

Sports Apparel & Search Engines

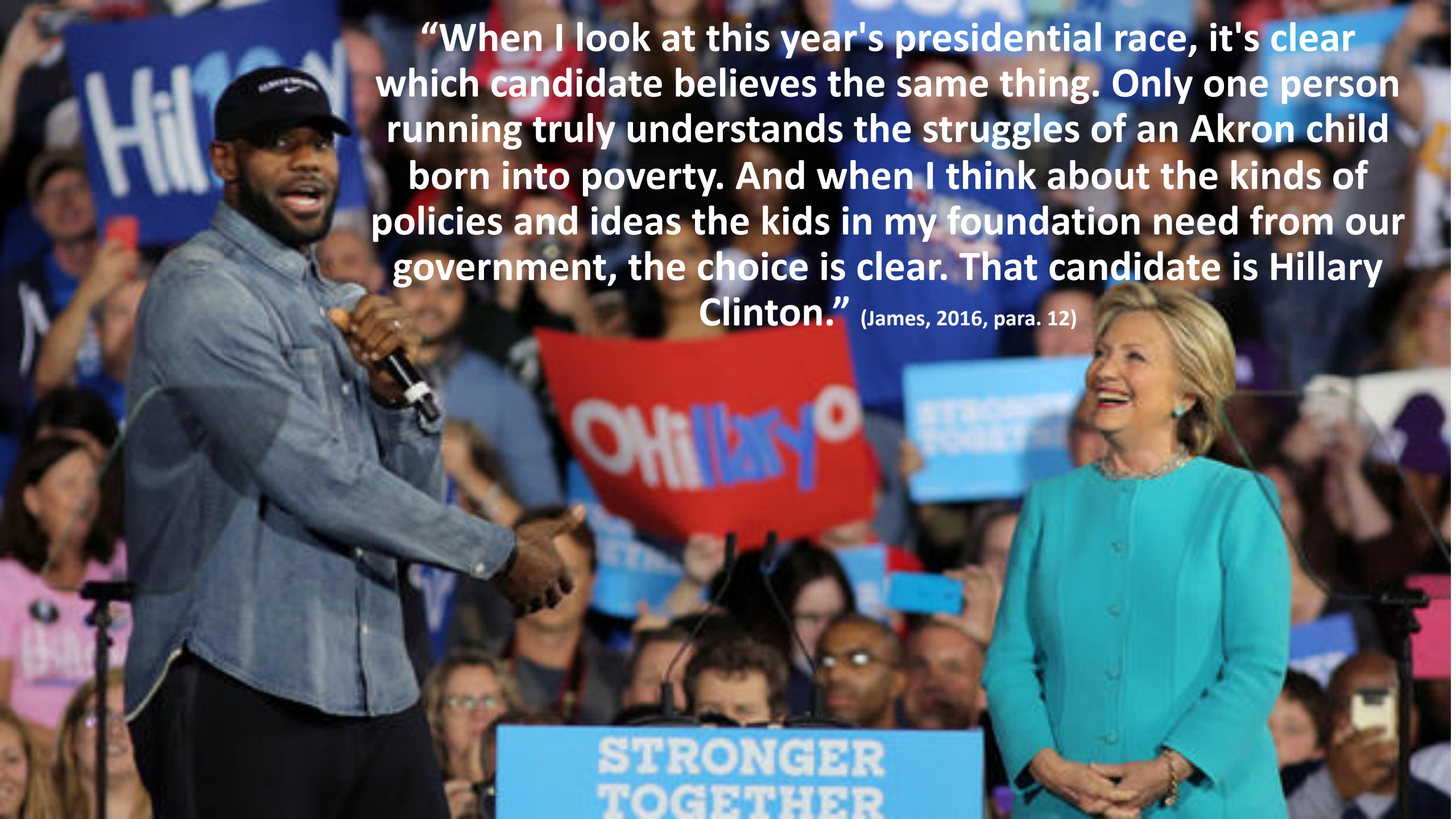
Using Big Data to Analyze Consumer Responses to Athletes' Political Expressions



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“When I look at this year's presidential race, it's clear which candidate believes the same thing. Only one person running truly understands the struggles of an Akron child born into poverty. And when I think about the kinds of policies and ideas the kids in my foundation need from our government, the choice is clear. That candidate is Hillary Clinton.” (James, 2016, para. 12)



