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# Fantasy Football: The Relationship Between A Participants Financial Investment and Time On Task For Team Management

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## **Abstract**

Within the past decade since the use of the Internet came about, the sports gambling industry, specifically fantasy football, has become a multi-million dollar industry. In particular, the increase of all factors in fantasy sports such as the amount of money, number of hours and amount of leagues are increasing at a rapid rate. Due to this intriguing circumstance, this study investigates the relationship between a participant's financial investment and time on task for team management. This study was given to participants via email and Facebook, which consisted of an online survey. In addition, this study looked at factors such as age to help determine if there was a correspondence to the younger generations putting in more or less time and money into fantasy football. The results suggested that there was no significant difference in the ratings of the independent variables with respect to age; except that the younger generations are putting in more time on team management due to more leisure time. Also, the results showed there no significant relationship between the amount of money put into fantasy football leagues this season and how many hours that was put into team management per week. The repercussions behind this study and the implications for both scholars and practitioners are discussed more throughout the research.

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Fantasy Football: The Relationship Between A Participants Financial Investment and Time On  
Task For Team Management

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### **Abstract**

Within the past decade since the use of the Internet came about, the sports gambling industry, specifically fantasy football, has become a multi-million dollar industry. In particular, the increase of all factors in fantasy sports such as the amount of money, number of hours and amount of leagues are increasing at a rapid rate. Due to this intriguing circumstance, this study investigates the relationship between a participant's financial investment and time on task for team management. This study was given to participants via email and Facebook, which consisted of an online survey. In addition, this study looked at factors such as age to help determine if there was a correspondence to the younger generations putting in more or less time and money into fantasy football. The results suggested that there was no significant difference in the ratings of the independent variables with respect to age; except that the younger generations are putting in more time on team management due to more leisure time. Also, the results showed there no significant relationship between the amount of money put into fantasy football leagues this season and how many hours that was put into team management per week. The repercussions behind this study and the implications for both scholars and practitioners are discussed more throughout the research.

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### **Fantasy Football: The Relationship Between A Participants Financial Investment and Time On Task For Team Management**

Throughout history, sports have constantly changed due to new rules, the environment and technology. There is no telling when or where the next change may be but all of these changes have revolutionized sports and the way they are looked at today. Not only do sports change, but the ways to appreciate them are constantly changing as well. For example, the explosion of fantasy football is truly affecting the way football is watched and analyzed. This fantasy boom is trending all across the United States and the numbers are increasing each year. Even television stations pertaining to sports such as ESPN utilize fantasy sports to attract more viewers by making sections of their shows having to do with fantasy sports. The reason why this is happening is because of the technology that has been brought upon us. Before computers and television, it was extremely hard for fantasy sports to grow because there was no way for fans to watch their fantasy team play but thanks to new technology fantasy sports have increased in number tremendously. Now with the Internet, fantasy sports can move to the Internet making it easier for fans to watch the games and manage their team with leagues on websites such as ESPN.com and Yahoo.com.

The research that was conducted was attempted to determine whether there is a correspondence between a participant's financial investment in fantasy football and one's time on task for team management. This showed that the more that people invested financially the more hours they put into managing their fantasy team, which in turn creates more money for the billion dollar industry known as fantasy sports. The knowledge that was expanded on with this research is the all in relation to the amount of money a fantasy football participant puts into one

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or multiple leagues and how much can that money potentially effect how much time they put into team management.

The purpose of this study was to see if there is any relationship between how much money is spent on fantasy football and how many hours are put into overseeing his/her fantasy team(s). The research question for this study was: What is the relationship between a participant's financial investment in fantasy football and their time on task for team management. The world of fantasy sports is rapidly expanding and with technology such as the Internet and television there is no telling how far the fantasy sports industry can increase within the next decade or so.

### **Literature Review**

#### **Fantasy Sports Consumption**

##### **History**

In order to realize that there has been a huge spike in fantasy sport and the participation in it the history of fantasy sports should be known. Ankeny (2009) explained how fantasy football has become a booming sensation in America by looking at different websites such as rotowire.com and other 'fantasy aids' that has increased their revenue as well. This fantasy boom has generated a shocking \$1 billion dollar industry. Fantasy sports constantly increases participants every year but the main sports (football and baseball) are the ones that truly generate all of this revenue. According to Ankeny (2009) approximately 85% of all fantasy sports participants play fantasy football while the next highest percentage is 40% participates in fantasy baseball. In addition, the 'average' player is a white male from ages 18-49 and their income and education levels are above the average American.

