

RACE, SOCIAL IDENTITY AND THEIR INFLUENCE ON  
PERCEPTONS OF SAME-RACE AND  
DIFFERENT-RACE ATHLETES

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## ABSTRACT

This study investigated race, source credibility, racial identity, sports identity, and sports involvement. Additionally, this study analyzed subjects' perceptions of racism, the role race and racial identity have on source credibility, and the role that sports identity and involvement have in perceptions of racism and source credibility.

The theoretical constructs used for this project centered social identity theory, source credibility, and racial differences (between Blacks and Whites). Social identity theory was constructed to understand how people form a social identity, what elements are important in social identity, and how the salience of an individual's social identity can lead to discrimination against other people. Source credibility is defined as a person's believability. The most significant factor in a person's credibility is his/her perceived character, which in its most basic form means is this a good person or a bad person. In terms of racial differences, research has shown that Black and White people interpret issues differently at almost every level.

This study used four controversial athletes (two White, two Black) in two different survey sets to analyze subject differences in perceptions of the credibility based on race, racial identity, and sports involvement. Results indicated significant racial differences in source credibility ratings of the athletes in this project. A positive relationship was also found between the racial identity of subjects and hostility towards the opposite race. Also, a positive relationship was found for sports involvement and subjects' reported knowledge of the athletes used in this study. Finally, sports identity was found to significantly impact subject perceptions of racism.

## DEDICATION

This dissertation is dedicated to my God-children, Jane and Connor.

## LIST OF ABBREVIATIONS AND SYMBOLS

- a* Cronbach's index of internal consistency
- df* Degrees of freedom: number of values free to vary after certain restrictions have been placed on the data
- F* Fisher's *F* ratio: A ration of two variances
- M* Mean: the sum of a set of measurements divided by the number of measurements in the set
- p* Probability associated with the occurrence under the null hypothesis of a value as extreme as or more extreme than the observed value
- r* Pearson product-moment correlation
- t* Computed value of *t* test
- < Less than
- = Equal to

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## CHAPTER 1

### INTRODUCTION

Sports in the United States have been seen, at least over the last several decades, as reflecting America's race relations. Sports can lead to a greater understanding of cultural differences and positive racial changes (Nelson, 2005). Sports proved to be an avenue of social change in the U.S. throughout the Twentieth Century. While "separate but equal" was still the law, heavyweight champion Joe Louis was the biggest celebrity in the country. Before the U.S. Supreme Court required public schools to integrate, Jackie Robinson broke Major League Baseball's color barrier and paved the way for other Black athletes to make their marks in professional sports. Jim Plunkett became the first Mexican-American to win the Heisman Trophy in 1970, while Tom Flores became the NFL's first Mexican-American head coach in 1979. Doug Williams became the first Black quarterback to play in and win the Super Bowl in 1988. Art Shell became the first Black NFL modern era head coach in 1989 when the Los Angeles (now Oakland) Raiders' White owner, Al Davis, promoted him to the position. Shell became head coach 14 years before the NFL's "Rooney Rule" requiring all teams to consider and interview at least one Black candidate for each available head coaching position. The days of debating whether a Black athlete was smart enough to be a quarterback or if a White athlete was skilled enough to be a wide receiver or defensive back appeared to be over. For example, in a 2004 ESPN roundtable discussion with sportscaster Jim Gray, Black NBA stars Carmelo Anthony and Lebron James both said race is no longer an issue in the NBA (*ESPN.com*, 2004).

All of these advances were positive, not only for sports, but for the nation. Sports are a significant, visible aspect of American culture, however, this does not mean there are no serious race issues in sports. Increasingly, there are reemerging divisive racial issues. Research assessing perceptions of Black and White athletes from Black and White sports fans to gauge current racial positions is the principle goal of this project.

Following a period of relative calm, Rush Limbaugh, then serving as a professional football analyst for ESPN, suggested that the Black quarterback of the Philadelphia Eagles, Donovan McNabb, received less critical coverage for his performance than would a White quarterback with similar statistics (King, 2003). Limbaugh went on to claim McNabb's favorable coverage resulted from sports media "desirous" of a successful Black quarterback. Limbaugh's remarks generated enough critical media reaction for ESPN to relieve him of his duties (King, 2003). Limbaugh's appraisal of McNabb and his media coverage launched a new period of racial scrutiny relative to race and sports in America. This was the first significant racial issue in sports since the O.J. Simpson acquittal for double murder in the mid 1990s.

The proliferation of media in the United States has not been limited to news and politics. Sports and other entertainment fields have also seen massive coverage increases during the past decade (Hill, 2004). The most significant increase has been in the form of sports commentary television programs. These programs, airing mostly on ESPN, debate the hot topics in sports on a daily basis. Examples of these television programs are ESPN's *Around the Horn*, *Pardon the Interruption*, *Outside the Lines* and *1st and 10*. These sports commentary programs air several times Monday through Friday on all ESPN-associated television sports networks. Radio, both terrestrial and satellite, also offers more sports commentary than ever before. A common feature

of sports-talk radio is interaction between professional sports journalists, professional athletes and sports fans calling the show to offer their opinions on sports-related topics.

The relationship between sports and race has surged to the forefront on sports commentary programs. With the arrest and eventual imprisonment of Black NFL quarterback Michael Vick in 2007, racism (considered only in terms of White and Black) became the most hotly debated topic among many sports media personalities (Thomas, Ryan, Date & Cook, 2007). Black NFL quarterback Warren Moon, the first Black quarterback selected for the NFL Hall of Fame, said in an interview that Vick's punishment was too harsh and that a White quarterback in the same situation would not have been treated in the same manner (Campbell, 2009). On HBO's *Real Sports with Bryant Gumbel*, Gumbel centered his closing remarks in 2008 on Vick and claimed it was time for people to stop piling on the former Falcon quarterback. Vick was also a frequent topic on ESPN's *First Take* commentary segment, called *1<sup>st</sup> and 10*, with the show's White host Skip Bayless openly critical of Vick. Many of the show's Black guests, including Doug Stewart and Ryan Stewart, hosts of *The Two Live Stews* sports radio program, defended Vick, claiming his punishment was harsher than a White athlete could expect under similar circumstances (Campbell, 2009).

While Michael Vick may have been the catalyst for the resurgence of racial debate in sports media, his case was merely the jumping off point. In July 2009, the White quarterback for the Pittsburgh Steelers, Ben Roethlisberger, was accused of sexual assault in Lake Tahoe, Nevada. Criminal charges were not filed, but he was named in a civil lawsuit seeking \$440,000 in damages (Fuoco, 2009). Roethlisberger was not disciplined by the NFL or the Pittsburgh Steelers for this incident. However, in March 2010 Roethlisberger was again accused of sexually assaulting a 20-year-old woman in a nightclub bathroom in Milledgeville, Georgia (Davis,

2010). No criminal charges were filed as the local district attorney claimed insufficient evidence to convict Roethlisberger after the accuser stopped cooperating with police. The district attorney also noted the lack of charges did not indicate Roethlisberger's innocence (Wilson, 2010). In the wake of this second incident, debate intensified. Black sports media members waited to see if Roethlisberger would be disciplined the same way a Black athlete would under the NFL's Personal Conduct Policy. NFL Commissioner Roger Goodell suspended Roethlisberger six games for violating the NFL's Personal Conduct Policy (Wilner, 2010). ESPN's White sportscaster Skip Bayless called the suspension far too long (Wilson, 2010).

Recent debate over race and athletes in America also concerns how disliked, or even hated, athletes are regardless of criminal behavior. Two public opinion polls released in 2010 identifying the public's most-hated sports personalities has fueled the racial debate. The *Forbes* magazine list of the top ten most disliked sports people consisted of five Blacks, four Whites, and one Latino. Michael Vick topped the *Forbes* list, followed by White sportsmen Al Davis at number 2, Ben Roethlisberger at number 3, and Jerry Jones at number 5. Black golfer Tiger Woods was noted as the fourth most-hated athlete (Cook, 2010). A second poll, conducted by Marketing Evaluation, Inc., was far more inflammatory and received the attention of ESPN's commentary programs. Marketing Evaluation, Inc. conducts public opinion surveys to determine how popular public figures are with the American public. The resulting measure is called the subject's Q Score. Q scores are measured by taking a national sample and asking respondents if they have heard of the public figure. If respondents have heard of the individual, they are then asked to rate the individual on a scale ranging from "poor" to "one of my favorites." Finally, the number of people who rate the individual positively is divided by the total number of people who have heard of the individual (Trex, 2011). This score serves as a quantitative evaluation of an

athlete's public recognition level as well as the athlete's likeability. Q Scores are often used by brand marketers considering athletes as brand spokespersons. A negative Q Score, indicating that an athlete is disliked, could cost the athlete many millions of dollars in the endorsement market.

In the Q Score poll of the most disliked athletes, all six athletes listed were Black. In order, the Q Score list included Michael Vick, Tiger Woods, Terrell Owens, Chad Ochocinco, Kobe Bryant and Lebron James. To Black commentators, this poll was evidence of pervasive racism in America (Rogers, 2010). While Michael Vick was convicted of a crime in 2007 and Kobe Bryant tried for sexual assault in 2003, the other Black athletes on this list were not involved in criminal activity. The release of the Q Score poll led Black columnist Dexter Rogers (2010) to write, "we are not living in a post-racial society, we are living in denial" (p1). Black sports journalist Rob Parker questioned how White athletes Brett Favre and Ben Roethlisberger could not make the negative Q Score list, concluding that a racial component must be present (Rogers, 2010). Parker also agreed with a question posed to him on *1<sup>st</sup> and 10*: Black people do not like White quarterback Brett Favre and do not believe a Black athlete behaving comparably (in what has been denoted as "diva" behavior) would be treated the same way (Rogers, 2010).

Columnists and sports personalities seemingly agree that racism is still a reality in sports, at least in the perceptions of fans and athletes. Racism, for this project, means the belief that there are fundamental differences in the races of people that make people of different races inferior. This perceived inferiority results in hostility toward people of different races. However, the issue with sports commentary shows is that they are based on the commentator's opinion, rather than facts. Often, commentators are invited to appear because of the adversarial nature of their opinions. When Skip Bayless (ESPN's *First Take*) is asked a question regarding

sports and race, he appears to be speaking for White people, but he is offering only his opinion. Rob Parker (*AOL Fanhouse* and guest host on *First Take*) appears to speak for Black people in the same manner. Commentators, without hard facts, often make sweeping proclamations about any aspect of American race relations.

The research reported here seeks to separate fact from conjecture. This research assesses perceptions of Black and White athletes among Black and White sports fans. This research will demonstrate whether a person's perception of an athlete varies by the respondent's race. Chapter two addresses the relevant literature on how people develop their racial identities and sports fanship by assessing research on the appropriate theoretical constructs. Chapter three outlines research hypotheses and research questions pertaining to the racial attitudes of sports fans. Chapter four, Research Method, describes the procedures used to test the hypotheses. Results are reported in chapter five. This research concludes with a final chapter summarizing and discussing the results. The research's limitations are also noted and future research areas concerning sports and race are identified.

## CHAPTER 2

### LITERATURE REVIEW

The introduction to this research notes major sports milestones relative to race. In this chapter, social identity theory is introduced to understand how individuals split along racial lines and by sports identification. Source credibility is analyzed for its impact on perceptions of athletes. Finally, racial interpretation differences are analyzed to understand how Blacks and Whites can interpret similar events differently.

Social identity and source credibility are the major theoretical principles used in this project. However, there is also a relevant section in this review of literature analyzing the linkage between social identity theory and source credibility. Additionally, the link between social identity, race, and racial perceptions is provided in this chapter. These sections provide the basis for the work done in this study.

#### **Social Identity Theory**

Tajfel and Turner proposed social identity in 1979 to understand the basis for inter-group discrimination (Dumont & Louw, 2009). Social identity theory is used specifically to understand how people select and form a social identity. The theory is concerned with the social and psychological reasons people form a social identity (Shinnar, 2008). Initially, Tajfel and Turner were looking at few constructs to understand inter-group discrimination, but as the theory was researched and developed, it was expanded and additional constructs were added.

Social identity theory proposes that people actively develop a social identity because they do not want to feel like loners (Tajfel & Turner, 1986). Shinnar (2008) used social identity theory to explore how people search for a positive social identity and a positive self-concept.

Each person is a member of many different in-groups. Varying social contexts provide cues as to which in-group identity is most salient at any given time (Brewer, 1979). People will select the in-group identity that offers the most positive self-concept in that particular context (Shinnar, 2008).

The core assumption of social identity theory is that people look to be part of groups because they need to feel a sense of belonging. People gravitate toward others they think are like them, thus fulfilling the need for social identity (Shinnar, 2008). However, a sense of belonging is not sufficient for identity formation. People want to belong to groups that make them feel good about themselves and raise their self-esteem. In-groups that cause people to feel negatively about themselves will be mitigated (if possible) in the mind of the individual. People want to feel positively about themselves, even if that comes at the expense of other people and/or groups (Brewer, 1979). Tajfel and Turner (1986) identified categorization, identification, comparison and psychological distinctiveness as key processes used to form a social identity.

As a result of categorization, individuals place themselves and others into distinct social categories based upon perceived or actual categorical differences. For example, noting that someone is a basketball player, a Muslim, or a teacher categorizes that person by preferred sport, religious affiliation and occupation. Similarly, people often refer to themselves by their race or sex. Identification is used to discern an individual's preferred in-group status from those identified with the out-group. In-groups are those groups to which people feel connection and membership, while feeling opposed to and competitive with out-group members. Identification with the preferred in-group results in the strongest feelings of loyalty and belonging (Tajfel & Turner, 1986). For example, a student at the University of Alabama feels an in-group connection

to the both the school and its sports teams. To the UA student, students and sports fans of Auburn University provide a competitive out-group.

Individuals juxtapose their perceived in-group status with the status of out-group members. When comparing groups, individuals look for the best possible comparison. For example, an Alabama native relocated to another part of the country may change sports allegiance from the University of Alabama to Auburn University following Auburn's 2010 national football championship. Since both schools are in Alabama, the relocated Alabamian may seek to enhance his status compared to the status of those living in his area. Categorization, identification and comparison all bolster a person's need for psychological distinctiveness. People desire a separate, positive identity compared to out-group members. When comparing themselves to others, people search for a favorable bias for their in-group. Psychological distinctiveness bolsters self-esteem by providing an identity perceived as superior to that of other people and groups (Tajfel & Turner, 1986).

Research into social identity theory, however, has shown that group identity can have negative consequences. An overly strong in-group identity can make individuals feel hostility and hatred towards out-groups (Harrington, 2003). A man, for instance, who feels strongly about his sex, may develop very negative feelings towards women due to his association with men and a need to feel superior to women. Reid, Giles, and Harwood (2005) found that strong group identification, along with stereotypical portrayals of other ethnicities, greatly raised racial biases and hate levels toward ethnic out-groups. Verkuyten (2002) found that strong ethnic attitudes correlated with increased negative feelings towards other ethnicities. These racial prejudices were passed between generations with children adopting the same ethnic biases as their parents. Bryant (2008) came to the same conclusion, but also found that viewing different groups

positively mitigated hateful feelings. However, this did not increase a sense of belonging. Subjects may have felt less negative toward different ethnicities, but those different ethnicities were still defined as out-groups (Bryant, 2008). People still need to feel their in-group is superior to the perceived out-group (Brewer, 1979).

Demographic factors are the primary basis for social identity formation. A person's sex, race and religious beliefs are examples of characteristics that help drive in-group affiliations (Dumont & Louw, 2009). Previous research has shown the strongest loyalty is likely to be to one's race. Ethnic group membership has proved to be the most salient in-group factor for most people, especially members of ethnic minorities (Shinnar, 2008). While Whites are less likely to indicate race as their most salient in-group membership, this is not the case for Blacks and Latinos. In previous research, subjects felt a strong need to identify closely with their own ethnic group. College students tend to pick professional role models within their own racial in-group (Karunananayake & Nauta, 2004). Ethnic identity is also influential when celebrity status is considered. Knight, Giuliano, and Sanchez-Ross (2001) reported that research subjects were more likely to support celebrities of the same racial background as themselves. Similarly, subjects were more likely to defend the perceived negative actions of celebrities of their race and were more likely to condemn negative actions of celebrities of a different race (Knight et al., 2001).

Families, as well as organizations, people join throughout their lives, constitute different in-groups (Fink et al., 2009). For example, the college a person attends is an in-group. If the student joins a Greek social organization, another in-group identity is formed. Rival Greek organizations or non-Greek affiliated students become natural out-groups. Political affiliation is

yet another common in-group for most people, with especially strong feelings of hostility toward and superiority over the competing out-group.

Similar factors are observed in sports contexts. Fans feel a strong connection to “their” team and feel part of the group (Dietz-Uhler, End, Harrick, & Jacquemotte, 2002). Team in-group identification can become so strong that fans take losses harder than the actual team members (Fink et al., 2009). Since members want their in-groups to reflect positively on them, it is common for people to deliberately cheer for successful, winning teams. This creates a bandwagon effect as fans (not wanting to support a loser) share in the team’s success, whereas fans of losing teams feel embarrassed when their preferred team loses (Dietz-Uhler et al., 2002). Social identities are subject to change and in some cases must change over a person’s lifetime. Family and racial identity remain constant except in extreme circumstances. However, a person’s positive or negative feelings about family members or one’s racial identity could change. These changes could affect the salience of that particular identity (Shinnar, 2008). It is common for political affiliation to change during one’s lifetime, or at least the strength of that political conviction at different times will impact the in-group/out-group dynamic. This is also the case when dealing with athletes and athletic teams. The relative success and status of an athlete or team will affect the social identity a person has with the athlete or team. People may abandon a team that constantly loses for a team that wins. Loyalty towards individual athletes tends to be stronger. However, fans will mitigate or end their connection to an athlete if the athlete’s actions become unacceptable to them (Dietz-Uhler et al., 2002).

## **Source Credibility**

Lucas (2004) defined credibility as a person's believability. While several elements comprise a person's credibility, three specific elements are identified by Beebe and Beebe, as well as other scholars. Competence is the perception of being adequately or well qualified, or as having a specific domain of skill, knowledge, or ability (Beebe & Beebe, 2003). Competence is positively correlated to perceptions of a speaker's expertise on a specific topic (Yoon, Choong & Min-Sun, 1998). A speaker's competence factor is limited to the area that the public believes a speaker is credible to address. Thus, a sports commentator will be perceived as competent to speak on sports-related issues. However, competence in one domain does not necessarily transfer to other domains unless the individual is also perceived as competent in the other domain. Trustworthiness is defined as a source's perceived honesty (Beebe & Beebe, 2003). In other words, trustworthiness is how confident people are that they can believe what a source tells them (Cole & McCroskey, 2003). A source's trustworthiness is often derived from his/her background. Past conduct can influence a source's perceived trust (Arbour, 2007). Therefore, the more favorable information someone knows about a source's past, the higher the initial trust level. After a source's trust is established, the source will continue to build upon that trust, maintain an even level, or undermine trust by the source's actions or words. Confidence in a message is positively correlated with the receiver's perceived trust in the source (Arbour, 2007). If the speaker is perceived as untrustworthy or unbelievable, the message may be perceived as untrustworthy or unbelievable.

Dynamism is defined as a form of interpersonal energy. Charisma and attractiveness are two elements comprising dynamism. Charisma deals specifically with the speaking style and aura of the individual. For example, Bill Clinton had strong charisma that attracted people to him

(Wazzenreid & Powell, 1993). Attractiveness refers to the source's physical appearance. Attractiveness is associated with "good" looks and other pleasing physical traits. Trustworthiness and dynamism merge to form the perceived character of a speaker.

Wanzenried and Powell (1993) identified perceived character as the most important element of source credibility. These researchers had respondents rate George Bush, Bill Clinton, and Ross Perot during the 1992 presidential election. Results indicated that while George Bush was considered the most trustworthy, his credibility was diminished because he was less attractive and had less charisma than Bill Clinton. Previously, credibility researchers theorized that trustworthiness alone was the most important element in source credibility, but this experiment established perceived character as the most significant element in respondents' perceptions of source credibility. A source's speaking style can also impact source credibility. Payne and Downing (2000) translated a Jesse Jackson speech from Standard English to Ebonics. They played the audio recording to 72 Black students at a mid-south university. Subjects also heard the same excerpt presented in Standard English. Subjects were not informed of the race of the speaker in either instance, they just listened to the recording. In comparison ratings, subjects rated the Standard English speaker as more credible. The Standard English source was perceived as more intelligent and more educated.

A more credible source is almost always preferred to a less credible source. There are certain conditions, however, when high source credibility is a liability (Pornpitakpan, 2004). A highly credible source presenting a message contradicting the opinions of receivers will cause the receivers to become even more convinced of their own opinions, even if those opinions are wrong. A highly credible source is most effective when interacting with receivers who wish to hear the source's opinions. This is not the case if the speaker is of low perceived credibility;

receivers will dismiss the source (Tormala & Petty, 2004). For a highly credible source to be most effective, the five variables of source, message, channel, receiver, and destination must be as closely matched as possible (Porntipakpan, 2004).

Source credibility has also been demonstrated cross culturally. Yoon, Choong, and Min-Sun (1998) tested expertise (competence), trustworthiness, and attractiveness (dynamism) across different races. These factors were of nearly equal importance to all the races tested. Source trustworthiness was more significant across cultures when it came to brand beliefs, but source attractiveness was more significant across cultures when it came to brand advertisement. Brand advertisement dealt with the overall recognition of a product by an audience, which is to say some distinguishing, physical brand element that resonated with subjects. Brand belief dealt with how confident subjects were claims made in the ad were true and if the product would perform as advertised. Source attractiveness had a more significant effect on brand recognition, but trustworthiness was significantly more influential on brand beliefs. When compared with U.S. consumers, Asian consumers relied more heavily on brand beliefs, while Americans relied more heavily on brand advertisement (Yoon et al., 1998).

Race appears to be less influential on source credibility during interpersonal interactions or in organizations. Farr (2007), for instance, found that in organizational settings race is exerting less influence on hiring decisions. A job candidate's perceived competence (expertise) was the best indicator of hiring decisions in organizations, while the race of the applicant played almost no factor at all. However, applicants for the positions still thought race was an influence despite the research results. Race and group identity still appear to influence source credibility perceptions in social and political contexts. Citizens wish to identify with and believe in public figures or groups (Domke et al., 2000). Media reports of the person's or group's actions affect

perceived credibility. If the perceived credibility of the person or group is high, citizens are more likely to adopt the position advocated by the person or the group. Many people are not motivated to study social or political movements in-depth. Even those who are motivated to study social and political movements could not possibly study all of them and will at some point seek help forming an opinion. Therefore, they look for heuristics to aid attitude formation. This heuristic process revolves around powerful sources that are held in high regard and are very visible to the public (Domke et al., 2000). Thus, citizens form social or political opinions based on high-profile sources they believe can be trusted. In this context it is much more likely that people will identify with those they believe are similar to themselves. The source's race, perceived membership in the receiver's group, or beliefs about the source's expertise can supply heuristic cues for attitude formation.

Since race in-group identity is such a strong factor, citizens often identify with a highly credible source of the same race. A credible same-race source can effectively mobilize group members to a particular position. Same-race source effects are most strongly observed when race-sensitive matters are considered. A low credibility source, on the other hand, will have the opposite effect, as members of the same racial group will distance themselves from the positions of that speaker (Aroopala, 2008). In-group race identity is especially influential in the U.S. When a social or political controversy involves race, people fall back on previously formed opinions and judgments. Negative racial stereotypes among U.S. adults are still prevalent, therefore, when a public racial dispute occurs, people are more likely to support a position favorable to their racial identity (Domke et al., 2000). Then, people will look for a highly credible spokesperson as their race's public advocate. Of course, the group will distance itself from a low credibility source which could hurt them publicly (Domke et al., 2000).

