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Perceived Impacts of Hosting a College Baseball Regional or Super Regional: Student Perspective at Possible Host Institution

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Abstract

College athletics is an ever growing industry, particularly the sports of football and basketball. Previous research in college athletics has tended to focus only on these two sports and their economic impacts, disregarding any social or general negative impacts they may bring with them. The purpose of this study was to develop a deeper understanding of students' perceptions of social, economic and general negative impacts associated with hosting a NCAA baseball regional or super regional on the host campus and community. Hosting NCAA postseason events on campus is rare for many universities, so it is important to study how students perceive the impacts on the community associated with hosting such events. A total of 315 surveys were completed by University of Arkansas students. A series of one-way analysis of variance (ANOVA) tests were used to examine any differences among students' perceptions. Results revealed that perceptions among students in regards to social, economic and general negative impacts associated with hosting a regional or super regional varied significantly between demographic groups. The biggest differences in students' perceptions of the impact associated with such an even were dependent on the number of University of Arkansas athletic events the student attends per year. Findings suggest that students agree the local economy will benefit from hosting such an event and that students would be in favor of hosting such an event no matter the social impacts.

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Dedication

I would like to dedicate this thesis to my Mom, Michele, and my grandparents, Carl and Shirley. Without their love and support, I would not be in the situation I am in today. I know they are extremely proud of my accomplishments to date and earning my Master's degree will only add to that. In return, I would like to dedicate the time and work I have put forth towards my education to them. Thank you for always being there for me.

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Chapter 1

Introduction

Many studies have been conducted on the impacts of sport tourism; however, most of the studies emphasized the economic perspective, leaving out the social and environmental perspectives (Kim & Petrick, 2005). College athletics have been a major topic of study in recent years, particularly on the economic impact they provide for the local economies. Many of the studies have only focused on the revenue generating sports of basketball and football. At the National Collegiate Athletic Association (NCAA) Division I level, basketball and football orchestrate major postseason events. For the NCAA March Madness Basketball Tournament and the BCS (Bowl Championship Series) football bowl games, economic gains are estimated to be in the hundreds of millions for the events (Baade, Baumann & Matheson, 2011). Positive economic impacts allow event organizers to justify hosting events in their city, but many communities overlook other impacts these events may have, whether positive or negative. It is important to keep the local community informed of decisions and study the residential perceptions of events in regards to social, environmental and economic impacts (Ritchie, Shipway & Cleeve, 2009).

Local support is important when hosting sporting events and understanding the social dimension of hosting the event leads to the development of support from local residents (Ritchie et al., 2009). Although residents are often directly impacted by events, their perceptions are often overlooked. This is especially the case of residents who live in close proximity to where the event is being held (Bob & Swart, 2009).

For the NCAA March Madness Tournament, the NCAA selects host sites based on many criteria. In order for a city to be selected to host tournament games, the NCAA looks at hotel capacity, convention center capabilities, financial commitment, transportation plans, and the host institution's overall commitment to the success of the event (NCAA, 2010). Unlike the NCAA March Madness Basketball Tournament and BCS bowl games, the NCAA uses regional and super regional formats on campus sites to conduct the Division I postseason baseball tournament. Host sites are not announced for the baseball tournament until the week leading up to the event. A total of 16 universities participating in the tournament serve as regional host sites, with eight more serving as hosts for super regionals. It is important to study how hosting multiple schools and fans for a NCAA postseason event will impact the local community hosting the event.

Problem Statement

No studies have been conducted on students' perceptions in regards to social, economic, and general negative impacts of hosting a NCAA Division I baseball regional or super regional on host campus sites.

Research Questions

The research questions addressed in the study include:

1. Are there any differences in students' perceived impacts of hosting a college baseball regional or super regional based on age, gender, year in school, number of athletic events attended per year, or active participation in university intramurals?
2. Are the students' perceived impacts of hosting the regional or super regional a predictor for increased support for Arkansas baseball and future support of hosting the same event in years to come if the University of Arkansas was provided the opportunity?

Purpose of the Study

The purpose of this paper is to develop a deeper understanding of students' perceptions of social, economic and general negative impacts associated with hosting a NCAA baseball regional or super regional on the host campus and community. Hosting NCAA postseason events on campus is rare for many universities, so it is important to study how students perceive the impacts on the community associated with hosting such events.

Justification of Study

In this paper, the University of Arkansas is used as a potential host site. Many studies have been conducted on the economic impacts of college athletics, most notably the March Madness Basketball Tournament and BCS bowl games. However, few studies have focused on other impacts associated with hosting NCAA events, such as social and environmental impacts. Additionally, fewer studies have examined students' perceptions in regards to hosting NCAA athletic events on campus sites, particularly postseason events involving multiple teams. Many event organizers only justify hosting such events by the economic gains they bring with them.

The University of Arkansas baseball team has strong support from its fan base, drawing 7,924 fans per regular-season game in 2012, the second highest average attendance for a Division I school (NCBWA, 2012). It is evident that fans are attracted to regular-season games, given that Fayetteville typically sees fair spring temperatures and Baum Stadium is considered one of the elite ballparks in the country. Considering the capacity and attendance history of Baum Stadium and the University of Arkansas' national ranking, it is very feasible that the University of Arkansas could be chosen by the NCAA to host a regional in 2013, their first hosting since 2010. In this case, three additional teams along with the University of Arkansas would be selected to participate in the regional. During a normal weekend or weekday series,

there is only one other team competing, so bringing in three teams brings additional fans and players to the area. As a result, it is important to examine residents' perceptions in regards to hosting a NCAA postseason event and whether the support is still strong in relation to the regular season.

The rationale of this study is to examine University of Arkansas students' perceptions of social, economic, and general negative impacts associated with hosting a small-scale NCAA postseason event, notably a Division I baseball regional or super regional. Information regarding student's perceptions might be useful for possible future event organizers to target areas where public concerns are highest and work to generate more positive impacts in those areas. According to Pearce, disregarding residents or not including residents' opinions in decision-making can have social and economic consequences (as cited in Hritz & Ross, 2010). This paper reports on findings of students' perceptions on impacts associated with potentially hosting a small-scale NCAA baseball postseason regional or super regional tournament on the University of Arkansas campus.

Delimitations

Participation in this study is delimited to students at the University of Arkansas, Fayetteville. The study is also delimited to examination of these students' perceptions of impacts associated with hosting a Division I baseball regional or super regional at the University of Arkansas. Perceptions will be measured on a five-point Likert-type scale, with an instrument designed specifically for the study. Results of the proposed study can be generalized to University of Arkansas students. In this case, the university has a strong possibility of hosting a Division I baseball regional, and possibly super regional.

Limitations

Some students completed surveys through a Google Docs link, while others completed the survey by a traditional pen and paper method. As a result, some students did not receive a verbal explanation of the study, which could alter their understanding of the study. Another limitation is response bias from students. Few student participants lived in the area directly surrounding Baum Stadium, so consideration for residents' living next to the event site was rarely given. Lastly, the University of Arkansas hasn't hosted a regional in three years. This turned out to be a limitation because many students who completed the study were not in the area three years ago or had never attended a regional in the past.

Assumptions

It is assumed that all students are honest in their responses and provide information that is believed to be true. It is also assumed that the University of Arkansas baseball team has a legitimate chance at hosting a regional and/or super regional during the 2013 postseason tournament.

Hypothesis

There are multiple hypotheses included in this study:

- H1: Hosting a Division I college baseball regional or super regional on campus will have no effect on students' perceptions of social impacts.
- H2: Students will have positive perceptions in regards to economic impacts associated with hosting a Division I college baseball regional or super regional on campus.
- H3: Students will have negative perceptions in regards to general impacts associated with hosting a Division I college baseball regional or super regional on campus.

Definitions of Terms

Economic Impact:	"Economic impact is often considered as a standard measure for evaluating the benefits and potential development that sport events or franchises may bring to a community" (Chen, Salazar, Vanover, & Sefanini, 2011, p.125).
Sport Tourism:	According to Standevan and Deknop, "all forms of active and passive involvement in sporting activity, participated in casually or in an organized way for non-commercial or business/commercial reasons that necessitate travel away from home and work locality," (as cited by Hritz & Ross, 2010, p. 122).
Social Exchange Theory:	The social exchange theory is "a social psychological and sociological perspective that describes social change as a process of negotiated exchanges between individuals or groups," (Hritz & Ross, 2010, p. 121).
Host Institution:	During a regional or super regional, the host institution is considered the institution whose campus or alternative site and facilities are used for the event.
Sports Mega-Event:	A sports mega-event is an event such as the Super Bowl, the Olympic Games or the FIFA World Cup.
Regional:	Regionals are considered the first round of the NCAA postseason baseball tournament. Each regional consists of four teams and is played as a double-elimination tournament

	at a host institution during the first weekend of the tournament (Smith, 2009).
Super Regional:	Super regionals are considered the second round of the tournament and are held during the second weekend of the tournament. There are eight super regionals consisting of two teams playing a head-to-head best of three series, with the winner advancing (Smith, 2009).

Chapter 2

Literature Review

According to Kim and Petrick (2005, p. 25), "Sports mega-event authorities tend to show a great interest in economic criteria, whereas they tend to ignore investigations into social and culture impacts of their event." Recent research has started to focus specifically on the perceived social and cultural impacts of mega-events such as the Olympic Games and FIFA World Cup as it has been realized these factors have as much of an impact as economics. The NCAA and its partners host major sporting events annually, including the men's basketball Final Four and the BCS National Championship game in football, and each events draws large economic gains for the area hosting the event. However, little research has been conducted on perceived impacts of much smaller-scaled events, most notably the NCAA Division I college baseball postseason tournament. An introduction to the major studies in relation to the context of this paper follows.

NCAA Postseason Formats

According to the NCAA Championships website (2013b), the NCAA hosts national championships in Divisions I, II and III, representing 23 different sports and 89 overall championships. Of these championships, postseason formats change from sport to sport and between divisions. In addition, each sport has its own committee that helps with choosing championship formats, sites and dates, and selecting teams or individuals to compete (National Collegiate Athletic Association, 2013b). The NCAA uses championship and postseason handbooks that allow for examining the differences in postseason formats of major sports. These handbooks provide the necessary information to break down the differences of three Division I

postseason formats used by the NCAA: baseball, men's basketball, and football; each hosted at different times during the academic year

Baseball. The championship structure for the Division I baseball tournament provides for a 64-team field consisting of 30 automatic qualifying conference champions (National Collegiate Athletic Association, 2011). The remaining 34 selections are considered 'at-large' to the tournament and are chosen based off of schedule strength and regular season record, which must be greater than .500 against other Division I competition (National Collegiate Athletic Association, 2011; Smith, 2009). In addition, a team's Rating Percentage Index (RPI) is also used in determining at-large selections (National Collegiate Athletic Association, 2011). The RPI weighs factors such as winning percentage, opponents' winning percentage, and opponents' opponents' winning percentage, while also penalizing teams for 'bad' losses and awarding teams for 'good' road wins (Smith, 2009).

The Division I postseason baseball tournament is broken down into three main rounds: regionals, super regionals, and the College World Series (CWS). Initially, the tournament field is divided into 16 regionals, each consisting of four teams, seeded 1-4 (Smith, 2009). The selection committee assigns the top eight national seeds, with an additional eight number one seeds, and places them in the 16 regions. Ideally, the top eight national seeds would meet in the CWS. Although regional or super regional sites may be held at neutral locations, they are ordinarily located on or near the campus of one of the competing institutions, which is quite contrary to Division I basketball and football postseasons. According to the 2011 Division I Baseball Championship Handbook (National Collegiate Athletic Association, 2011), regionals are conducted over a four-day period and must start the Friday after Memorial Day. The winners

of the double-elimination regionals will advance to the super regional round, leaving 16 teams to compete in eight separate super regionals the following weekend (Smith, 2009).