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History of fantasy sports and how it became so popular is very important when talking about the evolution of fantasy sports. It all started in the 1940's when Jack Kerouac who wrote his book *On the Road*, which goes into detail on a fantasy league that Mr. Kerouac had once created. The first explosion of the fantasy sports idea was later in the 1960's. William Gamson, a Harvard University sociologist created the National Baseball Seminar. What this did was it made colleagues compete against each other by putting together a roster where you had to earn the most points in order to win. These points were the final season statistics of the players in the MLB such as batting average, earned run average (ERA), Runs batted in (RBI), and wins from both pitchers and batters. Daniel Okrent then created a 'Rotisserie League Baseball' in 1979 (Ankeny, 2009). This had the same structure as Gamson's seminar but there is one thing that Okrent had that Gamson didn't thus why his was more successful. Not only did he have more people interested in fantasy sports, but the annual preseason draft had been created which helped players know who was on what team early before the season started. Low and behold, by 1990 there were as many as 500,000 people participating in fantasy sports. As technology increased, so did the participants. Jeff Thomas, CEO of World Fantasy Games stated "It wasn't until 2000 or 2001 that you had more players online than offline. It was a much different world at that time" (Ankeny, 2009, p. 56). Since this is an era of continuous updated technology being forced upon us, it makes it easier for fantasy sports become more accessible and constantly in the face of the consumer.

### **Demographics**

Rot and Goss (2007) give a lot of demographics for fantasy sports for marketers and it gives a lot of depth into the size of the sport industry as well. Unfortunately, all of these demographics are from 2007 or earlier which is somewhat outdated but a lot of the information

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can still be used to show how much the industry has grown and changed. Roy and Goss (2007) state that in 2006 over 12 million people spent over 1.5 billion dollars and this will only increase as the industry grows 7-10 percent annually. From the rate at which fantasy sports were growing they predicted that by 2010 there would be about 30 million participating in fantasy sports but there is not that many today as they would have predicted. One statistic that truly surprised me was the amount of women who participated in fantasy sports. In 2004, 25% of all people participating in fantasy sports were women and in 2007 studies showed that 33% of all NASCAR participants were women as well (Roy & Goss, 2007). One thing that is explained in this paper is some of the reasons why people participate in fantasy sports. The main reason they have looked into is because of the socialization it brings to everyone who participates. Of course there is more to sport than fantasy football but there is a correspondence. This is because it has enabled more people to meet their needs of sport consumption (Roy & Goss, 2007). It seems to be a little outdated but if new data was found this data could compare and show how much the fantasy sport industry has increased in the past decade.

The FSTA website is probably considered one of the most important sources of fantasy sports information on the Internet. The Fantasy Sports Trade Association is the largest and oldest trade group that represents fantasy sports as a whole. They are 'voice' of fantasy sports as they provide yearly demographics and hold annual conferences to pursue future growth of fantasy sports (Industry Demographics). Things that are mentioned on the FSTA webpage include percentage of fantasy sports players in the USA and Canada from ages 12 and over, how much the U.S. market share is for league fees, the average of how many sports news websites fantasy users use, how they utilize mobile apps, why they choose which site to use, the average entry fees per year broken down by percentage and all of the percentages of the 'average' fantasy



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player. For example, one thing that will be useful is how much the average fantasy player spends, which is \$111.00 dollars (Industry Demographics). This is all important information for this research because it can help show the relationship between how much financial investment is put into fantasy football and how much time they spend doing team management. Also, these demographics can be used since they are updated from year to year so these are the most current demographics that will be found anywhere on fantasy sports. The demographic of an average fantasy football participant are important to look at for this research, as the participants of the survey may or may not look like the 'average' participant of fantasy football.

### **Consumption**

Fan loyalty and fantasy sports have been investigated and according to Dwyer (2011) fantasy football is supposed to combine traditional assets of fandom yet also have other components that give a better sports experience for the fan. He studied the relationship of fans that participate in fantasy football and the traditional fan loyalty. To illustrate this Dwyer (2011) used fantasy football participants who were over the age of 18 all a part of FSTA. He asked 5,000 random participants, 2,500 being players who play for money and 2,500 players who do not play for money and out of the 5,000 he received 1,600 total respondents. His survey consisted of 6 parts but 26 questions overall. Dwyer saw his results just as he had expected. The results for Dwyer's (2011) prediction was correct because based on his studies and correspondences, participants who are highly involved in fantasy football revealed lower levels of loyalty towards their favorite NFL team, but they indicated 'higher levels of the attitudinal component of loyalty.' This basically means that the more the fan participated in fantasy football, the less loyalty there was to their team because they were rooting for their individual players on their perspective fantasy teams. This study also showed that fantasy football's

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participation by the fans is for the most part correlated with the years of experience of the fans, and the increase of technology making the future growth potential of fantasy football 'inevitable' (Dwyer 2011).

