

Your name Sunil Agnihotri

Title of Proposed Study Professional Sports Fan Culture

Name and affiliation of Instructor Dr. Gordon Gow, University of Alberta

Background to the study. How does this fit into the program/your work experience/ motivation?

My final project will be examining participatory culture in the context of professional sports fans. This self-directed study will focus on the scholarly literature dealing with participatory and fan culture. The objective of this course is to identify and review literature related to fan culture, to develop and apply an analytical framework to assess the literature on fan culture, and to articulate one or more gaps and/or unresolved research questions that emerge from that literature.

Learning Objectives

In this elective, my learning objectives are to:

1. identify and review major scholarly sources on participatory and fan culture;
2. develop and apply an analytical framework to assess the literature and research done to date in this area;
3. articulate one or more gaps and/or unresolved research questions that emerge from the current scholarly literature
4. to apply the findings of the literature review to the development of my MACT final research project.

Key Elements of the course (i.e. lit review, evaluation, data collection, theory-building, etc.)

1. a systematic search to identify peer-reviewed sources (articles/books/reports) on the subject of participatory and/or fan culture;
2. an annotated bibliography of selected sources from the scholarly literature on participatory/fan culture (size and scope to be discussed with supervisor based on findings from literature search)

3. a term paper (5000 words), which includes:

- review of the literature
- analytical framework
- important areas for research based on gaps and deficiencies in the current body of literature.

Timelines

a) I intend to complete the elective by

August 15, 2011

b) Assignment due dates

Date	Due
July 18	Formative report of findings from systematic review of literature
July 25	Annotated bibliography
August 15	Term paper

Describe final products (i.e. a 30 page report, etc.)

An annotated bibliography and a term paper (roughly 5000 words) will be the final products of this course. The term paper will contribute to the literature review for my MACT final project.

Course Evaluation

Action (Responsibility)

The learning objectives have been accomplished (Instructor and Learner)

The final products have been completed and presented (Learner)

Graded on the Alpha Scale (Instructor)

Initial Core Readings on participatory culture (additional sources will be identified

through systematic search process in first two weeks of the course):

*Jenkins, H. (2006). *Fans, Bloggers and Gamers: Exploring Participatory Culture*. New York: New York University Press.

*Jenkins, H. (2006). *Convergence Culture: Where Old and New Media Collide*. New York: New York University Press.

*Bruns, A. (2009). *Blogs, Wikipedia, Second Life and Beyond*. New York: Peter Lang Publishing.

Initial readings identified on fan culture in sports industry (additional readings will be identified through systematic search process in first two weeks of the course):

Baerg, A. "It's (Not) in the Game": The Quest for Quantitative Realism and the Madden Football Fan. In L.W. Hugenberg, P.M. Haridakis & A.C. Earnheardt (Eds.), *Sports Mania: essays on fandom and the media in the 21st century* (pp. 218-228). London: McFarland & Company, Inc., Publishers.

Berg, K.A. & Harthcock, A. (2008). "Let the Domination Begin": Sports Fans' Construction of Identity in Online Message Boards. In L.W. Hugenberg, P.M. Haridakis & A.C. Earnheardt (Eds.), *Sports Mania: essays on fandom and the media in the 21st century* (pp. 203-217). London: McFarland & Company, Inc., Publishers.

Boyle, R. (2004). Mobile communication and the sports industry: The case of 3G. *Trends in Communication*, 12(2), p. 73.

Ferriter, M.M. (2009). "Arguably the greatest": Sports fans and communities at work on Wikipedia. *Sociology of Sport Journal*, 26(1), p. 127.

Gantz, W., Wang, Z., Paul, B. & Potter, R.F. (2006). Sports versus all comers: comparing TV sports fans with fans of other programming genres. *Journal of Broadcasting & Electronic Media*, 50(1), p. 95.

Mason, D.S. (1999). What is the sports product and who buys it? The marketing of professional sports leagues. *European Journal of Marketing*, 33(3/4), pp. 402-418.

Real, M. (2006). Sports online: The newest player in mediasport. In Raney, A.A. & Bryant, J. (Eds.), *Handbook of Sports and Media* (p. 171). Portland: Book News Inc.

- Sanderson, J. (2009). Professional athletes' shrinking privacy boundaries: Fans, information and communication technologies, and athlete monitoring. *International Journal of Sport Communication*, 2(1), p. 240.
- Santomier, J. (2002). Sports Business Entrepreneurship. *New England Journal of Entrepreneurship*, 5(1), p. 5.
- Schultz, B. & Sheffer, M.L. (2008). Left behind: Local television and the community of sport. *Western Journal of Communication*, 72(2), p. 180.
- Serazio, M. (2008). Virtual Sports Consumption, Authentic Brotherhood: The Reality of Fantasy Football. In L.W. Hugenberg, P.M. Haridakis & A.C. Earnheardt (Eds.), *Sports Mania: essays on fandom and the media in the 21st century* (pp. 229-242). London: McFarland & Company, Inc., Publishers.
- Wann, D.L., Grieve, F.G., Zapalac, R.K. & Pease, D.G. (2008). Motivational profiles of sports fans of different sports. *Sports Marketing Quarterly*, 17(1), pp. 6.