At the onset of the tournament, the 16 regionals are paired off against one another and the super regional pairings determined by the bracket. One of the two competing institutions hosts the super regional and the first team to win two games advance to the CWS (Smith, 2009). The eight-team CWS is held annually in Omaha, NE and consists of the eight super regional winners. Two brackets consisting of four teams are then created and played as a double-elimination tournament to determine bracket champions. The final series is then played out in a best two-of-three championship series to determine the Division I baseball national champion (National Collegiate Athletic Association, 2011).

Basketball. Similar to the selection process of the baseball tournament, the Division I men's basketball tournament is chosen by a committee that selects and seeds the teams. In contrast, basketball has 31 automatic qualifying conference champions, whereas baseball only has 30, as previously mentioned. Additionally, the Division I basketball tournament field consists of 68 total teams and 37 'at-large' selections which are chosen similar to the process used in baseball (National Collegiate Athletic Association, 2010). The championship field is broken down into four different 16-team regions, with teams seeded 1-16 in each region.

The first round of the tournament consists of four games, called the "First Four," highlighting the start of the tournament. The last four 'at-large' teams selected to the tournament field will compete in two of the first four games, while teams seeded 65 through 68 will round out the other two games. After the first four games are played, winners advance to play natural opponents in the 64-team, single-elimination bracket. Games are played throughout several host cities leading up to the Final Four, with 36 cities in all selected to host preliminary rounds in

2011, 2012, and 2013. The 2013 Final Four was held in Atlanta, GA (National Collegiate Athletic Association, 2010).

Football. Unlike Division I baseball and basketball postseason formats, Division I football does not place teams in a bracket-style playoff. Instead, the NCAA partners with the BCS and uses a bowl system in which games are played at the end of the regular season. Generally, all postseason bowl games are conducted between the end of examination periods during the fall or first semester and the beginning of classes for the spring or second semester. To be deemed bowl eligible by the NCAA, a team must win a number of games against Football Bowl Subdivision (FBS) opponents that puts them at a .500 or greater record (National Collegiate Athletic Association, 2013a). The top two ranked teams in the country will play in the BCS National Championship Game to decide the national champion for Division I football.

Estimating Economic Impacts of Sports on Local Economies

"Economic impact is often considered as a standard measure for evaluating the benefits and potential development that sport events or franchises may bring to a community" (Chen, Salazar, Vanover, & Sefanini, 2011, p.125). With the expanding availability of television broadcasts and larger stadiums, spectator sport has become one of the most popular leisure activities worldwide. Attracting spectators to events has become a major area of competition between organizations as the popularity and prevalence of sport spectatorship increases (Trail & Kim, 2011). In Dobson's work (as cited in Wilson, 2006), he noted that sport has been used as a catalyst to stimulate local economic growth and promote potential tourism to areas by holding events.

Baade et al. (2011) cited two separate studies, one by Mensheha and one by Anderson, that estimated the NCAA Men's Basketball Final Four creates an economic effect ranging from

$30 million to $110 million. Chen et al. (2011) cited a 2001 report from the Indiana Convention and Visitors Association (ICVA) that estimated the NCAA Final Four bringing $29.5 million of economic impact to the city hosting the event. In relation to college football bowl games, Baade et al. (2011) also cited information from the Tournament of Roses and the Fiesta Bowl in 2007, estimating that the games and surrounding activities generated up to $400 million in benefits. Additionally, a 2008 study from the Federal Highway Administration (as cited in Chen et al., 2011) estimated that the amount of annual spending in collegiate sports alone produced an economic impact of $6.7 billion. In Table 1, Wilson (2006) references a typology of events designed by Gratton, Dobson, and Shibli that was designed by placing events into economic relevance. College sport events and the event in this study fall in the Type D category.

Table 1 Typology of Events

Type A	Irregular, on-off, major international events generating significant economic activity and media interest (e.g. Olympic Games, World Cup).
Type B	Major spectator events, generating significant economic activity, media interest and part of an annual domestic cycle of sport events (e.g. FA Cup Final, Wimbledon, Open Golf).
Type C	Irregular, one-off, major international spectator / competitor events generating limited economic activity (e.g. World and European Championships in all sports unless previously stated).
Type D	Major competitor events generating limited economic activity and part of annual domestic cycle of sport events (e.g. National Championships in most sports).

Regional Division I institutions. Baade et al. (2011) conducted research on two mid-sized metropolitan statistical areas (MSA's) estimating the economic impact on taxable sales of home college basketball and football games in Tallahassee (Florida State University) and Gainesville (University of Florida), Florida. Many economic impact studies have been conducted on college football and basketball since they are the two largest revenue generators in college athletics (Baade et al.).

Using monthly taxable sales in a single-state approach, Baade et al. were able to isolate sports and their economic effects. Using data from the years 1980-2007 and factoring seasonality into each MSA, Baade et al. examined taxable sales in each county in the state of Florida to account for substitutions in spending. After conducting research, Baade et al. found that men's basketball games at Florida State University and University of Florida had no statistically significant impact on taxable sales in either MSA. In contrast, football games at both universities provided different data. According to the study by Baade et al. (2011), each additional home football game in the host city increased taxable sales by nearly $2 million.

In their study, Chen et al. (2011) estimated the actual economic impact brought to a local Kentucky community by the fall sports teams of a regional state institution (Morehead State University). The researchers surveyed 172 spectators who traveled as fans of the surveyed institutions' opponents. The survey questionnaire consisted of two parts: demographic information and traveling related information. Three sports in the fall of 2009 were studied at Morehead State University: football, soccer, and volleyball, and visiting participants at each event were randomly chosen to take part in the survey. The results show, depending on the earning multiplier used, that the true economic impact of a regional state university's fall sports teams such as Morehead State University is relatively small. Assuming all expenditures the

visiting fans included in their survey went directly to the community of Morehead, Kentucky, the economic impact generated by the institution's fall sports teams ranged from $266,840-$369,718, depending on the earning multiplier (Chen et al., 2011).

These studies prove as evidence that not all athletic events will make a large economic impact on local communities. Florida State University and the University of Florida are two large and easily recognizable institutions, yet their basketball programs yield little to no positive economic impact to their local communities. Unlike the two larger institutions, Morehead State University is a smaller, regional institution that brings in fewer visitors and yields an even smaller economic impact. Additionally, the method used for calculating the economic impact of sport events can yield a large discrepancy in results (Chen et al., 2011).

Swimming events in the U.K. While many studies have focused on 'major' events, Wilson's (2006) study examines much smaller events, notably four junior swimming events held in 2004 in the U.K. According to Wilson, most events in the U.K. fall into the Type C and D category, meaning they are held more frequently and aren't considered major events. Each of the four studies used a non-probability convenience method and primary research, with a self-completion questionnaire used for each. In an attempt to decipher whether Type D events are only competition driven, Wilson surveyed three respondent groups over 8 days of competition: spectators, volunteers/officials and competitors.

After analyzing the questionnaires and responses related to aggregate spending totals from each group, Wilson found that the additional expenditure associated with the four events totaled £84,626 or approximately $126,300. Most notably, Wilson's (2006) research found that the spectator group was the most important contributor to each event's overall impact. In all, the spectator group accounted for greater than 50% of the overall economic impact, disproving the

popular belief that Type D events are said to be major competitor events. While spectators were the main driver in the economic factor, volunteers and officials were found to have no meaningful contribution to additional expenditures attributed to the events. Finally, a 2000 economic study from UK Sport (as cited by Wilson, 2006) indicated that competitor groups could have a significant impact as well on the overall spending at an event. Wilson found that the competitor groups of the events generated an expenditure of £35,264 or approximately $52,630.

To conclude his study, Wilson (2006) noted the focus on the location of the facilities used in the study. In order for the host community to maximize economic activity, the infrastructure of the facilities and community must be located in good position to draw a maximum number of visitors. Additionally, Wilson challenged Gratton et al.'s typology of events, proposing a new Type E category since the studied events do not recognize the regular Type A-D events. Wilson concluded that worthwhile, limited economic gains to host communities can in fact be obtained through small-scale events.

Social Exchange Theory

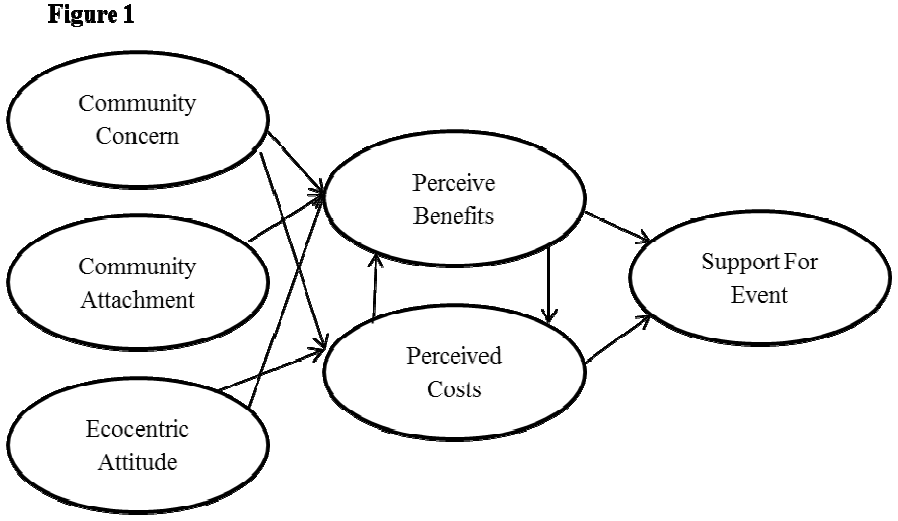
As defined by Hritz and Ross (2010, p. 121), the social exchange theory is "a social psychological and sociological perspective that describes social change as a process of negotiated exchanges between individuals or groups." Blau and Gouldner believe the theory suggests people engage in interaction or reciprocate with others because of the expected benefits or incentives they receive from the other party (as cited in Hritz & Ross, 2010). The social exchange theory has been used frequently when assessing tourism related impacts, closely relating to sports tourism. Harrill states that the social exchange theory is based on the assumption that support will be created for tourism development when the benefits outweigh the

costs of sharing resources with visitors (as cited by Hrizt and Ross, 2010). Benefits are most commonly related to economics.

Past research by Fredline and Faulkner found that sport events have both negative and positive impacts on the host community and its residents (as cited by Hritz and Ross, 2010). The extrinsic and intrinsic dichotomy is widely used when researching host community perspectives. Seasonality factors, development stages, and cultural differences between the host community and actual event are representatives of extrinsic variables. Intrinsic variables may include demographic characteristics, involvement in the event activity by residents, and geographical proximity to the event site. In relation to sport tourism, the social exchange theory generalizes that hosts and visitors exchange resources valued by both parties. In some instances, Sutton notes that host communities may feel like they are on the losing end of the exchange. In this case, Harrill believes it leads to a point of diminishing returns for the host community, which, in turn, brings negatively perceived impacts by residents (as cited by Hritz and Ross, 2010).

Figure 1, constructed by Gursoy and Kendall (2006), displays a visual explanation of the social exchange theory in relation to hosting events.

Figure 1 Social Exchange Theory



Impacts of Sports Tourism

Considering the economic, environmental and social impacts on destinations, sport tourism has evolved into on of the fastest growing segments in the tourism industry (Hritz & Ross, 2010). Generally, studies on sport tourism have focused directly on the economic impacts and positive expected benefits of events on local communities; however, research is limited on other important factors, such as social, cultural and environmental impacts (Bob & Swart, 2009; Hritz & Ross, 2010; Kim & Petrick, 2005; Konstantaki & Wickens, 2010; Ritchie et al., 2009). As a result, Chalip (2006) has called for greater attention to be paid to the social values of sport events. Kim and Petrick (2005) state three reasons as to why most research neglects areas outside of economic impact: other impacts are seen as "external" to economic evaluation, other impacts are less tangible and harder to measure, and other impacts tend to be associated with negative factors. Although many studies have been conducted on major sport events such as the Olympic Games and the FIFA World Cup, very few have focused on perceptions of the local residents in the host areas (Ritchie et al., 2009). As Hritz and Ross (2010) note, not every individual perceives the impacts of tourism on the host community the same way.