In today's society, sport is one of the most prevalent leisure activities to either watch or play. Most sports fans are dedicated enough to choose a favorite team that they follow more than the rest of the teams in that specific league. Since fantasy football has come about, lots of people question the fan loyalty now because it can ruin the tradition fandom and NFL experience of football. Also it can devalue the players that are not included in the fantasy leagues (Dwyer, Drayer, Greenhalgh, & Lecrom, 2013). Dating back to the last 2 decades, fantasy football has created over 17 million participants and a 3.5 billion dollar impact on the economy (Dwyer et al., 2013). The reason for their study was to look into the relationship between fantasy football related media consumption and favorite NFL team media consumption. In order to do this, regular sport consumption and fantasy sport consumption needed to be defined. Regular sport consumption can be defined as "Live event attendance, merchandise acquisition, broadcast viewership, social media interaction, and publication subscriptions (online and print) while on the other hand, fantasy football consumption is the act of managing a fantasy football team" (Dwyer et al., 2013, p. 72). In order for this to be tested, a survey instrument was used to legitimize the questionnaire given to the participants. There were a total of 304 participants. With the results from this study, it shows that this sample of fantasy participants had a very high commitment to one's favorite NFL team. This correlates with the other findings of the survey the participants took. Based on the next results of the study, the participation of fantasy football is simply an activity that is complementary to fandom and does not change or moderate the commitment to a fans favorite team consumption. This was something that was not predicted but

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came up as the results of the survey. Dwyer et al (2013) say that this is important for marketers in the NFL and team owners making financial decisions looking for players in fantasy positions and how much potential revenue they can bring in for a team.

There are many fans that follow both football, and participate in fantasy football as well. With this, it brings an extra duty to their NFL experience to manage their own fantasy team. There are over 32 million participants in fantasy sports but the main one is fantasy football (Dwyer, 2013). There are a lot of things that seem to come along with the participation of fantasy football and that are what is being studied here in this paper. Dwyer (2013) is proposing that “In season game outcomes related to one’s favorite NFL team and fantasy football team impact a participant’s attitudes and trigger additional NFL consumption (p. 33).” This essentially means that he is trying to figure out if the consumption behavior of a fan depends on how good both their favorite NFL team is doing but also their fantasy football team as well. Dwyer’s (2013) study targeted members of the Fantasy Sports Trade Association (FSTA) which is forum interaction based all on fantasy sports. The initial invitation was sent to 1,000 email addresses right before the start of the NFL season. 302 surveys were used. The second phase of the study was used, which started at week 12 of the season. This was at week 12 because most general fantasy leagues have playoffs that begin in week 14. The first phase was a survey that was given before week 1 and that was 34 questions, while the phase two survey (after week 12) only had 26 questions. The findings showed that “enhanced media consumption of the NFL product was spurred by successful fantasy participation and favorite NFL team identification among this group of highly engaged football fans was not negatively effected when media consumption of the team dissipated slightly” (Dwyer, 2013, p. 44). In essence, if the fantasy team failed or the favorite NFL team failed there was a less want for consumption. Therefore, Dwyer (2013) stated

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correctly saying that game outcomes would have an effect on NFL consumption from a fans perspective if their favorite NFL team or fantasy team does not do well.

There are many ways in which the NFL can consume NFL fans and many ways in which fans can be measured for the amount of participation. Examples of this include event attendance, television viewership, and publication subscriptions. Within all of these ways to participate, comes fantasy sports as well. The main fantasy sport is football as well as the biggest sport consumption from Americans is the NFL. Since fantasy sport has grown so rapidly in the last 2 decades, it seems there might be a suspicious correspondence between fantasy football participants and their consumptions of the NFL (Dwyer & Drayer, 2010). Dwyer & Drayer (2010) look to examine the differing modes of sport consumption shown by participants of fantasy football. The method of choice for this study was to create a survey based on literature from consumer behavior, fantasy football, and media consumption. The participants of the survey were anyone who visited the popular websites of ESPN and CBS Sports. Fantasy football message boards were mainly utilized to attract and get participants to this survey. 2,536 individuals viewed the survey and 306 were actually eligible to look at for the analysis. Overall, this study has shown that fantasy football participants are very different unlike any other NFL consumers in terms of product usage and media consumption. The NFL should be reassured though that with this study the fantasy football participants do not negatively impact their attitude towards their favorite NFL team. Also, fans that are more involved in fantasy football watch more NFL games than traditional fans. Since a traditional fan would usually only watch their favorite team they would be watching football for a 3 hour span while fantasy football participants watch significantly more hours than that due to an increase of interest in more players and teams around the league (Dwyer & Drayer, 2010).

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Although people may believe fantasy football is not a big deal or is not growing, it is a 3.5 billion dollar industry that brings a lot of controversy to the sport of football. Dwyer, the main author of the article, has done many experiments with fan interaction and fantasy football. What this article does is it actually shows how Dwyer is creating a scale to measure a fan's motivation and their actions towards fantasy football consumption. The study of this paper examined the motivations for fans to participate in fantasy football from the uses and gratifications perspective. The three motivations they used were entertainment/escape, competition, and social interaction. According to Dwyer & Kim (2011) the data was collected via survey that 23 individuals who were completely eligible to participate in the study. The participants were all Caucasian males from ages 24-35. This study proved that gambling is an important motivation for some participants in fantasy football leagues (Dwyer & Kim, 2011). This study also showed that participants with gambling-related motivation had less fantasy teams and spent less time and money on NFL and fantasy sports consumption (Dwyer & Kim, 2011). This motivational scale on gambling helps to show gambling is in fact a motivation for people to participate in fantasy sports.

