**Journal #1**

Christopher S. Guillory

Texas A&M University-Commerce

HHPS-584

Dr. Hoyeol Yu

July 27, 2025

**Journal #1**

**Aicher, T. J., Rice, J. A., & Hambrick, M. E. (2017). Understanding the Relationship Between Motivation, Sport Involvement and Sport Event Evaluation Meanings as Factors Influencing Marathon Participation. Journal of Global Sport Management (Print), 2(4), 217–233.**

**Summary:**

With a notable increase in marathon sport participation, the authors developed this study to understand the relationship between “motivation” and “commitment” and how they impact sport participation and interpretation of sporting events. The authors used the following metrics: self determination theory (SDT), the psychological continuum model (PCM), and sport event evaluation meanings (SEEM).

Within SDT there are various types of motivation examined: autonomous motivation (value of activity becomes related to self identity), controlled motivation (motivation from external forces that are internalized), and amotivation (lack of motivation). PCM includes three reasons for sport specific participation including: 1) pleasure (enjoyment of playing the sport), 2) centrality (how the sport is at the core of the athletes life), and 3) sign (how the sport is related to the athlete’s self image). SEEM evaluates the “meanings” ascribed to events and which can play a role in an athlete’s decision to compete. Factors include: organization, destination/environment, physical activity, social implications, and emotional meaning.

The authors made several predictions on the results that they would find based on previous literature and research findings. They hypothesized that 1) athletes with high autonomous motivation would have participated in a larger number of events than those with controlled or amotivation and that those with increased commitment stage will have greater participation, 2) level of motivation will predict PCM stage, 3) both PCM stage and motivation will predict the value or “meaning” ascribed to an athlete’s participation.

Researchers used a convenience sample by targeting a national running group comprised of mostly African American athletes through voluntary participation. The results of the study indicated that the first hypothesis was moderately upheld in that athletes with high autonomous motivation or in the allegiance stage completed more marathons or half marathons. The second and third hypotheses were also upheld as motivation predicted the PCM stage and both motivation and PCM stage predicted the values ascribed with athlete’s participation.

The authors indicated that the results of their study were consistent with current literature and would be beneficial to event marketers in their strategies (for example: using words like “healthy” a term with the highest mean score in SEEM). Limitations included the small sample pool of a runners group with predominately African American demographic. Likely the target population may have had a larger than normal sample size of athlete’s in the “allegiance” stage. In the future it would be helpful to see a similar study with variation in different distance events, variable events (ex: triathlons), or to evaluate the difference between those who run and do not run at all. Overall the study was very informative and consistent with current research findings.

**Funk, D. C., Beaton, A., & Alexandris, K. (2012). Sport consumer motivation: Autonomy and control orientations that regulate fan behaviours. *Sport Management Review*, *15*(3), 355–367. https://doi.org/10.1016/j.smr.2011.11.001**

**Summary:**

The study sought to inspect consumer behavior and motivation at sporting events utilizing Self Determination Theory (SDT) (including intrinsic and extrinsic motivations and their relationship to autonomy).

The authors explain that they are evaluating motivation through the lens of an “organism” with its own process/state of being and similar to the evolution of single cell organisms in biology. Looking at motivation as an organism involves dissecting the metabolic and environmental factors necessary as well as the psychological and sociological factors involved. The root of motivation from an organismic point of view relies on autonomy. According to the author’s sport consumer motivation can be a result of a myriad of factors, but most often hinges on intrinsic and extrinsic motivation as part of SDT evaluation which include components of both control and autonomy.

The study by design was a survey with questions about three different Australian professional football teams. The sample consisted of 1222 people of whom were mostly male. (70%) and included varying backgrounds of income, homelife, age, and ethnicity. The survey evaluated participants “reasons” for sport game attendance and included components of the SPEED scale to understand socialization, performance, excitement, esteem, and diversion. There were components built into the survey to asses validity.

The results of the survey showed that control played a large role in participants desire for socialization and to “escape” routine which are pivotal to their individual needs, a reflection of extrinsic motivation. Autonomy played a large role in participants excitement and esteem and paved way to provide the largest impact on consumer sport motivation.