In terms of sports and race, fans look for competitors they can support. The previously identified source credibility factors apply to athlete popularity, and more importantly, athlete endorsement. Character and attractiveness are important influences on an athlete's popularity and perceived endorsement value (Ross, Ridinger & Cuneen, 2009). Prior to recent revelations concerning his sexual indiscretions, Tiger Woods was one of, if not the, most visible and popular athletes on the planet. His perceived good character and strong presence were sought by business partners, and Woods was lavishly compensated (Thomaselli, 2006). Woods has an international fan base resulting in more money earned through business partnerships than through golf competitions. *Forbes* reported that Woods made \$87 million in 2006 alone. Less than \$10 million was earned playing golf. Years after retiring, Michael Jordan is still one of the most popular athletes in the world, earning millions in endorsements during his career and even in retirement (Thomaselli, 2006). Female athletes are rapidly gaining popularity and attracting brand endorsements. For females, however, attractiveness and sex appeal exert more influence on source credibility than they do for male endorsers. Danica Patrick has been more successful at gaining fans and commercial endorsements than previous female auto racers because of her attractiveness (Ross et al., 2009). Similarly, professional tennis player Anna Kournikova made millions of dollars in endorsements without ever winning a significant tennis tournament (Goetzl, 2002).

Perceived attractiveness and expertise must be balanced with perceptions of sound character. Black professional basketball star Kobe Bryant was identified as the world's third most visible athlete, earning millions of dollars in endorsements. After Bryant was charged with sexual assault his sponsors ended their endorsement deals with him and he lost millions (Thomaselli, 2004). Black professional football player Michael Vick also experienced extreme

income and credibility losses following his 2007 conviction for financing a dog-fighting enterprise (Wheaton, 2009). At the time of his arrest, Vick was in the midst of a \$130 million contract with the Atlanta Falcons and had a shoe contract with Nike. In the aftermath of his guilty plea, he lost both his contracts (Mullman, 2007). Since his release from prison Vick has employed lawyers and public relations counselors to help repair his image. One major aspect of his image rehabilitation is his work with People for the Ethical Treatment of Animals (PETA) speaking out against animal cruelty. However, a recent poll indicated that 82% of respondents do not think Michael Vick could ever be a credible speaker against animal cruelty (Wheaton, 2009).

### **Linking Social Identity Theory and Source Credibility**

For a source to be viewed as having high credibility, the source needs not only expertise, trustworthiness, and dynamism, but should also be relatable to the receivers. In fact, being relatable to the audience trumps the other three factors the majority of the time (Pornpitakpan, 2004). Pornpitakpan reported that highly credible speakers who could not relate to the audience were considered less credible than low credibility speakers the audience could relate to. This research also found if the audience could not internalize a message, then the message was rejected and the audience's opinion of the speaker's source credibility was reduced. In this research, the term relate means the speaker is able to connect himself/herself or the message to the receiver. The receiver can personalize the message or connect with the speaker through shared feelings or experiences. This research also found that if the receiver could not internalize the message, the message was rejected and the source's perceived credibility was reduced.

According to Domke et al. (2000), source credibility was directly related to factors such as age, gender, religion, and race, some of the most common factors people use to develop a

personal social identity (Shinnar, 2008). Message receivers were more likely to believe a speaker was of high credibility if they believed the person was like them in some way. The more the audience perceived the source to be like them, the higher the source's credibility rating (Domke et al., 2000). People generally maintain close associations with their gender, race and religion. Yoon et al. (1998) conducted an experiment testing source credibility across different races and cultures and found that expertise, trustworthiness and dynamism were equally important across races and cultures. This experiment also found, like Domke et al., that subjects viewed people of the same race and/or culture in-groups to be more credible than members of different races and/or cultures (Yoon et al., 1998).

These results also appear consistent when applied to political and social contexts (Domke et al., 2000). A common criticism of people in American society is that they are tuned out politically and socially, and are uninterested in really understanding issues and making informed decisions (Domke et al., 2000). When an important political or social decision must be made and a person is unfamiliar with the issue, the person seeks to minimize cognitive effort by relying on heuristic cues. Research demonstrates that people adopt the political and social positions of people the in-group perceives as highly credible (Arbour, 2007). The most common in-groups selected by people are those based upon their gender, religion, and race (Domke et al., 2000), with race proving to be the most salient influence (Arbour, 2007). Subjects will often identify with a member of the same race who is considered highly credible and will adopt the source's position as their own.

The connection between social identity theory and source credibility is clear. People naturally gravitate towards people or groups like them and people or groups they want to be associated with. People hold other in-group members in higher esteem than members of

perceived out-groups. And while social identity theory research demonstrates that a strong sense of racial identity can lead to racial biases (Brewer, 1979), biased perceptions are not limited to race. Bias for preferred in-group members or in-group positions can be observed for all forms of social identity. One of the major drawbacks to forming a social identity is possible ethnocentrism, defined as a belief that one's own race, religion, gender or culture are superior to all others (Beebe & Beebe, 2003; Harrington, 2003). At a minimum, people are likely to give the benefit of the doubt to perceived in-group members, including issues of source credibility.

### **Social Identity and Race**

Race issues in the United States continue to be pervasive and affect all aspects of society (Omi & Winant, 1986; Tucker, 1997). Racial discourse in the U. S. centers mostly on the relationship between White and Black people (Nelson, 2005). This is not to say bias against other races is irrelevant, but those race issues have not received the passion or attention commanded by the White-Black relationship. In terms of scholarly attention, one of the focal research areas is explaining differing attitudes between Whites and Blacks. Research has shown that while race affects all aspects of society, Blacks and Whites interpret issues differently at almost every level (Hershey & Hill, 1978).

Early research into the relationship between Whites and Blacks found severe racial intolerance. Whites and Blacks are very protective of their culture and racial identity. Perceived challenges to culture or identity resulted in increased levels of racial hostility and prejudice (Pavlak, 1973). Pavlak found racial prejudice pervasive among working-class Whites. Many of these Whites were intolerant because they thought Blacks presented a direct challenge to their way of life via job competition. However, Blacks interpreted this racial prejudice as an attempt to quell Black aspirations and demands for equality. Hatchett and Schuman (1975) found similar

results on the effects of race in an interview setting. White respondents interviewed by Whites indicated high levels of racist feelings towards Blacks, while White respondents interviewed by Blacks indicated much higher tolerance for Blacks. This experiment concluded that subjects interviewed by same-race interviewers felt more comfortable disclosing their true racial attitudes. Taken together, these two studies demonstrate racial bias, however, the basis for perceived animosity is misinterpreted by both races.

Research has also shown that Blacks and Whites interpret events differently based on racial perspective (Hershey & Hill, 1978). For example, racial interpretations dealing with the criminal justice system vary greatly between Blacks and Whites. McFadden (1988) reported that Blacks felt the criminal justice system was routinely unfair to ethnic minorities, especially Blacks. This same report also indicated Blacks think it common for authorities to conspire against Black suspects. This perception further damaged the credibility of the criminal justice system among Blacks. Blacks also believed the criminal justice system was only fair to Whites: “If you’re White, you’re innocent until proven guilty, if you’re Black, you’re guilty until proven innocent” (McFadden, 1988, p1). Whites, on the other hand, did not exhibit similar attitudes. Whites believed the criminal justice system was fair to both races. More importantly, the majority of Whites did not understand why Blacks feel the way they do about the criminal justice system. McFadden’s research ultimately concluded that Whites assume the criminal justice system works, while Blacks assume it does not dispense equal justice.

Another prime example of differing racial interpretations between Blacks and Whites was observed following Hurricane Katrina in 2005. President George W. Bush’s approval ratings, already declining, plummeted in the storm’s aftermath. While a majority of citizens was displeased with how President Bush handled the crisis, differences were noted between Blacks

and Whites (Jones, 2005). President Bush's perceived slow response or indifference was cast in racial terms. Whites, a majority of whom were displeased with President Bush's handling of Hurricane Katrina, attributed the response to incompetence and his lack of presidential leadership (Kelley-Romano & Westgate, 2007). Following the September 11, 2001 terrorist attacks, President Bush pronounced himself a wartime president. In the several months following the attacks, the majority of U. S. citizens supported Bush and his pro-war mantra (Woodward, 2002). Events in the subsequent three years, however, turned public opinion against him (i.e. the war in Iraq, Abu Ghraib, failing economy) (Jones, 2005). The feeling amongst many citizens who soured of the Bush administration was that President Bush ignored domestic issues to the country's detriment. Among Whites, the Hurricane Katrina response was perceived as another example of foreign policy dominance. Whites believed Hurricane Katrina was just another instance of Bush's disinterest in domestic events (Kelley-Romano & Westgate, 2007). Black respondents, on the other hand, believed the president's actions were evidence of a racist agenda (Jones, 2005). The pervasive attitude amongst Blacks was that Bush was slow to aid the people of New Orleans because of its poor, Black citizenry. Blacks believed aid would have arrived much sooner had the disaster disproportionately impacted Whites (Jones, 2005). This racial divide was made clear during a nationally broadcast telethon to raise money for Katrina relief. Black rapper Kanye West, while appearing with White actor Mike Myers, said, "George Bush doesn't care about Black people" (Tucker, 2010). President Bush, in his book *Decision Points*, wrote that he could barely write West's words without feeling "disgusted" (Bush, 2010, p. 325).

Research has also shown differences in cross-race media exposure and media preferences. Media and television in general are White dominated. The majority of media

personalities, owners, program executives and performers are White. Brown and Pardun (2003) analyzed television habits of Black and White households. Results indicated that Black men and women watch the same television programming 55% of the time, while White men and women watch the same programming less than 25% of the time. Brown and Pardun suggest the difference can be explained in terms of television content. Far fewer television programs are produced and broadcast specifically for Black audiences. Consequently, Black viewers gravitate toward relatively fewer programs. Whites, in contrast, are represented across a broader array of program types on many more channels. White viewership is dispersed because Whites have many more viewing options to choose from. This discrepancy is also observed in research on other types of media and programming.

Shah (2009) reported media depictions of events following Hurricane Katrina were decidedly racist against Blacks. According to Shah, the majority of media is White controlled. These media presented a narrative of Whites as rational, civilized, community-based people who knew leaving New Orleans was the obvious response to the pending disaster. Blacks were portrayed as outsiders who violated the norms of proper decision making by staying in New Orleans. Whites, for the most part, felt the media properly condemned the Bush administration for failing to adequately respond to the storm. Feelings among the majority of Blacks regarding media coverage of the Katrina crisis paralleled their feelings regarding the administration's on-the-ground response: the administration was indifferent to the suffering of Blacks and the response would have been different if the majority of people in New Orleans were White (Shah, 2009). Whites, on the other hand, believed the real story was Bush administration ineptness. Whites also thought the media covered that angle well (Durham, 2006). Thus, Blacks felt media

protected the White establishment while Whites felt that race was not the dominant story frame concerning Katrina.

Ethnic minorities have long perceived journalistic norms as limiting the amount and type of news coverage given to ethnic minority issues (Nishikawa, Towner, Clawson, & Waltenburg, 2009). Even as the number of minority journalists increases, most ethnic minorities expect little impact on news coverage. Ethnic minorities think the status quo will persist because of a lack of will in news organizations to focus more coverage on issues concerning minorities. Blacks attribute this disinterest to control of media organizations by wealthy Whites. News coverage will focus on White America because White media gatekeepers believe those issues are the most important (Nishikawa et al., 2009). Nishikawa et al. reported that the presence of Black and Latino journalists does not change journalistic norms. Instead, journalistic norms change Black and Latino journalists. Issue coverage important to Whites dominates regardless of how many ethnic minority reporters are on staff. The producers, directors, and station and network owners are almost exclusively White people (Nishikawa et al., 2009). Not surprisingly, the majority of Whites do not perceive any race-based bias in media coverage.

Imagery presented in different media is interpreted differently by Blacks and Whites. Like television, Blacks perceive magazines as a media domain of the White ruling class (Nishikawa et al., 2009). For decades, Blacks were underrepresented in magazine advertising (Mayo, Mayo & Mahdi, 2005). Black representation in magazine advertising has increased substantially in recent years. While this increase may be perceived as a positive step toward racial equality, critics question how Blacks are represented. Many Blacks describe the images of Blacks presented in magazine advertising as idealized, especially in terms of facial features and body images. Many Blacks think the physical representation of Blacks is based upon an ideal of

White physical beauty, rather than portraying the range of skin tones and body types among Blacks. A 2008 *Vogue* magazine cover sparked even more passionate dialogue about Black imagery in magazines. Black NBA star Lebron James appeared with White model Gisele Bundchen (Zaleski, 2008). James has his arm around Bundchen while yelling, his face contorted. James contended he was showing emotion, and he liked the photo. *Vogue* said Lebron and Gisele “looked beautiful together” (Hill, 2008). While the publishers and the models were pleased with the cover, many Black media members were unhappy. ESPN’s Black columnist Jamele Hill said the cover was memorable for “all the wrong reasons” but also claimed the image was typical: “White athletes are generally portrayed smiling or laughing while Black sports figures are given a beastly sort of vibe” (Zaleski, 2008, p1). On a broadcast of an ESPN sports commentary program, *Sports Reporters*, Black columnist Bryan Burwell agreed, remarking that the *Vogue* cover and other media images present Black athletes in an animalistic or sub-human way (Hill, 2008). Samir Husni, a magazine analyst, concluded the cover was deliberately provocative due to the amount of time and consideration put into each cover for a publication of *Vogue*’s status (Zaleski, 2008). Husni said the image of Lebron yelling could be likened to King Kong, subtly suggesting the racial stereotype of a beastly Black man wanting a White woman. According to Husni, the cover photo was a deliberate allusion to negative racial stereotypes.

The *Vogue* cover controversy is a microcosm of the issues explored in this research: the intersection of media, race, sports and credibility perceptions. The primary facet of this research is that Blacks and Whites tend to interpret the same media dialogue, media image, or media message differently, often based upon pre-determined social identity. For the most part, Whites did not perceive negative racial undertones in the *Vogue* cover, a conclusion unavoidable to

Blacks (Zaleski, 2008). The *Vogue* cover controversy demonstrates that race-based perceptions extend to all aspects of media content, including coverage of professional athletes.

News coverage of Black male athletes has been criticized as negatively stereotypical. Enck-Wanzer (2009) analyzed news coverage of Black male athletes accused of domestic violence from 1990-2005. Enck-Wanzer concluded the media accounts developed narratives of Black male athletes as naturally aggressive because of their sports training. However, Enck-Wanzer was more alarmed by the attribution of these crimes to “Black rage,” (p7) meaning that Black men are inherently violent. In contrast, White athletes were not classified as aggressive because of sports training, nor was the concept of White rage presented in news stories of White athletes accused of crimes (Enck-Wanzer, 2009). The result of this coverage is a media-generated perception that Blacks are animalistic, the same complaint Black journalists had with the Lebron James *Vogue* cover, the presentation of Blacks as beasts or sub-human.

Another area where sports media coverage has been researched for racial differences is the quality or type of commentary used to describe athletes. Billings (2004) analyzed the long history of sports commentary and categorized the racial dialogue associated with athletes. A tendency was observed to ascribe athletic success or failure based on the race of the athlete. Black athletes are considered to be physically superior, while White athletes are considered to be highly intelligent. Athletic success for Black athletes is attributed to their high skill level; White athletic success is attributed to superior intellect (Billings, 2004). Similarly, White athletic failure is ascribed to a lack of innate skill, while Black athletic failure results from a lack of fundamental knowledge about how to succeed. Similar results are reported in other academic research analyzing sports commentary. Bruce (2004) analyzed hundreds of hours of live sports commentary and noted that racist ideologies are still prevalent. Sports commentary, according to

Bruce, is inherently racist, despite the conscious efforts of broadcasters to use inclusive language. The majority of broadcasters is White and relates to sports from a White perspective, resulting in the “othering” of Black athletes (Bruce, 2004, p873). The language of sports commentary frames Black athletes as outsiders. White athletes, based on the language and race of the majority of sports commentators, are seen as insiders or more normal. Hardin and Whiteside (2008) analyzed language used by sports journalists and concluded that journalists refer to and write about Black and White athletes differently. The race of the athlete and the race of the journalist directly affect the language used in print and television coverage. Black journalists wrote and spoke about Black athletes differently than they did White athletes. White journalists wrote and spoke about White athletes differently than they did Black athletes. Journalists of both races were more comfortable referring to members of the same race and used cautious language when referring to members of the opposite race in an attempt to avoid any type of racial controversy (Hardin & Whiteside, 2008). For instance, White journalists would be hesitant to refer to a Black quarterback’s athletic ability and were much more likely to refer to the player’s intelligence. The most racially diverse sporting event in the world is the Olympics. Angelini and Billings (2010) analyzed commentary from the 2008 Olympics and noted attribution for success or failure was affected by the athlete’s race. Typically stereotyped language was not as prevalent, however, meaning there was less focus on the innate skill of Black athletes and the intelligence of White athletes. This finding foreshadows progress toward mitigating the racial language divide in sports.

Billings (2004) conducted a content analysis of the language used to refer to Black and White quarterbacks. Historically, football quarterback was considered a White position because of intelligence needed to succeed. The language surrounding Black quarterbacks has

emphasized athletic ability, while language surrounding White quarterbacks has focused on intelligence. This content analysis found that those stereotypes were observed less frequently, suggesting yet another sign of racial progress. However, the results of these commentary analyses indicate that racially charged language and stereotypes are still prominent issues in contemporary sports. In all these content analyses, the success of a Black athlete was attributed to skill and the success of a White athlete was attributed to intelligence (Angelini & Billings, 2010; Billings, 2004). Therefore, while the frequency of language centering on perceived racial differences has declined, athletic success or failure was still framed in stereotypical language.

Research has also shown that sports dialogue affects audiences. In the research conducted by Hardin and Whiteside (2008), subjects were aware of the language differences commentators use depending on the athlete's race. Buffington and Fraley (2008) analyzed images and dialogue in a sporting contest and found that subjects are directly affected by the language they hear. Subjects believed that White and Black athletes possess different athletic skills. White subjects believed that Blacks are inherently better athletes and that Whites were at a physical disadvantage. Whites believed the way to make up for this difference was by using their advantage: intelligence. Black subjects did not contend that White athletes are more intelligent, but did believe that Blacks are better athletes than Whites (Buffington & Fraley, 2008).

Racial interpretation differences are as prominent today as ever. The imagery, dialogue, and commentary surrounding sports have deep-seated perceptions separating Whites from Blacks. A two-sided argument has evolved pitting Whites against Blacks when sports racial issues arise. Research has consistently shown the majority of Whites and Blacks do not understand or comprehend the perspective of the other race. Whites do not perceive negative

stereotypes towards Blacks. Similarly, Black people do not perceive negative stereotypes against Whites.

## CHAPTER 3

### HYPOTHESES AND RESEARCH QUESTIONS

#### *Hypotheses*

The hypotheses developed for this project were derived from the major theoretical bodies of research outlined in the review of literature. Research conducted by Dumont and Louw (2009) concluded that demographic factors (most usually race) are the primary basis for ingroup identity formation. Shinnar (2008) conducted similar research and found that a person's race is generally their most salient ingroup, especially for Black and Latino people. These previous studies and the work of Knight, Giuliano, and Sanchez-Ross (2001) on the importance of race when dealing with celebrity attachment provided the basis for the first two hypotheses.

H1: Black subjects with high racial identity will be more likely than other subjects to perceive Black athletes as highly credible.

H2: White subjects with high racial identity will be more likely than other subjects to perceive White athletes as highly credible.

The work of Dumont and Louw (2009) and Shinnar (2008) were also the initial bases for the next two hypotheses. The importance of the racial ingroup dynamic has negative outcomes, which formulated the bases for the next hypotheses. Harrington (2003) found that strong ingroup identification can often lead to hatred towards outgroups. Reid, Giles, and Harwood (2005) concluded that strong racial identity led to increased levels of perceived racism and actual hatred towards members of the opposite race. These research findings were supported with similar findings by Verkuyten (2002). The findings of these researchers formed the basis for both the third and fourth hypotheses.

H3: There will be a positive relationship between racial identity and external perceptions of racism with the subjects in this study.

H4: There will be a positive relationship between Black and White racial identity and hostility towards the other race.

Work in the realm of sports and social identity found that for people heavily involved in sports, the salience of that social identity tends to be very strong (End et al., 2002). Team and player identification can become so strong that it is not unusual for fans to start taking losses harder than the players on the team they support (Fink et al., 2009). Loyalty towards individual athletes tends to be even stronger than team identification (Dietz-Uhler, 2002). When dealing with strong fan identification, for the salience of that loyalty to be mitigated, the athlete has to commit behavioral actions that are very unacceptable. However, often even that can fail to really reduce the salience of strong ingroup loyalty (Dietz-Uhler, 2002). These findings led to the fifth and final hypothesis.

H5: There will be a positive relationship between sports involvement and athlete knowledge.

#### *Research Questions*

There were areas of interest for this study where the available research was insufficient to develop hypotheses. For this project, those areas of interest centered on sports involvement and sports identity and the impact it would have on the racial factor of this project. The research for sports involvement and racism was almost non-existent. Therefore, two research questions were developed dealing with sports involvement, sports identity and its role in the racial dynamic.

RQ1: How will sports involvement impact perceptions of racism?

RQ2: What is the role of sports involvement on racial identity?

## CHAPTER 4

### RESEARCH METHOD

This research hypothesizes that a subject's race correlates with how the subject perceives same-race or different-race athletes. Additionally, research questions were conceptualized to analyze the influence sports involvement would have on perceptions of racism and racial identity. Therefore, this survey research requires a survey questionnaire determining the respondent's race, the strength of the respondent's self-reported racial identity and the respondent's perception of Black athletes and White athletes. In this chapter, the survey questionnaire used to investigate the relationships between these variables is described. Short biographies are offered as rationales for selecting the athletes referenced in this survey.

#### *Selected Athletes*

Subjects are asked to provide their opinions of six professional athletes, four of the athletes were for analysis while the other two athletes were dummy variables. The dummy variables were part of the analysis in an attempt to protect results by keeping subjects from realizing the true purpose of this research. Two of the athletes are White (Ben Roethlisberger and Brett Favre), two athletes are Black (Tiger Woods, and Michael Vick). The two dummy variables are athletes of different ethnicities (Latino- Manny Ramirez and Asian- Ichiro Suzuki). All six athletes have notable professional career accomplishments. However, the four White and Black athletes have received extensive media coverage for offensive behavior on and off the field. Roethlisberger was accused of criminal behavior and Vick was convicted of a felony and

spent time in prison. Woods and Favre have no criminal history but have been a part of negative publicity for off-the-field behavior. However, the two Black athletes were identified as two of the six most hated athletes in the United States, while the two White athletes were not part of that list (Cook, 2010). The dummy variables, Ramirez and Ichiro, have not been accused of criminal behavior or significant off-the-field antics and also were not part of *Forbes*' most hated athletes list.

Ben Roethlisberger (White) is the two-time Super Bowl winning quarterback of the Pittsburgh Steelers. In July 2009, Andrea McNulty brought a civil lawsuit against Roethlisberger claiming he sexually assaulted her in Lake Tahoe, Nevada (*cnnsi.com*, 2009). McNulty, an employee at the hotel in which Roethlisberger was staying, claimed Roethlisberger lured her to his room to examine a broken television. Once inside the room, according to McNulty, Roethlisberger would not let her leave and sexually assaulted her. McNulty's claim of sexual assault occurred a year after the alleged incident. Criminal charges were never filed against Roethlisberger (Fuoco, 2009). Additionally, Roethlisberger received no discipline from the NFL or the Pittsburgh Steelers. Roethlisberger was never tried in civil court, nor has any out-of-court settlement been announced.

In March 2010, Roethlisberger was again accused of sexual assault, this time in Milledgeville, Georgia. According to published media reports, Roethlisberger was drinking in a bar with friends and members of his security detail. A 20-year-old college female claimed Roethlisberger sexually assaulted her in the bar's restroom (Wilson, 2010). According to the accuser, Roethlisberger purchased alcohol for her until she was intoxicated (*National Sports Revue*, 2010). The alleged victim claims she was led to the restroom by one of Roethlisberger's security detail. According to the police report, the alleged victim claims Roethlisberger entered

the bathroom, exposed himself, and proceeded to sexually assault her (Silver, 2010). The alleged victim's friends claim they tried to remove her from the restroom, however they were prevented from reaching her by Roethlisberger's security detail (Wilson, 2010). Local police conducted a month-long investigation of the incident. In April 2010, Milledgeville District Attorney Fred Bright announced no charges would be filed against Roethlisberger. Bright said in his statement that the alleged victim decided she wanted no part of the case and stopped cooperating with investigators. Bright stressed that the dropped charges did not exonerate Roethlisberger. Bright noted insufficient evidence to conclude Roethlisberger's guilt beyond a reasonable doubt (*National Sports Revue*, 2010).