The influence that money has on fans attitudes and behaviors on fantasy football is prevalent through beginner and veteran participants. A lot of different types of betting including sports betting get a lot of attention from the American people. A big part of sports betting is fantasy sports as it has rapidly grown in the past few years. They send out a newsletter in order to do this survey (23,500) and the response rate was 9.8% as they were able to use 2,303 participants (Mahan III, Drayer, & Sparvero, 2012). These participants used a survey and questionnaire to in order to get all of the results of the study. The first thing that was found was that anyone who bet on sports had a higher identification with their favorite team in the NFL

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rather than those who did not bet but the identification was not correlated to the amount that is spent on fantasy sports (Mahan III, Drayer, & Sparvero, 2012). Also, people who participated in fantasy sports had a higher identification rate with their favorite NFL team more than other that do not participate in fantasy sports. Not only did the researchers discover this, but they also found out an association between sports betting and fantasy sports participation. “Individuals are not simply spending more on gambling or fantasy sport because they have discretionary income to do so. Rather, these individuals have prioritized spending on sport-including gambling on fantasy sports- as an adjunct to more traditional spending on tickets, merchandise, and concessions. That is, both sports betting and participation in fantasy sports appear to serve as complementary investments by sports consumers” (Mahan III, Drayer, & Sparvero, 2012, p. 167). This is important because it is showing everyone that fantasy football is so relevant that they are not taking away any traditional spending, but instead it is going hand in hand with traditional forms of sport consumption. There is so much to look into on how much and how often fantasy sports participants are spending on both traditional and non-traditional forms of football.

The impact of fantasy sports on television and television viewership shows the increase on how much participants watch games more. It is an interesting comparison to look at because many fantasy sports players spend a lot of time on the computer setting lineups and finding trades with others. This has to option to either help or hurt television. Nesbit and King (2010) took a closer look into it and with their survey given to their participants they found out some very interesting facts on fantasy sports such as fantasy baseball and fantasy football. After the survey was taken the studied showed that fantasy sports does not actually increase the television viewership base itself but it does increase the number of games watched by the fantasy

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participants (Nesbit & King, 2010). For example, anyone who participates in fantasy baseball watched 1.12 to 2.85 more games per week than anyone who did not participate and more importantly fantasy football participants are estimated to watch 0.59 and 1.07 more games per week than anyone who does not participate in fantasy football (Nesbit & King, 2010). They show that anyone who plays fantasy football puts in more time in effort on watching more games and consuming the NFL. And shows an increase of consumption that fantasy participants have over non-participants.

Information such as who is consuming fantasy sports and how gives the ability to cite any general information on fantasy football, how it originated, and why it has become such a phenomenon in America is important when looking at fantasy football participants. One important thing that Goldsholl (2014) talked about is that this craze of fantasy football has been so prevalent that in 2009 there was an actual TV show called “The League” that bases each episode on a group of friends who are all a part of their intense fantasy football league. The show had three seasons and brings the ‘fantasy’ life into a reality and is comparable to situations that happen to the millions who participate in fantasy football. Goldsholl (2014) concurs with the FSTA that the average player spends about 9 hours a week researching and setting fantasy lineups for their fantasy football teams. Paul Charchain, President of the FSTA, said “A lot of fantasy football’s growth is coming from the younger generation. Parents are playing with their kids. The growth is happening organically. We’re not targeting a specific demographic; rather it’s what families want to happen in their living rooms on Sundays” (Goldsholl, 2014, p. 2). This quote is useful because it shows how fantasy football is not trying to aim at a specific demographic, it is simply growing on its own.

### **Leisure Time**

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### **Generation Differences**

Twenge, Campbell, Hoffman, & Lance (2010) investigated high school seniors of 1976, 1991, 2006, being the Baby Boomers, Generation X, and Generation Y respectively. The study was based on how leisure values, social values, and intrinsic values have increased steadily over the generations. The data sample was a large array of multiple high schools across the country of all types of race, genders and socioeconomic status'. 15,000 total students for each year were surveyed. As the authors predicted correctly, the biggest findings were the increase value given to leisure and leisure time from generation to generation (Twenge et. all, 2010). There was a decrease in work ethic from the Baby Boomers to Generation X and Generation Y. This is extremely interesting when looking at a fantasy sports side of things. Right now, fantasy sports have been targeting younger generations as the average age of fantasy sports participants is 33, which would be Gen X. Since in this study Generation X and Generation Y look towards more leisure activities, this could be a big influential factor in the reason why the fantasy sports demographic age is younger.