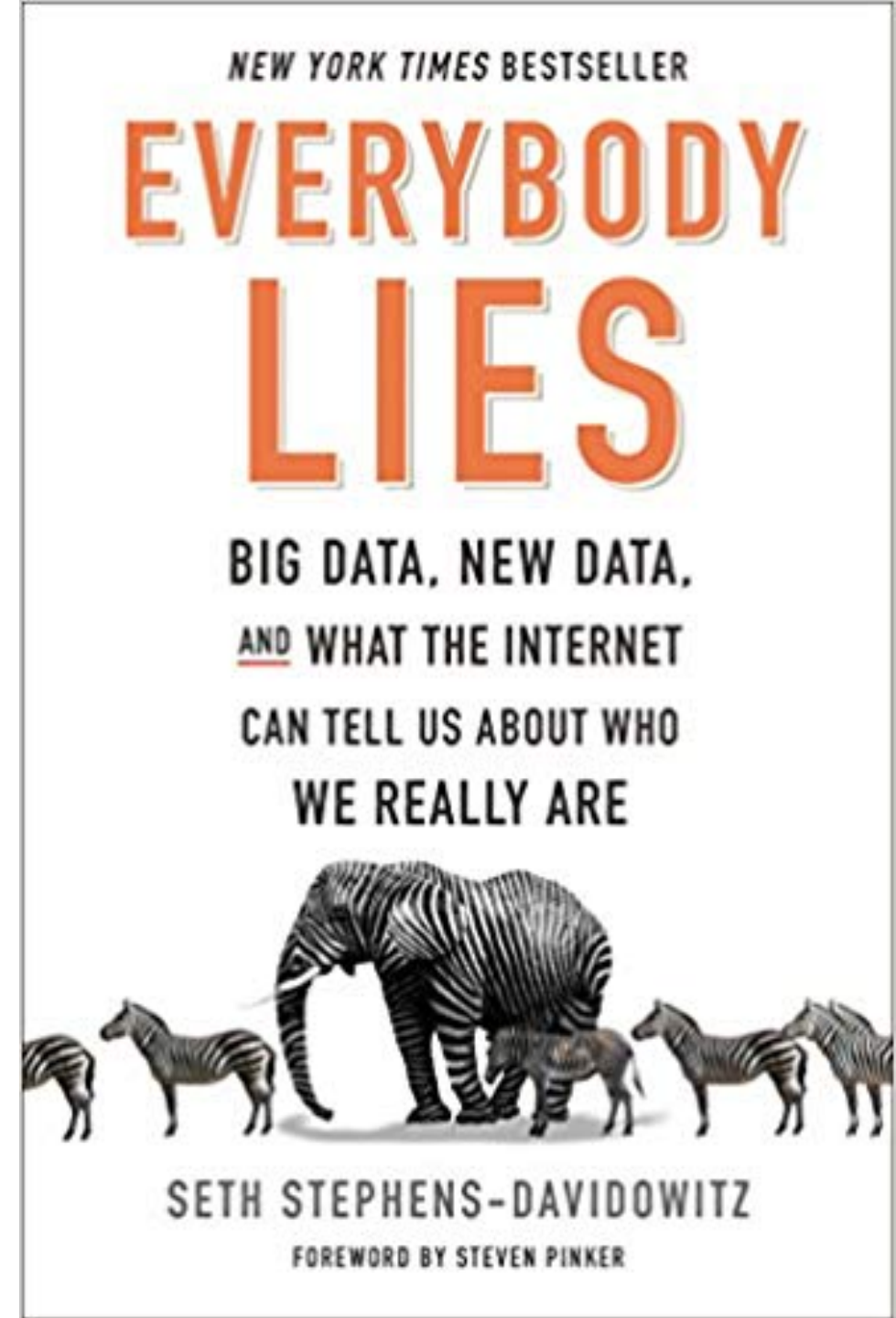


“He sent it to me via R.K.K. He always gives me a call and different types of motivational speeches at different times. So now that he’s running for president, he sent me a hat, and he gave it to R.K.K. a couple weeks ago. So it found its way to my locker.” (Basu, 2015, para. 2)

- Renewed sense of athlete activism, but debate on backlash (Magnusen, Robinson, & Kim, 2017; Zirin, 2017)
 - Sport & Society Initiative – Spring 2017
- Liberals and conservatives are equally likely to be sports fans, but conservatives are more likely to oppose politicization of sports (Thorson & Serazio, 2018)
- Two beliefs significantly related to sport fandom (Thorson & Serazio, 2018)
 - Economic success is attributable to effort
 - Zealous support for the military



- “Big Data” (Stephens-Davidowitz, 2016)
- Search engines can reflect real time temporal and spatial patterns in consumer behavior (Dinis, Costa, & Pacheco, 2017)
 - Disease (Ginsberg et al., 2009)
 - Unemployment (Askitas & Zimmerman, 2009)
 - Energy consumption (Park & Kim, 2018)