Two alleged sexual assaults in less than a year placed Roethlisberger in violation of the NFL's Personal Conduct Policy, despite never being formally charged with a crime. NFL Commissioner Roger Goodell oversees enforcement of the Policy and determines sanctions. Goodell suspended Roethlisberger for the first six games of the 2010 season. The suspension was later reduced to four games due to Roethlisberger's full compliance and good behavior following the suspension. Despite the negative press these incidents caused, Roethlisberger did not appear on the *Forbes* most-hated athletes list (Cook, 2010).

Tiger Woods (Black) is often identified as the world's best professional golfer and arguably the best golfer of all time. In November 2009, the *National Enquirer* published a story concerning reports that Woods was having an affair with New York nightclub manager Rachel Uchitel (Dorman & Elliot, 2009). Two days after Thanksgiving 2009, news broke that Woods crashed his automobile into a tree near his home. Woods was found on the ground next to the car, unconscious, bleeding from the mouth and barefoot. The car's back windows appeared to have been smashed out (Mariano & Prieto, 2009).

In the crash's aftermath, rumors swirled that the accident was caused by a domestic incident between Woods and his then-wife, Elin (Dahlberg, 2009). Speculation grew as Woods canceled multiple meetings with police officers investigating the incident. For several weeks Woods made no public appearances. Woods' only public recognition of the incident was a statement denying any domestic violence (Goodall, 2009). More evidence of Woods' infidelity was reported, including interviews with women he allegedly cheated with (Dorman & Elliot, 2009). The *Vancouver Sun* even published an unsourced report claiming Woods admitted to a marriage counselor that he cheated with more than 120 women and withheld that he had an affair with his neighbor, Raychel Coudriet (Siemaszko, 2010). In a carefully scripted, tightly controlled press conference held at Professional Golf Association headquarters in Florida on February 19, 2010, Woods made a public statement admitting marital infidelity. He apologized to his family for the pain he caused them (*Associated Press*, 2010).

As a result of the crash and Woods' admission of marital infidelity, his popularity took a severe hit. Both Accenture and AT&T dropped Woods as the brands' spokesman within two weeks of the crash (*BBC News*, 2009; Wu, 2009). In early 2010, *BBC News* reported that both GM and Gatorade canceled sponsorship deals with Woods. Brand advertising featuring Woods was canceled as Woods took a hiatus from golf competitions to "work on his marriage" (Goldman, 2009). Tiger and Elin Woods finalized their divorce in August of 2010. Details of the divorce reportedly included a \$100 million payment from Woods to Elin Woods and a sworn promise from her never to publicly discuss the accident (Helling, 2010). Woods' status with the general public suffered as well, and he was listed as the second-most-disliked athlete on the Q Score list (Cook, 2010).

Brett Favre (White) is a professional quarterback in the NFL. His 20-year career with four different teams is highlighted with three league most valuable player awards, two Super Bowl appearances (including one win) and numerous NFL records for passing and longevity. However, Favre has also been controversial. Early in his career, controversy centered on his 1995 admission of addiction to prescription painkiller Vicodin (D'Amato, 2005). Favre entered a rehabilitation clinic in May 1996, emerged supposedly clean and led the Packers to a victory in Super Bowl XXXI (D'Amato, 2005; McGinn, 2005). The next several years of Favre's career were also eventful. His father died, and his wife was treated for breast cancer, but these events were not controversial. Favre's controversy, and its applicability to this research, centers on his late-career actions.

Contemporary sports media commentators are disdainful of self-centered or difficult players, often calling them divas. The term "diva" implies an elevated sense of self-importance coupled with disregard and disdain for other competitors, even teammates. Particularly in the NFL, temperamental players are often shackled with the diva label. Starting in 2006, Favre's diva behavior has been a consistent issue for teams dealing with him. Favre's unwillingness to commit to retirement or continued competition often leaves teams unable to make player decisions for upcoming seasons. Favre flirted with retirement following the 2006 season and took a considerable amount of time deciding whether to play the following season. Favre did play in 2007, but announced his retirement (for the first time) in March 2008. According to Favre in that tearful announcement: "I know I can still play, but I don't think I want to" (Walker, 2008). However, by late summer 2008, Favre changed his mind and decided to play again (Mortensen, 2008). The Packers, weary of Favre's wavering, traded him to the New York Jets where he played the 2008 season (*ESPN.com*, 2008).

Following the 2008 season, Favre retired again and the Jets granted his request for an outright release (Graham, 2009). In August 2009, Favre once again decided to play, signing with the Minnesota Vikings (*ESPN.com*, 2009). After the 2009 season, Favre retired for a third time. In August 2010, the Vikings sent three players to convince Favre to play the 2010 season (Smith, 2010). Favre decided to play, but has already announced he will not play in 2011. Analysts like *ESPN.com*'s Rob Parker (Black) have argued that Favre holds teams hostage, a move unacceptable for Black players. Parker and others have argued that Favre is the ultimate diva in professional sports but has never been labeled as such.

In addition to drug addiction and diva-like behavior, Favre has also faced one other significant controversy. Reports claimed that while playing with the Jets in 2008, Favre inappropriately texted sexual content to Jets reporter Jenn Sterger. Favre also reportedly left inappropriate voicemails on Sterger's phone (*CBS Sports*, 2010). Favre reportedly sent Sterger photos of himself nude from the waist down. While Favre admitted the texts to NFL officials, he denied sending nude photos (Daulerio, 2010). Sterger has made no public comment, but she and her attorney have met with NFL officials. The matter remains unresolved. Despite all these incidents, Favre did not appear on the *Forbes* list of most-hated athletes.

Michael Vick (Black) is currently the starting quarterback for the Philadelphia Eagles of the National Football League. Vick has been involved in several controversial incidents since he was drafted by the Atlanta Falcons in 2001 ultimately culminating in a prison sentence. Some of the early instances of controversy for Vick burgeoned on the criminal and at the minimum they were unsavory.

In early 2004, two men were arrested for distributing marijuana and it was quickly discovered the truck the two men were driving was registered to Vick (Judd, 2007). Vick was

not charged with any crime in this instance. In October of 2004, Vick and members of his entourage were going through security at the Atlanta airport. One of the members of his posse stole a watch from one of the security screeners. The theft was caught on tape and when Vick and his entourage were confronted they returned the watch (Judd, 2007). In March of 2005, a woman by the name of Sonya Elliot filed a civil lawsuit against Vick. Elliot claimed she had contracted genital herpes from Vick in 2002 and he never made her aware that he was infected with the disease (*Associated Press*, 2006). Elliot was also able to prove that Vick had received treatment for the disease under the name Ron Mexico, proving he was aware that he had herpes (*the smoking gun*, 2005). The case was eventually settled out of court for an undisclosed amount of money. Also, in 2006, Vick made an obscene hand gesture toward Atlanta fans after being booed following a loss to the New Orleans Saints. For his actions, Vick was fined \$10,000 by the NFL and he agreed to donate another \$10,000 to charity (Glazer, 2006).

While the previous events started a course of negative press attention for Vick, the coup de grace for Vick came when pled guilty to felony dog fighting charges in 2007. Vick was charged by federal authorities for operating an unlawful, interstate dog fighting ring (Judd, 2007). In August 2007, Vick agreed to a plea deal with prosecutors and admitted to funding the dog fighting ring and to his personal involvement in the killing of between six and eight dogs by means of hanging or drowning (*Associated Press*, 2007). While out on bail and awaiting sentencing, Vick tested positive for marijuana (*Associated Press*, 2007). Eventually, Vick was sentenced to 23 months in prison (Mihoces, 2007). Vick was released from prison in 2009 and his NFL eligibility returned in week three of the 2009 season (Ford, 2009). Vick became the starting quarterback of the Philadelphia Eagles in 2010 and won *The Sporting News*' comeback player of the year award (Leahy, 2011).

Manny Ramirez and Ichiro Suzuki were selected as the dummy variables for this study, meaning they were present for reliability purposes but not for actual statistical analysis. Ramirez and Ichiro were selected because they were of a different ethnicity from one another and neither of them were Black or White. Ramirez is Latino and Ichiro is Asian. Both are accomplished professional baseball players who have never been in significant off-the-field trouble. These two athletes are present merely as distractors to aid in the reliability of subject response and to limit subject bias.

### *Operationalizations*

#### *Sports Involvement*

The first section of the survey asked the respondent for a self-report of general sports interest. Five items were selected from a scale developed by Gwinner & Bennett (2008). The five involvement items are: “Sports matters to me,” “Sports are relevant to me,” “Sports are valuable to me,” “Sports mean a lot to me,” and “Sports are of concern to me.” Each statement was evaluated on a seven-point scale anchored with “Not Accurate” (assigned a score of 1) and “Very Accurate” (assigned a score of 7). Larger numbers indicate more agreement that the statement describes the respondent. Gwinner and Bennett demonstrate the validity of these items with confirmatory factor analysis. The reported Cronbach alpha for the items is .93, while the composite reliability of the items is .93.

The survey’s involvement segment also included three items concerning sports interest as escapist entertainment (Robinson & Trail, 2005). Using the same seven-point scale, subjects were asked to assess how descriptive the following statements were relative to them: “Sports provide an escape for me from my day-to-day routine,” “Sports provide a distraction from my everyday activities,” and “Sports provide a diversion from life’s little problems for me.”

Robinson and Trail report an alpha of .85 for these items. In this project, sports involvement had a Cronbach alpha score of .984.

#### *Race Identity*

The racial identity scale used in this research is an established measure used in similar research where self-reported strength of racial identity is assessed (Carter, 1991; Thomas & Speight 1999). The eleven items (see Appendix 1) assess the subject's comfort level with same-race and different-race people, as well as perceived respect for and trustworthiness of same-race and different-race people. Previous research in social identity reported the items as reliable, with both face and criterion validities noted. The Cronbach alpha score for racial identity in this project was .965.

#### *Athlete Source Credibility*

Before rating the athlete (source), the subject was provided the athlete's name, sports association and race. For Ben Roethlisberger, for example, subjects were provided the following description: "Ben Roethlisberger is a White quarterback in the National Football League." Next, the respondent was asked to provide his/her familiarity level with the source's athletic accomplishments. Responses could range from Very Unfamiliar (1) to Very Familiar (7), with larger numbers indicating more familiarity with the source's professional accomplishments. After this item, subjects were provided a neutral description of the source's controversial behavior and asked to indicate familiarity with the athlete in this area. For example, "Roethlisberger has a history of behavior some describe as offensive. How familiar are you with his offensive behavior?" Responses again ranged from Very Unfamiliar (1) to Very Familiar (7), with larger numbers indicating more familiarity with the athlete's controversial reputation.

Next, each subject assessed the athlete (Roethlisberger, Favre, Woods, Vick, Ramirez and Ichiro) for perceived credibility with the McCroskey Source Credibility Scale, a semantic differential scale with five categorical factors (sociability, extroversion, competence, composure and character). Each factor is assessed with three items, with each item rated on a seven-point scale. The more negative descriptor in the pair is scored as “1,” while the more positive descriptor is scored as “7.” Larger numbers indicate a more positive assessment. All 15 McCroskey Scale items were used. This scale has been used multiple times to measure perceived source credibility (Falcione, 1974; McCroskey, Young & Scott, 1972; Buller & Aune, 1988). Reliability for the McCroskey Scale has ranged from .79 to .96 across the five factors, offering sufficient levels of internal consistency (Bassett, 1979). Research demonstrates both face and criterion-related validity (Wheless, 1971; Johnson & Vinson, 1990). Two Cronbach alpha scores were calculated for this project. The first was for survey 1 (Roethlisberger, Vick) and that score was .966. The second Cronbach score was for survey 2 (Favre, Woods) and that score was .942.

#### *Sports Media Attitudes and Behaviors*

Five items were used to determine the subject’s views on sports media coverage of athletes. No specific athletes are identified in this section of the survey. These five items were developed specifically for this research, so there is no evidence of statistical validity or reliability. However, face validity seems apparent. Each statement is rated on a seven-point scale anchored by “Strongly Disagree” (1) and “Strongly Agree” (7). The five items can be viewed in Appendix 1, Survey Questionnaire. Subjects also reported their levels of interaction with sports media. Subjects reported how many days per week they read about sports in a newspaper or magazine. Exposure to broadcast sports media is assessed, as well as how much

time the respondent spends online following sports. The number of sports events attended during a typical month is also reported. Taken together, these items are assumed to provide a profile of the subject's sports behavior. Additionally, subjects were asked to select their preferred medium for receiving sports information, along with their favorite sport.

#### *Demographics*

The final section of the survey asked subjects to report year of birth (used to compute age), race and sex.

#### *Survey Setup*

In order to deal with possible subject fatigue and subject bias certain precautions were taken. There were two separate surveys with one White athlete and one Black athlete being in survey one and the other White and Black athletes being in survey two. The dummy variables of Ichiro and Ramirez were present in both surveys. Vick and Roethlisberger were the athletes used in survey one, while Woods and Favre were the athletes used in survey two. By setting up the surveys in this manner, it limited how long each survey was to avoid subject fatigue and the presence of the dummy variables hopefully kept subjects from realizing they were actually evaluating race from a Black-White perspective and protected the reliability of subject responses.

It was also necessary to control for order of presentation effect. This was done was by creating four versions of each survey. Athletes were rotated through four positions. Each athlete appeared in the first, second, third, and fourth position. This rotation procedure produced eight different survey versions, four for survey one and four for survey two.

The full survey questionnaires can be reviewed in Appendices 1-8.

#### *Subject Sampling*

Data were collected from more than 300 undergraduate students at two southeastern universities. The data were collected in a classroom setting. Since this research compares attitudes and racial identity of both Black and White subjects, care was taken to ensure a sufficient number of Black respondents were included to permit valid, reliable statistical analysis. Subjects were recruited from classroom populations consistent with the recruiting standards of both universities. While students in some courses were required to participate as per the course's requirements, other students were offered extra course credit for their participation. No other incentives were offered. The researcher recognized that asking respondents for their attitudes on sensitive race issues could alarm some subjects. In an effort to defeat demand effects or other face-saving responses, subjects were reminded several times that they were completing an anonymous survey. The researcher had no method to connect specific respondents to survey responses.

#### *Descriptive Statistics*

Overall, 324 total subjects took part in this survey analysis. For survey 1 (Ben Roethlisberger, Michael Vick), there were a total of 177 subjects. For survey 2 (Tiger Woods, Brett Favre), a total of 147 subjects completed the survey. Table 4.1 contains the complete detailed survey statistics.

**Table 4.1**  
*Survey Statistics*

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Variable	n	Percent
Survey 1 (Roethlisberger, Vick)	177	55%
Survey 2 (Favre, Woods)	147	45%
Total	324	100%

Note: Due to rounding, percentages may not add up to 100.

In terms of racial breakdown, 191 of the subjects indicated their race to be White, while 117 subjects indicated their race to be Black. The other 16 subjects who indicated their race to be other than Black or White were excluded from the statistical analysis because their sample size was too small to analyze. Table 4.2 contains the overall subject race statistics. The percentages are rounded to the nearest whole number

**Table 4.2**  
*Self-Reported Race*

Race	n	Percent
White	191	59%
Black	117	36%
Hispanic	4	1%
Asian	2	1%
Mixed Race	7	2%
Other	3	1%
Total	324	100%

Note: Due to rounding, percentages may not add up to 100.

For survey 1, 53% of subjects indicated their race to be White, while 41% indicated their race to be Black. Table 4.3 contains the racial breakdown for survey 1. While the other ethnicities are included in the table, these subjects were excluded from the statistical analysis. The percentages are rounded to the nearest whole number.

**Table 4.3**  
*Self-Reported Race for Survey 1*

Race	n	Percent
White	94	53%
Black	73	41%
Hispanic	2	1%
Asian	1	1%
Mixed Race	6	3%
Other	1	1%
Total	177	100%

Note: Due to rounding, percentages may not add up to 100.

In survey 2, 66% of subjects indicated their race to be White, while 30% of subjects indicated their race to be Black. Table 4.4 contains the racial breakdown for survey 2. While the other ethnicities are included in the table, they were excluded from the statistical analysis. Additionally, the percentages presented are rounded to the nearest whole number.

**Table 4.4**  
*Self-Reported Race for Survey 2*

Race	n	Percent
White	97	66%
Black	44	30%
Hispanic	2	1%
Asian	1	1%
Mixed Race	1	1%
Other	2	1%
Total	147	100%

Note: Due to rounding, percentages may not add up to 100.

Chi-square tests were run to check for significant differences between race and survey set. Significant differences were not found ( $\chi^2 = 5.43$ ,  $df = 5$ ,  $p \leq .134$ ).

The subject population was majority female with nearly 66% of respondents indicating as such, while 34% of subjects indicated their sex to be male. For survey 1, 41% of the participants were male and 59% of the participants were female. In survey 2, 26% of the participants were male and 74% of the participants were female. Chi-square tests were run to check for significant gender differences between the survey sets. Significance was found ( $\chi^2 = 8.45$ , df = 1,  $p \leq .004$ ). Table 4.5 contains the complete gender breakdown for the study and, as with the other tables, the percentages presented in the tables are rounded to the nearest whole number.

**Table 4.5**  
*Subject Sex*

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	Male		Female		Total	
	n	Percent	n	Percent	n	Percent
Survey 1	73	41%	104	59%	177	100%
Survey 2	38	26%	109	74%	147	100%
Total	111	34%	213	66%	324	100%

Note: Due to rounding, percentages may not add up to 100.

In terms of race-by-gender, 39% of subjects were white females and 27% of subjects were Black females. For the male subjects, 23% were White and 11% were Black. Table 4.6 contains the race-by-gender breakdown and the percentages are again rounded to the nearest whole number.

**Table 4.6**  
*Race by Gender Statistics*

	White		Black		Total	
	n	Percent	n	Percent	n	Percent
Male	72	23%	34	11%	106	33%
Female	119	39%	83	27%	202	62%
Total	191	59%	117	36%	308	95%

Note: The total percentage does not sum to 100% because subjects identifying as neither Black nor White were excluded.

Subjects were also asked to supply other demographic type of information. One of the questions subjects was asked to answer was the way they preferred to receive sports information. Television was overwhelmingly preferred, with 73% of all subjects indicating television was their medium of choice. The next most preferred medium was online with 19% of subjects indicating that was their preferred way to receive their sports information. Table 4.7 contains the complete sports information preference breakdown. Percentages are rounded to the nearest whole number.

**Table 4.7**  
*Sports Information Preference*

Preferred Medium	n	Percent
Television	237	73%
Sports talk radio	13	4%
Print media	12	4%
Online	61	19%
Total	323	100%

Note: Due to rounding, percentages may not add up to 100.

Subjects were also asked what their favorite sport was. Football was the favorite sport of most subjects with 49% of subjects indicating as such. Basketball was the favorite sport of 22%

of subjects. Table 4.8 contains the favorite sports breakdown. Percentages are rounded to the nearest whole number.

**Table 4.8**  
*Favorite Sport*

Sport	n	Percent
Football	157	49%
Baseball	33	10%
Basketball	71	22%
Soccer	15	5%
Golf	6	2%
Hockey	3	1%
Other	39	12%
Total	324	100%

Note: Due to rounding, percentages may not add up to 100.

The final necessary demographic information collected from subjects was their age. The mean age of subjects in this project was 21.21 years (s.d. = 3.26). Chi-square tests were conducted to check for significant differences between survey and subject age. Significant differences were not found ( $\chi^2 = 22.80$ , df = 16,  $p \leq .119$ ).

Normality tests were completed with the continuous data to determine the appropriate statistical tests. Normality tests are completed analyzing the skewness and kurtosis of the continuous data distributions to see if the data is normally distributed. Skewness is calculated by taking the skewness statistics and dividing it by its standard error, which results in an adjusted skewness statistic. If the resulting statistic is greater than 1.96 the data is not normally distributed. Adjusted kurtosis is calculated in the same manner with the same number (1.96) being the normality barometer. For example, the normality tests on subject knowledge of Tiger Woods was not normally distributed because the skewness statistic for Woods is -5.71 which

does not fall into the normal range. These tests were run on the athletes in this study as well as all of the appropriate continuous measures (both individual and composite scores). The data, for the most part, was found to be not normally distributed, meaning that non-parametric measures were needed to analyze the data appropriately.

The first normality tests were run on subjects' reported knowledge of the athletes in this study, both their on-the-field accomplishments and their off-the-field behavior. Also, composite athlete knowledge scores were calculated for the athletes used in survey 1 (Vick, Roethlisberger) and the athletes present in survey 2 (Woods, Favre). The survey 1 composite score for athlete knowledge was found to be normally distributed (skewness = 1.75, kurtosis = -1.10), even though none of the athletes individual knowledge scores were found to be normally distributed. The composite score for survey 2 was not normally distributed (skewness = 3.68). Table 4.9 contains the normality results for subject knowledge of the athletes in this study.

**Table 4.9**  
*Subjects Mean Knowledge Scores, by Athlete*

Athlete	M(SD)	Adjusted Skewness	Adjusted Kurtosis
Tiger Woods	11.02(3.02)	-5.71	1.98
Manny Ramirez	5.41(3.25)	6.38	-2.30
Ichiro Suzuki	4.02(3.33)	12.34	6.69
Brett Favre	8.60(4.09)	-1.77	-2.93
Ben Roethlisberger	7.01(4.85)	1.55	-4.36
Michael Vick	10.33(3.56)	-3.68	-1.68

Note: Adjusted skewness and kurtosis scores greater than +/- 1.96 indicate a non-normal data distribution.

In order to evaluate subjects' perceptions of the overall credibility of the athletes used in this study, two composite scores were developed. One of those composites was subjects' overall perceptions of the character of each athlete. Normality tests for the athletes' character scores were calculated. Woods (skewness = .935, kurtosis = -1.69) and Roethlisberger (skewness =

-1.52, kurtosis = .872) were the only athletes with normally distributed character composites.

Table 4.10 contains the normality results from the composite athlete character scores.

**Table 4.10**  
*Perceived Character Normality, by Athlete*

Athlete	M(SD)	Adjusted Skewness	Adjusted Kurtosis
Tiger Woods	16.82(7.79)	.94	-1.69
Manny Ramirez	20.22(5.98)	-2.76	6.25
Ichiro Suzuki	20.84(6.46)	-1.51	4.24
Brett Favre	21.81(6.69)	-.80	1.15
Ben Roethlisberger	19.65(7.21)	-1.52	.87
Michael Vick	19.48(8.94)	-.17	-2.42

Note: Adjusted skewness and kurtosis scores greater than +/- 1.96 indicate a non-normal data distribution.

The second evaluation of the athletes' overall source credibility was calculated using a composite credibility score. Normality tests were run on these credibility composite scores. Woods (skewness = -1.64, kurtosis = 1.59) and Vick (skewness = -1.63, kurtosis = .563) were the only athletes with normally distributed credibility composite scores. Table 4.11 contains the normality results from the composite athlete credibility scores.

**Table 4.11**  
*Perceived Credibility Normality, by Athlete*

Athlete	M(SD)	Adjusted Skewness	Adjusted Kurtosis
Tiger Woods	54.86(13.90)	-1.64	1.59
Manny Ramirez	50.88(13.80)	-2.94	6.69
Ichiro Suzuki	49.18(13.43)	-4.60	7.86
Brett Favre	57.82(14.02)	-1.99	1.22
Ben Roethlisberger	53.29(17.03)	-2.89	1.24
Michael Vick	55.93(14.93)	-1.63	.56

Note: Adjusted skewness and kurtosis scores greater than +/- 1.96 indicate a non-normal data distribution.