### **Fantasy Sport and Work Distractions**

This next article is not a certain study but it has a lot of information on the growth and popularity of fantasy football and the money invested in fantasy football leagues. Also, it discusses the estimated workplace productivity that is lost due to fantasy football. According to Gregory (2009) in 2009, there were 30 million fantasy participants in the US and Canada combined, which is a 54% increase from 2 years ago. Also, an average person will spend \$73 dollars to join a league while the year before was only \$59 dollars and although there was an economic downturn the average fantasy player's household makes about \$81,000. (Gregory, 2009). According to their recent estimate, Gregory (2009) stated that fantasy football drains



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approximately 9 billion dollars out of workplace productivity, because people are focused more on their teams than they are on work itself. This article is extremely helpful because it shows how fans spend money and time on fantasy football so these numbers are very helpful. This was a great article on some statistics of fantasy football.

Mastrangelo, Everton, & Jolton (2006) conducted a study on the frequencies and motivations of putting personal use on work computers. In order to do this, a survey was selected to report the participant's habits of things that they may do on the computer during an average workday. They used a total of 329 surveys for this study. As they had predicted, they found that there was a lot more counterproductive use from the employees that are younger. Also, they discovered that when the employees are on the computer longer or their Internet is faster they would also have an increase in counter productivity (Mastrangelo, Everton, & Jolton, 2006). They conclude that nonproductive computer use is prevalent and consists of activities unrelated to work. The interesting thing about this study was that they claimed that it is most common among younger male employees who tend to use the computer more often than others. The demographic for fantasy football users are young males with an average age of 33. This connection is very useful because the workplace is a place where people can have easy access to Internet and can distract themselves by taking time out of their day to look at fantasy statistics and change their lineups.

The workplace is one place that can be utilized for the wrong reasons, especially if the employees are participating in fantasy football leagues. According to Grimaldi & Halber, (2013) fantasy football is played by approximately 22.3 million workers. While some believe that this could actually be a good thing most believe that this could be a potential huge distraction during work. It is believed that due to the 22.3 million workers participating in fantasy football

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employers lose approximately 6.5 billion dollars in lost time and productivity (Grimaldi & Halber, 2013). This is an incredible number to think about all because the employees are consuming fantasy football instead of doing their actual work. The reason why some people look at this as a good thing is because of the benefits it can potentially bring to the workplace. Examples of this would be the ability to communicate with people in the workplace who they may not communicate with otherwise if they were not in the same fantasy football league together. It may bring distraction, but it can also bring others together as well. The main information given is the number it gives on how much money is lost with people who participate in fantasy football in the workplace. Between this and the FSTA website, the comparison of demographics with people in fantasy football and how much money is lost to employers is a good comparison to look at especially since fantasy sports are still rapidly increasing.

### **Conceptual Framework**

The framework for this research as of now is fairly simple and vague because the focus is on a few things throughout the whole paper. So far, there are two concepts. The first concept is the overall history of fantasy sports and the consumption around it all. This is all basically based off of the work of Dwyer. He has multiple articles on correlations between fantasy football consumption and being a fan of the NFL. This first concept provides the audience with an intricate background of fantasy sports as a whole, and more specifically fantasy football. Also, it shows the consumption of fantasy football. The other concept is more of the demographical side of fantasy sports and what humans do in their free time and seeing if there is a relationship between that and fantasy football. In multiple articles I have found that many demographics are very similar when it comes to fantasy football participation and the people who do not utilize their time right at work or love to multitask. For example, the 'average person' playing fantasy

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sports is a 33-year-old male, which is fairly young in today's workforce. Surprisingly enough, studies have shown that the average worker who wastes the most time doing nonproductive things at work on the computer is a younger male. This may just be a coincidence but others believe that there is somewhat of a correlation there since 22.3 million workers in America and Canada are known to play fantasy football per year. This second concept shows how people can be distracted by fantasy sports and how it can take up their free time depending on multiple factors such as time and dedication.

Not only are there two concepts for this research, but there are also only two variables as well. For this research, the surveys will be conducted solely on the basis of fantasy football, because that is the most prevalent fantasy sport in America. The first variable is the amount of fantasy football hours that are consumed by participants per week. This can change because each player is different based on their age, amount of work hours, how much free time they have, and the number of fantasy teams they own. Three words that need to be defined in order to understand this would be fantasy football, team management, and time on task. Fantasy football is a competition between players as they pretend to be general managers of virtual teams made from real players in the NFL and in order to win one player needs to score more fantasy points than their opponent. Team management in fantasy football terms is the drafting, trading, adding or dropping players in order to set the 'winning' lineup the 'owner' wants to have. Time-on-task is how much time one spends on the given task in order to be satisfied with it. The second variable of this research is going to be how much money is spent on fantasy football from the participants. This is important but can rapidly change based on the income of the player, the experience in fantasy football, and the different amount of emotion and dedication committed towards fantasy football and the NFL. One word that needs to be defined in this variable is

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financial investment. This is simply putting money into an asset with the expectation of receiving more money than one invested sometime later down the road. Between these two variables there are a lot of things that can change when looking at the correlation between how much time a fantasy football participant spends on fantasy football and how much they invest. These two variables relate to each other because it questioned that the more money a participant puts into fantasy football, the more they will consume and the more hours they will spend on investing time into their fantasy football team.