Resident perceptions. Many recent studies have been conducted on resident perceptions of sport tourism on local communities, including resident perceptions on the 2012 London Olympic Games, the 2010 FIFA World Cup in South Africa, and multiple events in urban Indianapolis, Indiana. The studies focus on examining the perceptions of residents in regards to social and economic impacts, community development, security issues, and environmental impacts on local communities (Bob & Swart, 2009; Briedenham, 2011; Hritz & Ross; 2010; Konstantaki & Wickens, 2010; Ritchie et al., 2009). Residential perceptions have been found, in some areas, to be drastically different than actual outcomes experienced.

The study conducted by Hritz and Ross (2010) examined how Indianapolis residents perceived impacts on their city related to sport tourism. The survey sample consisted of current ICVA members who were familiar with the city and able to identify sport tourists in the city. Demographic profile information was the concentration in the first of two sections detailed in the survey. The second section of the survey consisted of impact statements that assessed the ICVA members' perceptions of sport tourism on the city of Indianapolis. Participants were asked to rate the statements using a five point Likert-type scale.

Results of the study by Hritz and Ross (2010) showed that overall, participants supported sport tourism in the city albeit a few impacts that were perceived as negative. Economic benefits, over social and environmental benefits, appeared to have the greatest influence on support for sport tourism development among ICVA members. Although not as influential as economic benefits, results showed that social benefits also contribute a large factor in predicting future sport tourism development in Indianapolis.

Ritchie et al. (2009) conducted a similar study within two communities picked to host events for the 2012 London Olympic Games. A self-completion questionnaire similar to the instrument used by Hritz and Ross was used as the instrument of the study. The researchers used a drop and collect method, distributing surveys randomly to homes throughout both communities and picking them up at a later date. A wide range of 33 perception statements regarding sport tourism impacts was used for the first part of the survey, while the second section was used to collect demographic information. Additionally, a third section was included to measure perceptions on media portrayal, politics and level of participation in the tourism industry.

As far as development for sport tourism being held in the region, results showed nearly 90% or respondents were in favor of development. However, residents living closer to venues

where events were taking place were less supportive than residents living further away. Contrary to the findings in the study conducted by Hritz and Ross, the results from Ritchie et al.'s study (2009) found that residents identified most strongly with positive social impacts and negative socio-environmental impacts rather than economic impacts.

Bob and Swart (2009) also conducted a residential perception study on a mega-sporting event: the 2010 FIFA World Cup. The researchers used a face-to-face interview process with households in two South African wards, Athlone and Green Point, each spatially based random sampled. The instrument used by Bob and Swart was based on an instrument used in a 2002 study by Fredline and Faulkner.

Results showed strong support for development in the areas hosting World Cup matches. Unlike the study conducted by Ritchie et al., Bob and Swart's study revealed that residents living in close proximity to where events were taking place were more in favor of development. Once again, perceived positive economic impact was a major factor in residents favoring the event. Residents strongly agreed the World Cup would boost local economic development. Bob and Swart's study also supported Ritchie et al.'s (2009) findings that local residents perceive social impacts as a potential positive value. With these findings in mind, however, residents in the study had high expectations for realizing economic and social benefits (Bob & Swart, 2009).

An additional study conducted by Briedenhann (2011) examined resident perceptions concerning the economic and tourism expectations in eight of the nine host cities for the 2010 FIFA World Cup in South Africa. The instrument of data collection was a questionnaire and a non-probability convenience sampling technique was used in distributing the surveys at common gathering places. Respondents were either interviewed or completed self-administered questionnaires, depending on preference. The questionnaire was divided into four sections and

comprised of opinion variables to obtain respondents thoughts in relation anticipations of hosting the World Cup. The first section obtained respondents' perceptions in relation to economic benefits likely to be accrued from the World Cup; the second sections looked at residential perceptions in relation to social and cultural benefits; and the third examined perceptions of possible negative impacts related to hosting the event. In section four, respondents were asked to indicate their levels of agreement pertaining to specific statements. However, the research paper only covered the economic aspect.

Results showed that increases in tourism and the creation of jobs incurred the highest levels of expectations among respondents. In contrast, the segment with the lowest expectations for positive benefits was the creation of business opportunities for small and medium enterprises. Additionally, the research found that 52% of Africans surveyed believed South Africa would be able to reach its 6% economic growth target by 2012 as a result of hosting the 2010 World Cup. To conclude, the findings of the research note that it can be argued those most in need of economic gain would be bypassed by what gains were potentially accrued hosting by the World Cup. Instead, those gains accrued would be reaped by those who already benefited from economic security (Briedenhann, 2011).

Konstantaki and Wickens (2010) take a different angle on residential perception research, focusing on the environmental and security issues associated with the 2012 London Olympic Games. The researchers note limited research has been conducted in the areas of environmental and security issues at events. A survey questionnaire was developed as the study instrument and distributed through convenience sampling in the town of High Wycombe, a neighboring city of London. The questionnaire comprised of three sections: the first section investigated demographic information, the second section examined respondents' awareness of publicity, and

the third section included questions to garner residents' perceptions on issues related to the study. Additionally, respondents answered a combination two open-ended questions and multiple-choice closed-ended questions to garner a range of responses.

Results show that respondents were of two age groups: half of the respondents were ages 18-34 and half were ages 35-55. Overall, analysis showed support for the 2012 London Olympic Games was high between both age groups. Although support for the Olympic Games was high according to the findings, older respondents were more concerned about short and long-term environmental impacts as well as security issues during the event. Environmental concerns included traffic congestion, pollution and parking availability. Additionally, both age groups were equally concerned about certain levels of crime and both showed a lack of confidence in being ensured of security during the event. Although officials had initiatives in place to help with security and environment issues, the findings contradicted the initiatives and bring forth the need for improved communication with the public on such issues (Konstantantaki & Wickens, 2010).

Positive-impact perceptions. Multiple research studies have shown that residents have many positive perceptions in relation to sports tourism in their particular area. According to research conducted by Hrizt and Ross (2010), residents of Indianapolis felt that financial gain from the sport tourist dollars was a reason to overlook negative consequences related to sport tourism in the city. Additionally, residents identified sports tourism as having a positive impact on the cultural identity of Indianapolis.

Ritchie et al.'s (2009) study showed that residents of two communities neighboring London had positive perceptions in different areas in regards to the 2012 Olympic Games. Results showed that residents believed the event would positively influence the local economy

and that the Olympics would also increase trade for local businesses. A similar study by Konstantki and Wickens (2010) on the 2012 London Olympic Games showed additional positive residential perceptions by hosting the event. Respondents believed that the Olympic Games would improve transportation and sporting facilities and raise the national sporting profile. Residents also perceived the Games as an opportunity to improve the UK economy, generate national pride and excitement and regenerate deprived areas. Studies have also shown many residents believe that mega-events such as the Olympics and FIFA World Cup generate new employment opportunities for the host cities (Briedenhann, 2011; Konstantki & Wickens, 2010).

Negative-impact perceptions. Although residents seemed to have many positive perceptions in regards to sports tourism, they also perceived negative impacts as a result of sports tourism. Traffic congestion, overcrowding and increases in crime were very common impacts that residents perceived in a negative manner in multiple studies (Bob & Swart, 2009; Konstantaki & Wickens, 2010; Ritchie et al., 2009). Studies also showed residents had negative perceptions towards sports tourism because of increased prices for goods and services and increases in taxes to support development (Bob & Swart, 2009; Briedenhann, 2011; Konstantaki & Wickens, 2010). Lastly, studies conducted in Indianapolis, South Africa and around London showed that residents felt their quality of life would decrease as a result of sports tourism in the area and that the environment would be negatively affected by increased pollution and noise (Bob & Swart, 2009; Hritz & Ross, 2010; Konstantaki & Wickens, 2010).

Social Leverage and Sports Events

Considering extensive research has been conducted on the economic impact of sport events, a calling for attention on the social value of events has been put forth by event organizers and community residents (Chalip, 2006). Sports have traditionally been driven by the economic

impacts they are expected to generate, and, as a result, Chalip argues for greater focus on social values provided by events. In his study, Chalip studies social leverage in order to identify ways to optimize desired event outcomes, which in turn shape resident's perceptions of events.

Maximizing social impacts. Studies on social leverage and impact show many ways in which local communities and event planners can build leverage and increase positive impacts generated by sports events. Melnick pointed out that sociability could be fostered at events by allowing attendees to arrive early and stay late to encourage tailgating and social interaction (as cited in Chalip, 2006). Additionally, studies have shown that social activities that are event-related or lead up to the event can enhance the overall experience for attendees (Chalip, 2006; Schulenkorf & Edwards, 2012). Events such as these include the week leading up to the Super Bowl, Final Four Bracket Town and the College World Series Fan Fest held outside of TD Ameritrade Park.

Schulenkorf and Edwards (2012) believe that in attempt to leverage greater event success, connections of event organizers need to be intensified and expanded to include key decision makers in an effort to generate additional educational, promotional, political and financial benefits. By reaching out to a greater number of people, the social impact will also be greater. Schulenkorf and Edwards (2012) mention the following quote from a European event organizer:

> When important people like politicians or the Sport Ministry support those [events and] if these key people are excited about the idea of community development using sport events, the idea and the message can grow further. Because these people act as multipliers, because they have a good network and they may contribute in some way. (p. 386)

Social awareness and positive social change can be generated by strategically involving key members of the community.

Schulenkorf believes that sport events provide a great advantage over other special events. Sports provide diverse cultures, populations or communities with a language that is universally understood. Sport event attendees all have a common interest in the event being held. Additionally, sport events create a special atmosphere that is conducive to attendees developing new contacts and relationships (Schulenkorf, 2009).

Creating exciting atmospheres with event-related activities and including key members of the community during the organization of events can maximize social impacts. The more people event organizers include in the process, the greater the social reach becomes.

Sport Event Media

Sport events have been used by host cities as a component of their marketing mixes in efforts to attract visitors and generate media exposure for the city. By generating exposure and attention through media outlets and advertising, events are thought to build awareness of the host city as a desirable destination spot (Chalip, Green, & Hill, 2003; Green, Costa, & Fitzgerald, 2003). Studies have been conducted on sport event media and their effects on intention to visit a destination and the amount of exposure the media generates for a host city.

Destination image and intention to visit. Chalip et al. (2003) conducted a study on the effect of destination advertising and sport event media on dimension of destination image and the intention to visit the destination. The authors note that event media is not designed to advertise a targeted message about the destination, and note that media exposure from the event could be unfavorable. The study collected participants' images of Australia's Gold Coast following exposure to one of eight media conditions. Participants included 288 undergraduate students, with 144 from a large public university on the east coast of United States (long-haul market) and 144 from a large public university on the North Island of New Zealand (short-haul market).

Participants were randomly assigned to one of the eight experiments conditions, which included video content containing either the presence or absence of destination advertising, event advertising, event telecast, or a control condition. Prior to watching the videos, participants were asked to note if they had visited the destinations. After watching the video, participants completed a questionnaire asking about their impressions.

In relation to destination image, results from participants in the United States showed that advertising the destination by itself enhanced perceptions of value, family environment, safety and climate. Advertising the event enhanced the image and novelty of the Gold Coast and the event telecast enhanced perceptions of the climate, novelty and developed environment. Advertising the destination was believed to depress sightseeing opportunities by the participants, while advertising the event depressed participants' image of the natural environment of the Gold Coast.

