during a rollover accident on U.S. Highway 195 near Steptoe Friday, according to Pullman Radio News. Pullman Radio News reported Washington State Patrol troopers said 22-year-old Jonathan McConnell of Spokane was driving north with Bishop and made a bad pass in

which he lost control, causing his SUV to roll several times.

See EJECTION page 8

Scenario A – Violence

SPOKANE DAILY NEWS

The Spokane Times

TUESDAY, FEBRUARY 2, 2016thespokaneTIMESVOL. 120 NO. 102

WSU Cougars RB Alan Cramer cited for driving under influence

Jordan Bryman
SpokaneTimes Reporter

Last weekend, Washington State University star football player, Alan Cramer, had a party with his teammates at a friend's apartment. Alan Cramer, who had too much to drink around midnight, decided to head to another party. He got into his 2012 Chevrolet Camaro and followed a route along Greek row to get to his apartment. According to eyewitnesses, Alan Cramer was driving way above the speed limit, swerving and honking his horn as he drove along. As he turned a sharp corner, he did not notice a guy step off the sidewalk until it was too late. Alan Cramer was unable to stop in time and ended up hitting the guy. At the speed Alan Cramer was going at, the impact on the victim was so great that he flew several feet from the impact zone. Although Alan Cramer stopped next to the victim briefly, he neither called an



Shane Michael | The Spokane Times

ambulance nor got out of his car to help. According to a friend that Alan Cramer called at the time of the accident, he said that he was in a hurry to get to the next party before all the alcohol was gone and that he did not want blood on his clothes which was why he did not stop to help the victim. At the time of this report, family members of the victim said that

the victim was in a coma due to the severity of the accident. B was only arrested for drunk driving and the hit and run accident two days after the incident because he fled to a nearby town. He initially denied all charges against him. WSU spokesman Bill Stevens said the Cougars do not comment on internal team matters.

Passenger injured in car crash ejection, flown to Spokane

From staff reports

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See EJECTION page 8

Scenario B – DUI

53

SPOKANE DAILY NEWS

The Spokane Times

THURSDAY, MARCH 4, 2016thespokaneTIMESVOL. 220 NO. 140

WSU Cougars RB Alan Cramer cited for drug use

Jordan Bryman
SpokaneTimes Reporter

Two afternoons ago, NCAA officials came to Washington State University to perform their annual drug test on the WSU football team. NCAA officials delivered reports from the test that showed that player Alan Cramer had traces of steroids in his urine sample. Player Alan Cramer, a sophomore at WSU, admitted that he had been consuming steroids regularly since September 2014,

which was the start of the 2014-2015 football season. Alan Cramer has been recognized by coaches and fans to be an integral player in every game. As a result of his drug use, the penalties he faces include a year of ineligibility and a full-season suspension from the football team even though the team is already halfway through the season. WSU spokesman Bill Stevens said the Cougars do not comment on internal team matters.



Shane Michael | The Spokane Times

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See EJECTION page 8

Scenario C – Drug Use

SPOKANE DAILY NEWS

The Spokane Times

TUESDAY, FEBRUARY 2, 2016thespokaneTIMESVOL. 120 NO. 102

WSU Cougars RB Alan Cramer cited for rape

Jordan Bryman
SpokaneTimes Reporter

Last weekend, Washington State University star football player, Alan Cramer, was arrested for raping a female friend. Investigations by the Pullman Police revealed that Alan Cramer met her at a party thrown to celebrate the win. Eyewitnesses at the party said that Alan Cramer made advances towards the girl but was rejected. Instead of leaving, he offered to buy her several drinks but never drank any of them himself. When the girl finally got up to go to the bathroom, Alan Cramer stood up and followed her. An eyewitness last saw Alan Cramer carrying the unconscious girl out of the bathroom. After her friends reported her missing at the end of the party, a search took place



Shane Michael | The Spokane Times

and she was eventually found beaten, raped, and unconscious in the dumpster behind the house without any clothes on, in sub-freezing conditions. Paramedics were called and the girl was taken to the hospital where doctors reported that she had several ruptured organs and internal bleeding due to the vicious attack. Evidence from the rape kit tied Alan Cramer to the crime. Friends

of Alan Cramer who spoke to the police revealed that he had told them earlier that night that he was going to celebrate his win with the first girl he met at the party whether or not she wanted him. They dismissed him thinking it was a joke. Alan Cramer was arrested that next day. WSU spokesman Bill Stevens said the Cougars do not comment on internal team matters.