Subjects were also asked to answer questions evaluating their sports identity, racial identity, year of birth, sports media usage, perceptions of racism, and their racial identity. Subjects' answered questions on a seven-point scale. Composite scores were evaluated for each of these variables. For example, subjects answered several questions pertaining to their racial identity. A composite score was evaluated for subjects' racial identity. This process was repeated for all of the continuous variables mentioned above. Normality tests were conducted for each of these composite scores. None of this data was normally distributed. For instance, year of birth was highly non-normal (skewness = 24.45, kurtosis = 47.30). Table 4.12 contains subjects' composite normality results for the continuous data.

**Table 4.12**  
*Subjects' Composite Normality Scores*

Variable	M(SD)	Adjusted Skewness	Adjusted Kurtosis
Sports involvement	40.74(16.06)	-2.59	-2.97
Media racism	19.28(4.08)	-1.15	2.28
Sports media use	8.46(6.89)	13.30	22.66
Sports identity	36.72(13.80)	-3.58	-3.09
Subject age	21.21(3.26)	24.45	47.30
White race identity	22.82(10.46)	2.50	-2.24
Black race identity	21.58(9.26)	1.99	-.93

Note: Adjusted skewness and kurtosis scores greater than +/- 1.96 indicate a non-normal data distribution.

Individual scores were also collected from subjects for the continuous data. These included variables such as monthly sports attendance and general subject opinions concerning the media and race. None of these variables were found to be normally distributed. Table 4.13 contains subjects' individual normality results.

**Table 4.13**  
*Subjects' Individual Normality Scores*

Variable	M(SD)	Adjusted Skewness	Adjusted Kurtosis
Average sports read	2.02(2.07)	7.85	.72
Sports following	1.99(2.40)	21.26	51.13
Monthly attendance	4.45(4.60)	17.08	26.88
Sports online	.71(1.33)	29.67	81.51
Media influenced	3.96(1.94)	.61	-4.13
Race problem	3.31(1.69)	2.62	-2.27
Media fair	3.87(1.60)	-.73	-2.08
Athlete coverage	4.53(1.77)	-2.68	-2.94
Coverage biased	3.61(1.77)	.73	-3.11

Note: Adjusted skewness and kurtosis scores greater than +/- 1.96 indicate a non-normal data distribution.

In order to determine the ability of the statistical tests to identify significant differences, power analysis was completed for the data and sample size in this study. The power analysis indicated a 70% mark for the sample size in this study which falls into the acceptable range (Thomas, 1997; Cohen, 1988).

## CHAPTER 5

### RESULTS

#### *Inferential Statistics*

H1 hypothesized that Black subjects who strongly identify with their race would be more likely than White subjects to rate Black athletes as highly credible. A Spearman's Rho correlation was conducted to test H1. As hypothesized, a statistically significant difference was observed between Black and White subjects ( $r_s = -.190, p \leq .001$ ). The hypothesis is supported between subject race and the athlete's race. Black subjects are significantly more likely to rate Black athletes as credible. Statistical significance was found for subject race and the character average score for Tiger Woods as Black subjects rated Woods as having higher character than White subjects ( $r_s = .272, p \leq .001$ ). For Michael Vick, significance was found for his credibility score and subject race ( $r_s = .312, p \leq .001$ ), his character average and subject race ( $r_s = .367, p \leq .001$ ), and for Black racial identity and Vick's character average ( $r_s = -.180, p \leq .017$ ). Other significant results included the correlation between Woods' credibility average and his character average ( $r_s = .507, p \leq .001$ ), and for the credibility and character average for Vick ( $r_s = .707, p \leq .001$ ). Significance was not found for Tiger Woods' credibility average for either subject race or Black racial identity. Additionally, Black racial identity and Woods' character average was not found to be significant, and Black racial identity and Michael Vick's credibility average was not found to be significant. Table 5.1 contains the correlation matrix for H1. Table 5.2 contains the relevant means for this hypothesis. Overall, H1 is supported as a clear significant difference was

found for several racial factors, most notably that racial differences were clear when it came to analyzing the credibility of the Black athletes in this study.

**Table 5.1**  
*H1 Variable Correlations*

	Subject Race	Black Identity	Woods Cred.	Woods Char.	Vick Cred.	Vick Char.
Subject Race	-----	-.19 .001***	.05 .585	.27 .001***	.31 .001***	.37 .001***
Black Identity	-----		-.03 .700	-.09 .288	-.12 .131	-.18 .017*
Woods Cred.	-----		-----	.51 .001***	-----	-----
Vick Cred.	-----		-----	-----	-----	.71 .001***

Note: \* = significance at the .05 level; \*\* = significance at the .01 level; \*\*\* = significance at the .001 level.

Note: Tiger Woods and Michael Vick cannot be compared in this correlation because they were part of different surveys. Woods was in survey 2 and Vick was in Survey 1.

**Table 5.2**  
*Means for H1*

Variable	White	Black
	M(SD)	M(SD)
Woods' Credibility	4.55(1.04)	4.65(1.43)
Woods Character	3.06(1.46)	4.05(1.64)
Vick Credibility	4.30(1.08)	5.11(1.27)
Vick Character	3.25(1.59)	4.67(1.66)
Racial Identity	22.75(8.57)	20.23(10.32)

H2 hypothesized that White subjects that strongly identify with their race would be more likely than the Black subjects to perceive White athletes as highly credible. A Spearman's Rho correlation was conducted to test this hypothesis. Multiple significant results were found for H2. As hypothesized, the correlation for subject race and White racial identity was found to be significant ( $r_s = -.280$ ,  $p \leq .001$ ). Significance was also found for Favre's credibility average and White racial identity ( $r_s = .238$ ,  $p \leq .004$ ). There was a significant correlation for Ben Roethlisberger's character average and White racial identity ( $r_s = -.178$ ,  $p \leq .021$ ). Significant correlations were also found for Favre's credibility average and Favre's character average ( $r_s = .706$ ,  $p \leq .001$ ) and the same was found for Roethlisberger's credibility and character average ( $r_s = .598$ ,  $p \leq .001$ ). Significance was not found for Favre's credibility average or his character average in respect to subject race, and the same was true for Roethlisberger. Table 5.3 contains the correlation matrix for H2 and table 5.4 contains the relevant means for this hypothesis. Overall, H2 is supported as there are statistically significant results for White racial identity and the credibility scores for Favre and character scores for Roethlisberger.

**Table 5.3***H2 Variable Correlations*

	Subject Race	White Identity	Favre Cred.	Favre Char.	Roeth. Cred.	Roeth. Char.
Subject Race	-----	-.28 .001***	.16 .061	-.08 .366	.03 .728	.15 .062
White Identity	-----		.24 .004**	.16 .058	-.15 .052	-.18 .021*
Favre Cred.	-----	-----	-----	.71 .001***	-----	-----
Roeth. Cred.	-----	-----	-----	-----	-----	.60 .001***

Note: Note: \* = significance at the .05 level; \*\* = significance at the .01 level; \*\*\* = significance at the .001 level.

Note: Brett Favre and Ben Roethlisberger cannot be compared in this correlation because they were part of different surveys. Favre was in survey 2 and Roethlisberger was in survey 1.

**Table 5.4***Means for H2*

Variable	White	Black
	M(SD)	M(SD)
Roeth. Credibility	4.44(1.18)	4.48(1.72)
Roeth. Character	3.82(1.33)	4.06(1.61)
Favre Credibility	4.94(1.08)	4.62(1.25)
Favre Character	4.42(1.29)	4.30(1.45)
Racial Identity	25.31(10.72)	19.31(9.07)

H3 hypothesized that there would be a positive relationship between racial identity and external perceptions of racism with subjects in the study. A Spearman's Rho correlation was run to test this hypothesis. The only significant result from this test was the correlation between

Black and White racial identity ( $r_s = .959$ ,  $p \leq .001$ ). Significance was not found for Black racial identity and perception of racism ( $r_s = .089$ ,  $p \leq .108$ ) or for White racial identity and perceptions of racism ( $r_s = .091$ ,  $p \leq .102$ ). Table 5.5 contains the correlation matrix for this hypothesis.

Table 5.6 contains the relevant means for H3. Due to the lack of significance for racial identity and perceptions of racism, H3 is not supported.

**Table 5.5**  
*H3 Variable Correlations*

	Racism Perceptions	Black Identity	White Identity
Racism Perceptions	-----	.09 .108	.09 .102
Black Identity	-----	-----	.96 .001***

Note: Note: \* = significance at the .05 level; \*\* = significance at the .01 level; \*\*\* = significance at the .001 level.

**Table 5.6**  
*Means for Perceptions of Racism*

Variable	M(SD)
White Subjects	18.97(4.05)
Black Subjects	19.86(4.16)
White Racial Identity	22.82(10.46)
Black Racial Identity	21.58(9.26)

H4 hypothesized a positive relationship would exist between racial identity and hostility towards athletes of the opposite race based on subject race. A Spearman's Rho correlation was run to test this hypothesis. Significance was found for this hypothesis in several instances. A statistically significant difference was observed for Black and White subject perceptions of

Roethlisberger's character ( $r_s = -.188$ ,  $p \leq .015$ ) but the mean for Black subjects was actually higher than White subjects (see Table 5.4). The correlation for Favre's credibility average and Black racial identity was significant ( $r_s = .227$ ,  $p \leq .007$ ) as was Favre's character average and Black racial identity ( $r_s = .168$ ,  $p \leq .046$ ). The correlation between White racial identity and Vick's character average was significant ( $r_s = -.251$ ,  $p \leq .001$ ) as was the correlation between White racial identity and Vick's credibility average ( $r_s = .010$ ,  $p \leq .010$ ). Also, the correlation between White racial identity and Woods' character average was significant ( $r_s = -.167$ ,  $p \leq .044$ ). There was no significant relationship between Black racial identity and Roethlisberger's credibility average. Additionally, significance was not found for White racial identity and Woods' credibility rating. Tables 5.7 and 5.8 contain the correlation matrices for this hypothesis. The means for this hypothesis can be found in table 5.4. The correlations between the athletes' credibility and character correlations can be found in tables 5.1 and 5.3. Overall, H4 is supported, as there are significant differences for racial identity and hostility towards athletes of the opposite race in this study.

**Table 5.7**  
*H4 Black Racial Identity Variable Correlations*

	Black Identity	Roeth. Char.	Roeth. Cred.	Favre. Char.	Favre. Cred
Black Identity	-----	-.19 .015*	-.13 .097	.17 .046*	.23 .007**
Roeth. Char.	-----	-----	.60 .001***	-----	-----
Roeth. Cred.	-----	-----	-----	-----	-----
Favre Char.	-----	-----	-----	-----	.71 .001***

Note: Note: \* = significance at the .05 level; \*\* = significance at the .01 level; \*\*\* = significance at the .001 level.

Note: Again the correlations between Favre and Roethlisberger cannot be obtained because they were part of different surveys.

**Table 5.8**  
*H4 White Racial Identity Variable Correlations*

	White Identity	Vick Char.	Vick Cred.	Woods Char.	Woods Cred.
White Identity	-----	-.25 .001***	-.19 .010**	-.17 .044*	-.05 .590
Vick Char.	-----	-----	.71 .001***	-----	-----
Vick Cred.	-----	-----	-----	-----	-----
Woods Char.	-----	-----	-----	-----	.51 .001***

Note: \* = significance at the .05 level; \*\* = significance at the .01 level; \*\*\* = significance at the .001 level.

Note: The correlation for Vick and Woods cannot be tested because they were part of different surveys.

H5 hypothesized that there would be a positive relationship between sports involvement and knowledge of the athlete. Sports involvement was operationalized in two ways, one with a composite sports involvement score and the other with a sports involvement and identity composite. The sports involvement composite was composed of the several questions subjects answered on how much sports entertainment they engage in, such as the amount of time spent reading about sports daily. Sports identity was composed of the several questions subjects answered concerning how important sports were to them. For instance, one of those types of questions asked how much sports mattered to them. The sports identity was merged with sports involvement to create the second variable for this hypothesis. Both of these measures were

calculated using a seven-point scale used for this correlation. Athlete knowledge was determined by a composite athlete knowledge score for each athlete individually and a collective athlete knowledge for all four athletes in each survey set. For each athlete individually, subjects were asked how familiar they were with the athlete's on-the-field performance and how familiar they were with the athlete's off-the-field behavior. Results to those two questions were combined for each athlete. The collective athlete knowledge score was calculated by combining the individual knowledge scores in each survey set (i.e. in survey 1- Roethlisberger knowledge score + Vick knowledge score + Ramirez knowledge score + Ichiro knowledge score = composite knowledge score). A Spearman's Rho correlation was run to test this hypothesis.

Statistically significant results were found in the correlations for H5. The correlation between sports identity and sports involvement was significant ( $r_s = .979, p \leq .001$ ). For Tiger Woods, sports identity was significant ( $r_s = .455, p < .001$ ) as was sports involvement ( $r_s = .465, p \leq .001$ ). This was also true for the Brett Favre knowledge composite with both sports identity ( $r_s = .593, p \leq .001$ ) and sports involvement correlating significantly ( $r_s = .620, p \leq .001$ ). The correlation for Ben Roethlisberger and sports identity was significant ( $r_s = .495, p \leq .001$ ) and so was the correlation for Roethlisberger and sports involvement ( $r_s = .537, p \leq .001$ ). The correlation for Michael Vick and sports identity was significant ( $r_s = .365, p \leq .001$ ) and the correlation for Vick and sports involvement was significant ( $r_s = .431, p \leq .001$ ). The composite athlete knowledge score for survey 1 was significantly correlated to both sports identity ( $r_s = .692, p \leq .001$ ) and sports involvement ( $r_s = .720, p \leq .001$ ). The composite athlete knowledge score for survey 2 was also significantly correlated to sports identity ( $r_s = .547, p \leq .001$ ) and sports involvement ( $r_s = .602, p \leq .001$ ). The correlations of knowledge between the athletes themselves were also found to be significant. Table 5.9 contains the correlation matrix for H5

and table 5.10 contains the relevant means for this hypothesis. The results of this Spearman Rho correlation offered significance at every correlation with each variable, as such H5 is supported.

**Table 5.9**  
*H5 Variable Correlations*

	Sports I.D.	Sports Involve	Woods Know	Favre Know	Roeth. Know	Vick Know	Survey 1	Survey 2
Sports I.D.	-----	.98 .001***	.46 .001***	.59 .001***	.50 .001***	.37 .001***	.69 .001***	.58 .001***
Sports Involve	-----	-----	.47 .001***	.62 .001***	.54 .001***	.43 .001***	.72 .001***	.60 .001***
Woods Know	-----	-----	-----	.56	-----	-----	-----	.68 .001***
Favre Know	-----	-----	-----	-----	-----	-----	-----	.84 .001***
Roeth. Know	-----	-----	-----	-----	-----	.66 .001***	.89 .001***	-----
Vick Know	-----	-----	-----	-----	-----	-----	.80 .001***	-----

Note: \* = significance at the .05 level; \*\* = significance at the .01 level; \*\*\* = significance at the .001 level.

Note: The athletes in the different survey sets could not be tested in this correlation. Roethlisberger and Vick were in survey 1 and Favre and Woods were survey 2.

The means for this hypothesis are composite means. For each athlete individually, it's the composite mean for two questions, one concerning on-the-field achievement and the other for off-the-field behavior. These two questions offer a maximum value of 14 since both are evaluated on a seven point scale. For the survey composite scores, the mean is derived by combining the eight athlete knowledge questions from each survey. The maximum number for the survey composites is 56. The sports identity and sports involvement means were calculated

by adding together several different questions concerning sports preference and sports importance to the subjects. Sport identity has a maximum possible score of 56, while sports involvement has a maximum possible score of 96.

**Table 5.10**  
*Means for H5*

---

Variable	M(SD)
Sports Identity	36.72(13.80)
Sports Involvement	40.74(16.06)
Woods Knowledge	11.02(3.02)
Favre Knowledge	8.60(4.09)
Roethlisberger Knowledge	7.01(4.85)
Vick Knowledge	10.33(3.56)
Survey 1 Composite	26.50(13.21)
Survey 2 Composite	29.32(11.29)

RQ1 considered whether sports involvement, sports identity, or the individual sports identity variables would impact perceptions of racism. In order to test this research question, an enter method regression analysis was conducted. The sports identity and sports involvement composite variables were used for this regression as were the individual sports identity scores. For the correlation portion of the regression, multiple significant correlations were found with perceptions of racism. The sports matter to me variable ( $r_s = .133, p \leq .008$ ), sports provide an escape for me variable ( $r_s = .173, p \leq .001$ ), the sports identity composite ( $r_s = .099, p \leq .038$ ), and the sports involvement composite ( $r_s = .105, p \leq .030$ ) all were significantly correlated to perceptions of racism. The sports variables themselves and composites were also significantly correlated and those are outlined in the tables below.

There were significant results in the regression model as well ( $F = 3.26, p \leq .001$ ). For the coefficients section of the regression, two of the variables were found to be significant with perceptions of racism. The sports matter variable was significant ( $t = 2.48, p \leq .014$ ) as was the

sports provide an escape for me variable ( $t = 3.59$ ,  $p \leq .001$ ). Table 5.14 contains the coefficients portion of the regression model. Results indicated that some individual variables did impact perceptions of racism and more importantly that composite sports identity and involvement did significantly impact perceptions of racism. The regression model indicates that the significant variables account for 8.5% of the observed variance.

The complete correlation matrices for RQ1 are in tables 5.11 and 5.12. Due to the size of the correlation matrix it was necessary to split it into two separate matrices.

**Table 5.11**  
*RQ1 Variable Correlations*

	Racism Perceptions	Sports Matter	Sports Relevant	Sports Valuable	Sports Meaning	Sports Concern
Racism Perceptions	-----	.13 .008**	.06 .145	.06 .150	.09 .051	.09 .056
Sports Matter	-----	-----	.83 .001***	.87 .001***	.90 .001***	.83 .001***
Sports Relevant	-----	-----	-----	.83 .001***	.84 .001***	.08 .001***
Sports Valuable	-----	-----	-----	-----	.93 .001***	.86 .001***
Sports Meaning	-----	-----	-----	-----	-----	.88 .001***

Note: Note: \* = significance at the .05 level; \*\* = significance at the .01 level; \*\*\* = significance at the .001 level.

**Table 5.12**  
*RQ1 Variable Correlations*

	Racism Perceptions	Sports Escape	Sports Distraction	Sports Diversion	Sports Identity	Sports Involvement
Racism Perceptions	-----	.17 .001***	.02 .363	.06 .141	.09 .038*	.105 .030*
Sports Escape	-----	-----	.66 .001***	.81 .001***	.88 .001***	.87 .001***
Sports Distract.	-----	-----	-----	.68 .001***	.72 .001***	.68 .001***
Sports Divers.	-----	-----	-----	-----	.81 .001***	.78 .001***
Sports Identity	-----	-----	-----	-----	-----	.98 .001***

Note: Note: \* = significance at the .05 level; \*\* = significance at the .01 level; \*\*\* = significance at the .001 level.

The means presented in table 5.13 represent both composite and individual mean scores. Perceptions of racism is a composite score from several different questions pertaining to subjects' perceptions of racism. The maximum possible score for perceptions of racism is 35. Both sports identity and sports involvement are composite scores as well with the same maximums as in table 5.10. The other variables are individual means concerning the importance of sports to the subjects with a highest possible score of seven.

**Table 5.13**  
*Means for RQ1*

Variable	M(SD)
Racism Perceptions	19.28(4.08)
Sports matter to me	5.32(1.79)
Sports relevant to me	5.00(1.89)
Sports valuable to me	4.97(1.90)
Sports meaningful to me	4.93(2.01)
Sports concern to me	4.72(1.99)
Sports provide escape for me	4.21(2.18)
Sports distraction for me	3.61(2.09)
Sports diversion for me	3.96(2.12)
Sports identity	36.72(13.80)
Sports involvement	40.74(16.06)

Table 5.14 contains the ANOVA results for RQ1. Table 5.15 is the regression table for RQ1. This table outlines which variables specifically were significant in the regression model.

**Table 5.14**  
*RQ1 ANOVA Results*

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	459.13	9	51.01	3.26	.001***
Residual	4921.87	314	15.68		
Total	5381.00	323			

Note: \* = significance at the .05 level; \*\* = significance at the .01 level; \*\*\* = significance at the .001 level.

Note: Media racism is the dependent variable.

**Table 5.15**  
*RQ1 Enter Method Regression Table*

	B	Std. Error	Beta	t	Sig.
Constant	18.19	.73	-----	24.92	.001***
Sports matter	.79	.32	.35	2.48	.014*
Sports relevant	-.29	.26	-.13	-1.13	.258
Sports valuable	-.56	.34	-.26	-1.65	.101
Sports meaningful	-.14	.37	-.07	-3.78	.706
Sports concern	.09	.27	.05	.34	.734
Sports escape	.84	.23	.45	3.59	.001***
Sports distraction	-.24	.16	-.12	-1.48	.141
Sports diversion	-.28	.20	-.15	-1.41	.159
Sports involvement	-.01	.07	-.02	-.06	.953

Note: \* = significance at the .05 level; \*\* = significance at the .01 level; \*\*\* = significance at the .001 level.

Note: Media racism is the dependent variable.

Note: R Square = .085.

RQ2 considered whether sports involvement would impact subjects' perceptions of their own racial identity. The same sports involvement variables were used in RQ2 that were used in RQ1 as were the same composite sports identity and sports involvement variables. In order to test RQ2, two enter method regression tests were run, one for Black racial identity and one for White racial identity. For Black racial identity there were several significant correlations for sports involvement variables. Sports are relevant to me ( $r_s = .126, p \leq .012$ ), sports are valuable to me ( $r_s = .094, p \leq .046$ ), sports provide a distraction for me ( $r_s = .128, p \leq .010$ ), sports matter to me ( $r_s = .105, p \leq .030$ ), the sports identity composite ( $r_s = .119, p \leq .016$ ), and the sports involvement composite ( $r_s = .127, p \leq .011$ ) were all significantly correlated to Black racial identity. Tables 5.16 and 5.17 contain the correlation matrices for Black racial identity and

sports involvement. Due to the size of the correlation matrix it was necessary to split it into two different matrices.

**Table 5.16**  
*RQ2 Black Racial Identity Variable Correlations (1)*

	Black Identity	Sports Relevant	Sports Valuable	Sports Meaning	Sports Concern	Sports Escape
Black Identity	-----	.13 .012*	.09 .046*	.08 .085	.07 .092	.09 .055
Sports Relevant	-----	-----	.83 .001***	.84 .001***	.80 .001***	.70 .001***
Sports Valuable	-----	-----	-----	.93 .001***	.86 .001***	.72 .001***
Sports Meaning	-----	-----	-----	-----	.88 .001***	.76 .001***
Sports Concern	-----	-----	-----	-----	-----	.69 .001***

Note: \* = significance at the .05 level; \*\* = significance at the .01 level; \*\*\* = significance at the .001 level.

**Table 5.17**  
*RQ2 Black Racial Identity Variable Correlations (2)*

	Black Identity	Sports Distraction	Sports Diversion	Sports Matter	Sports Identity	Sports Involv.
Black Identity	-----	.13 .010**	.13 .011*	.11 .030*	.12 .016*	.13 .011*
Sports Distraction	-----	-----	.68 .001***	.51 .001***	.72 .001***	.68 .001***
Sports Diversion	-----	-----	-----	.59 .001***	.81 .001***	.79 .001***
Sports Matter	-----	-----	-----	-----	.89 .001***	.88 .001***
Sports Identity	-----	-----	-----	-----	-----	.98 .001***

Note: \* = significance at the .05 level; \*\* = significance at the .01 level; \*\*\* = significance at the .001 level.

Results of the regression for Black racial identity yielded no significant results ( $F = 1.454$ ,  $p \leq .164$ ). Additionally, for the coefficients for Black racial identity there were no significant results. Table 5.18 contains the ANOVA results for Black racial identity. Table 5.19 contains the Black racial identity regression table.

**Table 5.18**  
*RQ2 Black Racial Identity ANOVA Results*

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1108.72	9	123.19	1.45	.164
Residual	26602.35	314	84.72		
Total	27711.07	323			

Note: \* = significance at the .05 level; \*\* = significance at the .01 level; \*\*\* = significance at the .001 level.