Data Collection

- Google Trends
- Search Terms
 - LeBron James jersey
 - Tom Brady jersey
 - LeBron James Hillary Clinton
 - Tom Brady Donald Trump
- Time Periods
 - +/- 14 days from endorsement/expression of support
 - +/- 52 weeks from endorsement/expression of support

Google™ Trends



Results: LeBron James Hillary Clinton

- 14-day average: 12.69
- Day of: 100
- *t*-test: significantly higher

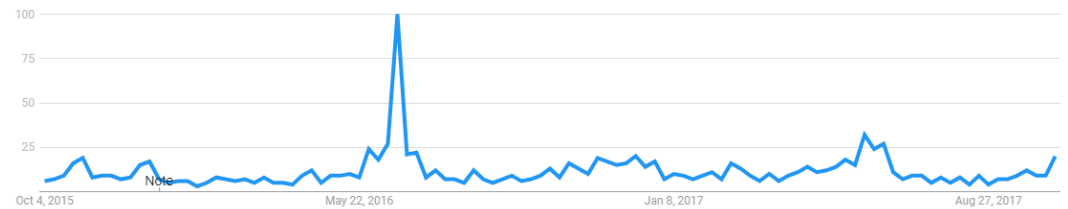
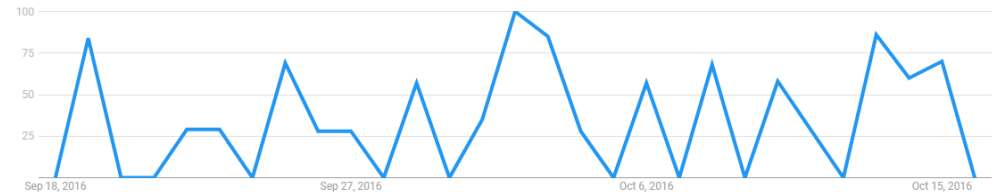


- 52-week average: 5.06
- Week of: 40
- *t*-test: significantly higher



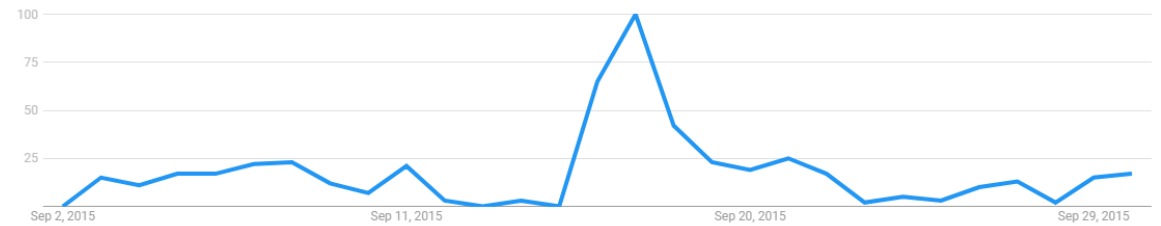
Results: LeBron James Jersey

- 14-day average: 38.83
 - Day of: 62
 - *t*-test: significantly higher
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- 52-week average: 10.98
 - Week of: 10
 - *t*-test: not significantly different