Passenger injured in car crash ejection, flown to Spokane

From staff reports

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See EJECTION page 8

Scenario D – Rape

54

The Spokane Times

TUESDAY, FEBRUARY 2, 2016

thespokane**times**

VOL. 120 NO. 102

WSU Cougars RB Alan Cramer cited for child rape

Jordan Bryman
Spokane**times** Reporter

Last weekend, police reports of the arrest of Washington State University football player, Alan Cramer, sent waves of panic and shock across all of Pullman. According to the report, a 12 year old girl was found raped and dumped in a ditch along the highway towards Moscow. She was unconscious at the time she was found. According to the girl's parents who submitted a missing child report the previous day, their daughter had gone missing after telling them that she was going to the park to meet some friends. It was only after they went through her laptop that they found that she had been interacting with an unknown male on the internet who asked to meet that same day she went missing. In their conversations, the unknown



male had asked the girl to send him naked pictures of herself in exchange for gifts from him, all the time assuring her that it was the normal thing for young girls to do. The girl was immediately taken to the hospital after she was found and doctor reports show that she suffered internal injuries from the attack. It was only after police

met with the child and got her to identify her attacker that Alan Cramer was identified and arrested in the football locker room. WSU spokesman Bill Stevens said the Cougars do not comment on internal team matters.

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See EJECTION page 8



Scenario E – Child Rape

Survey Questionnaire

Dear Participant:

You are being invited to participate in a research study by answering the attached survey about the Washington State University student satisfaction. There are no known risks for your participation in this research study. The information collected may not benefit you directly. Today, we will be gaining your thoughts and opinions in order to provide better school environment in the future. The information learned in this study may be helpful to other students at Washington State University. This survey should only take 5-7 minutes to complete. Your answers will be anonymous and kept confidential.

Individuals from the Washington State University, College of Education, the Institutional Review Board (IRB), and other regulatory agencies may inspect these records. In all other respects, however, the data will be held in confidence to the extent permitted by law. The data may be published and your identity will not be disclosed.

Taking part in this study is voluntary. By completing this survey, you agree to take part in this research study. You do not have to answer any questions that make you uncomfortable. You may choose not to take part at all. If you decide to be in this study you may stop taking part at any time. If you decide not to be in this study or if you stop taking part at any time, you will not lose any benefits or grades for which you may qualify.

If you have any questions, concerns, or complaints about the research study, please contact: Youngjik Lee at 509-715-9392

Sincerely,

Youngjik Lee

youngjik.lee@wsu.edu

The following are statements regarding your experience with WSU academic quality. Please rate the extent to which you *STRONGLY DISAGREE* (1) or *STRONGLY AGREE* (7) with each statement. Please circle the appropriate number in the scale beside each statement.

	Strongly						Strongly
	Disagree						agree
I am satisfied with the education I am receiving at WSU.	1	2	3	4	5	6	7
I am receiving a quality education at WSU.	1	2	3	4	5	6	7
Professors at WSU integrate both theory and practice into my courses.	1	2	3	4	5	6	7
My major program of study has met or exceeded my expectations	1	2	3	4	5	6	7

The following are statements regarding your experience with WSU Student Recreation Center (SRC). Please rate the extent to which you *STRONGLY DISAGREE* (1) or *STRONGLY AGREE* (7) with each statement. Please circle the appropriate number in the scale beside each statement.