Note: Black racial identity is the dependent variable.

**Table 5.19**  
*RQ2 Sports Involvement and Black Racial Identity Enter Method Regression Table*

	B	Std. Error	Beta	t	Sig.
Constant	17.72	1.70	-----	10.44	.001***
Sports Relevant	.43	.59	.09	.72	.471
Sports Valuable	.12	.79	.03	.16	.877
Sports Meaningful	-1.26	.86	-.27	-1.44	.150
Sports Concern	-.58	.63	-.13	-.91	.361
Sports Escape	-.71	.54	-.17	-1.30	.194
Sports Distraction	.24	.37	.06	.66	.508
Sports Diversion	.31	.46	.07	.67	.501
Sports Matter	.41	.74	.08	.56	.577
Sports Involvement	.21	.17	.37	1.27	.206

Note: \* = significance at the .05 level; \*\* = significance at the .01 level; \*\*\* = significance at the .001 level.

Note: Black racial identity is the dependent variable.

Note: R Square = .040.

For White racial identity there were also several significant correlations to sports involvement. Sports are relevant to me ( $r_s = .137$ ,  $p \leq .007$ ), sports are valuable to me ( $r_s = .117$ ,  $p \leq .017$ ), sports are meaningful to me ( $r_s = .116$ ,  $p \leq .019$ ), sports provide an escape for me ( $r_s = .102$ ,  $p \leq .033$ ), sports provide a distraction for me ( $r_s = .165$ ,  $p \leq .001$ ), sports provide a diversion for me ( $r_s = .155$ ,  $p \leq .003$ ) and sports matter to me ( $r_s = .134$ ,  $p \leq .008$ ) were all found to be significant. The composite scores of sports identity ( $r_s = .146$ ,  $p \leq .004$ ) and sports involvement ( $r_s = .138$ ,  $p \leq .006$ ) were also found to be significant. Tables 5.20 and 5.21 contain the complete correlation matrices for White racial identity and sports involvement.

**Table 5.20**  
*RQ2 White Racial Identity Variable Correlations (1)*

	White Identity	Sports Relevant	Sports Valuable	Sports Meaning	Sports Concern	Sports Escape
White Identity	-----	.14 .007**	.12 .017*	.12 .019*	.08 .067	.10 .033*
Sports Relevant	-----	-----	.83 .001***	.84 .001***	.80 .001***	.70 .001***
Sports Valuable	-----	-----	-----	.93 .001***	.86 .001***	.72 .001***
Sports Meaning	-----	-----	-----	-----	.88 .001***	.76 .001***
Sports Concern	-----	-----	-----	-----	-----	.69 .001***

Note: \* = significance at the .05 level; \*\* = significance at the .01 level; \*\*\* = significance at the .001 level.

**Table 5.21**  
*RQ2 White Racial Identity Variable Correlations (2)*

	White Identity	Sports Distraction	Sports Diversion	Sports Matter	Sports Identity	Sports Involv.
White Identity	-----	.17 .001***	.16 .003**	.13 .008**	.15 .004**	.14 .006**
Sports Distraction	-----	-----	.68 .001***	.51 .001***	.72 .001***	.68 .001***
Sports Diversion	-----	-----	-----	.59 .001***	.81 .001***	.79 .001***
Sports Matter	-----	-----	-----	-----	.89 .001***	.88 .001***
Sports Identity	-----	-----	-----	-----	-----	.98 .001***

Note: \* = significance at the .05 level; \*\* = significance at the .01 level; \*\*\* = significance at the .001 level.

Results of the regression analysis for White racial identity did not yield significant results ( $F = 1.714$ ,  $p \leq .085$ ). Also, for the coefficients for White racial identity there were no significant results. Table 5.22 contains the ANOVA results for White racial identity. Table 5.23 contains the regression analysis for White racial identity. Results indicated that the majority of sports involvement variables were significantly correlated to both Black and White racial identity. However, the regression analyses for both Black and White racial identity did not yield significant results and none of the coefficients were found to be significant in either model.

**Table 5.22***RQ2 White Racial Identity ANOVA Results*

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1655.33	9	183.93	1.71	.085
Residual	33702.29	314	107.33		
Total	35357.62	323			

Note: \* = significance at the .05 level; \*\* = significance at the .01 level; \*\*\* = significance at the .001 level.

Note: White racial identity is the dependent variable.

**Table 5.23***RQ2 White Racial Identity Enter Method Regression Table*

	B	Std. Error	Beta	t	Sig.
Constant	17.51	1.91	----	9.17	.001***
Sports Relevant	.52	.67	.09	.78	.435
Sports Valuable	.11	.89	.02	.12	.905
Sports Meaningful	-.25	.97	-.05	-.26	.799
Sports Concern	-.75	.71	-.14	-1.05	.294
Sports Escape	-.81	.61	-.17	-1.32	.189
Sports Distraction	.62	.42	.12	1.49	.137
Sports Diversion	.72	.52	.15	1.38	.169
Sports Matter	.84	.83	.14	1.02	.311
Sports Involvement	.02	.19	.03	.10	.923

Note: \* = significance at the .05 level; \*\* = significance at the .01 level; \*\*\* = significance at the .001 level.

Note: White racial identity is the dependent variable.

Note: R Square = .047.

### *Summary*

The results of this survey analysis yielded largely significant results. Of the five hypotheses in this study, only H3 was not supported. The other four hypotheses all yielded significant results and were supported by the data. Black subjects were more likely than White subjects to rate Black athletes as highly credible. The opposite was also true, White subjects, for the most part, rated White athletes as more credible than did the Black subjects. High Black racial identity was positively correlated with hostility towards the White athletes reviewed here (Roethlisberger, Favre), and high White racial identity was positively correlated to hostility towards the Black athletes reviewed here (Vick, Woods). Also, a positive relationship existed between sports involvement and athlete knowledge. Of the two research questions, the correlations in both yielded largely significant results with sports identity and involvement variables correlating to perceptions of racism and racial identity. The regression analysis of RQ1 was also significant as were multiple variables in the coefficients portion of the regression analysis. For RQ2, while the majority of the sports involvement variables were found to be significant, none of the regression results were significant.

## CHAPTER 6

### DISCUSSION

This study investigated race, source credibility, racial identity, sports identity, and sports involvement. More specifically, this study analyzed subjects' perceptions of racism, the role race and racial identity have on source credibility, and the role that sports identity and involvement have in perceptions of racism and source credibility. The hypotheses and research questions in this project were designed to test these variables and illuminate previous research while advancing the understanding of race, source credibility, and social identity theory.

This chapter is divided into four sections: research goals and findings, limitations of the study, directions for future research, and summary/conclusions.

#### *Research Goals and Findings*

The first two hypotheses explored the impact the subject's race would have on credibility ratings of athletes of the same race. More specifically, H1 hypothesized that Black subjects with high racial identity would be more likely than other subjects in this study to rate Black athletes as highly credible. Previous research indicated that race was one of the most likely ingroup associations for people. Additionally, previous research had shown that a strong racial identity increased a sense of belonging to that race and a sense of hostility towards people of other races (Reid, Giles, & Harwood, 2005; Verkuyten, 2002). This hypothesis was supported with significant statistical results. There was a significant correlation between Black subjects' race and Black racial identity. Also, significant racial differences were found in the character and

credibility ratings of the Black athletes in the study. Not all of the variables were found to be significant, but the majority of the variables were significantly correlated based on race. H2 hypothesized that White subjects with high racial identity would be more likely to give White athletes in this study a high credibility rating. This hypothesis was also based on the previous research into social identity theory and the strong connection people feel towards their race. This hypothesis was also supported as significant correlations were found for several of the variables. Subject race and White racial identity were significantly correlated, as were Favre's credibility average and White racial identity, and Roethlisberger's character average and White racial identity. As with H1, not every variable was significantly correlated but there were many racial differences that were found to be statistically significant. There were, however, findings that differed from the previous research. Previous work in social identity theory indicated that strong ingroup racial connections are prevalent for the majority of people but they are most significant for Black people (Shinnar, 2008). While both White and Black subjects in this study displayed significant racial connections, the racial connection was actually stronger for White subjects. This presented a break from previous findings which said that this connection would be stronger for the Black subjects in this study. There are many possible reasons for this break from the previous research, however, one reason for this break may be that there have been few studies focused on White racial identity. The majority of social identity studies, dealing with race, have focused on Black people and other minority groups.

H3 hypothesized that there would be a positive relationship between racial identity and external perceptions of racism with the subjects in this study. Essentially, this hypothesis predicted that the stronger a subject's racial identity, the higher the subject's perceptions of racism would be (for this study that focused on media perceptions). This hypothesis was based

on previous research which indicated that strong racial identity increased perceptions of racism in other groups and media outlets (Harrington, 2003; Verkuyten, 2002). Statistical results did not support this hypothesis. While there was a significant (and expected) correlation between Black and White racial identities, there was no significant correlation for either Black racial identity and perceptions of racism, or for White racial identity and perceptions of racism. Therefore, although previous research indicated this would be the case, results in this study did not support previous research findings. One possible reason for this break from the research could be due to the focus of this study on perceptions of media racism. Additionally, this study focused solely on sports and no other areas. It is possible that a different subject area could elicit different results. For example, a project that focused on the political arena may be more likely to offer expected results.

H4 hypothesized that there would be a positive relationship between racial identity and hostility towards athletes of the opposite race. Research already mentioned in this chapter was the basis for this hypothesis: the stronger a person's racial identity, the stronger his/her negative stereotypes and even hatred for people of different races (Reid, Giles, & Harwood, 2005; Harrington, 2003; Verkuyten, 2002). Statistical results indicated significant correlations in several areas for both White and Black racial identity with respect to athletes of the opposite race. Black racial identity was significantly correlated to Roethlisberger's character average, Favre's credibility average, and Favre's character average. White racial identity was significantly correlated with Vick's character average, Vick's credibility average, and Woods' character average. The only anomalous finding was the significant correlation between Black racial identity and Roethlisberger's character average as Black subjects actually rated Roethlisberger's character level higher than White subjects. There are many possible reason for

this finding. For one, Roethlisberger has been accused but never convicted of a crime. Previous research indicated that Black people are far more skeptical of the criminal justice system than White people (McFadden, 1988). Additionally, Roethlisberger was the least known of the four athletes this study focused on. Woods is the most recognizable athlete in America, and both Favre and Vick are southern athletes. This data was collected in two southern universities with largely female respondents, and Roethlisberger's career has been centered in the mid-west. Beyond that, results indicated a racial bias. White subjects rated Vick significantly lower in both credibility and character and the same was true for White subjects and Woods' character average. Black subjects rated Favre's credibility and character significantly lower than White subjects. While significance was not found for all of the variables, the majority of variables were found to be significant, offering support for this hypothesis and for the previous research.

H5 hypothesized that there would be a positive relationship between sports involvement and subjects' reported knowledge of the athletes in this study. This hypothesis was based on previous research indicating those who believe themselves to be part of the sports-fan ingroup are generally highly invested in sports (End et al., 2002). Results of this statistical analysis were significant. The knowledge composite scores for the athletes in this study were found to be significantly correlated to both sports identity and sports involvement. As subjects' identity as sports fans increased, so did their use of sports media and their knowledge of the athletes used in this research. Therefore, there was much support for H5.

There are areas in which social identity theory research is lacking. One of those areas is how sports involvement and identity impact perceptions of racism. There was not enough research to develop a hypothesis for this relationship so this became RQ1. Several of the sports involvement variables (sports matter to me, sports provide an escape for me, composite sports

identity, and composite sports involvement) were found to be significantly correlated to perceptions of racism and the regression analysis was found to be significant. These findings are novel for this body of research and offer new venues to investigate in social identity theory.

The second research question centered on how sports involvement and identity would impact the effects of high racial identity. More specifically, RQ2 questioned whether sports involvement would mitigate the effects of high racial identity. Several of the sports involvement variables were found to be significantly correlated to both Black and White racial identity. The variables significantly correlated to both Black and White racial identity were: sports are relevant to me, sports are valuable to me, sports provide a distraction for me, sports are a diversion for me, sports matter to me, composite sports identity, and composite sports involvement. However, the regression analysis for both Black and White racial identity and sports involvement were not found to be significant. Therefore, even though several sports involvement and identity variables interact with racial identity, sports identity/involvement do not trump racial identity as the results of the regression analysis indicate.

#### *Limitations of the Study*

This study, like any study of this nature, has certain limitations. The first obvious limitations are demographic. The subject pool for this project came from university students, which limited the age range of respondents. The mean age of the subjects in this study was 21.21 years which excludes a huge portion of the population. While the findings of this project are interesting, it can make it difficult to project these results towards the general population when the majority of the population is not represented in the study. In essence, the generalizability of these results are limited.

Another limitation of this study was based on the race of the subjects. The purpose of this study was to examine perceptions of racism in professional sports in America. It was beneficial to have the majority of respondents being either Black or White. However, the number of White subjects and the number of Black subjects were not split evenly. There were more White subjects than Black. A ratio closer to 50-50 would have been more beneficial. Also, even though the purpose of this study was to examine specifically the Black-White racial dynamic, the addition of subjects of other races would benefit in getting their perceptions. Beyond Black and White subjects, there were very few subjects of other ethnicities, therefore the study is limited in its racial perspective to only Black and White. Only 16 subjects self-identified as a race other than Black or White.

The gender breakdown of this project was also a limitation. The number of female subjects outnumbered male subjects by a large percentage. It would have been more beneficial to have closer to a 50-50 male-female split in terms of the number of subjects. Since males and females have differences in interpretation, the results of the statistical analysis could have been different if the ratio of males and female were more evenly split. This is especially true since both Woods' and Roethlisberger's behavior involved callous sexual treatment of females.

A possible lack of in-depth sports knowledge was another possible limitation to this study. Athlete knowledge was evaluated on a Likert-type scale. However, what one person considers high knowledge would not necessarily be considered high knowledge to another. Therefore, the process of evaluating subject's knowledge of the athletes in this study was somewhat ambiguous and could have possibly affected the results. A more in-depth selection process could have helped in gauging the level of each subject's knowledge concerning both sports and the athletes selected for the study. This is especially important since the subjects

needed to evaluate the credibility and character of the selected athletes. A high knowledge level would give more credence to those evaluations.

Survey research of this kind is also somewhat limiting. This research demonstrated correlations between variables. However, correlation is not causation. Experimental research manipulating the variables investigated here might demonstrate causal relationships between these variables.

The selection process presented another limitation. This study was conducted using a convenience sample, a non-random selection process. The overall population is not objectively represented.

A final minor limitation to this study was sample size. Power analysis indicated a power rating of 70% for this subject population. A rating of 70% falls into the acceptable range, however, a rating of closer to 80% would have been more ideal. In terms of achieving this 80% mark, the study fell about 60 subjects short. While the results are not called into question with a 70% power rating, 80% would have been more desirable.

#### *Directions for Future Research*

This research studied perceptions of racism related to racial identity for current professional athletes. Additionally, this project studied racial identity and credibility ratings of a selected few professional athletes, all of whom had been involved in some sort of controversy in recent years. The work done in this project can be expanded in several ways to add to the body of research.

#### *Source Credibility*

One of the major areas to expand this research deals directly with the athletes selected to analyze for perceptions of racism, credibility and character ratings. Social identity theory has

been used in sporting contexts to understand fanship but there has been little research done in this area to understand how subjects perceive athletes. This research showed that there is a linkage between social identity and source credibility and that race impacts the perceptions of source credibility. The athletes used in this project were all controversial. This controversy ranged from diva behavior all the way to felony convictions resulting in prison time. In short, all of the athletes in this study had received negative press for their behavior. However, these athletes are not in a vacuum in which all of these negative actions occurred at the same time. Michael Vick, for example, pled guilty to felony charges in 2007, whereas Ben Roethlisberger was accused of sexual assault for the second time in 2010. The first area in which this research can be expanded is through the use of image restoration. Benoit (1995) developed the concept of image restoration as a subset of apologia. Image restoration is the process by which a maligned figure does not just apologize for misdeeds but attempts to restore a favorable image to the public. Also, how the athlete goes about rebuilding that image is important to analyze. For example, Michael Vick, after his release from prison, started doing charity work with the ASPCA. More importantly, though, he signed on to be part of a reality television show on *BET* (Black Entertainment Television). This show on *BET* not only showed Vick making positive strides to rebuild his image, it put him in front of his most crucial target audience. The process of image restoration takes time and the feelings subjects have towards athletes are affected by this process. Therefore, since the actions of the athletes used in this project occurred at different times, it would be beneficial to add in the image restoration factor, since credibility and character ratings of these athletes would be affected by the image restoration strategies.

#### *Endorsement Future*

Building off the image restoration strategies leads to the next direction for future research which deals with a managerial aspect. More specifically, how controversial athletes are dealt with in terms of being spokespeople or brand endorsers. Ray Lewis, the great linebacker for the Baltimore Ravens, is currently a product endorser for Old Spice. In the early 2000s, Lewis was charged with the murder of a man at a nightclub following the Super Bowl. Lewis eventually pled guilty to obstruction of justice and received probation, and for years afterwards he was not a major product endorser. However, a decade later he is an endorser of a major product. While Vick is working with the ASPCA to rebuild his image, he is still not currently the spokesperson or endorser for major products. Conventional wisdom would suggest not enough time has passed for companies to trust Vick. The future research should focus on the time constraint, risk-reward for companies, and what types of products are most suitably endorsed by controversial athletes.

#### *Athlete Selection*

The next area for future research also deals with athletes selected for this type of research. As noted, the athletes in this study were all part of some sort of negative press and/or controversial behavior. However, the level of infamy for the athletes in this study was not equivalent. Michael Vick committed a felony and was sent to prison, Tiger Woods committed adultery, and Brett Favre was accused of sexual harassment and diva behavior. Accounting for the level of transgression would be a heuristic factor for future work or at least accounting for the level of misdeed committed by the athlete. This would be important since the severity would most likely affect ratings of both credibility and character. While this study was not specifically looking at that factor, it would be a positive addition to future work.

Athlete selection is yet another area for future development, at least in terms of looking at racial breakdown. The work done in this project was aimed at evaluating racial interpretation differences of athletes involved in some sort of trouble. If athletes used for this type of project are famous but have not been involved in controversial behavior, a new avenue of racial interpretation could be examined. Essentially, a project of this kind could remove the negative aspects of the athletes and have subjects evaluate athletes using the same criteria who do not have the negative baggage. By doing so, it would allow for an analysis of racial interpretation without having to be concerned about the impact the athlete's controversial behavior had on subjects' ratings. Also, the addition of athletes of other ethnicities would offer a more in-depth racial analysis beyond just the Black and White focus of this research.

The two research questions used in this analysis provide very interesting directions for future work in this area. There is currently very little research on how sports involvement and identity affect racial identity and perceptions of racism. Results in this study showed significant correlations between these factors, and the regression analysis of RQ1 was found to be significant (sports involvement significantly impacted perceptions of racism). Future work analyzing which factors specifically impact perceptions of racial identity and perceptions of racism is a void that needs to be filled. Additionally, research needs to be conducted to see when, amongst sports fans, racial identity becomes a factor. When does racial identity affect sports identity instead of the other way around? Future research should be done to bolster this area of the literature.

A final direction for future research is a change in methodology. This is a quantitative work aimed at developing generalizations concerning racial interpretations. A more qualitative approach for future work could offer a more in-depth analysis of specific feelings of subjects

concerning people of the same race, opposite race, and racial identity. In short, by analyzing this type of work qualitatively, a better understanding of why subjects feel the way they do about their race and their interpretations of racism is a real possibility. For example, if a Black subject gave Roethlisberger very low character ratings but did not do so for Vick, the opportunity to discuss his/her thought processes on a deeper level would be beneficial for research based on race and social identity. What is missing from quantitative work like this is the “reason why” element that a qualitative approach could add.

### *Conclusion*

This research analyzed the relationship between race, racial identity, perceptions of racism, sports involvement, and source credibility. The findings of this study point to inconsistencies in the mainstream media of the mitigation of racism in sports. The results of this project indicate that racism is still a very real issue with subjects when dealing with both sports and athletes specifically.

Racism is ever present in America, which is to say it will never go completely away. Significant strides in race relations have been made in the last several decades. However, racial differences in sports are still a prominent issue, even if some athletes and members of the media attempt to dismiss race as a significant factor. This research indicates a very real divide between Black and White subjects when dealing with athletes of the opposite race, and ratings of credibility and character. Also, this research has opened new avenues of potential research to better understand factors affecting racial perceptions and racial identity. The work done with race and sports is deep, but there are areas of the literature that are lacking. This research addresses some of those areas and adds to the understanding of racism, social identity, and source credibility.

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## APPENDIX 1

### Survey Questionnaire #1A

This survey asks you to provide information in several areas. **Remember, your responses are anonymous. Please provide your honest opinions.** There are no right or wrong answers. The researcher cannot link specific answers to specific research subjects.

#### Sports Interest

For you personally, how accurately does the following statement describe your attitude about sports? Circle the number that best describes your attitude.

1. Sports matter to me.

Not	Accurate	1	2	3	4	5	6	7	Very	Accurate
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2. Sports are relevant to me.

Not	Accurate	1	2	3	4	5	6	7	Very	Accurate
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3. Sports are valuable to me.

Not	Accurate	1	2	3	4	5	6	7	Very	Accurate
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4. Sports mean a lot to me.

Not	Accurate	1	2	3	4	5	6	7	Very	Accurate
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5. Sports are of concern to me.



6. Sports provide an escape for me from my day-to-day routine.



7. Sports provide a distraction from my every day activities.



8. Sports provide a diversion from life's little problems for me.



### Social Issues

This section asks your attitudes about social issues. Different people have different viewpoints, so please answer honestly. **Remember, your responses are anonymous.** For each item, circle the number that best describes how you feel.

1: A person's race influences how comfortable I feel around them.



2. I believe that Black people are more trustworthy than White people.



3. I believe that White people are more trustworthy than Black people.



4. I believe that people of my race are most trustworthy.

Strongly	Disagree	1	2	3	4	5	6	7	Strongly	Agree
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5. The people I respect the most are Black.

Strongly	Disagree	1	2	3	4	5	6	7	Strongly	Agree
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6. The people I respect the most are White.

Strongly	Disagree	1	2	3	4	5	6	7	Strongly	Agree
----------	----------	---	---	---	---	---	---	---	----------	-------

7. I respect people of my own race the most.

Strongly	Disagree	1	2	3	4	5	6	7	Strongly	Agree
----------	----------	---	---	---	---	---	---	---	----------	-------

8: The most important thing about me is my race.

Strongly	Disagree	1	2	3	4	5	6	7	Strongly	Agree
----------	----------	---	---	---	---	---	---	---	----------	-------

9. A person's race influences how much I trust them.

Strongly	Disagree	1	2	3	4	5	6	7	Strongly	Agree
----------	----------	---	---	---	---	---	---	---	----------	-------

10: A person's race has little to do with whether they are a good person.

Strongly	Disagree	1	2	3	4	5	6	7	Strongly	Agree
----------	----------	---	---	---	---	---	---	---	----------	-------

11: I prefer to socialize with people of my own race.



## Athletes

This section asks your attitudes about different athletes. **Remember, your responses are anonymous.** Circle the number which best represents your feelings. Numbers “1” and “7” indicate very strong feelings.

## **Ben Roethlisberger**

Roethlisberger is a quarterback in the National Football League. How familiar are you with his athletic accomplishments?

1 2 3 4 5 6 7

How familiar are you with Roethlisberger's off-the-field behavior?

1                   2                   3                   4                   5                   6                   7

Rate your general attitude about Roethlisberger in the following areas.