### **Summary**

Fantasy sports are an emerging market now that it has reached over a billion dollars. Many people may think fantasy football is irrelevant, but the numbers do not lie, fantasy football is here to stay for a while and it is only going to get bigger. It has impacted the way fans and even professional analysts of the NFL look at the game of football based on players whose fantasy points are more important than players who do not. For example, in football wide receivers and running backs receive more attention than offensive lineman because there is no fantasy value to offensive linemen in most fantasy football leagues. The fantasy sports industry is rapidly growing and more consumption will only lead to more money being put into the business.

### **Methods**

#### **Restatement of RQ**

The research question of this study was: What is the relationship between participant's financial investment in fantasy football and time on task for team

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management? The aim of this research was to find a relation between how much a fantasy football participant pays to play and how much time they consume to manage their team.

### **Design**

The research design that was used for this research is the cross-sectional design. The data was collected once through the use of a survey and then the relationships between the variables were determined. The survey was very convenient because of the limited resources and it contained a random sample, which allows for the results to be generalized.

### **Desired Sample**

There was a lot that was known about the population from which was sampled. According to Industry Demographics, the demographics of fantasy football players are looked heavily to one 'average player.' Out of all participants 80% are male, 89.8% are Caucasian, and the average age is 34 years old (Industry Demographics). The true goal was to obtain about 250-350 participants in the survey for this research. Another objective was to try and get as many females as possible because there was a possible a male to female relationship of money spent and consumption of fantasy sports and to see how much they differed. Since the demographic of a fantasy football participant is 80% male, a comparison cannot be made due to how many more males responded to the survey than the females.

### **Procedure**

#### **Sampling.**

In order to access the sample, the fantasy forums on ESPN.com, Yahoo.com, and CBSsports.com were utilized. This was the way in which all of the random participants were asked to take the survey. Anyone who was willing to take the survey would be

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considered a participant. This creates less of a bias from the participants because they do not know who is putting out the survey and therefore their answers would not be biased.

### **Data collection.**

All data in which was obtained was strictly primary data. This was because all of the data was collected through a survey in which was all conducted and sent out for the sole purpose of this research. Brendan Dwyer (2013) utilized non-probability sampling method with the fantasy forums and that is why this research was based off of which is why the forums were used. All data was also quantitative data as well. This was because the data were all numbers used to analyze questions pertaining to how much a participant spends on fantasy football per year and how much time they put into team management.

The questions asked were used to measure the variables pertaining to their fantasy football experience as a whole and how they fit in the demographic of fantasy football participants. These variables included demographic information such as gender, age and race but also information such as how much money they spend on fantasy football per year and how much time do they spend per week on team management. Questions were asked to find out the demographic of the participant and other questions pertaining to the variables of this research. Examples of the nominal questions about the participants demographic will include their age, gender and ethnicity. The ordinal questions that will be asked about the participants demographic are number of years of participation and number of fantasy football leagues in which they participated. These questions helped determine if there is a certain group of fantasy football players that spend more or less money and time on fantasy football. The ordinal questions pertaining to the variables of this research will include how much money they put into fantasy football in a year and how

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many hours they put into team management per week. The nominal questions pertaining to the variables of this research will include where they manage their team and at what time of day do they manage their team. Answers for these questions will include whether they managed their team at their house, during work, or other places in which they might manage their team. For what time of day, the answers will include early morning (4am-8am), afternoon (9am-1pm) mid-day (2-7pm) or at night (8pm-before they sleep). The time of 4am is where the morning category starts because in ESPN's fantasy football leagues that is when a new week would start on Monday mornings. These questions helped determine the true numbers in which this research was conducted for.

### **Analysis.**

The analysis of this research looked at the relationship between the amount of money put into fantasy football and the amount of hours put into team management. A correlation was found between these two variables. Another part of the analysis of this research will be multiple comparisons of groups based on the demographics that are given. For example, if a certain age group, a certain numbers of years participated, number of leagues played in or income level all have some relationship with how much money was put into fantasy football and/or how many hours were put into team management. With all of this data analysis, there was a determined correlation between the two main variables of this research.