	Strongly						Strongly
	Disagree						agree
I am satisfied with the hours of SRC operation during the week	1	2	3	4	5	6	7
The professional staff at SRC is friendly.	1	2	3	4	5	6	7
I am satisfied with the quality of facilities at SRC.	1	2	3	4	5	6	7
I would recommend SRC to my friends and colleagues.	1	2	3	4	5	6	7

The following are statements regarding your experience with WSU Cougar Football. Please rate the extent to which you *STRONGLY DISAGREE* (1) or *STRONGLY AGREE* (7) with each statement. Please circle the appropriate number in the scale beside each statement.

	Strongly						Strongly
	Disagree						agree
Supporting WSU Cougar Football is important to me.	1	2	3	4	5	6	7
I want others to know I am a fan of WSU Cougar Football.	1	2	3	4	5	6	7
I consider myself to be a “real” fan of WSU Cougar Football.	1	2	3	4	5	6	7
I would donate money for WSU Cougar Football.	1	2	3	4	5	6	7
I would be willing to give donations to WSU Cougar Football.	1	2	3	4	5	6	7
I think it is the right thing to do give donations to WSU Cougar Football.	1	2	3	4	5	6	7

The following are statements regarding your experience with WSU Martin Stadium. Please rate the extent to which you *STRONGLY DISAGREE* (1) or *STRONGLY AGREE* (7) with each statement. Please circle the appropriate number in the scale beside each statement.

	Strongly						Strongly
	Disagree						agree
The stadium is painted in attractive colors.	1	2	3	4	5	6	7
Signs at the stadium give clear directions of where things are located.	1	2	3	4	5	6	7
The stadium has high quality scoreboards.	1	2	3	4	5	6	7

The following are statements regarding your experience with WSU Library. Please rate the extent to which you *STRONGLY DISAGREE* (1) or *STRONGLY AGREE* (7) with each statement. Please circle the appropriate number in the scale beside each statement.

	Strongly						Strongly
	Disagree						agree
The supply of books is sufficient.	1	2	3	4	5	6	7
The range of professional journals is sufficient.	1	2	3	4	5	6	7
I can get help in using the library services when I need it.	1	2	3	4	5	6	7
I know how to use the library services.	1	2	3	4	5	6	7
The library's opening hours suits me	1	2	3	4	5	6	7

The following are statements regarding your satisfaction with WSU Cougar Football products. Please rate the extent to which you *STRONGLY DISAGREE* (1) or *STRONGLY AGREE* (7) with each statement. Please circle the appropriate number in the scale beside each statement.

	Strongly						Strongly
	Disagree						agree
I would like to buy WSU Cougar Football apparel.	1	2	3	4	5	6	7
I intent to purchase WSU Cougar Football merchandise in the future.	1	2	3	4	5	6	7
I am willing to recommend others to buy WSU Cougar football products.	1	2	3	4	5	6	7

Please tell us a little about yourself by responding to each question below:

WSU ID: X X X X (i.e., 1 1 4 5 3 9 1 -> 1 X 4 X 3 X 9 X)

Gender: **Female** **Male**

Age: **years**

Ethnicity:

<u> </u> Black/African American	<u> </u> Native American	<u> </u> Hispanic
<u> </u> White/Caucasian	<u> </u> Asian or Pacific Islander	<u> </u> Other (please name) <u> </u>

Marital Status:

<u> </u> Single	<u> </u> Married	<u> </u> Domestic Partnership
<u> </u> Divorced/Separated	<u> </u>	<u> </u>

Your Class:

<u> </u> Freshman	<u> </u> Sophomore	<u> </u> Junior
<u> </u> Senior	<u> </u> Graduate student	<u> </u>

Survey Questionnaire

(Emotion check for experimental group)

Dear Participant,

Thank you for participating in this important survey. Because of an increase in WSU athletes' off-field crime, WSU has decided to investigate our fans' responses, thoughts and opinions to athletes' off-field crimes. Last weekend, a WSU football player was cited for a serious crime (please see attached article). Today, we will attempt to collect your thoughts and opinions about last night's crime in order to understand our fans' responses regarding the crime committed by a WSU athlete. Your answers will be anonymous and analyzed as a group. This survey should only take 5 –7 minutes to complete. Be assured that all answers you provide will be kept in the strictest confidentiality.

