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Dish Promotions Scholarship

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Live Sporting Events

Most people are competitive by nature and the desire to win is innate; many psychologists have studied this behavior through the years. "Some psychologists claim that fan psychology is rooted in primitive times when we lived in small tribes, and warriors fighting to protect our tribe were true genetic representatives of 'our people'. In today's society athletes play a similar role for a city, club or school in the stylized war on a playing field – as the theory goes. The athlete's exploits helps reconnect the fans with those intense emotions that tribal warfare did for their ancestors" (Schaik 1). The desire to win often drives one to endure grueling and sometimes barbaric training practices in order to become the most competitive athlete possible. To achieve greatness requires sacrifices and commitment; without perseverance, dedication and an incredibly strong work-out ethic, success will not come to fruition. Sports fans thrive on this as well. Has their chosen athlete/team made the sacrifices necessary to win the game? It is the expectation. Spectators become emotionally invested. This leads to why watching live sporting events are more exciting than pre-recorded games.

There is nothing that compares to watching a live sporting event. Hollering, yelling, cheering and even jumping up and down are only witnessed at live events. There is also a state of excitement that ensues before the game even begins. Many spectators and fans begin making preparations for game day several weeks in advance. Some will choose to tail-gate, others plan to host a party at their house and watch the game/event on the big screen t.v., while others choose to attend the game and support their team from the sidelines/bleachers. The pre-game hype opens an avenue for people to bond and connect; sides are chosen, alliances are established and rivalries are in full force. "Self-esteem rides on the outcome of the game and the image of the franchise" (Simons 1).

No matter where you choose to view the game, watching it live creates an environment that is energizing and exhilarating. It provides a much needed stress break from the pressures in the world that often plague us. We are able to escape from the harshness of reality and just live for the moment. During game time, nothing else really matters and our focus is strictly on winning. Our attention is diverted and friends engage in conversations on what makes their team number one.

Real time events create an adrenaline rush like no other. Not knowing who will win stirs an emotion of sheer excitement. Rooting and cheering for your team establishes a connection with the athlete(s) and you become emotionally involved with the outcomes. The sweet taste of victory intensifies or either the heart-break of defeat can leave you feeling distraught. Live sporting events tap into so many areas of our emotions. They can bring people together or cause division amongst the closest friends. Either way, conversations amongst many people occur. This is often lacking in our society where people are often more engaged with their electronics devices than with one another.

Watching a pre-recorded sporting event is actually rather boring. You already know who will win. There is no emotional connection to the sport because no matter how much you yell, cheer, or even shout at the referees, your efforts are in vain. The outcome is already pre-determined and your team has won or lost. It is only beneficial if you are the coach and are studying the strategies of your opponents, or trying to improve upon the team's performance for the next game. No one gathers together to discuss which team is the best, how well an athlete will execute today, or even if the referees will be non-biased.

Watching live sporting events is different from other programming material. In other shows, movies, or

sit-coms, the plot is already established. Each show usually only delves into one or two emotions and most of the time they are predictable. We know by the channel we select, what type of material we will be watching. Non-sporting programs are not usually a crowd gathering event either. There are no pre-planning moments or pre-preparation discussions. People are merely watching shows to be entertained or educated. There is no platform for comradery to exist. Live sporting events provide an opportunity for people to reconnect and therefore are more engaging than other programs.