Results from participants in New Zealand showed the natural environment's image was viewed most positively when neither the event advertisement nor telecast was shown. Participants also viewed the Gold Coast as a good holiday destination only if the event advertisement or telecasts were shown. Viewing the destination advertisement depressed participants' image of the natural environment of the Gold Coast.

In relation to effects of the media and intention to visit, results showed that none of the media had a direct impact on intention to visit the Gold Coast. Effects were more pronounced in the United States; however, event media were of mixed benefit. The dimensions affected in the case of New Zealand had no impact on intention to visit. As a result, Chalip et al. (2003) came to a conclusion that media related to the sport events in the study had no effect on intention to visit the host destination.

Exposure generated by media broadcasts. Green et al. (2003) researched the amount of exposure generated through media coverage for the host city of the 2002 NCAA Women's Final Four. A content analysis was performed on the ESPN coverage of the tournament for verbal mentions of San Antonio or images associated with the city, as was as the variety and duration of imagery of San Antonio in the ESPN broadcast coverage. Overall, ten program and 11 hours and 46 minutes of coverage were analyzed.

Results of the study were reported in three different sections. First, the focus was on verbal mentions during the broadcast; actual images of San Antonio were examined second; and the third section looked for images of the Final Four logo. Verbal mentions occurred only 99 times over nearly 12 hours of coverage, with the majority mentioning the city itself or the Alamodome facility. Imagery of San Antonio appeared for a total of 209 seconds, equivalent to nearly seven 30-second commercials. Three distinct images appear: the Alamo, the Alamodome, and the River Walk. The River Walk received the most attention, appearing for 30 seconds during the pre-game show of the first semi-final game. The Final Four logo displayed the words "San Antonio" and used the Alamo image, creating strong associations with the city and garnering the most exposure. Total exposure of the logo image was 1,716 seconds of coverage, mainly through the center court floor logo.

After completing the content analysis, findings by Green et al. (2003) showed that the host city received relatively few amounts of mentions or exposure. Also, images of San Antonio were rarely shown throughout the nearly 12 hours of broadcasts, appearing in only three-and-a-half minutes. Results led Green et al. to believe that the broadcaster's focus is not on advertising the host city, but on the competition itself.

Green et al. proposed many recommendations after finding little media exposure was generated for the host city of a large sport event. Event logos should be kept simple and integrate host city images and efforts should be pushed to link the images to televised shots of actually images of the host city. Green et al. also believe that the host city should work to expand the range of recognizable icons within the city and provide video imagery to broadcasters who display the imagery. Finally, Green et al. propose host cities should create relationships with event announcers and provide them with material containing facts and stories about the city, the event venue and the sport (2003).

Chapter 3

Methodology

Sampling

Participants in this study consisted of University of Arkansas, Fayetteville students. A total of 315 participants completed the survey using a convenience sampling method.

Research Design

A cross-sectional, quasi-experimental design was used for this research study.

Survey Administration

Data was collected by administering a traditional paper and pencil questionnaire and electronically by creating a form for the questionnaire in Google Docs (see Appendix A). Students were given the option to review an informed consent from (see Appendix B) and asked to complete the questionnaire in multiple fitness activity classes, health related classes and recreation and sports management classes. Four selected activities classes were chosen to complete the questionnaire through the Google Docs link. Using the Google Docs form, the completed paper and pencil questionnaires were entered through the form. All questionnaires completed or entered through the Google Docs form went to a spreadsheet of data automatically created by Google Docs.

Instrumentation

The instrument used in this study contained two sections. The first section contained statements assessing students' perceptions on the impact of hosting a NCAA Division I college baseball regional or super regional on the University of Arkansas campus. The impact statements were similar to those used in instruments of studies conducted by Hritz and Ross

(2010) and Ritchie et al. (2009) on sports tourism and the Olympic Games. Students were asked to rate each statement on a five-point Likert-type scale, with a value of five representing a favorable response (strongly agree) and a value of one denoting a negative response (strongly disagree). Some questions were worded negatively to determine consistency in responses.

In total, there were 30 perception impact statements consisting of social, economic and general negative impacts. Examples of economic impact statements include 'Local business will benefit because of an increase in visitors by host a regional or superregional on campus,' and 'The University of Arkansas Athletic Department will generate thousands of dollars of revenue by hosting a regional or superregional on campus.' Social impact statement examples include 'Meeting visitors and fans of other teams is an enjoyable experience,' and 'Hosting a regional or superregional will increase the pride and support of local residents.' An example of a general negative impact statement was 'Hosting a college baseball regional or superregional will negatively impact residents living near the event site.' Other statements asked students to rate their level of support for hosting a regional or super regional based on social impacts and whether or not the local economy would benefit.

The second section of the questionnaire collected socio-demographic information of the students, which may influence their perceptions in regards to the event. Demographic questions examined gender, age, year in school, length of residency at the current location and distance from the event site, and ethnicity. Additionally, students were asked how many University of Arkansas athletic events they attend per year. Students were also asked whether or not they had the student access pass for athletic events and how many intramural activities they participated in per academic year. It was believed that these factors could influence perceptions of students who completed the questionnaire.

Human Subjects Approval

The University of Arkansas Institutional Review Board (IRB) approved the use of human subjects for survey implementation on April 3, 2013 (see Appendix C). The IRB approved the research instrument and the implied consent form, which was available to participants who wished to review it.

Validity

Validity of the study and the instrument was established by distributing the instrument to students in a graduate research class at the University of Arkansas for review to increase face validity. The students examined the instrument to determine if it was understandable, if it provided the needed data and if it contained any problems that needed fixing.

Chapter 4

Results

The data were first analyzed to provide descriptions of students who participated in the study, examining demographic information of the students. Data were also analyzed on individual impact statements from the survey, computed as averages. A series of analysis of variance (ANOVA) tests were also used to examine any differences among groups of students who completed the study.

Participant Demographics

Of the 315 students who took part in the study, 159 (50.5%) were female, 155 (49.2%) were male and one (0.3%) left the gender question blank. All participants were University of Arkansas students 18 years of age or older. The mean age of students was 21.9 years old, with a standard deviation of 4.1. In regards to classification, there were 38 freshmen (12.1%), 41 sophomores (16.2%), 76 juniors (24.1%), 98 seniors (31.1%), and 48 graduate students (15.2%) who completed the study, along with four (1.3%) classifications that were not answered. Participants identified themselves as Caucasian or white (82.9%), Hispanic or Latino (1.3%), black or African-American (6.3%), Asian or Pacific Islander (4.1%), Native American (1.9%), multiracial (1.3%), or other (0.3%), and those that would rather not disclose (1.0%) and missing data (1.0%). The one ethnicity identified as other was Jamaican.

Students also identified how many University of Arkansas athletic events they attended per year, grouped as zero (non-attendees), 1-10 (light-attendees), 11-20 (moderate-attendees), 21-30 (frequent-attendees), and more than 30 (heavy-attendees). There were 18 students (5.7%) who identified themselves as non-attendees, 91 (28.9%) who identified themselves as light-attendees, 85 (27.0%) who identified themselves as moderate-attendees, 57 (18.1%) who

identified themselves as frequent-attendees, and 62 (19.7%) who identified themselves as heavy-attendees of athletic events. Two (0.6%) students did not answer the particular question on the number of athletic events they attend per year.

Another question asked students to identify how many intramural activities they participate in per academic year, grouped as zero (non-participants), one (light-participants), two (moderate-participants), three (frequent-participants), or four or more (heavy-participants). The results were not evenly dispersed between groups. Overall, 138 (43.8%) of students who participated in the study don't partake in any intramural activities, 76 (24.1%) students participate in just one intramural activity, 53 (16.8%) students participate in two intramural activities, 20 (6.3%) students participate in three intramural activities, and 22 (7.0%) students participate in four or more intramural activities per academic year. An additional six (1.9%) of students who completed the study did not identify how many intramural activities they participate in.

Perceived Impacts: Description of Individual Measurement Items

Table 2 illustrates the means and standard deviations for each perceived impact statement in the survey.

Overall, students were in high agreement that the local economy would benefit from hosting a college baseball regional or super regional (M = 4.47). Students were also in agreement that local business would benefit (M = 4.62) and the University of Arkansas Athletic Department would generate thousands of dollars of revenue (M = 4.32) by hosting a regional or super regional.

Table 2 Perceived Impacts of Hosting Regional or Super Regional

Impact Variables	***M***	***SD***
1.) Hosting a college baseball regional or superregional will negatively impact residents living near the event site:	1.94	1.08
2.) Local business will benefit because of an increase in visitors by hosting a regional or super regional on campus:	4.62	0.65
3.) Traffic and congestion will increase around the area of the event:	4.40	0.70
4.) The image of the City of Fayetteville will be portrayed in a positive manner, both through national and local media:	4.37	0.76
5.) I will not attend regional or superregional games because of a possible increase in ticket prices for a NCAA Championship event:	2.30	1.06
6.) Hostility between locals and visitors will increase because of overcrowding:	2.55	1.01
7.) Local residents may avoid attending games because of an increase in visitors and traffic:	2.75	1.08
8.) Crime rates and arrests will increase due to an influx of visitors and spectators during the duration of the event:	2.63	0.97
9.) Local residents may avoid business districts and restaurants that could see an increase in patrons during the event:	3.22	1.04

10.) Student support for Razorback baseball will increase by hosting a regional or super regional on campus:	4.30	0.74
11.) The University of Arkansas Athletic Department will generate thousands of dollars of revenue by hosting a regional or superregional on campus:	4.32	0.76
12.) Hosting a regional or super regional will lead to an increase in noise and disrupt local residents:	2.91	1.01
13.) Visitors of the regional or superregional will be more likely to visit Fayetteville again because they enjoyed the experience:	3.91	0.81
14.) Entertainment opportunities will increase during the duration of the regional or superregional:	4.09	0.68
15.) Local transit routes will not be able to cope with an increase in the number of visitors possible due to the event:	2.79	0.99
16.) Meeting visitors and fans of other teams is an enjoyable experience:	3.90	0.83
17.) Trash and litter will increase around the site of the event, most notably Baum Stadium and surrounding parking lots:	3.82	0.84
18.) Hosting a college baseball regional or superregional will lead to an increase in attendance at future Razorback baseball events:	4.07	0.82

19.) Limited parking and walking long distances will deter casual fans from attending games during the event:	2.72	1.02
20.) Hosting a regional or superregional will increase the pride and support of local residents:	4.28	0.74
21.) It would be better to have fewer visitors and less money spent in the economy if it meant less congestion:	1.97	0.91
22.) Local businesses will provide higher levels of service during the event:	3.77	0.85
23.) The image of Fayetteville will be decreased by media portrayal:	1.85	0.84
24.) Money spent in preparation for the event will lead to a more successful and welcoming atmosphere at the event site:	4.03	0.73
25.) Alcohol consumption will become more of a problem and harder to control with spectators:	3.03	1.03
26.) The price of tickets will not influence the demand for tickets to games during the event (students are able to attend regular seasons games free of charge):	3.20	1.03
27.) I would be in favor of hosting a regional on campus even if it coincided with the Walmart shareholders meeting held on campus the same week:	3.57	1.25

28.) The increase in irregular visitors will cause a hassle to the local community and will be difficult to accommodate:	2.40	0.88
29.) Overall, hosting a college baseball regional or superregional on campus will benefit the local economy:	4.47	0.74
30.) Overall, I would be in favor of hosting a regional or superregional on campus no matter the social impacts:	4.32	0.93

Two statements were used to assess students' likelihood to purchase tickets or attend regional or super regional games based on an increase in ticket prices, and there seemed to be a lack of unity in the responses. Students were split on their level of agreement that they would not attend regional or super regional games based on a possible increase in ticket prices for (M = 2.30, SD = 1.06). Additionally, students were split on their level of agreement that the price of tickets would not influence the demand for tickets during the event (M = 3.20, SD = 1.03).