Individuals from the Washington State University College of Education, the Institutional Review Board (IRB) and other regulatory agencies may inspect these records. In all other respects, however, the data will be held in confidence to the extent permitted by law. The data may be published but your identity will not be disclosed.

Taking part in this study is voluntary. By completing this survey, you agree to take part in this research study. You do not have to answer any questions that make you uncomfortable. You may choose not to take part at all. If you decide to be in this study, you may stop taking part at any time. If you decide not to be in this study or if you stop taking part at any time, you will not lose any benefits or grades for which you may qualify.

If you have any questions, concerns or complaints about the research study, please contact Youngjik Lee at 509-715-9392

Sincerely,

Youngjik Lee

youngjik.lee@wsu.edu

The following are statements about your feelings to the athlete's crime. Please rate the extent to which you *VERY WEAKLY* (1) or *VERY STRONGLY* (7) agree with each statement. Please circle the appropriate number in the scale beside each statement.

	Strongly Disagree	1	2	3	4	5	6	7	Strongly agree
I am MAD after reading about the WSU athlete's crime today.		1	2	3	4	5	6	7	
I was DISGUSTED while reading about the WSU athlete's crime today.		1	2	3	4	5	6	7	
I feel ANGER because of the WSU athlete's crime today.		1	2	3	4	5	6	7	
I am feeling DISTASTE because of the WSU athlete's crime today.		1	2	3	4	5	6	7	
I was very ANNOYED while reading about the WSU athlete's crime today.		1	2	3	4	5	6	7	
I am feeling REVULSION because of the WSU athlete's crime today.		1	2	3	4	5	6	7	

Please rate how congruent your feelings are with following faces after reading the article.



Very Weak Very Strong

1 2 3 4 5 6 7



Very Weak Very Strong

1 2 3 4 5 6 7



Very Weak Very Strong

1 2 3 4 5 6 7



Very Weak Very Strong

1 2 3 4 5 6 7

Please indicate your level of agreement or disagreement with the following statements.

	Strongly Disagree						Strongly agree
I would donate money to WSU Cougar Football.	1	2	3	4	5	6	7
I consider myself to be a “real” fan of WSU Cougar Football.	1	2	3	4	5	6	7
Supporting WSU Cougar Football is important to me.	1	2	3	4	5	6	7
I want others to know that I am a fan of WSU Cougar Football.	1	2	3	4	5	6	7
I would like to buy WSU Cougar Football apparel.	1	2	3	4	5	6	7
I intend to purchase WSU Cougar Football products in the future.	1	2	3	4	5	6	7
I am willing to encourage others to buy WSU Cougar Football merchandise.	1	2	3	4	5	6	7
I would be willing to give donations to WSU Cougar Football.	1	2	3	4	5	6	7
I think it is the right thing to do give donations to WSU Cougar Football.	1	2	3	4	5	6	7
I would donate money to WSU Cougar Football.	1	2	3	4	5	6	7
I consider myself to be a “real” fan of WSU Cougar Football.	1	2	3	4	5	6	7

Please tell us a little about yourself by responding to each question below:

WSU ID: __ X __ X __ X __ X (i.e., 1 1 4 5 3 9 1 -> 1 X 4 X 3 X 9 X)

Your answers will be anonymous and analyzed as a group rather than individually, so please fill out only four digits of your WSU ID.

Gender: ___ Female ___ Male

Age: ___ years

Ethnicity:

___ Black/African American	___ Native American	___ Hispanic
___ White/Caucasian	___ Asian or Pacific Islander	___ Other (please name)
___	___	___

Marital Status:

___ Single	___ Married	___ Domestic Partnership
___ Divorced/Separated		

Your Class:

___ Freshman	___ Sophomore	___ Junior
___ Senior	___ Graduate student	
___	___	

Thank you for participating!
I truly appreciate all of the valuable information!

