

SUPER BOWL CITY: THE REAL FACES OF XLVI UNMASKED

Samantha Adamson, Oaksoon Callahan, and Amanda Jolliffe (Susan Hyatt, Drew Klacik), Department of Anthropology, Indiana University–Purdue University Indianapolis, Indianapolis, Indiana 46202

111.3 million viewers watched as Indianapolis went from Naptown to Super City when they hosted the 2012 Super Bowl XLVI. As visitors poured into Indianapolis, they were greeted with the smiling faces of Hoosiers. Throughout the weeks preceding the Super Bowl Indianapolis residents worked together to bring the Super Bowl legacy to life. While the media focused on Lucas Oil stadium and the events in Super Bowl Village because it grabbed the attention of the public, the lives of unnoticed Indianapolis residents were impacted by their involvement with the mega sports event. To investigate the effects of the Super Bowl on Indianapolis and its residents, we interviewed residents who were involved with the Super Bowl through the areas of philanthropy, low-wage workers, and the residents of the Near-East Side. Data was collected through interviews, participant observations, ethnographic research methods, surveys, and resources collected from residents and organizations. Our project is an ongoing process and is a start to understanding the impact of large sporting events on Indianapolis and its residents.

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