In regards to social impacts associated with hosting regionals or super regionals, students reported both agreement and disagreement with statements. Results showed mostly positive implications of perceived social impacts, with very few negative perceived implications. One area the students showed the greatest level of agreement towards a positive social impact is that student support for Razorback baseball would increase by hosting a regional or super regional (M = 4.30). Students also responded with high agreement that attendance would increase at future Razorback baseball events (M = 4.07), pride and support of local residents would increase (M = 4.28) and that entertainment opportunities would increase during the regional or super regional (M = 4.09). There was also wide disagreement among students in regards to multiple perceived social impacts. Students were split on whether hostility between locals and visitors would

increase during the event because of overcrowding (*M* = 2.55, *SD* = 1.01) and whether local residents would avoid attending regional or super regional games because of an increase in visitors and traffic (*M* = 2.75, *SD* = 1.08). There was also some disagreement among students on whether local residents may avoid business districts and restaurants that could see an increase in patrons during the event (*M* = 3.22, *SD* = 1.04). Students disagreed that hosting a regional or super regional would negatively impact residents living near the event site (*M* = 1.94). This may be due to few students living in the area directly around the event site. Overall, students would support hosting a regional or super regional, no matter the social impacts associated with the event (*M* = 4.32).

Several general negative impact statements were also assessed, and with the exception of three statements, there was wide disagreement among students' perceptions in regards to hosting a regional or super regional on campus. There was high agreement among students that traffic and congestion would increase around the event site (*M* = 4.40). However, students disagreed that it would be better to have fewer visitors and less money spent in the economy if it meant less congestions (*M* = 1.97). Students agreed that traffic and congestion would increase; however, they did not see it as a significant problem. Students did slightly agree that trash and litter would increase around the site of the event (*M* = 3.82), although it could be seen as split views (*SD* = 0.84).

An area that saw wide disagreement among students' responses was that alcohol consumption would become more of a problem and harder to control during the event (*M* = 3.03, *SD* = 1.03). This discrepancy could be a result of the varying ages of students who completed the survey. Students were also in disagreement as to whether hosting a regional or super regional would lead to an increase in noise and disrupt local residents (*M* = 2.91, *SD* = 1.01) and

that limited parking and walking long distances would deter casual fans from attending (M = 2.72, SD = 1.02). Although the standard deviation was lower at 0.97, students were also split on whether arrests and crimes rates would increase due to an influx of visitors and spectators during the event (M = 2.63). Concern that local transit routes would not be able to cope with an increase in the number of visitors due to the event was also an area of disagreement among students (M = 2.79, SD = 0.99). The only general negative impact statement that stands out as truly negative based on findings was that trash students believed trash and litter would increase around the event site.

Differences in Support of Hosting a Regional or Super Regional and Participant Demographics

A series of one-way ANOVA tests were performed and assessed to answer the first research question. The demographic variables of gender, age, year in school, number of athletic events attended per year, and number of intramurals participated in per academic year were used as independent variables in each ANOVA. The 30 perceived impact statements from the survey were used as dependent variables in each ANOVA.

Gender differences. There were no significant differences between genders in regards to any social or general negative impacts associated with hosting a college baseball regional or super regional on campus. However, significant differences in regards to multiple perceived economic impacts were found between males and females. Overall, males were significantly more likely than females to agree that the local economy would benefit (p = 0.032) and that the University of Arkansas Athletic Department would generate thousands of dollars of revenue (p = 0.001) as a result of hosting a college baseball regional or super regional on campus. Females, however, were significantly more likely than males (p = 0.046) to agree that the price of tickets

would not influence the demand for tickets during event. If demand were to increase, it would result in more ticket sales and more revenue. The results on gender differences in the economic variables are illustrated in Table 3.

Table 3 One-Way ANOVA on Gender

Variable	Male *M*	Female *M*	*df*	F	P
11.) The University of Arkansas Athletic Department will generate thousands of dollars of revenue by hosting a regional or superregional on campus:	4.47	4.17	1	12.340	0.001
26.) The price of tickets will not influence the demand for tickets to games during the event (students are able to attend regular seasons games free of charge):	3.09	3.32	1	3.996	0.046
29.) Overall, hosting a college baseball regional or superregional on campus will benefit the local economy:	4.57	4.39	1	4.623	0.032

Age differences. To examine differences based on age, students' responses were divided into two subgroups: those who were 21 or younger, and those who were 22 or older. The age groups showed no significant differences in regards to perceived social impacts. Significant differences did arise between age groups in regards to two general negative impacts associated with hosting a college baseball regional or super regional, as well as the perceived overall economic impact on the local economy.

Students who were 22 or older were significantly more likely to disagree ($p = 0.011$) that it would be better to have less congestion if it meant less money spent in the economy. In this study, congestion was perceived as less of a problem to those who were 22 or older. Additionally, students who were 22 or older were more likely to disagree ($p = 0.048$) with the

statement that alcohol consumption and control would become more of a problem. It would make sense that students who participated in the study that are of legal drinking age would see alcohol as being less of a problem. The level of significance, however, was not very strong. In regards to economic impact, students that were 22 or older were significantly more likely to agree ($p = 0.036$) that the local economy would benefit by hosting a college baseball regional or super regional on campus. This could be attributed to the fact that they were possibly on campus the last time the University of Arkansas hosted a regional during the 2010 season. Table 4 illustrates perceived differences based on students' age group.

Table 4 One-Way ANOVA on Age

Variable	**≤ 21** ***M***	**≥ 22** ***M***	***df***	**F**	**P**
21.) It would be better to have fewer visitors and less money spent in the economy if it meant less congestion:	2.09	1.82	1	6.585	0.011
25.) Alcohol consumption will become more of a problem and harder to control with spectators:	3.13	2.90	1	3.957	0.048
29.) Overall, hosting a college baseball regional or superregional on campus will benefit the local economy:	4.39	4.57	1	4.450	0.036

School year differences. A one-way ANOVA was also used to test the differences in students' perceptions based on their year in school, classified as: freshman, sophomore, junior, senior, or graduate student. Students' year in school showed no significant differences in their perceptions of social or general negative impacts associated with hosting a college baseball regional or super regional on campus. However, two important perceived economic impacts show significant differences. There was a significant difference in the perception that the

University of Arkansas Athletic Department would generate thousands of dollars of revenue from hosting a college baseball regional or super regional, but there was no significant interaction between groups. Overall, seniors were significantly more likely than freshmen (p = 0.016) to agree that hosting a regional or super regional would benefit the local economy. The last time the University of Arkansas hosted a regional, seniors would have been the only student group out of the two on campus. As a result, seniors were likely to have more knowledge of the event and the impacts it brings to the local economy. The results on perceived differences of economic impacts based on students' year in school are displayed in Table 5.

Table 5 One-Way ANOVA on School Year

Variable	**Fr** ***M***	**So** ***M***	**Jr** ***M***	**Sr** ***M***	**Grad** ***M***	***df***	**F**	**P**
11.) The University of Arkansas Athletic Department will generate thousands of dollars of revenue by hosting a regional or superregional on campus:	4.11	4.24	4.45	4.42	4.13	4	2.714	0.030
29.) Overall, hosting a college baseball regional or superregional on campus will benefit the local economy:	4.14	4.37	4.51	4.58	4.54	4	2.865	0.024

*** Fr** – Freshman **So** – Sophomore **Jr** – Junior **Sr** – Senior **Grad -** Graduate

Differences in number of athletic events attended. As noted earlier, students were grouped by the number of University of Arkansas athletic events they identified attending per year; non-attendees, light-attendees, moderate-attendees, frequent-attendees, and heavy-attendees. Overall, the ANOVA showed many significant differences among students' perceptions in regards to social, economic and general negative impacts based on the number of athletic events they attend per year.

Economic impacts. In regards to economic impact, students' who were identified as moderate ($p = 0.001$), frequent ($p = 0.000$) and heavy-attendees ($p = 0.000$) were significantly more likely than non-attendees to disagree that they would not attend regional or super regional games if ticket prices increased. Additionally, frequent ($p = 0.002$) and heavy-attendees ($p = 0.000$) were significantly more likely to disagree with the statement than light-attendees. It could be assumed that the more athletic events you attend per year, the more likely you are to pay for the events in the case ticket prices increase, resulting in economic benefits or increases in the economy.

Non-attendees were significantly less likely to agree than light ($p = 0.002$), moderate ($p = 0.00$), frequent ($p = 0.000$), and heavy-attendees ($p = 0.000$) that money spent in preparation for the event would lead to a more successful and welcoming atmosphere. It would make sense that if a person doesn't attend athletic events, they would not see any benefits in the money spent preparing for the events. Light-attendees were also significantly less likely than moderate-attendees ($p = 0.009$) to agree that money spent in preparation for the event would lead to a more successful and welcoming atmosphere.

Moderate ($p = 0.004$) and heavy-attendees ($p = 0.001$) were significantly more likely than non-attendees to agree that the local economy as a whole would benefit by hosting a college

baseball regional or super regional. Heavy-attendees ($p = 0.008$) were also significantly more likely than light-attendees to agree that the local economy would benefit as a result of hosting a regional or super regional. Overall, perceptions among these groups in regards to economic impacts were mostly positive in nature, with variances among the groups in levels of agreement. Tables 6-8 illustrate students' differences in perceptions in regards to three economic impact statements based on the number of University of Arkansas athletic events they attend per year.

Table 6 One-Way ANOVA on Athletic Events

Variable	*df*	F	P	0 *M*	1-10 *M*	11-20 *M*	21-30 *M*	>30 *M*
5.) I will not attend regional or superregional games because of a possible increase in ticket prices for a NCAA Championship event:	4	10.950	0.000	3.28	2.64	2.26	2.00	1.89
	Ath Events	**Ath Events**	**P**	**Ath Events**	**Ath Events**	**P**		
	0	11-20	0.001	1-10	21-30	0.002		
		21-30	0.000		>30	0.000		
		>30	0.000					

Table 7 One-Way ANOVA on Athletic Events

Variable	*df*	F	P	0 *M*	1-10 *M*	11-20 *M*	21-30 *M*	>30 *M*
24.) Money spent in preparation for the event will lead to a more successful and welcoming atmosphere at the event site:	4	9.591	0.000	3.22	3.89	4.24	4.02	4.18
	Ath Events	**Ath Events**	**P**	**Ath Events**	**Ath Events**	**P**		
	0	1-10	0.002	1-10	11-20	0.009		
		11-20	0.000					
		21-30	0.000					
		>30	0.000					

Table 8 One-Way ANOVA on Athletic Events

Variable	*df*	F	P	0 *M*	1-10 *M*	11-20 *M*	21-30 *M*	>30 *M*
29.) Overall, hosting a college baseball regional or superregional on campus will benefit the local economy:	4	5.970	0.000	3.22	3.89	4.24	4.02	4.18

Ath Events	Ath Events	P	Ath Events	Ath Events	P
0	11-20	0.004	1-10	>30	0.008
	>30	0.001			

Social impacts. Several significant differences appeared among students' perceptions in regards to social impacts based on the number of University of Arkansas athletic events they attend per year. Overall, those who were non-attendees were significantly less likely than those who were light ($p = 0.006$), moderate ($p = 0.000$), frequent ($p = 0.000$), and heavy-attendees ($p = 0.000$) to be in favor of hosting a regional or super regional no matter the social impacts. Light-attendees were also significantly less likely than moderate ($p = 0.001$), frequent ($p = 0.000$) and heavy-attendees ($p = 0.000$) to be in favor of hosting a regional or super regional no matter the social impacts. It can be assumed based on the findings that the more athletic events students attended the less concerned they were about overall social impacts.