Sociability

Irritable	1	2	3	4	5	6	7	Good natured
Gloomy	1	2	3	4	5	6	7	Cheerful
Unfriendly	1	2	3	4	5	6	7	Friendly

## Extroversion

Timid	1	2	3	4	5	6	7	Bold
Quiet	1	2	3	4	5	6	7	Verbal
Silent	1	2	3	4	5	6	7	Talkative

## Competence

Inexpert	1 2 3 4 5 6 7	Expert
Unintelligent	1 2 3 4 5 6 7	Intelligent
Narrow	1 2 3 4 5 6 7	Intellectual

<u>Composure</u>	1	2	3	4	5	6	7	Poised
Nervous	1	2	3	4	5	6	7	Tense
Anxious	1	2	3	4	5	6	7	Relaxed
								Calm

<u>Character</u>	1	2	3	4	5	6	7	Honest
Dishonest	1	2	3	4	5	6	7	Unsympathetic
Unsympathetic	1	2	3	4	5	6	7	Pleasant
Unpleasant	1	2	3	4	5	6	7	Awful
Awful	1	2	3	4	5	6	7	Bad
Bad	1	2	3	4	5	6	7	Good

Michael Vick

Vick is a quarterback in the National Football League. How familiar are you with his athletic accomplishments?

A horizontal scale with seven numerical tick marks labeled 1 through 7. The first tick mark is labeled "Very unfamiliar" and the last tick mark is labeled "Very familiar".

How familiar are you with Vick's off-the-field behavior?

Rate your general attitude about Vick in the following areas.

<u>Sociability</u>	1	2	3	4	5	6	7	Good natured
Irritable	1	2	3	4	5	6	7	Cheerful
Gloomy	1	2	3	4	5	6	7	Friendly
Unfriendly	1	2	3	4	5	6	7	

<u>Extroversion</u>	1	2	3	4	5	6	7	Bold
Timid	1	2	3	4	5	6	7	Verbal
Quiet	1	2	3	4	5	6	7	Talkative
Silent	1	2	3	4	5	6	7	

<u>Competence</u>	1	2	3	4	5	6	7	Expert
Inexpert	1	2	3	4	5	6	7	Expert
Unintelligent	1	2	3	4	5	6	7	Intelligent
Narrow	1	2	3	4	5	6	7	Intellectual

<u>Composition</u>	1	2	3	4	5	6	7	Poised
Nervous	1	2	3	4	5	6	7	Relaxed
Tense	1	2	3	4	5	6	7	Calm
Anxious	1	2	3	4	5	6	7	

<u>Character</u>	Dishonest	1	2	3	4	5	6	7	Honest
Unsympathetic	1	2	3	4	5	6	7		Sympathetic
Unpleasant	1	2	3	4	5	6	7		Pleasant
Awful	1	2	3	4	5	6	7		Nice
Bad	1	2	3	4	5	6	7		Good

Manny Ramirez

Ramirez is a professional baseball player. How familiar are you with his athletic accomplishments?

How familiar are you with Ramirez's off-the-field behavior?

Rate your general attitude about Ramirez in the following areas

<u>Sociability</u>	1	2	3	4	5	6	7	Good natured
Irritable	1	2	3	4	5	6	7	Gloomy
Gloomy	1	2	3	4	5	6	7	Cheerful
Unfriendly	1	2	3	4	5	6	7	Friendly

<u>Extroversion</u>	1	2	3	4	5	6	7	Bold
Timid	1	2	3	4	5	6	7	Verbal
Quiet	1	2	3	4	5	6	7	Talkative
Silent	1	2	3	4	5	6	7	

<u>Competence</u>	1	2	3	4	5	6	7	Expert
Inexpert	1	2	3	4	5	6	7	Expert
Unintelligent	1	2	3	4	5	6	7	Intelligent
Narrow	1	2	3	4	5	6	7	Intellectual

<u>Composure</u>	1	2	3	4	5	6	7	Poised
Nervous	1	2	3	4	5	6	7	Relaxed
Tense	1	2	3	4	5	6	7	Calm
Anxious	1	2	3	4	5	6	7	

<u>Character</u>	1	2	3	4	5	6	7	
Dishonest	1	2	3	4	5	6	7	Honest
Unsympathetic	1	2	3	4	5	6	7	Sympathetic
Unpleasant	1	2	3	4	5	6	7	Pleasant
Awful	1	2	3	4	5	6	7	Nice
Bad	1	2	3	4	5	6	7	Good

Ichiro Suzuki

Ichiro is a professional baseball player. How familiar are you with his athletic accomplishments?

A horizontal scale with seven numerical tick marks labeled 1 through 7. The first tick mark is labeled "Very unfamiliar" and the last tick mark is labeled "Very familiar".

How familiar are you with Ichiro's off-the-field behavior?

A horizontal scale with seven numerical tick marks labeled 1 through 7. The first tick mark is labeled "Very unfamiliar" and the last tick mark is labeled "Very familiar".

Rate your general attitude about Ichiro in the following areas.

<u>Sociability</u>	1	2	3	4	5	6	7	Good natured
Irritable	1	2	3	4	5	6	7	Cheerful
Gloomy	1	2	3	4	5	6	7	Friendly
Unfriendly	1	2	3	4	5	6	7	

<u>Extroversion</u>	1	2	3	4	5	6	7	Bold
Timid	1	2	3	4	5	6	7	Verbal
Quiet	1	2	3	4	5	6	7	Talkative
Silent	1	2	3	4	5	6	7	

<u>Competence</u>	1	2	3	4	5	6	7	Expert
Inexpert	1	2	3	4	5	6	7	Expert
Unintelligent	1	2	3	4	5	6	7	Intelligent
Narrow	1	2	3	4	5	6	7	Intellectual

Composure

Nervous	1 2 3 4 5 6 7	Poised
Tense	1 2 3 4 5 6 7	Relaxed
Anxious	1 2 3 4 5 6 7	Calm

Character

Dishonest	1 2 3 4 5 6 7	Honest
Unsympathetic	1 2 3 4 5 6 7	Sympathetic
Unpleasant	1 2 3 4 5 6 7	Pleasant
Awful	1 2 3 4 5 6 7	Nice
Bad	1 2 3 4 5 6 7	Good

**Match the athletes name to his race.**

1 = White, 2 = Black, 3 = Latino, 4 = Asian

\_\_\_\_\_ Roethlisberger

\_\_\_\_\_ Vick

\_\_\_\_\_ Ramirez

\_\_\_\_\_ Ichiro

**Sports Media**

Indicate your level of agreement with each of the following statements. Remember, your answers are anonymous. **Remember your responses are anonymous.** Circle the number that best represents your feelings.

1: Media coverage of athletes is fair.

Strongly disagree    1 2 3 4 5 6 7   Strongly agree

2: I think there is too much media coverage of athletes.

Strongly disagree    1 2 3 4 5 6 7   Strongly agree

3: I think media coverage of athletes is racially biased.

Strongly disagree    1 2 3 4 5 6 7   Strongly agree

4: I think racism is a major problem in sports.

Strongly disagree    1 2 3 4 5 6 7   Strongly agree

5. An athlete's race does not influence how media cover that athlete.

Strongly disagree    1 2 3 4 5 6 7   Strongly agree

### Sports Media Use

1. On average, how many days per week do you read about sports, **in a magazine and/or newspaper?**

\_\_\_\_\_ days per week

2. On average, how long do you spend each day following sports in **broadcast media, such as radio and/or television?**

\_\_\_\_\_ hours       \_\_\_\_\_ minutes

3. On average, how long do you spend each day following sports **online?**

\_\_\_\_\_ hours       \_\_\_\_\_ minutes

4. I prefer to receive my sports information from ---- (select only one).

\_\_\_\_\_ television

\_\_\_\_\_ sports-talk radio

\_\_\_\_\_ print media

\_\_\_\_\_ online

5. During a typical month, how many sports events do you attend?

\_\_\_\_\_ events

6. My favorite sport is ---- (select only one).

football

golf

baseball

hockey

basketball

other (provide the sport's name)

soccer

---

---

### **Demographic Data**

1. In what year were you born?      19

2. What is your race (select only one)?

White

Black

Hispanic

Asian

Mixed race

Other (please describe)

3. I am ----.       Male       Female

**Please return the survey to your course instructor.**

**Thank you for helping with this research.**

## APPENDIX 2

### Survey Questionnaire #1B

This survey asks you to provide information in several areas. **Remember, your responses are anonymous. Please provide your honest opinions.** There are no right or wrong answers. The researcher cannot link specific answers to specific research subjects.

#### Sports Interest

For you personally, how accurately does the following statement describe your attitude about sports? Circle the number that best describes your attitude.

1. Sports matter to me.

Not Accurate	1	2	3	4	5	6	Very Accurate
							7

2. Sports are relevant to me.

Not Accurate	1	2	3	4	5	6	Very Accurate
							7

3. Sports are valuable to me.

Not Accurate	1	2	3	4	5	6	Very Accurate
							7

4. Sports mean a lot to me.

Not Accurate	1	2	3	4	5	6	Very Accurate
							7

5. Sports are of concern to me.

Not Accurate	1	2	3	4	5	6	Very accurate
							7

6. Sports provide an escape for me from my day-to-day routine.



7. Sports provide a distraction from my every day activities.



8. Sports provide a diversion from life's little problems for me.



### Social Issues

This section asks your attitudes about social issues. Different people have different viewpoints, so please answer honestly. **Remember, your responses are anonymous.** For each item, circle the number that best describes how you feel.

1: A person's race influences how comfortable I feel around them.



2. I believe that Black people are more trustworthy than White people.



3. I believe that White people are more trustworthy than Black people.



4. I believe that people of my race are most trustworthy.



5. The people I respect the most are Black.



6. The people I respect the most are White.



7. I respect people of my own race the most.



8: The most important thing about me is my race.



9. A person's race influences how much I trust them.



10: A person's race has little to do with whether they are a good person.



11: I prefer to socialize with people of my own race.



### **Athletes**

This section asks your attitudes about different athletes. **Remember, your responses are anonymous.** Circle the number which best represents your feelings. Numbers “1” and “7” indicate very strong feelings.

#### **Michael Vick**

Vick is a quarterback in the National Football League. How familiar are you with his athletic accomplishments?



How familiar are you with Vick’s off-the-field behavior?



Rate your general attitude about Vick in the following areas.

#### Sociability

Irritable	1 2 3 4 5 6 7	Good natured
Gloomy	1 2 3 4 5 6 7	Cheerful
Unfriendly	1 2 3 4 5 6 7	Friendly

#### Extroversion

Timid	1 2 3 4 5 6 7	Bold
Quiet	1 2 3 4 5 6 7	Verbal
Silent	1 2 3 4 5 6 7	Talkative

#### Competence

Inexpert	1 2 3 4 5 6 7	Expert
Unintelligent	1 2 3 4 5 6 7	Intelligent
Narrow	1 2 3 4 5 6 7	Intellectual

## Composure

Nervous	1	2	3	4	5	6	7	Poised
Tense	1	2	3	4	5	6	7	Relaxed
Anxious	1	2	3	4	5	6	7	Calm

## Character

Dishonest	1	2	3	4	5	6	7	Honest
Unsympathetic	1	2	3	4	5	6	7	Sympathetic
Unpleasant	1	2	3	4	5	6	7	Pleasant
Awful	1	2	3	4	5	6	7	Nice
Bad	1	2	3	4	5	6	7	Good

Manny Ramirez

Ramirez is a professional baseball player. How familiar are you with his athletic accomplishments?

A horizontal scale with seven numerical tick marks labeled 1, 2, 3, 4, 5, 6, and 7. The first tick mark is labeled "Very unfamiliar" and the last tick mark is labeled "Very familiar".

How familiar are you with Ramirez's off-the-field behavior?

Rate your general attitude about Ramirez in the following areas.

Sociability

Irritable	1	2	3	4	5	6	7	Good natured
Gloomy	1	2	3	4	5	6	7	Cheerful
Unfriendly	1	2	3	4	5	6	7	Friendly

## Extroversion

<u>Timid</u>	1	2	3	4	5	6	7	Bold
<u>Quiet</u>	1	2	3	4	5	6	7	Verbal
<u>Silent</u>	1	2	3	4	5	6	7	Talkative

Competence

Inexpert	1	2	3	4	5	6	7	Expert
Unintelligent	1	2	3	4	5	6	7	Intelligent
Narrow	1	2	3	4	5	6	7	Intellectual

## Composure

Nervous	1	2	3	4	5	6	7	Poised
Tense	1	2	3	4	5	6	7	Relaxed
Anxious	1	2	3	4	5	6	7	Calm

## Character

Dishonest	1	2	3	4	5	6	7	Honest
Unsympathetic	1	2	3	4	5	6	7	Sympathetic
Unpleasant	1	2	3	4	5	6	7	Pleasant
Awful	1	2	3	4	5	6	7	Nice
Bad	1	2	3	4	5	6	7	Good

Ichiro Suzuki

Ichiro is a professional baseball player. How familiar are you with his athletic accomplishments?

How familiar are you with Ichiro off-the-field behavior?

Rate your general attitude about Ichiro in the following areas.

Sociability

Irritable	1 2 3 4 5 6 7	Good natured
Gloomy	1 2 3 4 5 6 7	Cheerful
Unfriendly	1 2 3 4 5 6 7	Friendly

### Extroversion

<u>Timid</u>	1	2	3	4	5	6	7	Bold
<u>Quiet</u>	1	2	3	4	5	6	7	Verbal
<u>Silent</u>	1	2	3	4	5	6	7	Talkative

Competence

Inexpert	1	2	3	4	5	6	7	Expert
Unintelligent	1	2	3	4	5	6	7	Intelligent
Narrow	1	2	3	4	5	6	7	Intellectual

## Composure

Nervous	1	2	3	4	5	6	7	Poised
Tense	1	2	3	4	5	6	7	Relaxed
Anxious	1	2	3	4	5	6	7	Calm

## Character

Dishonest	1	2	3	4	5	6	7	Honest
Unsympathetic	1	2	3	4	5	6	7	Sympathetic
Unpleasant	1	2	3	4	5	6	7	Pleasant
Awful	1	2	3	4	5	6	7	Nice
Bad	1	2	3	4	5	6	7	Good

## Ben Roethlisberger

Roethlisberger is a quarterback in the National Football League. How familiar are you with his athletic accomplishments?

1                    2                    3                    4                    5                    6                    7

How familiar are you with Roethlisberger's off-the-field behavior?

1                    2                    3                    4                    5                    6                    7

Rate your general attitude about Roethlisberger in the following areas.

## Sociability

Irritable	1	2	3	4	5	6	7	Good natured
Gloomy	1	2	3	4	5	6	7	Cheerful
Unfriendly	1	2	3	4	5	6	7	Friendly

## Extroversion

Timid	1	2	3	4	5	6	7	Bold
Quiet	1	2	3	4	5	6	7	Verbal
Silent	1	2	3	4	5	6	7	Talkative

## Competence

Inexpert	1 2 3 4 5 6 7	Expert
Unintelligent	1 2 3 4 5 6 7	Intelligent
Narrow	1 2 3 4 5 6 7	Intellectual

Composure

Nervous	1	2	3	4	5	6	7	Poised
Tense	1	2	3	4	5	6	7	Relaxed
Anxious	1	2	3	4	5	6	7	Calm

Character

Dishonest	1	2	3	4	5	6	7	Honest
Unsympathetic	1	2	3	4	5	6	7	Sympathetic
Unpleasant	1	2	3	4	5	6	7	Pleasant
Awful	1	2	3	4	5	6	7	Nice
Bad	1	2	3	4	5	6	7	Good

**Match the athletes name to his race.**

1 = White, 2 = Black, 3 = Latino, 4 = Asian

\_\_\_\_\_ Roethlisberger

\_\_\_\_\_ Vick

\_\_\_\_\_ Ramirez

\_\_\_\_\_ Ichiro

**Sports Media**

Indicate your level of agreement with each of the following statements. Remember, your answers are anonymous. **Remember your responses are anonymous.** Circle the number that best represents your feelings.

1: Media coverage of athletes is fair.

Strongly disagree    1 2 3 4 5 6 7   Strongly agree

2: I think there is too much media coverage of athletes.

Strongly disagree    1 2 3 4 5 6 7   Strongly agree

3: I think media coverage of athletes is racially biased.

Strongly disagree    1 2 3 4 5 6 7   Strongly agree

4: I think racism is a major problem in sports.

Strongly disagree    1 2 3 4 5 6 7 Strongly agree

5. An athlete's race does not influence how media cover that athlete.

Strongly disagree    1 2 3 4 5 6 7 Strongly agree

### Sports Media Use

1. On average, how many days per week do you read about sports, **in a magazine and/or newspaper?**

\_\_\_\_\_ days per week

2. On average, how long do you spend each day following sports in **broadcast media, such as radio and/or television?**

\_\_\_\_\_ hours       \_\_\_\_\_ minutes

3. On average, how long do you spend each day following sports **online?**

\_\_\_\_\_ hours       \_\_\_\_\_ minutes

4. I prefer to receive my sports information from ---- (select only one).

\_\_\_\_\_ television

\_\_\_\_\_ sports-talk radio

\_\_\_\_\_ print media

\_\_\_\_\_ online

5. During a typical month, how many sports events do you attend?

\_\_\_\_\_ events

6. My favorite sport is ---- (select only one).

football

golf

baseball

hockey

basketball

other (provide the sport's name)

soccer

---

---

### **Demographic Data**

1. In what year were you born?      19 \_\_\_\_\_

2. What is your race (select only one)?

White

Black

Hispanic

Asian

Mixed race

Other (please describe) \_\_\_\_\_

3. I am ----.       Male       Female

**Please return the survey to your course instructor.**

**Thank you for helping with this research.**

## APPENDIX 3

### Survey Questionnaire #1C

This survey asks you to provide information in several areas. **Remember, your responses are anonymous. Please provide your honest opinions.** There are no right or wrong answers. The researcher cannot link specific answers to specific research subjects.

#### **Sports Interest**

For you personally, how accurately does the following statement describe your attitude about sports? Circle the number that best describes your attitude.

1. Sports matter to me.

Not Accurate	1	2	3	4	5	6	Very Accurate
							7

2. Sports are relevant to me.

Not Accurate	1	2	3	4	5	6	Very Accurate
							7

3. Sports are valuable to me.

Not Accurate	1	2	3	4	5	6	Very Accurate
							7

4. Sports mean a lot to me.

Not Accurate	1	2	3	4	5	6	Very Accurate
							7

5. Sports are of concern to me.

Not Accurate	1	2	3	4	5	6	Very accurate
							7

6. Sports provide an escape for me from my day-to-day routine.



7. Sports provide a distraction from my every day activities.



8. Sports provide a diversion from life's little problems for me.



### Social Issues

This section asks your attitudes about social issues. Different people have different viewpoints, so please answer honestly. **Remember, your responses are anonymous.** For each item, circle the number that best describes how you feel.

1: A person's race influences how comfortable I feel around them.



2. I believe that Black people are more trustworthy than White people.



3. I believe that White people are more trustworthy than Black people.



4. I believe that people of my race are most trustworthy.



5. The people I respect the most are Black.



6. The people I respect the most are White.



7. I respect people of my own race the most.



8: The most important thing about me is my race.



9. A person's race influences how much I trust them.



10: A person's race has little to do with whether they are a good person.



11: I prefer to socialize with people of my own race.





## Character

Dishonest	1	2	3	4	5	6	7	Honest
Unsympathetic	1	2	3	4	5	6	7	Sympathetic
Unpleasant	1	2	3	4	5	6	7	Pleasant
Awful	1	2	3	4	5	6	7	Nice
Bad	1	2	3	4	5	6	7	Good

Ichiro Suzuki

Ichiro is a professional baseball player. How familiar are you with his athletic accomplishments?

How familiar are you with Ichiro's off-the-field behavior?

A horizontal scale with seven numerical tick marks labeled 1 through 7. The first tick mark is labeled "Very unfamiliar" and the last tick mark is labeled "Very familiar".

Rate your general attitude about Ichiro in the following areas.

Sociability

Irritable	1	2	3	4	5	6	7	Good natured
Gloomy	1	2	3	4	5	6	7	Cheerful
Unfriendly	1	2	3	4	5	6	7	Friendly

## Extroversion

Timid	1 2 3 4 5 6 7	Bold
Quiet	1 2 3 4 5 6 7	Verbal
Silent	1 2 3 4 5 6 7	Talkative

## Competence

Inexpert	1 2 3 4 5 6 7	Expert
Unintelligent	1 2 3 4 5 6 7	Intelligent
Narrow	1 2 3 4 5 6 7	Intellectual

## Composure

Nervous	1	2	3	4	5	6	7	Poised
Tense	1	2	3	4	5	6	7	Relaxed
Anxious	1	2	3	4	5	6	7	Calm

## Character

Dishonest	1	2	3	4	5	6	7	Honest
Unsympathetic	1	2	3	4	5	6	7	Sympathetic
Unpleasant	1	2	3	4	5	6	7	Pleasant
Awful	1	2	3	4	5	6	7	Nice
Bad	1	2	3	4	5	6	7	Good

# Ben Roethlisberger

Roethlisberger is a quarterback in the National Football League. How familiar are you with his athletic accomplishments?

1                    2                    3                    4                    5                    6                    7

How familiar are you with Roethlisberger's off-the-field behavior?

1                    2                    3                    4                    5                    6                    7

Rate your general attitude about Roethlisberger in the following areas.

## Sociability

Irritable	1	2	3	4	5	6	7	Good natured
Gloomy	1	2	3	4	5	6	7	Cheerful
Unfriendly	1	2	3	4	5	6	7	Friendly

## Extroversion

Timid	1	2	3	4	5	6	7	Bold
Quiet	1	2	3	4	5	6	7	Verbal
Silent	1	2	3	4	5	6	7	Talkative

## Competence

Inexpert	1	2	3	4	5	6	7	Expert
Unintelligent	1	2	3	4	5	6	7	Intelligent
Narrow	1	2	3	4	5	6	7	Intellectual

## Composure

Nervous	1	2	3	4	5	6	7	Poised
Tense	1	2	3	4	5	6	7	Relaxed
Anxious	1	2	3	4	5	6	7	Calm

## Character

Dishonest	1	2	3	4	5	6	7	Honest
Unsympathetic	1	2	3	4	5	6	7	Sympathetic
Unpleasant	1	2	3	4	5	6	7	Pleasant
Awful	1	2	3	4	5	6	7	Nice
Bad	1	2	3	4	5	6	7	Good

Michael Vick

Vick is a quarterback in the National Football League. How familiar are you with his athletic accomplishments?

1                    2                    3                    4                    5                    6                    7

How familiar are you with Vick's off-the-field behavior?

1                    2                    3                    4                    5                    6                    7

Rate your general attitude about Vick in the following areas.

## Sociability

Irritable	1	2	3	4	5	6	7	Good natured
Gloomy	1	2	3	4	5	6	7	Cheerful
Unfriendly	1	2	3	4	5	6	7	Friendly

### Extroversion

Timid	1	2	3	4	5	6	7	Bold
Quiet	1	2	3	4	5	6	7	Verbal
Silent	1	2	3	4	5	6	7	Talkative

## Competence

Inexpert	1	2	3	4	5	6	7	Expert
Unintelligent	1	2	3	4	5	6	7	Intelligent
Narrow	1	2	3	4	5	6	7	Intellectual

## Composure

Nervous	1	2	3	4	5	6	7	Poised
Tense	1	2	3	4	5	6	7	Relaxed
Anxious	1	2	3	4	5	6	7	Calm

Character

Dishonest	1	2	3	4	5	6	7	Honest
Unsympathetic	1	2	3	4	5	6	7	Sympathetic
Unpleasant	1	2	3	4	5	6	7	Pleasant
Awful	1	2	3	4	5	6	7	Nice
Bad	1	2	3	4	5	6	7	Good

**Match the athletes name to his race.**

1 = White, 2 = Black, 3 = Latino, 4 = Asian

\_\_\_\_\_ Roethlisberger

\_\_\_\_\_ Vick

\_\_\_\_\_ Ramirez

\_\_\_\_\_ Ichiro

**Sports Media**

Indicate your level of agreement with each of the following statements. Remember, your answers are anonymous. **Remember your responses are anonymous.** Circle the number that best represents your feelings.

1: Media coverage of athletes is fair.

Strongly disagree    1 2 3 4 5 6 7   Strongly agree

2: I think there is too much media coverage of athletes.

Strongly disagree    1 2 3 4 5 6 7   Strongly agree

3: I think media coverage of athletes is racially biased.

Strongly disagree    1 2 3 4 5 6 7   Strongly agree

4: I think racism is a major problem in sports.