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## Results

### Sample

The sample that was chosen for this survey was based on snowball sampling. It started from anyone who saw that it was posted on social media sites such as Facebook, as well as fantasy football leagues that in on ESPN.com. This means all participants had a connection to me in some form. There were approximately 11% females ( $n = 6$ ) and 89% males ( $n = 49$ ) in this study. This represents a proportion of the gender distribution in the population. Initially there were a total of 72 respondents to the survey. Seven of those were list wise deleted due to incomplete data by not answering questions two through six. The final number of participants used was 55. There were approximately 96% Caucasian ( $n = 53$ ), 2% African-American ( $n = 1$ ), and 2% Asian ( $n = 1$ ) participants when looking at race. There was also approximately 85% ( $n = 48$ ) participants under the age of 33 and 15% ( $n = 7$ ) over the age of 33 in regards to the participant's ages.

### Descriptive Statistics

The mean of fantasy leagues the participants joined this season was 2.05 ( $SD = 1.35$ ). The average amount of money put into fantasy football this season put in was \$125.15 ( $SD = 195.3$ ). The participants researched fantasy football on an average of 3.15 ( $SD = 2.90$ ) hours per week. The experience of the fantasy football participants was an average of 5.87 ( $SD = 2.76$ ) total years of playing fantasy football.

**correlations.**



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The significance was determined using a Bonferroni adjusted alpha of .006 due to the fact that there was a total of 8 tests analyzed. There was not a significant relationship between the number of fantasy leagues a participant was in this season and the total amount of money put into fantasy football ( $r = .204, p = .134, \alpha = .006$ ). There was not a significant relationship between the amount of money put into fantasy football leagues this season and how many hours that were put into team management per week ( $r = .062, p = .655, \alpha = .006$ ). There was a significant relationship between the amount of money put into fantasy football leagues and the number of years participated in fantasy football ( $r = .507, p < .001, \alpha = .006$ ). There was a significant relationship between the number of fantasy football leagues participated in and the amount of hours put into team management per week ( $r = .551, p < .001, \alpha = .006$ ). There was not a significant relationship between how many online fantasy football leagues you participated in and how many years you have participated in fantasy football for ( $r = .290, p = .032, \alpha = .006$ ).

### **t-tests.**

The significance was determined using a Bonferroni adjusted alpha of .006 due to the fact that there was a total of 8 tests analyzed. On average, there was no significant difference in the ratings of the independent variables with respect to age. The groups were divided up into 2 groups, group one being ages 33 and under and group two being 33 and over as age 33 is the average industry demographic for the age of fantasy participants. Both groups had similar results in how many online leagues were they participated in ( $M = 2.09, M = 1.60, p = .461$ ) and had no significant difference. The amount of money put into fantasy football this season ( $M = 99.9, M = 249.6, p = .472$ ) also had no significant difference as well. The last part of the t-test was how many weekly hours were put into managing fantasy teams ( $M = 3.36, M = 2.0, p = .335$ ) and had

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no significant difference as well. The data is skewed because out of the total of 51 participants 46 were in group one and 5 were in group 2.

### **Summary of Results**

The results found showed no significant conclusions that can be made. There was no assumptions that can be made that show that there were any correlations of any variables in regards to age, race or gender. This was because all tests showed no significance or there were not enough participants to run any statistical analysis.

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### **Conclusion**

#### **Answer**

This topic did not have significance in most of the correlations, but it overall helped the analysis of fantasy football participants. The original research question was is there was a relationship between a participant's financial investment and time on task for team management. As talked about in the literature review, there is a growing industry in the United States, and that is fantasy football. Since it is generated into a \$1 billion dollar industry people are putting more money and time into fantasy sports (Akeny, 2009). This study was conducted to help give a number on those increases for fantasy players, regarding to how much time and money they are putting in. This data was analyzed and found that there was no significant relationship between the amount of hours put into managing a fantasy football team and how much money was put into fantasy football leagues. There was however significance relationship between the amount of money put into leagues and the number of years participated in fantasy football. Therefore, as the experience of the player increases so does how much money one puts into leagues. There was also significance in the number of fantasy leagues participated in and the amount of hours put into team management. Therefore, as the number of leagues increased so did the amount of time for team management.

#### **Explanation**

All of the information that was collected from this study can go back to the literature review. Twenge, Campbell, Hoffman, & Lance (2010) discuss about their study based on leisure time between generations. The study showed that generations that are younger have an increased leisure time than those of older generations such as the baby boomers. This study helps support

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the data collected due to the fact that the fantasy participants of younger generations had put more hours into team management. With more leisure time, younger generations now have the ability to put more hours into team management due to the fact that they have more leisure time. In the literature review, Roy and Goss (2007) explain how the industry of fantasy football is increasing 7-10 percent annually. Both of these studies help this study explain why there is so much money and hours being put into fantasy football. The average amount of leagues being participated in is 2.05, the average amount of money put in is \$125.15 and the amount of hours put into team management was 3.15. What helps explain these numbers are the fact that the average number of years participated in fantasy football was 5.87 years. The average age demographic for fantasy sports participation is 9.51 years but the average age was 34. In this study, the average age was 24.49 years of age. This proves that more people are participating in fantasy sports and at a younger age. Dwyer (2011) talks about how his study was about the relationship of fans that participate in fantasy football and how it gives an extra asset of sport consumption to fans. The averages given in this study, especially the 3.15 hours of team management show that fantasy sport is increasing the amount of sports consumption and not depleting it.