When asked their level of agreement with a statement on whether hosting a regional or super regional would negatively impact residents living near the event site, heavy ($p = 0.001$), frequent ($p = 0.000$) and moderate-attendees ($p = 0.006$) were all significantly more likely to disagree than those who were non-attendees. Frequent ($p = 0.009$) and heavy-attendees ($p = 0.022$) were also significantly more likely to disagree with the statement than light-attendees. Additionally, heavy-attendees were significantly more likely than non-attendees ($p = 0.031$) to disagree with the statement that hostility between locals and visitors would increase during the event because of overcrowding. In relation, heavy-attendees were significantly more likely than non-attendees ($p = 0.035$) to agree that meeting fans and visitors of other teams is an enjoyable experience. If students didn't attend any athletic events, it is reasonable to believe they would think hostility would arise among crowds. Non-attendees were significantly more likely to agree than light ($p = 0.021$), moderate ($p = 0.007$), frequent ($p = 0.001$, and heavy-attendees ($p = 0.002$) that local residents would avoid attending games during the regional or super regional because of an increase in visitors and traffic.

A statement was also used to assess students' level of agreement that hosting a regional or super regional would lead to an increase in attendance at future University of Arkansas baseball events. Moderate ($p = 0.008$; $p = 0.003$), frequent ($p = 0.025$; $p = 0.031$) and heavy-attendees ($p = 0.003$; $p = 0.001$) were significantly more likely than non and light-attendees, respectively, to agree with the statement. Students who attend more athletic events could have a better knowledge of the overall attendance numbers, affecting their perception of this statement. Moderate ($p = 0.047$) and heavy-attendees ($p = 0.025$) were also significantly more likely than non-attendees to agree that local businesses would provide higher levels of services during the regional or super regional.

Another major social event that could possibly effect students' perceptions of hosting a regional or super regional is the Walmart shareholders' meeting that is held on the University of Arkansas campus each year. Frequent ($p = 0.011$) and heavy-attendees ($p = 0.001$) were significantly more likely than non-attendees to be in favor of hosting a regional or super regional if it coincided with the Walmart shareholders meeting. Also, moderate ($p = 0.021$), frequent ($p = 0.001$) and heavy-attendees ($p = 0.000$) were significantly more likely than light-attendees to be in favor of hosting a regional or super regional if it coincided with the Walmart shareholders meeting. Assumptions could be made that non-attendees and light-attendees like to avoid large crowds associated with athletic events or large social events, hence the less favor they have towards hosting the event if it coincided with the Walmart shareholders meeting.

Three social impact statements showed significance between students' perceptions based on the number of athletic events they attended; however, there was no significant interaction between the groups. Two other social impact variables showed significance: one between only the moderate and light-attendee groups and one between only the moderate and non-attendee

groups. Moderate attendees were significantly more likely than light-attendees ($p = 0.029$) to believe that the media would portray the city of Fayetteville in a positive manner. Moderate attendees were also significantly more likely than non-attendees ($p = 0.017$) to agree that entertainment opportunities would increase during the regional or super regional. Overall, perceptions of social impacts associated with hosting a college baseball regional or super regional varied greatly among students depending on the number of athletic events they attended per year. Perceptions were both positive and negative with many significant differences among students' perceptions. Tables 9-19 illustrate the results of students' perceptions of social impact statements related to hosting a regional or super regional based on the number of University of Arkansas athletic events they attend per year.

Table 9 One-Way ANOVA on Athletic Events Variable 30

Variable	*df*	F	P	0 *M*	1-10 *M*	11-20 *M*	21-30 *M*	>30 *M*
	4	5.970	0.000	3.22	3.98	4.49	4.60	4.65

30.) Overall, I would be in favor of hosting a regional or superregional on campus no matter the social impacts:	Ath Events	Ath Events	P	Ath Events	Ath Events	P
	0	1-10	0.003	1-10	11-20	0.000
		11-20	0.000		21-30	0.000
		21-30	0.000		>30	0.000
		>30	0.000			

Table 10 One-Way ANOVA on Athletic Events Variable 1

Variable	*df*	F	P	0 *M*	1-10 *M*	11-20 *M*	21-30 *M*	>30 *M*
	4	6.779	0.000	2.78	2.21	1.86	1.63	1.69

1.) Hosting a college baseball regional or superregional will negatively impact residents living near the event site:	Ath Events	Ath Events	P	Ath Events	Ath Events	P
	0	11-20	0.006	1-10	21-30	0.009
		21-30	0.000		>30	0.022
		>30	0.031			

Table 11 One-Way ANOVA on Athletic Events Variable 6

Variable	*df*	F	P	0 *M*	1-10 *M*	11-20 *M*	21-30 *M*	>30 *M*
	4	2.622	0.035	3.12	2.65	2.60	2.44	2.32
6.) Hostility between locals and visitors will increase because of overcrowding:	**Ath Events**	**Ath Events**	**P**					
	0	>30	0.031					

Table 12 One-Way ANOVA on Athletic Events Variable 16

Variable	*df*	F	P	0 *M*	1-10 *M*	11-20 *M*	21-30 *M*	>30 *M*
	4	3.349	0.011	3.50	3.78	3.86	4.05	4.13
16.) Meeting visitors and fans of other teams is an enjoyable experience:	**Ath Events**	**Ath Events**	**P**					
	0	>30	0.035					

Table 13 One-Way ANOVA on Athletic Events Variable 7

Variable	*df*	F	P	0 *M*	1-10 *M*	11-20 *M*	21-30 *M*	>30 *M*
	4	4.434	0.002	3.67	2.84	2.74	2.53	2.61

7.) Local residents may avoid attending games because of an increase in visitors and traffic:	Ath Events	Ath Events	P
	0	1-10	0.021
		11-20	0.007
		21-30	0.001
		>30	0.002

Table 14 One-Way ANOVA on Athletic Events Variable 18

Variable	*df*	F	P	0 *M*	1-10 *M*	11-20 *M*	21-30 *M*	>30 *M*
	4	7.410	0.000	3.53	3.79	4.22	4.18	4.31

18.) Hosting a college baseball regional or superregional will lead to an increase in attendance at future Razorback baseball events:	Ath Events	Ath Events	P	Ath Events	Ath Events	P
	0	11-20	0.008	1-10	11-20	0.003
		21-30	0.025		21-30	0.031
		>30	0.003		>30	0.001

Table 15 One-Way ANOVA on Athletic Events Variable 22

Variable	*df*	F	P	0 *M*	1-10 *M*	11-20 *M*	21-30 *M*	>30 *M*
	4	2.960	0.020	3.28	3.69	3.88	3.70	3.95

22.) Local businesses will provide higher levels of service during the event:	Ath Events	Ath Events	P
	0	11-20	0.047
		>30	0.025

Table 16 One-Way ANOVA on Athletic Events Variable 27

Variable	*df*	F	P	0 *M*	1-10 *M*	11-20 *M*	21-30 *M*	>30 *M*
	4	9.172	0.000	2.82	3.09	3.64	3.89	4.06

27.) I would be in favor of hosting a regional on campus even if it coincided with the Walmart shareholders meeting held on campus the same week:	Ath Events	Ath Events	P	Ath Events	Ath Events	P
	0	21-30	0.011	1-10	11-20	0.021
		>30	0.001		21-30	0.001
					>30	0.000

Table 17 One-Way ANOVA on Athletic Events: Variables With No Significance Between Groups

Variable	*df*	F	P	0 *M*	1-10 *M*	11-20 *M*	21-30 *M*	>30 *M*
9.) Local residents may avoid business districts and restaurants that could see an increase in patrons during the event:	4	2.409	0.049	3.67	3.96	3.20	3.04	3.05
10.) Student support for Razorback baseball will increase by hosting a regional or super regional on campus:	4	2.481	0.044	4.00	4.21	4.36	4.21	4.48
13.) Visitors of the regional or superregional will be more likely to visit Fayetteville again because they enjoyed the experience:	4	2.416	0.049	3.56	3.81	4.09	3.89	3.92

Table 18 One-Way ANOVA on Athletic Events Variable 4

Variable	*df*	F	P	0 *M*	1-10 *M*	11-20 *M*	21-30 *M*	>30 *M*
	4	3.455	0.009	4.06	4.19	4.52	4.46	4.47
4.) The image of the City of Fayetteville will be portrayed in a positive manner, both through national and local media:	**Ath Events**	**Ath Events**	**P**					
	1-10	11-20	0.029					

Table 19 One-Way ANOVA on Athletic Events Variable 14

Variable	*df*	F	P	0 *M*	1-10 *M*	11-20 *M*	21-30 *M*	>30 *M*
	4	2.623	0.035	3.67	4.06	4.21	4.05	4.13
14.) Entertainment opportunities will increase during the duration of the regional or superregional:	**Ath Events**	**Ath Events**	**P**					
	0	11-20	0.017					

General negative impacts. Many significant differences appeared among students' perceptions based on the number of athletic events they attended in regards to general negative impact statements. Moderate ($p = 0.034$), frequent ($p = 0.011$) and heavy-attendees ($p = 0.030$) were significantly more likely than non-attendees to disagree that crime rates and arrests would increase during the regional or super regional. Students who attend a higher number of athletic events may have a better understanding of how fans and officers act during the events, swaying their perceptions. Also, frequent ($p = 0.006$) and heavy-attendees ($p = 0.000$) were significantly more likely than non-attendees to disagree that local transit routes would not be able to cope with the increase in traffic. Again, familiarity from attending more athletic events could have an impact on students' perceptions in regards to these impact statements.

Understandably, non-attendees were significantly more likely than frequent ($p = 0.038$) and heavy-attendees ($p = 0.031$) to agree that limited parking and walking long distances to get to the games would deter casual fans from attending the regional or super regional games. If students don't attend athletic events in the first place, it is reasonable to believe they would think casual fans would stray away from regional or super regional games if parking and walking became an issue. Finally, frequent ($p = 0.006$) and heavy-attendees ($p = 0.007$) were significantly more likely than non-attendees to disagree that the increase in irregular visitors and fans will cause a hassle to the local community. Overall, students who identified with attending more athletic events per year seemed to have fewer worries about general negative impact statements than those who attended few to no athletic events. Tables 20-23 display the results related to general negative impact statements.

Table 20 One-Way ANOVA on Athletic Events Variable 8

Variable	*df*	F	P	0 *M*	1-10 *M*	11-20 *M*	21-30 *M*	>30 *M*
8.) Crime rates and arrests will increase due to an influx of visitors and spectators during the duration of the event:	4	3.268	0.012	3.28	2.75	2.56	2.44	2.53
	Ath Events	**Ath Events**	**P**					
	0	11-20	0.034					
		21-30	0.011					
		>30	0.030					

Table 21 One-Way ANOVA on Athletic Events Variable 15

Variable	*df*	F	P	0 *M*	1-10 *M*	11-20 *M*	21-30 *M*	>30 *M*
15.) Local transit routes will not be able to cope with an increase in the number of visitors possible due to the event:	4	4.951	0.001	3.56	2.88	2.87	2.64	2.45
	Ath Events	**Ath Events**	**P**					
	0	21-30	0.006					
		>30	0.000					

Table 22 One-Way ANOVA on Athletic Events Variable 19

Variable	*df*	F	P	0 *M*	1-10 *M*	11-20 *M*	21-30 *M*	>30 *M*
19.) Limited parking and walking long distances will deter casual fans from attending games during the event:	4	2.646	0.034	3.33	2.80	2.74	2.54	2.56
	Ath Events	**Ath Events**	**P**					
	0	21-30	0.031					
		>30	0.038					

Table 23 One-Way ANOVA on Athletic Events Variable 28

Variable	*df*	F	P	0 *M*	1-10 *M*	11-20 *M*	21-30 *M*	>30 *M*
28.) The increase in irregular visitors will cause a hassle to the local community and will be difficult to accommodate:	4	4.396	0.002	3.00	2.53	2.44	2.18	2.19
	Ath Events	**Ath Events**	**P**					
	0	21-30	0.006					
		>30	0.007					

Differences in number of intramurals participated in. To answer the final part of the first research question, a one-way ANOVA was also ran to test for any differences in students' perceptions of hosting a regional or super regional based on the number of intramural activities they participate in per academic year. The number of students in each group was not dispersed evenly, causing inconsistent differences in perceptions among the groups. Although five variables showed significant differences between intramural groups, the groups were inconsistent with perceptions.