Survey Questionnaire (Emotion check for control group)

Dear Participant,

Thank you for participating in this important survey. Because of an increase in WSU athletes' off-field crime, WSU has decided to investigate our fans' responses, thoughts and opinions to athletes' off-field crimes. Last weekend, a WSU football player was cited for a serious crime (please see attached article). Today, we will attempt to collect your thoughts and opinions about last night's crime in order to understand our fans' responses regarding the crime committed by a WSU athlete. Your answers will be anonymous and analyzed as a group. This survey should only take 5 –7 minutes to complete. Be assured that all answers you provide will be kept in the strictest confidentiality.

Individuals from the Washington State University College of Education, the Institutional Review Board (IRB) and other regulatory agencies may inspect these records. In all other respects, however, the data will be held in confidence to the extent permitted by law. The data may be published but your identity will not be disclosed.

Taking part in this study is voluntary. By completing this survey, you agree to take part in this research study. You do not have to answer any questions that make you uncomfortable. You may choose not to take part at all. If you decide to be in this study, you may stop taking part at any time. If you decide not to be in this study or if you stop taking part at any time, you will not lose any benefits or grades for which you may qualify.

If you have any questions, concerns or complaints about the research study, please contact Youngjik Lee at 509-715-9392

Sincerely,

Youngjik Lee

youngjik.lee@wsu.edu

The following are statements about your feelings to the athlete's crime. Please rate the extent to which you *VERY WEAKLY* (1) or *VERY STRONGLY* (7) agree with each statement. Please circle the appropriate number in the scale beside each statement.

	Strongly Disagree							Strongly agree
I am MAD .	1	2	3	4	5	6	7	
I am DISGUSTED .	1	2	3	4	5	6	7	
I am feeling ANGER .	1	2	3	4	5	6	7	
I am feeling DISTASTE .	1	2	3	4	5	6	7	
I am very ANNOYED .	1	2	3	4	5	6	7	
I am feeling REVULSION .	1	2	3	4	5	6	7	

Please rate how congruent your current feelings are with following faces.



Very Weak Very Strong

1	2	3	4	5	6	7
---	---	---	---	---	---	---



Very Weak Very Strong

1	2	3	4	5	6	7
---	---	---	---	---	---	---



Very Weak Very Strong

1	2	3	4	5	6	7
---	---	---	---	---	---	---



Very Weak Very Strong

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Please indicate your level of agreement or disagreement with the following statements.

	Strongly Disagree				Strongly agree		
I would donate money to WSU Cougar Football.	1	2	3	4	5	6	7
I consider myself to be a “real” fan of WSU Cougar Football.	1	2	3	4	5	6	7
Supporting WSU Cougar Football is important to me.	1	2	3	4	5	6	7
I want others to know that I am a fan of WSU Cougar Football.	1	2	3	4	5	6	7
I would like to buy WSU Cougar Football apparel.	1	2	3	4	5	6	7
I intend to purchase WSU Cougar Football products in the future.	1	2	3	4	5	6	7
I am willing to encourage others to buy WSU Cougar Football merchandise.	1	2	3	4	5	6	7
I would be willing to give donations to WSU Cougar Football.	1	2	3	4	5	6	7
I think it is the right thing to do give donations to WSU Cougar Football.	1	2	3	4	5	6	7
I would donate money to WSU Cougar Football.	1	2	3	4	5	6	7
I consider myself to be a “real” fan of WSU Cougar Football.	1	2	3	4	5	6	7

Please tell us a little about yourself by responding to each question below:

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_____ Single	_____ Married	_____ Domestic Partnership
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Your Class:

_____ Freshman	_____ Sophomore	_____ Junior
_____ Senior	_____ Graduate student	
_____	_____	

Thank you for participating!
I truly appreciate all of the valuable information!