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### The Demand for Live Sporting Events

In an ever-changing world adapting to new ideas, innovations, and phenomenon's every day, sporting events have remained a constant. Imagine the first recorded ancient Olympic Games in a stadium in 760 B.C in Athens, Greece. It's filled with fans hooting and hollering as their athlete passes up another in the sole event, the foot race. The cheers when their runner wins echoes off the stone walls as celebrations filled the streets. They weren't so different from us back then, were they? Live sporting events are still an integral part of our lives that give us a sense of belonging, community, and an escape from our humdrum lives. In 2017, we have a few additional advantages including the luxury of watching these adrenaline-pumping sporting events live from the comfort of a recliner thanks to the birth of DVR technology in 1999. While most television programming is filmed days or even weeks before airing, the public still demands to see sports unfold live before their eyes. The need to watch sports in real time is due to chance of discovering the outcome beforehand on social media, emotional investment, sense of control, and fan socialization.

Social media is virtually everywhere we look and is nearly impossible to escape, especially if you're trying to avoid any spoilers from the game earlier that day. Everyone wants to feel the adrenaline of a penalty kick in the last minute of the game, the suspense of a 0-0 tie, or the overwhelming happiness when their team takes it all. Most sports fans will be stripped of those raw, intense feelings if they aren't on the same emotional roller coaster as the players when the game is actually happening. Also, knowing the outcome of a game beforehand makes watching the game extremely predictable and unfulfilling. The only choice these fans have is to abstain from any form of social media until the moment comes that they can actually watch the game or suffer through a dull game or skip it altogether (grantland.com.)

When fans are watching a game, they gain a false sense of control over the game's outcome. This is evidenced by the widely studied phenomenon, superstition. Rituals and beliefs aren't necessarily superstitions; the dividing line between a ritual and a superstition is whether you give some kind of magical significance to the ritual. Many sports fans have idiosyncratic habits such as insisting on wearing a beat-up old cap, eating only certain meals, sitting at a certain angle in front of the television all in an effort to help their team win. A massive sector of fans genuinely believe they are at least partially

responsible for the game and “sometimes the creation of a false certainty is better than no certainty at all” (webmd.com.) They can’t throw on their lucky jersey or toss salt over their shoulder four hours later after the game has already taken place. The illusion of control is lost and the game loses its allure. “If you think your mind and heart play a role in the game you’re watching, a DVR’d game is like trying to hug a dead body. Your hopes and desires immediately become irrelevant” (grantland.com.)

Lastly, the enticing aspect of watching live sporting events isn’t always the game itself, but rather the communication and social currency that is generated. Every human, no exceptions, must have a tribe or alliance to share common goals, recognize a common enemy, and relate to on a personal level (newsweek.com.) According to Maslow’s Hierarchy of Needs, the base of human needs contains physiological needs such as food and water. After that is met, safety is necessary which includes shelter. Directly after those two levels of basic needs is the need to belong (simplypsychology.com.) In their everyday life, they may be an outcast at the office or have very few friends, but being a fan of a team appeals to this deeply rooted desire. Painting their bodies, cursing at the other team, or wearing the same logo as other around brings that inclusive feeling of community and acceptance that every human needs.

Despite the convenience and ease of recorded programs, sports will never comply with this trend that starves its fans of the emotional connection and community within other fans, the suspense and drama that live events provide, and the illusion of control over the outcome. Until humans can discover a way to satisfy these needs in a recording, live sporting events will remain the norm.

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