Only one social impact statement showed a significant difference. Light-participants in intramurals were significantly more likely than non-participants ($p = 0.019$) to disagree local residents may avoid attending games because of an increase in visitors and traffic.

In regards to general negative impact statements associated with hosting a regional or super regional, non-participants were significantly more likely than moderate-participants ($p = 0.021$) to agree trash and little would increase around the event site. Also, light-participants were significantly more likely than moderate-participants ($p = 0.042$) to disagree it would be better to have fewer visitors and less money spent in the economy if it meant less congestion.

Two economic impact statements also showed significant differences in student perceptions based on the number of intramurals they participate in per academic year. Heavy-participants in intramurals were significantly more likely than light-participants ($p = 0.022$) to agree that the University of Arkansas Athletic Department would generate thousands of dollars of revenue by hosting a regional or super regional. Although the statement that the price of tickets would not influence the demand for tickets to games during the regional or super regional showed overall significance, there was no significant interaction between groups.

Overall, students' perceptions did vary based on the number of intramural events they participate in per academic year. However, groups were not evenly distributed, raising concern on the validity of differences among the impact statements.

Predictors for Increased Support of Arkansas Baseball

To answer the second research question of the study, three impact statements were specifically used to assess students' perceptions about future support for Arkansas baseball in regards to the possibility of hosting a regional or super regional on campus. Overall, results showed that students as a whole were in agreement that hosting a regional or super regional on the University of Arkansas campus would lead to increase in student support, increased attendance and increased support of local residents for Arkansas baseball. Table 24 illustrates the means and standard deviations of each statement in regards to future support.

Table 24 Predictors of Future Support for Arkansas Baseball

Impact Variables	***M***	***SD***
10.) Student support for Razorback baseball will increase by hosting a regional or super regional on campus:	4.30	0.74
18.) Hosting a college baseball regional or superregional will lead to an increase in attendance at future Razorback baseball events:	4.07	0.82
20.) Hosting a regional or superregional will increase the pride and support of local residents:	4.28	0.74

A series of one-way ANOVA's were used to analyze any perceived differences among student demographics in regards to future support and increased attendance for Arkansas

baseball. Again, the five demographic variables used to assess any differences among students' perceptions were student age, student gender, year in school, the number of athletic events they attended, and how active they were in intramurals.

Student support. Students were given a statement and asked to rate their level of agreement on whether student support for Arkansas baseball would increase as a result of hosting a regional or super regional on campus. Displayed by Table 25, the only demographic variable to show any overall significant differences was the number of athletic events students identified attending per year. However, with a high p-value of 0.044, no significant interactions occurred between groups based on the number of athletic events the students attended. Based on the mean scores of students' responses, results showed students' perceived support for Arkansas baseball would increase as a result of hosting a regional or super regional on campus.

Increased attendance. Students were also given a statement and asked to rate their level of agreement on whether attendance would increase at future Arkansas baseball events as a result of hosting a regional or super regional. Once again, the only demographic variable to show significance among student perceptions was the number of athletic events students identified attending each year. Illustrated by Table 26, students who were moderate ($p = 0.008$, $p = 0.003$), frequent ($p = 0.025$, $p = 0.031$) and heavy-attendees ($p = 0.003$, $p = 0.001$) were significantly more likely than non-attendees and light-attendees, respectively, to agree that attendance would increase at future Arkansas baseball events as result of hosting a regional or super regional. Based on the results of the mean scores, students were in agreement that hosting a regional or super regional will lead to an increase in attendance at future Arkansas baseball events.

Local residents' support. The last statement relating to future support for Arkansas baseball as students to rate their level of agreement on whether hosting a regional or super

regional will increase the pride and support of local residents. A series of one-way ANOVA's were again run using each of the five demographic variables mentioned previously. Results showed no significant interactions between any groups for the statement. Based on the overall mean scores previously displayed, students were heavily in agreement that pride and support of local residents would increase by hosting a regional or super regional.

Table 25 One-Way ANOVA for Student Support Based on Number of Athletic Events Attended

Variable	*df*	F	P	0 *M*	1-10 *M*	11-20 *M*	21-30 *M*	>30 *M*
10.) Student support for Razorback baseball will increase by hosting a regional or super regional on campus:	4	2.481	0.044	4.00	4.21	4.36	4.21	4.48

Table 26 One-Way ANOVA on Increased Attendance Based on Athletic Events Attended

Variable	*df*	F	P	0 *M*	1-10 *M*	11-20 *M*	21-30 *M*	>30 *M*
18.) Hosting a college baseball regional or superregional will lead to an increase in attendance at future Razorback baseball events:	4	4.552	0.000	3.53	3.79	4.22	4.19	4.31

Ath Events	Ath Events	P	Ath Events	Ath Events	P
0	11-20	0.008	1-10	11-20	0.003
	21-30	0.025		21-30	0.031
	>30	0.003		>30	0.001

Chapter 5

Discussion

Many previous studies on college athletics have only focused on the so called 'revenue generating' sports, football and basketball. Additionally, most studies on sport events have only focused on the economic impact associated with those events (Kim & Petrick, 2005). Baseball is viewed on a much smaller scale at the collegiate level, with little to no research contributing to its impacts on college campuses. Therefore, the purpose of this study was to develop a deeper understanding of students' perceptions of social, economic and general negative impacts associated with hosting a NCAA baseball regional or super regional on the host campus and community. This study focused on the University of Arkansas as a possible host institution and examined students' perceptions at the school. One objective was to see if there were any differences in students' perceptions of hosting a regional or super regional based on the demographics of gender, age, year in school, the number of University of Arkansas athletic events they attend per year, or the number of intramural activities they participated in per academic year. The other objective was to examine whether the impacts associated with hosting a regional or super regional led students to believe support for Arkansas baseball would increase in the future.

The major findings of this study show that there were significant differences in students' perceptions of multiple impact statements related to hosting a regional or super regional. Results showed significant differences in students' perceptions in regards to each of the five demographic variables: gender, age, year in school, number of athletic events attended per year, and the number of intramural activities participated in. Studying each impact statement that

displayed significant differences among students' perceptions could help future event organizers focus on areas of concern at future events, or recognize areas of success and continue them at future events.

H2 stated students would have positive perceptions in regards to economic impacts associated with hosting a Division I college baseball regional or super regional on campus. Indeed, significant differences among gender perceptions in relation to hosting a regional or super regional were visible in three economic impact statements. Overall, males were significantly more likely than females to agree that the local economy would benefit from hosting a regional or super regional on campus. Also, males were significantly more likely than females to believe the University of Arkansas Athletic Department would generate thousands of dollars of revenue from hosting a regional or super regional on campus. Females, however, were significantly more likely than males to believe ticket prices would not influence demand for tickets to the regional or super regional. These results show males have more positive perceptions than females towards economic benefits associated with hosting a regional or super regional. Results also show males have a more negative perception towards economic costs, such as an increase in ticket prices.

In regards to students' age, three impact statements showed significant differences among students' perceptions. Students 22 years of age or older were significantly more likely to disagree than students 21 or younger that it would be better to have less congestion if it meant less money spent in the economy. Based on these results, students 22 years of age or older seem to be less concerned about congestion and more concerned with economic impacts resulting from hosting a regional or super regional on campus. A reason for these results could be many students 22 or older are graduate students with a higher level of education and knowledge of true

impacts associated with such an event. H3 stated students would have negative perceptions in regards to general impacts associated with hosting a Division I college baseball regional or super regional on campus. In support of H3, students 21 years of age or younger were more concerned that alcohol consumption and control would become more of a problem during the regional or super regional. Considering everyone 22 years of age or older is of legal drinking age, it is reasonable to believe they have less concern regarding alcohol problems. Lastly, students 22 years of age or older were significantly more likely than those 21 or under to agree that the overall local economy would benefit from hosting a regional or super regional on campus. These perceptions could possibly be attributed to the fact that the last time the University of Arkansas hosted a regional or super regional was 2010, meaning most or all students under the age of 21 were not on campus or attending the University of Arkansas during the time. As a result, they would have less knowledge about the event than those who were attending or were on campus.

Senior students were significantly more likely than freshmen to believe that the local economy would benefit from hosting a regional or super regional on campus. As noted previously, the last time the University of Arkansas hosted a regional or super regional was 2010. Current seniors would have been students at the times, whereas current freshmen were not students at the time. As a result, seniors are likely to have more knowledge of impacts associated with a hosting a regional or super regional, affecting their perceptions.

The biggest differences among students' perceptions were based on the number of University of Arkansas athletic events the students attend per year. Not surprisingly, die-hard fans are likely to have greatly different perceptions than non-fans or social fans. Results show students who attend fewer athletic events were more concerned about economic costs associated with hosting a regional or super regional on campus. Obviously, non-attendees were

significantly more likely than moderate, frequent and heavy-attendees to agree they would not attend regional or super regional games if ticket prices increased. Also, light-attendees were significantly more likely than frequent and heavy-attendees to agree they wouldn't attend games because of an increase in ticket prices. Non-attendees were also significantly more likely than any student who does attend athletic events to disagree that money spent in preparation for the regional or super regional would lead to a more successful and welcoming atmosphere. Not surprisingly, students who don't attend any athletic events or attend very few are significantly more concerned with economic costs associated with hosting a regional or super regional on campus. If they don't attend in the first place, raising prices or spending money on the event is going to be viewed negatively in their eyes.

Moderate and heavy-attendees were significantly more likely than non-attendees to agree with the statement that the local economy would benefit from hosting a regional or super regional. Heavy-attendees were also significantly more likely than light-attendees to agree with the statement. Assumptions could be made that the more athletic events students attend, the more positive perceptions they have in regards to economic benefits.

H1 stated hosting a Division I college baseball regional or super regional on campus would have no effect on students' perceptions of social impacts. However, in regards to social impact statements associated with hosting a regional or super regional on campus, the number of athletic events the students attended greatly effected their perceptions. Overall, non-attendees were significantly less likely than any event attendee to be in favor of hosting a regional or super regional no matter the social impacts. Light-attendees were also significantly less likely than moderate, frequent and heavy-attendees to be in favor no matter the social impacts. Moderate, frequent and heavy-attendees were all significantly more likely than non-attendees to disagree

with the statement that the event would negatively impact residents living near the even site. Frequent and heavy-attendees were also significantly more likely to disagree with the statement than light-attendees. Heavy-attendees were significantly more likely than non-attendees to agree that meeting fans and visitors of other teams is an enjoyable experience. In relation, heavy-attendees were also significantly more likely than non-attendees to disagree that hostility between locals and visitors would increase because of overcrowding during the regional or super regional.

Results lead to believe that the more athletic events students attend per year the less concerned they are with perceived negative social impacts on residents. Students who don't attend any athletic events could be less social, hence the reason they don't attend athletic events. If that is the case, they could see these events negatively in regards to impacts they may bring. Students who don't attend athletic events also would not know what the spectator interaction at the events is like, so they automatically think of hostility between opposing sides when it comes to social interacting.

Differing perceptions based on the number of University of Arkansas athletic events students attended also appeared in relation to general negative impact statements related to hosting a regional or super regional. Moderate, frequent and heavy-attendees were significantly more likely than non-attendees to disagree that crime rates and arrests would increase during the event. Frequent and heavy-attendees were also significantly more likely than non-attendees to disagree that local transit routes would not be able to cope with the increase in visitors. On top of that, non-attendees were significantly more likely than frequent and heavy-attendees to agree that limited parking and walking long distance would deter casual fans from attending regional or super regional games. It is visible based on results that students who attend no athletic events

are more concerned with general negative impacts the events may bring. If students don't attend any athletic events, it is reasonable to see the concern and negative perceptions they may have with increases in crime and traffic. Those students attending athletic events on a regular basis are likely used to the atmosphere and traffic and don't see as great of concerns in those areas.