### **Limitations and Delimitations**

A limitation to this study was not having more people participate. The initial way to reach the participants was through fantasy forums but since there were not enough participants it turned into a snowball study when it posted it on social media. Another limitation was the sample selection and the amount of time given for the participants to respond. There was only about a week of time for all participants to respond.

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A delimitation to this study was the fact that it was a snowball sample. This means that the participants were connected to the study in some shape or form as it was posted on social media sites from people they knew or were associated with. Also, another delimitation was the difference in numbers from the two separate age groups. 46 of the 51 participants were in the group of 33 and under which skewed the data.

### **Recommendations**

A recommendation that can be made for future studies is to give a longer period of time in order to gather more participants. The time was very limited for this study so there was not as many participants as expected. Another recommendation would be to change the sample selection of the study. The fact that it was a snowball sample automatically skewed the data for this research. If possible, the more random the sample the more thorough results will be brought into the next study.

### **Summary**

In conclusion, the data collection showed no significance in most parts of the study, and significance only in some parts. In terms of fantasy football participation, it seems as if there is an increasing amount of participants from the younger generations, and that is why it is becoming such a prevalent and rapidly growing industry. Although there was no significance to the amount of money put into fantasy leagues and the amount of hours put into team management, there was a correspondence between the amount of money put into fantasy football and both the amount of hours put in as well as the number of years of experience in fantasy football. Researchers can look at this data and see that the industry is growing, but there is no significance to any of the variables according to age.

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## Appendix A

Fantasy Football: The Relationship Between Participants Financial Investment and Time On

Task For Team Management

Researcher: Brendon Lamphear

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Advisor: Dr. Katharine A. Burakowski

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Purpose and Description: The purpose of this study is to examine the behaviors of fantasy football participants. You are being asked to participate in a survey that will take approximately 5-15 minutes to complete. You will also be asked to submit an email in order to participate in a follow up survey in a couple weeks that will take approximately the same amount of time to complete.

All responses will be kept anonymous and your email address will only be used to contact you for the second survey. You may choose to participate in the first survey, but not the second. You are not required to submit an email address in order to participate in the survey. Responses will be compiled and will not be shared individually or in conjunction with specific identities.

Participation is voluntary. You may decide not to participate in this study and if you begin participating you may still decide to stop and withdraw at any time. You may print this consent letter for future reference. If you have any concerns or questions, please contact the Dr.

Katharine Burakowski.

Do you agree to participate in this survey?

- Yes
- No



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### Appendix B

1. In how many online fantasy football leagues are you participating this season (i.e., full season)?

A: Range from 1 to 10+ online leagues.

2. How many fantasy football weekly challenges did you participate in this past week (Week 10: November 5th-12th) (i.e., Fan Duel, Survivor Pool, Pick Em Challenges)?

A: Range from 1 to 10+ weekly challenges.

3. What is the total amount of money in \$US you put into fantasy football this season?

A: Range from \$1 to \$1000 dollars.

4. How many hours (to the nearest full hour) do you put into fantasy football team management per week this season?

A: Range from 1 to 15 hours.

5. For how many years have you participated in fantasy football?

A: Range from 1 year to 15+ years experience.

6. What is your age?

A: Range from 18 to 99 years old.

7. What is your race?

A: Options were Caucasian, African-American, Asian, Latino and Prefer not to answer.

8. What is your gender?

A: Options were Male, Female and Prefer not to answer.

9. To what degree do you believe this past week (Week 10: November 5th-12th) is reflective of a typical week for you regarding your fantasy football team management?

A: Options include strongly disbelieve, disbelieve, neutral, believe and strongly believe.

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## Appendix C

Email:

Hello Everyone,

For my senior thesis I am look for participants to take a quick 3 minute survey regarding Fantasy Football and it would be much appreciated if you all could help me out.

If you could take the survey and when you are done please send this message or link to everyone in your fantasy leagues and tell them to spread this to their other leagues as well. The more participants I have the better. If you don't participate in fantasy football please feel free to send it to someone who does.

The survey link is here below, and thank you all for your help it is much appreciated!

-Brendon Lamphear

[https://sjfc.co1.qualtrics.com/SE/?SID=SV\\_ePcYTZ8MsvcdhHv](https://sjfc.co1.qualtrics.com/SE/?SID=SV_ePcYTZ8MsvcdhHv)