Strongly disagree    1 2 3 4 5 6 7   Strongly agree

5. An athlete's race does not influence how media cover that athlete.

Strongly disagree      1 2 3 4 5 6 7    Strongly agree

### Sports Media Use

1. On average, how many days per week do you read about sports, **in a magazine and/or newspaper?**

\_\_\_\_\_ days per week

2. On average, how long do you spend each day following sports in **broadcast media, such as radio and/or television?**

\_\_\_\_\_ hours      \_\_\_\_\_ minutes

3. On average, how long do you spend each day following sports **online?**

\_\_\_\_\_ hours      \_\_\_\_\_ minutes

4. I prefer to receive my sports information from ----- (select only one).

\_\_\_\_\_ television

\_\_\_\_\_ sports-talk radio

\_\_\_\_\_ print media

\_\_\_\_\_ online

5. During a typical month, how many sports events do you attend?

\_\_\_\_\_ events

6. My favorite sport is ---- (select only one).

football

golf

baseball

hockey

basketball

other (provide the sport's name)

soccer

---

---

### **Demographic Data**

1. In what year were you born? 19 \_\_\_\_\_

2. What is your race (select only one)?

White

Black

Hispanic

Asian

Mixed race

Other (please describe) \_\_\_\_\_

3. I am ----.  Male  Female

**Please return the survey to your course instructor.**

**Thank you for helping with this research.**

## APPENDIX 4

### Survey Questionnaire #1D

This survey asks you to provide information in several areas. **Remember, your responses are anonymous. Please provide your honest opinions.** There are no right or wrong answers. The researcher cannot link specific answers to specific research subjects.

#### **Sports Interest**

For you personally, how accurately does the following statement describe your attitude about sports? Circle the number that best describes your attitude.

1. Sports matter to me.

Not Accurate	1	2	3	4	5	6	Very Accurate
							7

2. Sports are relevant to me.

Not Accurate	1	2	3	4	5	6	Very Accurate
							7

3. Sports are valuable to me.

Not Accurate	1	2	3	4	5	6	Very Accurate
							7

4. Sports mean a lot to me.

Not Accurate	1	2	3	4	5	6	Very Accurate
							7

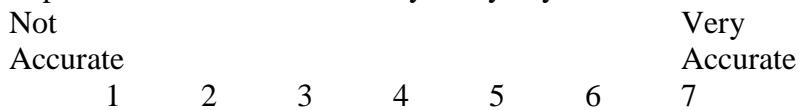
5. Sports are of concern to me.

Not Accurate	1	2	3	4	5	6	Very Accurate
							7

6. Sports provide an escape for me from my day-to-day routine.



7. Sports provide a distraction from my every day activities.



8. Sports provide a diversion from life's little problems for me.



### Social Issues

This section asks your attitudes about social issues. Different people have different viewpoints, so please answer honestly. **Remember, your responses are anonymous.** For each item, circle the number that best describes how you feel.

1: A person's race influences how comfortable I feel around them.



2. I believe that Black people are more trustworthy than White people.



3. I believe that White people are more trustworthy than Black people.



4. I believe that people of my race are most trustworthy.



5. The people I respect the most are Black.



6. The people I respect the most are White.



7. I respect people of my own race the most.



8: The most important thing about me is my race.



9. A person's race influences how much I trust them.



10: A person's race has little to do with whether they are a good person.



11: I prefer to socialize with people of my own race.





## Character

Dishonest	1	2	3	4	5	6	7	Honest
Unsympathetic	1	2	3	4	5	6	7	Sympathetic
Unpleasant	1	2	3	4	5	6	7	Pleasant
Awful	1	2	3	4	5	6	7	Nice
Bad	1	2	3	4	5	6	7	Good

## Ben Roethlisberger

Roethlisberger is a quarterback in the National Football League. How familiar are you with his athletic accomplishments?

1                    2                    3                    4                    5                    6                    7

How familiar are you with Roethlisberger's off-the-field behavior?

1                    2                    3                    4                    5                    6                    7

Rate your general attitude about Roethlisberger in the following areas.

## Sociability

Irritable	1	2	3	4	5	6	7	Good natured
Gloomy	1	2	3	4	5	6	7	Cheerful
Unfriendly	1	2	3	4	5	6	7	Friendly

## Extroversion

Timid	1	2	3	4	5	6	7	Bold
Quiet	1	2	3	4	5	6	7	Verbal
Silent	1	2	3	4	5	6	7	Talkative

## Competence

Inexpert	1	2	3	4	5	6	7	Expert
Unintelligent	1	2	3	4	5	6	7	Intelligent
Narrow	1	2	3	4	5	6	7	Intellectual

## Composure

Nervous	1	2	3	4	5	6	7	Poised
Tense	1	2	3	4	5	6	7	Relaxed
Anxious	1	2	3	4	5	6	7	Calm

## Character

Dishonest	1	2	3	4	5	6	7	Honest
Unsympathetic	1	2	3	4	5	6	7	Sympathetic
Unpleasant	1	2	3	4	5	6	7	Pleasant
Awful	1	2	3	4	5	6	7	Nice
Bad	1	2	3	4	5	6	7	Good

Michael Vick

Vick is a quarterback in the National Football League. How familiar are you with his athletic accomplishments?

1                    2                    3                    4                    5                    6                    7

How familiar are you with Vick's off-the-field behavior?

1                    2                    3                    4                    5                    6                    7

Rate your general attitude about Vick in the following areas.

## Sociability

Irritable	1	2	3	4	5	6	7	Good natured
Gloomy	1	2	3	4	5	6	7	Cheerful
Unfriendly	1	2	3	4	5	6	7	Friendly

## Extroversion

Timid	1	2	3	4	5	6	7	Bold
Quiet	1	2	3	4	5	6	7	Verbal
Silent	1	2	3	4	5	6	7	Talkative

## Competence

Inexpert	1	2	3	4	5	6	7	Expert
Unintelligent	1	2	3	4	5	6	7	Intelligent
Narrow	1	2	3	4	5	6	7	Intellectual

## Composure

Nervous	1	2	3	4	5	6	7	Poised
Tense	1	2	3	4	5	6	7	Relaxed
Anxious	1	2	3	4	5	6	7	Calm

## Character

Dishonest	1	2	3	4	5	6	7	Honest
Unsympathetic	1	2	3	4	5	6	7	Sympathetic
Unpleasant	1	2	3	4	5	6	7	Pleasant
Awful	1	2	3	4	5	6	7	Nice
Bad	1	2	3	4	5	6	7	Good

Manny Ramirez

Ramirez is a professional baseball player. How familiar are you with his athletic accomplishments?

A horizontal scale with seven numerical tick marks labeled 1 through 7. The first tick mark is labeled "Very unfamiliar" and the last tick mark is labeled "Very familiar".

How familiar are you with Ramirez's off-the-field behavior?

A horizontal scale with seven numerical tick marks (1, 2, 3, 4, 5, 6, 7) and two descriptive labels: "Very unfamiliar" positioned above the first tick mark and "Very familiar" positioned above the last tick mark.

Rate your general attitude about Ramirez in the following areas.

## Sociability

Irritable	1	2	3	4	5	6	7	Good natured
Gloomy	1	2	3	4	5	6	7	Cheerful
Unfriendly	1	2	3	4	5	6	7	Friendly

## Extroversion

Timid	1	2	3	4	5	6	7	Bold
Quiet	1	2	3	4	5	6	7	Verbal
Silent	1	2	3	4	5	6	7	Talkative

## Competence

Inexpert	1	2	3	4	5	6	7	Expert
Unintelligent	1	2	3	4	5	6	7	Intelligent
Narrow	1	2	3	4	5	6	7	Intellectual

## Composure

Nervous	1	2	3	4	5	6	7	Poised
Tense	1	2	3	4	5	6	7	Relaxed
Anxious	1	2	3	4	5	6	7	Calm

Character

Dishonest	1	2	3	4	5	6	7	Honest
Unsympathetic	1	2	3	4	5	6	7	Sympathetic
Unpleasant	1	2	3	4	5	6	7	Pleasant
Awful	1	2	3	4	5	6	7	Nice
Bad	1	2	3	4	5	6	7	Good

**Match the athletes name to his race.**

1 = White, 2 = Black, 3 = Latino, 4 = Asian

\_\_\_\_\_ Roethlisberger

\_\_\_\_\_ Vick

\_\_\_\_\_ Ramirez

\_\_\_\_\_ Ichiro

**Sports Media**

Indicate your level of agreement with each of the following statements. Remember, your answers are anonymous. **Remember your responses are anonymous.** Circle the number that best represents your feelings.

1: Media coverage of athletes is fair.

Strongly disagree    1 2 3 4 5 6 7   Strongly agree

2: I think there is too much media coverage of athletes.

Strongly disagree    1 2 3 4 5 6 7   Strongly agree

3: I think media coverage of athletes is racially biased.

Strongly disagree    1 2 3 4 5 6 7   Strongly agree

4: I think racism is a major problem in sports.

Strongly disagree    1 2 3 4 5 6 7   Strongly agree

5. An athlete's race does not influence how media cover that athlete.

Strongly disagree      1 2 3 4 5 6 7    Strongly agree

### Sports Media Use

1. On average, how many days per week do you read about sports, **in a magazine and/or newspaper?**

\_\_\_\_\_ days per week

2. On average, how long do you spend each day following sports in **broadcast media, such as radio and/or television?**

\_\_\_\_\_ hours      \_\_\_\_\_ minutes

3. On average, how long do you spend each day following sports **online?**

\_\_\_\_\_ hours      \_\_\_\_\_ minutes

4. I prefer to receive my sports information from ---- (select only one).

\_\_\_\_\_ television

\_\_\_\_\_ sports-talk radio

\_\_\_\_\_ print media

\_\_\_\_\_ online

5. During a typical month, how many sports events do you attend?

\_\_\_\_\_ events

6. My favorite sport is ---- (select only one).

football

golf

baseball

hockey

basketball

other (provide the sport's name)

soccer

---

---

### **Demographic Data**

1. In what year were you born? 19 \_\_\_\_\_

2. What is your race (select only one)?

White

Black

Hispanic

Asian

Mixed race

Other (please describe) \_\_\_\_\_

3. I am ----.  Male  Female

**Please return the survey to your course instructor.**

**Thank you for helping with this research.**

## APPENDIX 5

### Survey Questionnaire #2A

This survey asks you to provide information in several areas. **Remember, your responses are anonymous. Please provide your honest opinions.** There are no right or wrong answers. The researcher cannot link specific answers to specific research subjects.

#### Sports Interest

For you personally, how accurately does the following statement describe your attitude about sports? Circle the number that best describes your attitude.

1. Sports matter to me.

Not Accurate	1	2	3	4	5	6	7	Very Accurate
-----------------	---	---	---	---	---	---	---	------------------

2. Sports are relevant to me.

Not Accurate	1	2	3	4	5	6	7	Very Accurate
-----------------	---	---	---	---	---	---	---	------------------

3. Sports are valuable to me.

Not Accurate	1	2	3	4	5	6	7	Very Accurate
-----------------	---	---	---	---	---	---	---	------------------

4. Sports mean a lot to me.

Not Accurate	1	2	3	4	5	6	7	Very Accurate
-----------------	---	---	---	---	---	---	---	------------------

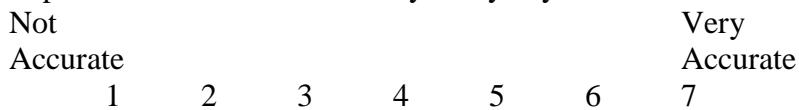
5. Sports are of concern to me.

Not Accurate	1	2	3	4	5	6	7	Very Accurate
-----------------	---	---	---	---	---	---	---	------------------

6. Sports provide an escape for me from my day-to-day routine.



7. Sports provide a distraction from my every day activities.



8. Sports provide a diversion from life's little problems for me.



### Social Issues

This section asks your attitudes about social issues. Different people have different viewpoints, so please answer honestly. **Remember, your responses are anonymous.** For each item, circle the number that best describes how you feel.

1: A person's race influences how comfortable I feel around them.



2. I believe that Black people are more trustworthy than White people.



3. I believe that White people are more trustworthy than Black people.



4. I believe that people of my race are most trustworthy.



5. The people I respect the most are Black.



6. The people I respect the most are White.



7. I respect people of my own race the most.



8: The most important thing about me is my race.



9. A person's race influences how much I trust them.



10: A person's race has little to do with whether they are a good person.



11: I prefer to socialize with people of my own race.





**Character**

Dishonest	1 2 3 4 5 6 7	Honest
Unsympathetic	1 2 3 4 5 6 7	Sympathetic
Unpleasant	1 2 3 4 5 6 7	Pleasant
Awful	1 2 3 4 5 6 7	Nice
Bad	1 2 3 4 5 6 7	Good

**Tiger Woods**

Woods is a professional golfer. How familiar are you with his athletic accomplishments?

Very unfamiliar						Very familiar
1	2	3	4	5	6	7

How familiar are you with Woods' off-the-field behavior?

Very unfamiliar						Very familiar
1	2	3	4	5	6	7

Rate your general attitude about Woods in the following areas.

**Sociability**

Irritable	1 2 3 4 5 6 7	Good natured
Gloomy	1 2 3 4 5 6 7	Cheerful
Unfriendly	1 2 3 4 5 6 7	Friendly

**Extroversion**

Timid	1 2 3 4 5 6 7	Bold
Quiet	1 2 3 4 5 6 7	Verbal
Silent	1 2 3 4 5 6 7	Talkative

**Competence**

Inexpert	1 2 3 4 5 6 7	Expert
Unintelligent	1 2 3 4 5 6 7	Intelligent
Narrow	1 2 3 4 5 6 7	Intellectual

**Composure**

Nervous	1 2 3 4 5 6 7	Poised
Tense	1 2 3 4 5 6 7	Relaxed
Anxious	1 2 3 4 5 6 7	Calm

## Character

Dishonest	1	2	3	4	5	6	7	Honest
Unsympathetic	1	2	3	4	5	6	7	Sympathetic
Unpleasant	1	2	3	4	5	6	7	Pleasant
Awful	1	2	3	4	5	6	7	Nice
Bad	1	2	3	4	5	6	7	Good

Manny Ramirez

Ramirez is a professional baseball player. How familiar are you with his athletic accomplishments?

A horizontal scale with seven numerical tick marks (1, 2, 3, 4, 5, 6, 7) and two descriptive labels: "Very unfamiliar" positioned above the first tick mark and "Very familiar" positioned above the last tick mark.

How familiar are you with Ramirez's off-the-field behavior?

Rate your general attitude about Ramirez in the following areas.

## Sociability

Irritable	1	2	3	4	5	6	7	Good natured
Gloomy	1	2	3	4	5	6	7	Cheerful
Unfriendly	1	2	3	4	5	6	7	Friendly

## Extroversion

Timid	1	2	3	4	5	6	7	Bold
Quiet	1	2	3	4	5	6	7	Verbal
Silent	1	2	3	4	5	6	7	Talkative

## Competence

Inexpert	1 2 3 4 5 6 7	Expert
Unintelligent	1 2 3 4 5 6 7	Intelligent
Narrow	1 2 3 4 5 6 7	Intellectual

## Composure

Nervous	1	2	3	4	5	6	7	Poised
Tense	1	2	3	4	5	6	7	Relaxed
Anxious	1	2	3	4	5	6	7	Calm

## Character

Dishonest	1	2	3	4	5	6	7	Honest
Unsympathetic	1	2	3	4	5	6	7	Sympathetic
Unpleasant	1	2	3	4	5	6	7	Pleasant
Awful	1	2	3	4	5	6	7	Nice
Bad	1	2	3	4	5	6	7	Good

Ichiro Suzuki

Ichiro is a professional baseball player. How familiar are you with his athletic accomplishments?

A horizontal scale with seven numerical tick marks labeled 1 through 7. The first tick mark is labeled "Very unfamiliar" and the last tick mark is labeled "Very familiar".

How familiar are you with Ichiro's off-the-field behavior?

A horizontal scale with seven numerical tick marks (1, 2, 3, 4, 5, 6, 7) and two descriptive labels: "Very unfamiliar" positioned above the first tick mark and "Very familiar" positioned above the last tick mark.

Rate your general attitude about Ichiro in the following areas.

## Sociability

Irritable	1	2	3	4	5	6	7	Good natured
Gloomy	1	2	3	4	5	6	7	Cheerful
Unfriendly	1	2	3	4	5	6	7	Friendly

### Extroversion

Timid	1	2	3	4	5	6	7	Bold
Quiet	1	2	3	4	5	6	7	Verbal
Silent	1	2	3	4	5	6	7	Talkative

## Competence

Inexpert	1	2	3	4	5	6	7	Expert
Unintelligent	1	2	3	4	5	6	7	Intelligent
Narrow	1	2	3	4	5	6	7	Intellectual

## Composure

Nervous	1	2	3	4	5	6	7	Poised
Tense	1	2	3	4	5	6	7	Relaxed
Anxious	1	2	3	4	5	6	7	Calm

Character

Dishonest	1	2	3	4	5	6	7	Honest
Unsympathetic	1	2	3	4	5	6	7	Sympathetic
Unpleasant	1	2	3	4	5	6	7	Pleasant
Awful	1	2	3	4	5	6	7	Nice
Bad	1	2	3	4	5	6	7	Good

**Match the athletes name to his race.**

1 = White, 2 = Black, 3 = Latino, 4 = Asian

\_\_\_\_\_ Favre

\_\_\_\_\_ Woods

\_\_\_\_\_ Ramirez

\_\_\_\_\_ Ichiro

**Sports Media**

Indicate your level of agreement with each of the following statements. Remember, your answers are anonymous. **Remember your responses are anonymous.** Circle the number that best represents your feelings.

1: Media coverage of athletes is fair.

Strongly disagree    1 2 3 4 5 6 7   Strongly agree

2: I think there is too much media coverage of athletes.

Strongly disagree    1 2 3 4 5 6 7   Strongly agree

3: I think media coverage of athletes is racially biased.

Strongly disagree    1 2 3 4 5 6 7   Strongly agree

4: I think racism is a major problem in sports.

Strongly disagree    1 2 3 4 5 6 7   Strongly agree

5. An athlete's race does not influence how media cover that athlete.

Strongly disagree      1 2 3 4 5 6 7    Strongly agree

### Sports Media Use

1. On average, how many days per week do you read about sports, **in a magazine and/or newspaper?**

\_\_\_\_\_ days per week

2. On average, how long do you spend each day following sports in **broadcast media, such as radio and/or television?**

\_\_\_\_\_ hours      \_\_\_\_\_ minutes

3. On average, how long do you spend each day following sports **online?**

\_\_\_\_\_ hours      \_\_\_\_\_ minutes

4. I prefer to receive my sports information from ----- (select only one).

\_\_\_\_\_ television

\_\_\_\_\_ sports-talk radio

\_\_\_\_\_ print media

\_\_\_\_\_ online

5. During a typical month, how many sports events do you attend?

\_\_\_\_\_ events

6. My favorite sport is ---- (select only one).

football

golf

baseball

hockey

basketball

other (provide the sport's name)

soccer

---

---

### **Demographic Data**

1. In what year were you born? 19 \_\_\_\_\_

2. What is your race (select only one)?

White

Black

Hispanic

Asian

Mixed race

Other (please describe) \_\_\_\_\_

3. I am ----.  Male  Female

**Please return the survey to your course instructor.**

**Thank you for helping with this research.**

## APPENDIX 6

### Survey Questionnaire #2B

This survey asks you to provide information in several areas. **Remember, your responses are anonymous. Please provide your honest opinions.** There are no right or wrong answers. The researcher cannot link specific answers to specific research subjects.

#### Sports Interest

For you personally, how accurately does the following statement describe your attitude about sports? Circle the number that best describes your attitude.

1. Sports matter to me.

Not Accurate	1	2	3	4	5	6	7	Very Accurate
-----------------	---	---	---	---	---	---	---	------------------

2. Sports are relevant to me.

Not Accurate	1	2	3	4	5	6	7	Very Accurate
-----------------	---	---	---	---	---	---	---	------------------

3. Sports are valuable to me.

Not Accurate	1	2	3	4	5	6	7	Very Accurate
-----------------	---	---	---	---	---	---	---	------------------

4. Sports mean a lot to me.

Not Accurate	1	2	3	4	5	6	7	Very Accurate
-----------------	---	---	---	---	---	---	---	------------------

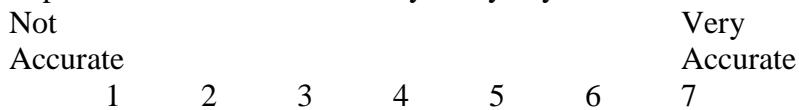
5. Sports are of concern to me.

Not Accurate	1	2	3	4	5	6	7	Very Accurate
-----------------	---	---	---	---	---	---	---	------------------

6. Sports provide an escape for me from my day-to-day routine.



7. Sports provide a distraction from my every day activities.



8. Sports provide a diversion from life's little problems for me.



### Social Issues

This section asks your attitudes about social issues. Different people have different viewpoints, so please answer honestly. **Remember, your responses are anonymous.** For each item, circle the number that best describes how you feel.

1: A person's race influences how comfortable I feel around them.



2. I believe that Black people are more trustworthy than White people.



3. I believe that White people are more trustworthy than Black people.



4. I believe that people of my race are most trustworthy.



5. The people I respect the most are Black.



6. The people I respect the most are White.



7. I respect people of my own race the most.



8: The most important thing about me is my race.



9. A person's race influences how much I trust them.



10: A person's race has little to do with whether they are a good person.



11: I prefer to socialize with people of my own race.





**Character**

Dishonest	1 2 3 4 5 6 7	Honest
Unsympathetic	1 2 3 4 5 6 7	Sympathetic
Unpleasant	1 2 3 4 5 6 7	Pleasant
Awful	1 2 3 4 5 6 7	Nice
Bad	1 2 3 4 5 6 7	Good

**Manny Ramirez**

Ramirez is a professional baseball player. How familiar are you with his athletic accomplishments?

Very unfamiliar						Very familiar
1	2	3	4	5	6	7

How familiar are you with Ramirez's off-the-field behavior?

Very unfamiliar						Very familiar
1	2	3	4	5	6	7

Rate your general attitude about Ramirez in the following areas.

**Sociability**

Irritable	1 2 3 4 5 6 7	Good natured
Gloomy	1 2 3 4 5 6 7	Cheerful
Unfriendly	1 2 3 4 5 6 7	Friendly

**Extroversion**

Timid	1 2 3 4 5 6 7	Bold
Quiet	1 2 3 4 5 6 7	Verbal
Silent	1 2 3 4 5 6 7	Talkative

**Competence**

Inexpert	1 2 3 4 5 6 7	Expert
Unintelligent	1 2 3 4 5 6 7	Intelligent
Narrow	1 2 3 4 5 6 7	Intellectual

**Composure**

Nervous	1 2 3 4 5 6 7	Poised
Tense	1 2 3 4 5 6 7	Relaxed
Anxious	1 2 3 4 5 6 7	Calm

## Character

Dishonest	1	2	3	4	5	6	7	Honest
Unsympathetic	1	2	3	4	5	6	7	Sympathetic
Unpleasant	1	2	3	4	5	6	7	Pleasant
Awful	1	2	3	4	5	6	7	Nice
Bad	1	2	3	4	5	6	7	Good

Ichiro Suzuki

Ichiro is a professional baseball player. How familiar are you with his athletic accomplishments?

How familiar are you with Ichiro's off-the-field behavior?

A horizontal scale with seven numerical tick marks labeled 1 through 7. The first tick mark is labeled "Very unfamiliar" and the last tick mark is labeled "Very familiar".

Rate your general attitude about Ichiro in the following areas.