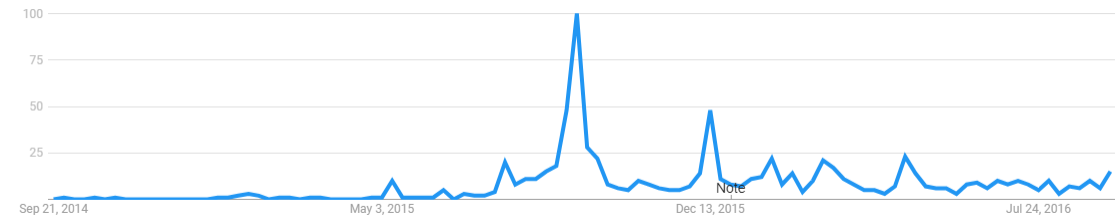


Results: Tom Brady Donald Trump

- 14-day average: 20.90
- Day of: 100
- *t*-test: significantly higher

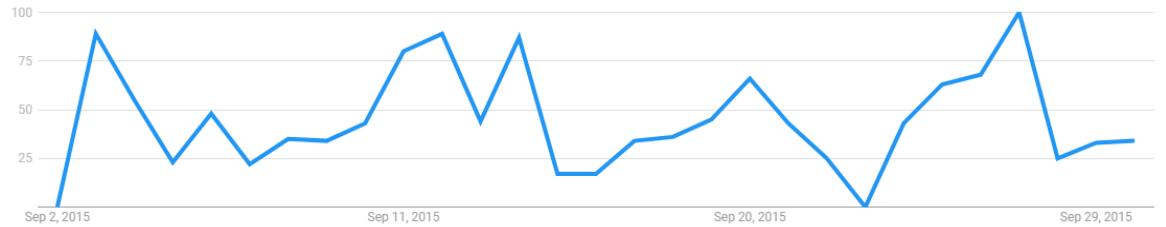


- 52-week average: 7.96
- Week of: 100
- *t*-test: significantly higher



Results: Tom Brady Jersey

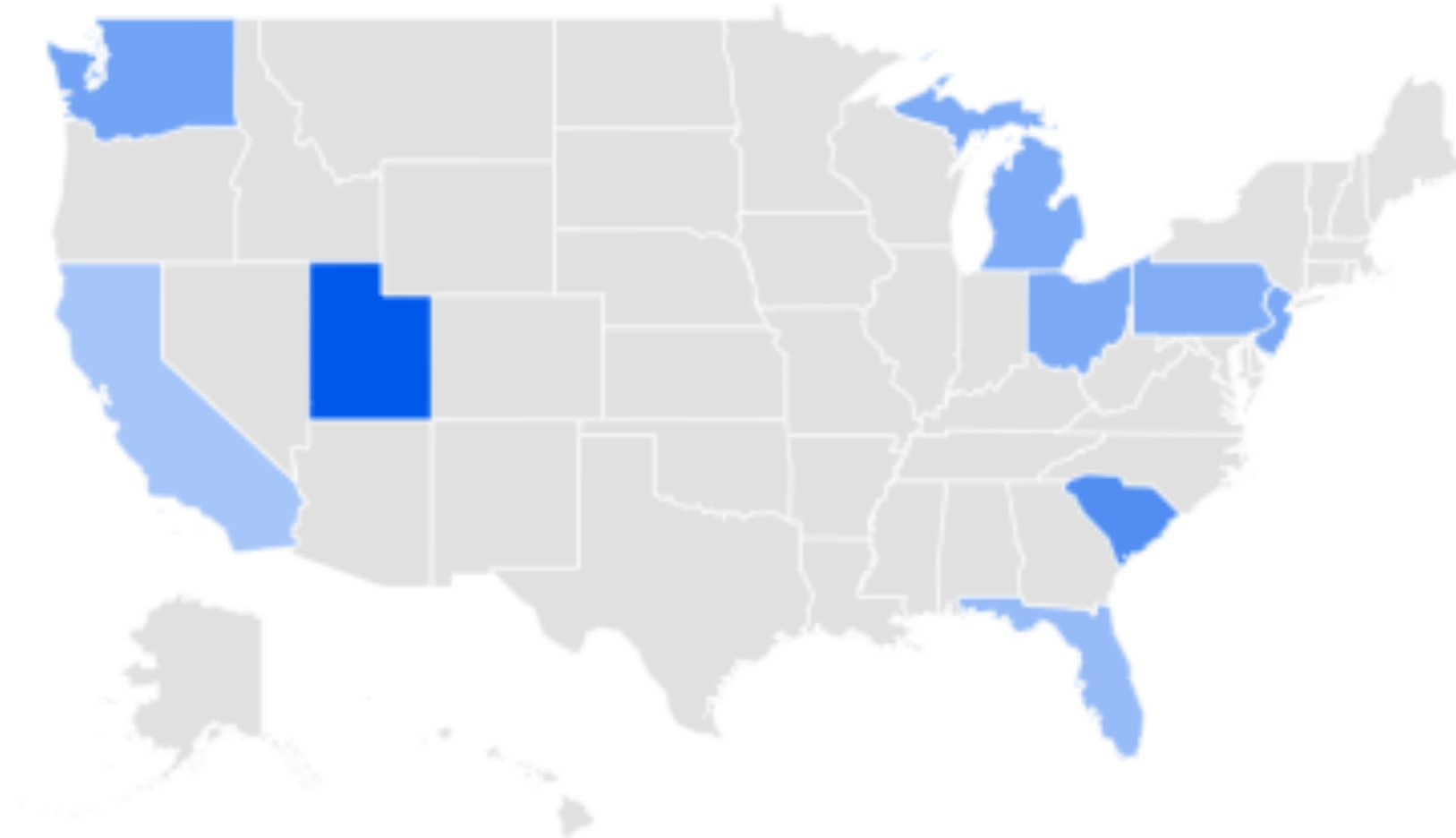
- 14-day average: 37.17
- Day of: 16
- *t*-test: significantly lower



