

## Effect of type on television commentary on sport spectators' enjoyment – moderating effect analysis

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**Keywords:** sport industry, sport media, sport event, sport communication

### Aim of abstract / paper

The current study was to investigate the effects of type of television commentary on sport spectators' enjoyment and to explore the moderating effect of sport knowledge, experience, gender, and aggression on the relationship between type of commentary and spectators' enjoyment based on the Disposition Theory and Schema Theory.

### Theoretical background or literature review

Disposition Theory argues that spectators have more enjoyment if their favorite sport team wins (Bryant & Raney, 2000; Raney, 2013). Meanwhile, Schema Theory suggests that information generated from sport events, teams and athletes will influence individuals' schema with respect to the processing of sport information (Raney & Kinnally, 2009). How sport events are commented may affect spectators' enjoyment (Bryant, Brown, Comisky, & Zillmann, 1982; Bryant, Comisky, & Zillmann, 1977; Sullivan, 1991; Bryant et al., 1994). In addition, gender could differentiate the enjoyment derived from different sports (Sargent, 2003; Sargent, Zillmann, & Weaver, 1998). Literature also points out that individuals of aggressive personality may have more enjoyment when watching violent sports (Raney, 2003; Westerman & Tamborini, 2010).

### Methodology, research design and data analysis

An experimental design with a between-subject one-way ANCOVA as well as between-subject two-way ANCOVAs were utilized in the present study. A total of 161 subjects in the current study were recruited from MingDao University (2013 Taiwan University Intercollegiate Men's Basketball Champion team) using two stage sampling. Two 15-minute identical video clips of Taiwan University Intercollegiate Men's Basketball Championship Game were developed except the way how the game was commented (complimentary versus conflict). The complimentary video was described in favor of the university team while the conflict counterpart was described in a provocative way for the team. The measurement of enjoyment was adopted from (Raney & Depalma, 2006). Aggression was measured the scale from Raine et al. (2006). Prior to data collection, manipulation check on the type of comments was ensured. Data analysis was performed using SPSS 17.0 with the significance level of .05.

### Results, discussion and implications/conclusions

The findings indicated that subjects who received complimentary comment revealed higher score in spectator's enjoyment than their counterparts who received conflict comment ( $F=122.58$ ,  $p<.05$ , Partial Eta Square =.442). Gender was found to moderate the relationship between commentary type and enjoyment ( $F=8.71$ ,  $p<.05$ , Partial Eta Square =.054), while sport knowledge, experience and aggression were not. The findings from this study imply that complimentary comments may be more enjoyable for male spectators, which may provide practitioners with academic support. However, the subjects were from the same university, which could impact the results and should be noted.

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