### Sociability

Irritable	1	2	3	4	5	6	7	Good natured
Gloomy	1	2	3	4	5	6	7	Cheerful
Unfriendly	1	2	3	4	5	6	7	Friendly

### Extroversion

Timid	1	2	3	4	5	6	7	Bold
Quiet	1	2	3	4	5	6	7	Verbal
Silent	1	2	3	4	5	6	7	Talkative

## Competence

Inexpert	1	2	3	4	5	6	7	Expert
Unintelligent	1	2	3	4	5	6	7	Intelligent
Narrow	1	2	3	4	5	6	7	Intellectual

## Composure

Nervous	1	2	3	4	5	6	7	Poised
Tense	1	2	3	4	5	6	7	Relaxed
Anxious	1	2	3	4	5	6	7	Calm

## Character

Dishonest	1	2	3	4	5	6	7	Honest
Unsympathetic	1	2	3	4	5	6	7	Sympathetic
Unpleasant	1	2	3	4	5	6	7	Pleasant
Awful	1	2	3	4	5	6	7	Nice
Bad	1	2	3	4	5	6	7	Good

Brett Favre

Favre is a quarterback in the National Football League. How familiar are you with his athletic accomplishments?

1                    2                    3                    4                    5                    6                    7

How familiar are you with Favre's off-the-field behavior?

1                    2                    3                    4                    5                    6                    7

Rate your general attitude about Favre in the following areas.

## Sociability

Irritable	1	2	3	4	5	6	7	Good natured
Gloomy	1	2	3	4	5	6	7	Cheerful
Unfriendly	1	2	3	4	5	6	7	Friendly

## Extroversion

Timid	1	2	3	4	5	6	7	Bold
Quiet	1	2	3	4	5	6	7	Verbal
Silent	1	2	3	4	5	6	7	Talkative

## Competence

Inexpert	1	2	3	4	5	6	7	Expert
Unintelligent	1	2	3	4	5	6	7	Intelligent
Narrow	1	2	3	4	5	6	7	Intellectual

## Composure

Nervous	1	2	3	4	5	6	7	Poised
Tense	1	2	3	4	5	6	7	Relaxed
Anxious	1	2	3	4	5	6	7	Calm

Character

Dishonest	1	2	3	4	5	6	7	Honest
Unsympathetic	1	2	3	4	5	6	7	Sympathetic
Unpleasant	1	2	3	4	5	6	7	Pleasant
Awful	1	2	3	4	5	6	7	Nice
Bad	1	2	3	4	5	6	7	Good

**Match the athletes name to his race.**

1 = White, 2 = Black, 3 = Latino, 4 = Asian

\_\_\_\_\_ Favre

\_\_\_\_\_ Woods

\_\_\_\_\_ Ramirez

\_\_\_\_\_ Ichiro

**Sports Media**

Indicate your level of agreement with each of the following statements. Remember, your answers are anonymous. **Remember your responses are anonymous.** Circle the number that best represents your feelings.

1: Media coverage of athletes is fair.

Strongly disagree    1 2 3 4 5 6 7   Strongly agree

2: I think there is too much media coverage of athletes.

Strongly disagree    1 2 3 4 5 6 7   Strongly agree

3: I think media coverage of athletes is racially biased.

Strongly disagree    1 2 3 4 5 6 7   Strongly agree

4: I think racism is a major problem in sports.

Strongly disagree    1 2 3 4 5 6 7   Strongly disagree

5. An athlete's race does not influence how media cover that athlete.

Strongly disagree      1 2 3 4 5 6 7    Strongly agree

### Sports Media Use

1. On average, how many days per week do you read about sports, **in a magazine and/or newspaper?**

\_\_\_\_\_ days per week

2. On average, how long do you spend each day following sports in **broadcast media, such as radio and/or television?**

\_\_\_\_\_ hours      \_\_\_\_\_ minutes

3. On average, how long do you spend each day following sports **online?**

\_\_\_\_\_ hours      \_\_\_\_\_ minutes

4. I prefer to receive my sports information from ----- (select only one).

\_\_\_\_\_ television

\_\_\_\_\_ sports-talk radio

\_\_\_\_\_ print media

\_\_\_\_\_ online

5. During a typical month, how many sports events do you attend?

\_\_\_\_\_ events

6. My favorite sport is ---- (select only one).

football

golf

baseball

hockey

basketball

other (provide the sport's name)

soccer

---

---

### **Demographic Data**

1. In what year were you born? 19 \_\_\_\_\_

2. What is your race (select only one)?

White

Black

Hispanic

Asian

Mixed race

Other (please describe) \_\_\_\_\_

3. I am ----.  Male  Female

**Please return the survey to your course instructor.**

**Thank you for helping with this research.**

## APPENDIX 7

### Survey Questionnaire #2C

This survey asks you to provide information in several areas. **Remember, your responses are anonymous. Please provide your honest opinions.** There are no right or wrong answers. The researcher cannot link specific answers to specific research subjects.

#### Sports Interest

For you personally, how accurately does the following statement describe your attitude about sports? Circle the number that best describes your attitude.

1. Sports matter to me.

Not Accurate	1	2	3	4	5	6	7	Very Accurate
-----------------	---	---	---	---	---	---	---	------------------

2. Sports are relevant to me.

Not Accurate	1	2	3	4	5	6	7	Very Accurate
-----------------	---	---	---	---	---	---	---	------------------

3. Sports are valuable to me.

Not Accurate	1	2	3	4	5	6	7	Very Accurate
-----------------	---	---	---	---	---	---	---	------------------

4. Sports mean a lot to me.

Not Accurate	1	2	3	4	5	6	7	Very Accurate
-----------------	---	---	---	---	---	---	---	------------------

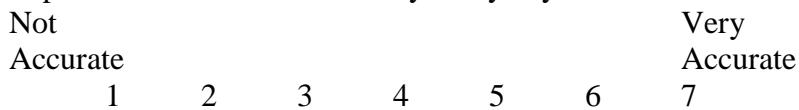
5. Sports are of concern to me.

Not Accurate	1	2	3	4	5	6	7	Very Accurate
-----------------	---	---	---	---	---	---	---	------------------

6. Sports provide an escape for me from my day-to-day routine.



7. Sports provide a distraction from my every day activities.



8. Sports provide a diversion from life's little problems for me.



### Social Issues

This section asks your attitudes about social issues. Different people have different viewpoints, so please answer honestly. **Remember, your responses are anonymous.** For each item, circle the number that best describes how you feel.

1: A person's race influences how comfortable I feel around them.



2. I believe that Black people are more trustworthy than White people.



3. I believe that White people are more trustworthy than Black people.



4. I believe that people of my race are most trustworthy.



5. The people I respect the most are Black.



6. The people I respect the most are White.



7. I respect people of my own race the most.



8: The most important thing about me is my race.



9. A person's race influences how much I trust them.



10: A person's race has little to do with whether they are a good person.



11: I prefer to socialize with people of my own race.



## Athletes

This section asks your attitudes about different athletes. **Remember, your responses are anonymous.** Circle the number which best represents your feelings. Numbers “1” and “7” indicate very strong feelings.

Manny Ramirez

Ramirez is a professional baseball player. How familiar are you with his athletic accomplishments?

How familiar are you with Ramirez's off-the-field behavior?

Rate your general attitude about Ramirez in the following areas.

Sociability

Irritable	1 2 3 4 5 6 7	Good natured
Gloomy	1 2 3 4 5 6 7	Cheerful
Unfriendly	1 2 3 4 5 6 7	Friendly

## Extroversion

Timid	1 2 3 4 5 6 7	Bold
Quiet	1 2 3 4 5 6 7	Verbal
Silent	1 2 3 4 5 6 7	Talkative

## Competence

Inexpert	1 2 3 4 5 6 7	Expert
Unintelligent	1 2 3 4 5 6 7	Intelligent
Narrow	1 2 3 4 5 6 7	Intellectual

## Composure

Nervous	1	2	3	4	5	6	7	Poised
Tense	1	2	3	4	5	6	7	Relaxed
Anxious	1	2	3	4	5	6	7	Calm

## Character

Dishonest	1	2	3	4	5	6	7	Honest
Unsympathetic	1	2	3	4	5	6	7	Sympathetic
Unpleasant	1	2	3	4	5	6	7	Pleasant
Awful	1	2	3	4	5	6	7	Nice
Bad	1	2	3	4	5	6	7	Good

Ichiro Suzuki

Ichiro is a professional baseball player. How familiar are you with his athletic accomplishments?

How familiar are you with Ichiro's off-the-field behavior?

Rate your general attitude about Ichiro in the following areas.

Sociability

Irritable	1	2	3	4	5	6	7	Good natured
Gloomy	1	2	3	4	5	6	7	Cheerful
Unfriendly	1	2	3	4	5	6	7	Friendly

## Extroversion

Timid	1	2	3	4	5	6	7	Bold
Quiet	1	2	3	4	5	6	7	Verbal
Silent	1	2	3	4	5	6	7	Talkative

## Competence

Inexpert	1	2	3	4	5	6	7	Expert
Unintelligent	1	2	3	4	5	6	7	Intelligent
Narrow	1	2	3	4	5	6	7	Intellectual

## Composure

Nervous	1	2	3	4	5	6	7	Poised
Tense	1	2	3	4	5	6	7	Relaxed
Anxious	1	2	3	4	5	6	7	Calm

## Character

Dishonest	1	2	3	4	5	6	7	Honest
Unsympathetic	1	2	3	4	5	6	7	Sympathetic
Unpleasant	1	2	3	4	5	6	7	Pleasant
Awful	1	2	3	4	5	6	7	Nice
Bad	1	2	3	4	5	6	7	Good

Brett Favre

Favre is a quarterback in the National Football League. How familiar are you with his athletic accomplishments?

1                    2                    3                    4                    5                    6                    7

How familiar are you with Favre's off-the-field behavior?

1                    2                    3                    4                    5                    6                    7

Rate your general attitude about Favre in the following areas.

## Sociability

Irritable	1	2	3	4	5	6	7	Good natured
Gloomy	1	2	3	4	5	6	7	Cheerful
Unfriendly	1	2	3	4	5	6	7	Friendly

### Extroversion

Timid	1	2	3	4	5	6	7	Bold
Quiet	1	2	3	4	5	6	7	Verbal
Silent	1	2	3	4	5	6	7	Talkative

## Competence

Inexpert	1	2	3	4	5	6	7	Expert
Unintelligent	1	2	3	4	5	6	7	Intelligent
Narrow	1	2	3	4	5	6	7	Intellectual

## Composure

Nervous	1	2	3	4	5	6	7	Poised
Tense	1	2	3	4	5	6	7	Relaxed
Anxious	1	2	3	4	5	6	7	Calm

## Character

Dishonest	1	2	3	4	5	6	7	Honest
Unsympathetic	1	2	3	4	5	6	7	Sympathetic
Unpleasant	1	2	3	4	5	6	7	Pleasant
Awful	1	2	3	4	5	6	7	Nice
Bad	1	2	3	4	5	6	7	Good

# Tiger Woods

Woods is a professional golfer. How familiar are you with his **athletic accomplishments**?

## Very unfamiliar

### Very familiar

1                    2                    3                    4                    5                    6                    7

How familiar are you with Woods' off-the-field behavior?

Very unfamiliar

Very familiar

1                    2                    3                    4                    5                    6                    7

Rate your general attitude about Woods in the following areas.

### Sociability

Irritable	1	2	3	4	5	6	7	Good natured
Gloomy	1	2	3	4	5	6	7	Cheerful
Unfriendly	1	2	3	4	5	6	7	Friendly

## Extroversion

Timid	1	2	3	4	5	6	7	Bold
Quiet	1	2	3	4	5	6	7	Verbal
Silent	1	2	3	4	5	6	7	Talkative

## Competence

Inexpert	1	2	3	4	5	6	7	Expert
Unintelligent	1	2	3	4	5	6	7	Intelligent
Narrow	1	2	3	4	5	6	7	Intellectual

## Composure

Nervous	1	2	3	4	5	6	7	Poised
Tense	1	2	3	4	5	6	7	Relaxed
Anxious	1	2	3	4	5	6	7	Calm

Character

Dishonest	1	2	3	4	5	6	7	Honest
Unsympathetic	1	2	3	4	5	6	7	Sympathetic
Unpleasant	1	2	3	4	5	6	7	Pleasant
Awful	1	2	3	4	5	6	7	Nice
Bad	1	2	3	4	5	6	7	Good

**Match the athletes name to his race.**

1 = White, 2 = Black, 3 = Latino, 4 = Asian

\_\_\_\_\_ Favre

\_\_\_\_\_ Woods

\_\_\_\_\_ Ramirez

\_\_\_\_\_ Ichiro

**Sports Media**

Indicate your level of agreement with each of the following statements. Remember, your answers are anonymous. **Remember your responses are anonymous.** Circle the number that best represents your feelings.

1: Media coverage of athletes is fair.

Strongly disagree    1 2 3 4 5 6 7   Strongly agree

2: I think there is too much media coverage of athletes.

Strongly disagree    1 2 3 4 5 6 7   Strongly agree

3: I think media coverage of athletes is racially biased.

Strongly disagree    1 2 3 4 5 6 7   Strongly agree

4: I think racism is a major problem in sports.

Strongly disagree    1 2 3 4 5 6 7   Strongly agree

5. An athlete's race does not influence how media cover that athlete.

Strongly disagree      1 2 3 4 5 6 7    Strongly agree

### Sports Media Use

1. On average, how many days per week do you read about sports, **in a magazine and/or newspaper?**

\_\_\_\_\_ days per week

2. On average, how long do you spend each day following sports in **broadcast media, such as radio and/or television?**

\_\_\_\_\_ hours      \_\_\_\_\_ minutes

3. On average, how long do you spend each day following sports **online?**

\_\_\_\_\_ hours      \_\_\_\_\_ minutes

4. I prefer to receive my sports information from ----- (select only one).

\_\_\_\_\_ television

\_\_\_\_\_ sports-talk radio

\_\_\_\_\_ print media

\_\_\_\_\_ online

5. During a typical month, how many sports events do you attend?

\_\_\_\_\_ events

6. My favorite sport is ---- (select only one).

football

golf

baseball

hockey

basketball

other (provide the sport's name)

soccer

---

---

### **Demographic Data**

1. In what year were you born? 19 \_\_\_\_\_

2. What is your race (select only one)?

White

Black

Hispanic

Asian

Mixed race

Other (please describe) \_\_\_\_\_

3. I am ----.  Male  Female

**Please return the survey to your course instructor.**

**Thank you for helping with this research.**

## APPENDIX 8

### Survey Questionnaire #2D

This survey asks you to provide information in several areas. **Remember, your responses are anonymous. Please provide your honest opinions.** There are no right or wrong answers. The researcher cannot link specific answers to specific research subjects.

#### Sports Interest

For you personally, how accurately does the following statement describe your attitude about sports? Circle the number that best describes your attitude.

1. Sports matter to me.

Not Accurate	1	2	3	4	5	6	7	Very Accurate
-----------------	---	---	---	---	---	---	---	------------------

2. Sports are relevant to me.

Not Accurate	1	2	3	4	5	6	7	Very Accurate
-----------------	---	---	---	---	---	---	---	------------------

3. Sports are valuable to me.

Not Accurate	1	2	3	4	5	6	7	Very Accurate
-----------------	---	---	---	---	---	---	---	------------------

4. Sports mean a lot to me.

Not Accurate	1	2	3	4	5	6	7	Very Accurate
-----------------	---	---	---	---	---	---	---	------------------

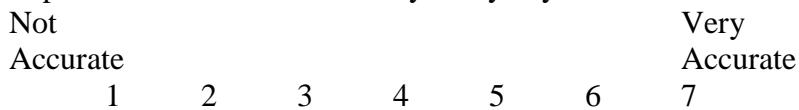
5. Sports are of concern to me.

Not Accurate	1	2	3	4	5	6	7	Very Accurate
-----------------	---	---	---	---	---	---	---	------------------

6. Sports provide an escape for me from my day-to-day routine.



7. Sports provide a distraction from my every day activities.



8. Sports provide a diversion from life's little problems for me.



### Social Issues

This section asks your attitudes about social issues. Different people have different viewpoints, so please answer honestly. **Remember, your responses are anonymous.** For each item, circle the number that best describes how you feel.

1: A person's race influences how comfortable I feel around them.



2. I believe that Black people are more trustworthy than White people.



3. I believe that White people are more trustworthy than Black people.



4. I believe that people of my race are most trustworthy.



5. The people I respect the most are Black.



6. The people I respect the most are White.



7. I respect people of my own race the most.



8: The most important thing about me is my race.



9. A person's race influences how much I trust them.



10: A person's race has little to do with whether they are a good person.



11: I prefer to socialize with people of my own race.



## Athletes

This section asks your attitudes about different athletes. **Remember, your responses are anonymous.** Circle the number which best represents your feelings. Numbers “1” and “7” indicate very strong feelings.

Ichiro Suzuki

Ichiro is a professional baseball player. How familiar are you with his athletic accomplishments?

How familiar are you with Ichiro's off-the-field behavior?

Rate your general attitude about Ichiro in the following areas.

Sociability

Irritable	1	2	3	4	5	6	7	Good natured
Gloomy	1	2	3	4	5	6	7	Cheerful
Unfriendly	1	2	3	4	5	6	7	Friendly

## Extroversion

Timid	1	2	3	4	5	6	7	Bold
Quiet	1	2	3	4	5	6	7	Verbal
Silent	1	2	3	4	5	6	7	Talkative

## Competence

Inexpert	1	2	3	4	5	6	7	Expert
Unintelligent	1	2	3	4	5	6	7	Intelligent
Narrow	1	2	3	4	5	6	7	Intellectual

## Composure

Nervous	1	2	3	4	5	6	7	Poised
Tense	1	2	3	4	5	6	7	Relaxed
Anxious	1	2	3	4	5	6	7	Calm

## Character

Dishonest	1	2	3	4	5	6	7	Honest
Unsympathetic	1	2	3	4	5	6	7	Sympathetic
Unpleasant	1	2	3	4	5	6	7	Pleasant
Awful	1	2	3	4	5	6	7	Nice
Bad	1	2	3	4	5	6	7	Good

Brett Favre

Favre is a quarterback in the National Football League. How familiar are you with his athletic accomplishments?

1                    2                    3                    4                    5                    6                    7

How familiar are you with Favre's off-the-field behavior?

1                   2                   3                   4                   5                   6                   7

Rate your general attitude about Fayre in the following areas.

Sociability

Irritable	1	2	3	4	5	6	7	Good natured
Gloomy	1	2	3	4	5	6	7	Cheerful
Unfriendly	1	2	3	4	5	6	7	Friendly

## Extroversion

<u>Personality</u>	1	2	3	4	5	6	7	
Timid	1	2	3	4	5	6	7	Bold
Quiet	1	2	3	4	5	6	7	Verbal
Silent	1	2	3	4	5	6	7	Talkative

## Competence

Inexpert	1	2	3	4	5	6	7	Expert
Unintelligent	1	2	3	4	5	6	7	Intelligent
Narrow	1	2	3	4	5	6	7	Intellectual

## Composure

Nervous	1	2	3	4	5	6	7	Poised
Tense	1	2	3	4	5	6	7	Relaxed
Anxious	1	2	3	4	5	6	7	Calm

## Character

Dishonest	1	2	3	4	5	6	7	Honest
Unsympathetic	1	2	3	4	5	6	7	Sympathetic
Unpleasant	1	2	3	4	5	6	7	Pleasant
Awful	1	2	3	4	5	6	7	Nice
Bad	1	2	3	4	5	6	7	Good

# Tiger Woods

Woods is a professional golfer. How familiar are you with his [athletic accomplishments](#)?

A horizontal scale with seven numerical tick marks labeled 1 through 7. The first tick mark is labeled "Very unfamiliar" and the last tick mark is labeled "Very familiar".

How familiar are you with Woods' off-the-field behavior?

Rate your general attitude about Woods in the following areas.

Sociability

Irritable	1	2	3	4	5	6	7	Good natured
Gloomy	1	2	3	4	5	6	7	Cheerful
Unfriendly	1	2	3	4	5	6	7	Friendly

## Extroversion

Timid	1	2	3	4	5	6	7	Bold
Quiet	1	2	3	4	5	6	7	Verbal
Silent	1	2	3	4	5	6	7	Talkative

## Competence

Inexpert	1 2 3 4 5 6 7	Expert
Unintelligent	1 2 3 4 5 6 7	Intelligent
Narrow	1 2 3 4 5 6 7	Intellectual

## Composure

Nervous	1	2	3	4	5	6	7	Poised
Tense	1	2	3	4	5	6	7	Relaxed
Anxious	1	2	3	4	5	6	7	Calm

## Character

Dishonest	1	2	3	4	5	6	7	Honest
Unsympathetic	1	2	3	4	5	6	7	Sympathetic
Unpleasant	1	2	3	4	5	6	7	Pleasant
Awful	1	2	3	4	5	6	7	Nice
Bad	1	2	3	4	5	6	7	Good

Manny Ramirez

Ramirez is a professional baseball player. How familiar are you with his athletic accomplishments?

A horizontal scale with seven numerical tick marks labeled 1, 2, 3, 4, 5, 6, and 7. The first tick mark is labeled "Very unfamiliar" and the last tick mark is labeled "Very familiar".

How familiar are you with Ramirez's off-the-field behavior?

Rate your general attitude about Ramirez in the following areas.

Sociability

Irritable	1	2	3	4	5	6	7	Good natured
Gloomy	1	2	3	4	5	6	7	Cheerful
Unfriendly	1	2	3	4	5	6	7	Friendly

## Extroversion

Timid	1 2 3 4 5 6 7	Bold
Quiet	1 2 3 4 5 6 7	Verbal
Silent	1 2 3 4 5 6 7	Talkative

## Competence

Inexpert	1	2	3	4	5	6	7	Expert
Unintelligent	1	2	3	4	5	6	7	Intelligent
Narrow	1	2	3	4	5	6	7	Intellectual

## Composure

Nervous	1	2	3	4	5	6	7	Poised
Tense	1	2	3	4	5	6	7	Relaxed
Anxious	1	2	3	4	5	6	7	Calm

Character

Dishonest	1	2	3	4	5	6	7	Honest
Unsympathetic	1	2	3	4	5	6	7	Sympathetic
Unpleasant	1	2	3	4	5	6	7	Pleasant
Awful	1	2	3	4	5	6	7	Nice
Bad	1	2	3	4	5	6	7	Good

**Match the athletes name to his race.**

1 = White, 2 = Black, 3 = Latino, 4 = Asian

\_\_\_\_\_ Favre

\_\_\_\_\_ Woods

\_\_\_\_\_ Ramirez

\_\_\_\_\_ Ichiro

**Sports Media**

Indicate your level of agreement with each of the following statements. Remember, your answers are anonymous. **Remember your responses are anonymous.** Circle the number that best represents your feelings.

1: Media coverage of athletes is fair.

Strongly disagree    1 2 3 4 5 6 7   Strongly agree

2: I think there is too much media coverage of athletes.

Strongly disagree    1 2 3 4 5 6 7   Strongly agree

3: I think media coverage of athletes is racially biased.

Strongly disagree    1 2 3 4 5 6 7   Strongly agree

4: I think racism is a major problem in sports.

Strongly disagree    1 2 3 4 5 6 7   Strongly agree

5. An athlete's race does not influence how media cover that athlete.

Strongly disagree      1 2 3 4 5 6 7    Strongly agree

### Sports Media Use

1. On average, how many days per week do you read about sports, **in a magazine and/or newspaper?**

\_\_\_\_\_ days per week

2. On average, how long do you spend each day following sports in **broadcast media, such as radio and/or television?**

\_\_\_\_\_ hours      \_\_\_\_\_ minutes

3. On average, how long do you spend each day following sports **online?**

\_\_\_\_\_ hours      \_\_\_\_\_ minutes

4. I prefer to receive my sports information from ----- (select only one).

\_\_\_\_\_ television

\_\_\_\_\_ sports-talk radio

\_\_\_\_\_ print media

\_\_\_\_\_ online

5. During a typical month, how many sports events do you attend?

\_\_\_\_\_ events

6. My favorite sport is ---- (select only one).

football

golf

baseball

hockey

basketball

other (provide the sport's name)

soccer

---

---

### **Demographic Data**

1. In what year were you born? 19 \_\_\_\_\_

2. What is your race (select only one)?

White

Black

Hispanic

Asian

Mixed race

Other (please describe) \_\_\_\_\_

3. I am ----.  Male  Female

**Please return the survey to your course instructor.**

**Thank you for helping with this research.**