- 52-week average: 17.59
- Week of: 28
- *t*-test: significantly higher

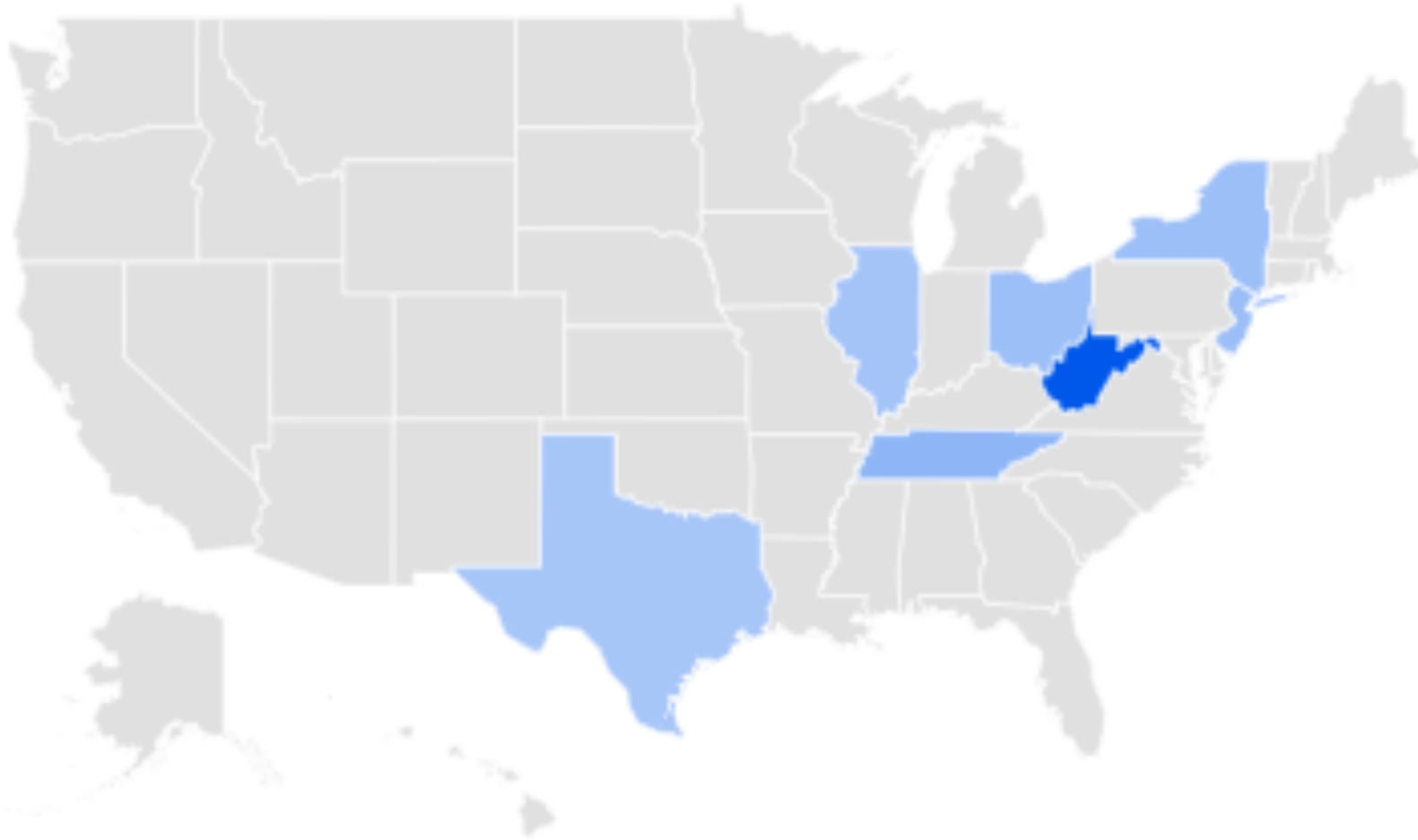


Tom Brady Jersey: 9/16/15-9/17/15



1. Utah
2. South Carolina
3. Washington
4. New Jersey
5. Ohio
6. Michigan
7. Pennsylvania
8. Florida
9. California

LeBron James Jersey: 10/2/16-10/3/16



1. West Virginia
2. Tennessee
3. New Jersey
4. New York
5. Ohio
6. Illinois
7. Texas

Discussion

- Candidate/athlete combinations seemed to spike the day *after* the statement of support, while jersey searches showed differences on the day *of* the announcement
- All candidate/athlete combination searches were significantly higher than average on the day after the endorsement
- Tom Brady jersey: significantly lower short term, significantly higher long term
- LeBron James: significantly higher short term, not significantly different long term

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**SPORTS AND
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