One of the limitations of this study lies in its design as a survey. Results hinged on self-reporting measures and of course participants can certainly lie or alter the truth. Another limitation deals with the fact that there are a myriad number of components related to motivation when viewing motivation as an organism. This study primarily evaluated the control and autonomous components of SDT, but these components are non-conclusive.

**Wann, D. L., Schrader, M. P., & Wilson, A. M. (1999). Sport fan motivation: questionnaire validation, comparisons by sport, and relationship to athletic motivation. *Journal of Sport Behavior*, *22*(1), 114.**

**Summary:**

This article sought to take current findings on the Sport Fan Motivation Scale (SFMS) and expand upon it through three research studies. SFMS looks at components of motivations for sport fans including eustress (positive stress providing “stimulation” and “energy”), self esteem, escape, entertainment, economic, aesthetic, group affiliation, and family. Because SFMS research had initial limitations, the authors of this article wanted to expand the research through three different studies.

The first study sought to expand the applicable range of research by providing a more “diverse” sample. The original study was limiting in that participants came from university students and results that varied by sex were not generalizable. A random sample of participants were selected for telephone interviews whereby data was collected on background, sport fandom, and SFMS. Participants consisted of a 96 person sample (male and female) from Western Kentucky or Western Tennessee varying in age from 18-84. Participants came from varying educational backgrounds. Results were consisted to the original research in that male participants held a higher score on the SFMS for escape, eustress, self-esteem and aesthetics whereas female participants held higher value on group affiliation and economic motivation. The difference in this study and the former was that there was not a significant gender difference on motivation for entertainment. There was also a difference in the results in that age did not play a factor on motivation. A new variable encountered was education level and entertainment, which had not been correlated before.

The second study expanded research related to differing motivations for specific sports. The previous study did not have a systematic tool for evaluation like SDMS and findings were based on theory which was evaluated through confirmatory factor analyses. The study also looked at sport preference vs sport type preference. Research evaluated motivation based on two types of sports: individual vs team and aggressive v nonaggressive. The sample of participants comprised of 86 male and female psychology students from a mid-southern University. Survey consisted of questions related to demographics as well as SFMS. Similar to previous research, the study found that male participants scored higher on eustress and self-esteem but this time reported higher on economic motivation. There was no significant variability in age noted. Individuals who preferred individual sports were found to have higher levels of aesthetic motivation. Participants who selected team sport as a preference reported higher levels of escape and eustress motivation. Those who preferred aggressive sports also had higher economic motivation whereas those who preferred nonaggressive sports had a great level on the aesthetic scale. Against expectation, those who preferred nonaggressive sports did NOT score higher on the family scale. Finally, those seeking escape had no difference in preference for aggressive or non-aggressive sports.

The third study examined the level of involvement sports fans as participants in the game and factors of intrinsic and extrinsic motivation. Participants in this study were psychology students from a mid-southern university who filled out the survey which included demographics, SFMS, and questions related to the “degree” they considered themselves to be a sport fan and a sport participant. Male participants scored higher on eustress, self-esteem, entertainment, and aesthetic whereas female participants had higher levels of family motivation (family subscale was not statistically significant). As initially theorized, individuals held consistent with motivational outlooks from the point of view of an athlete as well as a fan. Meaning, if an individual was intrinsically motivated as a player they were also intrinsically motivated as a fan. As a whole “participants reported higher levels of sport fandom than active athletic participation” (Wann, et. al, 1999). It is also notable that findings indicated that sport fans tend to be very active regardless of actual individual athleticism debunking the idea that sports fans tend to be lazy. Authors note that future research would benefit to understand the relationship between fans motivational outlook and their “identification” with the team.

**References**

Aicher, T. J., Rice, J. A., & Hambrick, M. E. (2017). Understanding the Relationship Between Motivation, Sport Involvement and Sport Event Evaluation Meanings as Factors Influencing Marathon Participation. *Journal of Global Sport Management (Print)*, *2*(4), 217–233.

Funk, D. C., Beaton, A., & Alexandris, K. (2012). Sport consumer motivation: Autonomy and control orientations that regulate fan behaviours. *Sport Management Review*, *15*(3), 355–367.

Wann, D. L., Schrader, M. P., & Wilson, A. M. (1999). Sport fan motivation: questionnaire validation, comparisons by sport, and relationship to athletic motivation. *Journal of Sport Behavior*, *22*(1), 114.