Although a one-way ANOVA test was used to determine differences in students' perceptions based on the number of intramural activities they participate in per academic year, the results cannot be considered reliable. Students were categorized into five groups based on the number of intramurals they participated in, and one group made up nearly 44 percent of the total response rate, while another accounted for over 24 percent. Sample sizes for the remaining groups were too small to generalize to the student body.

Not surprisingly, students' perceptions showed the most significance when examined based on the number of athletic events they attend per year. Each demographic variable did, however, show some sort of significance in students' perceptions of hosting a regional or super regional on campus. Though the results of this study don't analyze actual results of such an event, they could be a good predictor of what the type impacts the event may bring to a similar university with strong support for the baseball program. Findings of this study could be generalized to most schools in the Southeastern Conference as well as schools in the Atlantic Coast Conference where college baseball has a strong following.

To further analyze each independent variable and predict student perceptions, a factor analysis could be run. Without the factor analysis, it was difficult to determine which impact area showed the most support towards the social exchange theory. It is clear, however, that the social exchange theory is at work in this study. Support for the event was high among students' responses, as were the perceived benefits of hosting the event. A factor analysis would more

precisely depict perceived differences and support based on economic, social and general negative impacts associated with the event. Overall, results showed that students were in agreement that support for Arkansas baseball would increase from hosting a regional or super regional on campus.

Future Research

Future studies on college baseball could dive further into the issue of impacts the sport brings to the students, campus, local residents, or community. Although college football and basketball are studied extensively in relation to impact around campuses, many college baseball teams play twice the number of home games. In a college baseball crazed area, such as the University of Arkansas or the Southeastern Conference, large crowds and visitors are occurring more often. With the growing popularity of college baseball, it would be necessary to get insight on the perceived impacts associated with the sport, particularly from local residents and students. In this study, students were forced to choose from a range the number of University of Arkansas athletic events they attend yearly. For future studies, the response could be left open-ended to let students input their own number. This would allow the researcher to categorize responses into smaller ranges, as to where someone who responds as attending only one athletic event is not in the same category as someone with a response of nine. Future studies could also use a longitudinal approach and study a particular university such as the University of Arkansas or a similar southeastern school. The study could focus on the entire regular season for a period of years, or just focus on the postseason. Either approach could provide further insight into the growing popularity of college baseball and the impacts associated with the sport. Numbers to look at for a more in depth study could be event attendance, city tax revues, county tax revenues, state tax revenues, and even business sales for the time period studied.

Conclusion

This study assessed University of Arkansas students' perceived impacts of hosting a college baseball regional or super regional on campus. Overall, students were in agreement that the local economy would benefit. As a whole, students were also in favor of hosting a regional or super regional no matter the social impacts it may bring.

The findings of this study indicated there are significant differences in students' perceptions of hosting a regional or super regional based on their age, gender, year in school, number of athletic events they attend per year, and the number of intramural activities they participate in per academic year. Although findings of this study were perceived impacts, they could be useful for event organizers such as the NCAA and University of Arkansas to predict actual outcomes.

Without running a factory analysis, negative impact statements were generated to gauge students' overall perceptions of possible negative impacts. In reality, some of these statements may not occur during the event, leaving the possibility for a pre and post study of such an event. To eventually test for full validity of the social exchange theory, the study could be taken one step further. In their study, Hritz and Ross (2010) ran an exploratory factor analysis using the impact variables and categorize them into social benefits, economic benefits and negative impacts. Similar tests could be ran for this study to further analyze students' responses in regards to perceived economic, social and general negative impacts associated with hosting a college baseball regional or super regional on campus.

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Appendix A

Survey Instrument

Rate the following statements, in your opinion, on your level of agreement or disagreement, with hosting a NCAA Division I college baseball regional or super regional on campus. The scale is as follows: (1) strongly disagree, (2) disagree, (3) neither agree or disagree, (4) agree, and (5) strongly agree.

	Strongly Disagree	**Disagree**	**Neither Agree or Disagree**	**Agree**	**Strongly Agree**
1.) Hosting a college baseball regional or superregional will negatively impact residents living near the event site:	1	2	3	4	5
2.) Local business will benefit because of an increase in visitors by hosting a regional or super regional on campus:	1	2	3	4	5
3.) Traffic and congestion will increase around the area of the event:	1	2	3	4	5
4.) The image of the City of Fayetteville will be portrayed in a positive manner, both through national and local media:	1	2	3	4	5
5.) I will not attend regional or superregional games because of a possible increase in ticket prices for a NCAA Championship event:	1	2	3	4	5
6.) Hostility between locals and visitors will increase because of overcrowding:	1	2	3	4	5
7.) Local residents may avoid attending games because of an increase in visitors and traffic:	1	2	3	4	5
8.) Crime rates and arrests will increase due to an influx of visitors and spectators during the duration of the event:	1	2	3	4	5
9.) Local residents may avoid business districts and restaurants that could see an increase in patrons during the event:	1	2	3	4	5
10.) Student support for Razorback baseball will increase by hosting a regional or super regional on campus:	1	2	3	4	5

11.) The University of Arkansas Athletic Department will generate thousands of dollars of revenue by hosting a regional or superregional on campus:	1	2	3	4	5
12.) Hosting a regional or super regional will lead to an increase in noise and disrupt local residents:	1	2	3	4	5
13.) Visitors of the regional or superregional will be more likely to visit Fayetteville again because they enjoyed the experience:	1	2	3	4	5
14.) Entertainment opportunities will increase during the duration of the regional or superregional:	1	2	3	4	5
15.) Local transit routes will not be able to cope with an increase in the number of visitors possible due to the event:	1	2	3	4	5
16.) Meeting visitors and fans of other teams is an enjoyable experience:	1	2	3	4	5
17.) Trash and litter will increase around the site of the event, most notably Baum Stadium and surrounding parking lots:	1	2	3	4	5
18.) Hosting a college baseball regional or superregional will lead to an increase in attendance at future Razorback baseball events:	1	2	3	4	5
19.) Limited parking and walking long distances will deter casual fans from attending games during the event:	1	2	3	4	5
20.) Hosting a regional or superregional will increase the pride and support of local residents:	1	2	3	4	5
21.) It would be better to have fewer visitors and less money spent in the economy if it meant less congestion:	1	2	3	4	5
22.) Local businesses will provide higher levels of service during the event:	1	2	3	4	5
23.) The image of Fayetteville will	1	2	3	4	5

be decreased by media portrayal:					
24.) Money spent in preparation for the event will lead to a more successful and welcoming atmosphere at the event site:	1	2	3	4	5
25.) Alcohol consumption will become more of a problem and harder to control with spectators:	1	2	3	4	5
26.) The price of tickets will not influence the demand for tickets to games during the event (students are able to attend regular seasons games free of charge):	1	2	3	4	5
27.) I would be in favor of hosting a regional on campus even if it coincided with the Walmart shareholders meeting held on campus the same week:	1	2	3	4	5
28.) The increase in irregular visitors will cause a hassle to the local community and will be difficult to accommodate:	1	2	3	4	5
29.) Overall, hosting a college baseball regional or superregional on campus will benefit the local economy:	1	2	3	4	5
30.) Overall, I would be in favor of hosting a regional or superregional on campus no matter the social impacts:	1	2	3	4	5

Answer the following as honest and to the best of your knowledge possible:

1. What is your gender?
    a. Male
    b. Female
2. What is your age? _____

3. What is your ethnicity?
    a. Caucasian / White
    b. Hispanic or Latino
    c. Black or African-American
    d. Asian / Pacific Islander
    e. Native American or American Indian
    f. Multiracial
    g. Would rather not disclose
    h. Other _____
4. How many University of Arkansas athletic events do you attend per year?
    a. 0
    b. 1-10
    c. 11-20
    d. 21-30
    e. More than 30
5. Which best describes you?
    a. University of Arkansas student
    b. Local business owner or manager
6. What is your current status in school?
    a. Freshman
    b. Sophomore
    c. Junior
    d. Senior
    e. Graduate student
7. Do you live on campus?
    a. Yes
    b. No
8. If you answered no to 7, approximately how far away, in miles, from Baum Stadium do you live? _____
9. How long have you lived at your current place of residence? _____

10. Do you have the student access pass for athletic events?
    a. Yes
    b. No
11. Do you live in Fayetteville during the summer?
    a. Yes
    b. No
12. How many intramural sports or activities do you participate in per academic year?
    a. 0
    b. 1
    c. 2
    d. 3
    e. 4 or more

Appendix B

Informed Consent

Informed Consent

As part of a research project at the University of Arkansas, you are being invited to participate in a survey regarding perceived impacts of hosting a college baseball regional or super regional on campus.

There are no risks or penalties for your participation in this research study. The information collected may not benefit you directly. The information learned in this study may be helpful to others. Your completed questionnaire results will be stored at the University of Arkansas. The questionnaire will take approximately 10 minutes to complete.

Please remember that your participation in this study is voluntary. Participants in the study must be 18 years of age or older at the time of survey completion. No one under 18 should complete the survey. By completing the attached questionnaire you are voluntarily agreeing to participate. You are free to skip any particular question or to stop at any time if you choose.

You acknowledge that all your present questions have been answered in a language you can understand and all future questions will be treated in the same manner. If you have any questions about the study, please contact Marcus Ozbun at (xxx) xxx-xxxx.

If you have any questions about your rights as a research subject, you may call Ro Windwalker, Compliance Coordinator for Research Support and Sponsored Programs, at (xxx) xxx-xxxx. You will be given the opportunity to discuss any questions about your rights as a research subject, in confidence, with a member of the committee.

Sincerely,

Marcus Ozbun
University of Arkansas

Appendix C

IRB Approval

UNIVERSITY OF ARKANSAS

Office of Research Compliance
Institutional Review Board

April 3, 2013

MEMORANDUM

TO:	Marcus Ozbun Stephen Dittmore
FROM:	Ro Windwalker IRB Coordinator
RE:	PROJECT MODIFICATION
IRB Protocol #:	13-03-567
Protocol Title:	*Perceived Impacts of Hosting a College Baseball Regional or Super Regional: Host Institution and Community Perspective*
Review Type:	☒ EXEMPT ☐ EXPEDITED ☐ FULL IRB
Approved Project Period:	Start Date: 04/03/2013 Expiration Date: 03/17/2014

Your request to modify the referenced protocol has been approved by the IRB. **This protocol is currently approved for 500 total participants.** If you wish to make any further modifications in the approved protocol, including enrolling more than this number, you must seek approval *prior to* implementing those changes. All modifications should be requested in writing (email is acceptable) and must provide sufficient detail to assess the impact of the change.

Please note that this approval does not extend the Approved Project Period. Should you wish to extend your project beyond the current expiration date, you must submit a request for continuation using the UAF IRB form "Continuing Review for IRB Approved Projects." The request should be sent to the IRB Coordinator, 210 Administration.

For protocols requiring FULL IRB review, please submit your request at least one month prior to the current expiration date. (High-risk protocols may require even more time for approval.) For protocols requiring an EXPEDITED or EXEMPT review, submit your request at least two weeks prior to the current expiration date. Failure to obtain approval for a continuation *on or prior to* the currently approved expiration date will result in termination of the protocol and you will be required to submit a new protocol to the IRB before continuing the project. Data collected past the protocol expiration date may need to be eliminated from the dataset should you wish to publish. Only data collected under a currently approved protocol can be certified by the IRB for any purpose.

If you have questions or need any assistance from the IRB, please contact me at 210 Administration Building, 5-2208, or irb@uark.edu.

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