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VIOLENCE AND ICE HOCKEY: A SURVEY OF THE DRIVING FACTORS BEHIND NHL,
OLYMPIC AND COLLEGE HOCKEY FANDOM

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ABSTRACT

Violence and ice hockey have been intertwined since the sport's inception; however, it remains unclear whether violence is a driving factor of ice hockey fandom. The purpose of this study is to determine if a relationship between the two exists. Since there are many different levels of play, this study specifically focuses on college hockey, professional hockey (NHL), and Olympic hockey. Each of these three levels has differing rules and regulations regarding fighting in the game. An individual's preference for a specific level of hockey may in turn show his or her true feelings about the inclusion of violence in the sport. Additionally, information regarding fan age, gender and expectations of enjoyment were also collected and analyzed.

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INTRODUCTION

Ice hockey is a sport of many elements. One moment, fans witness the skillful skating demonstrated on the ice and the finesse executed through a player's puck possession, stick work and skating abilities, which positions hockey as a sport requiring skill and balance. Seconds later, fans are exposed to fights and motions such as checking, slashing or tripping, which positions the sport as one associated with violence.

In terms of popularity, participation and viewership, ice hockey in the U.S. has experienced growth over the past 10 years, but it still is a long way behind the likes of football, baseball and basketball. According to a 2011 article published in *The New York Times*, USA Hockey has been tracking player participation in each state since the start of the 1998-99 season. All registered boys, girls and adults were included in these records. While the traditional hockey stronghold states, such as Michigan, Massachusetts and New York, remained stagnant for the most part, the participation level of ice hockey in the Sun Belt states dramatically increased. For instance, during the 1998-99 season, North Carolina registered 2,149 players, a number which grew to 5,598 by the 2009-10 season. The addition of 3,449 players allowed for a 116.1 percent change in players per capita in North Carolina. Georgia and Tennessee also saw jumps of over 80 percent in players per capita, demonstrating the growth of hockey in the southern states (Klein, 2011). With this growth, it is clear that ice hockey is becoming a larger part of the American sporting culture and tradition.

Hockey growth in the United States can also be quantified through viewership and revenue. During the 2013-14 season, the National Hockey League gained record profits of \$3.7

billion. Additionally, both the NHL and Olympic hockey gained popularity and experienced increased TV ratings in 2013-14. NBC, which owns the rights to national NHL games, witnessed an 11 percent boost in viewers during the regular season (Peters, 2014). Team USA's shootout victory over Russia during the 2014 Sochi Olympics drew in a total of 4.1 million viewers, setting a new record for NBC Sports Network. Viewership of that particular game even peaked to 6.4 million viewers during the last half-hour of play, marking the most-viewed half-hour in NBC Sports Network history (NBC Sports Group, 2014). Merely days later, the USA vs. Canada semi-final game posted a 2.7 household rating, earning the title of highest-rated hockey game in NBCSN history (NBC Sports Group, 2014). These numbers speak largely to the increase of hockey popularity throughout the past few years, in terms of both viewership and participation, while also giving a glimpse into the possibility of growth in the future.

THE HISTORY OF ICE HOCKEY

Hockey's history is primarily rooted in Canada, and the sport was first recognized in the early 19th century. The game molded from numerous other European sports, taking on its own identity and becoming the game it is known as today. In 1877, the first hockey team was formed at McGill University in Montreal, and merely days later, the first official set of rules, seven in all, were devised ("Ice hockey equipment and history," 2014). Today, there are 59 teams that compete at the top level of college hockey in Canada and the United States combined.

As Canadian hockey continued to grow in popularity, the sport began to spread across the nation. On Nov. 26, 1917, the National Hockey League was founded and included five Canadian teams. The first American NHL team was introduced seven years later, as the city of Boston was

granted a professional team in the Bruins. The first U.S. NHL game took place Dec. 1, 1924. In order to accommodate more cities, a number of changes took place to allowing for growth within the league. From 1942 until 1967, the NHL included six teams, which are now dubbed the “Original Six.” These teams included the Boston Bruins, the Chicago Blackhawks, the Detroit Red Wings, the Montreal Canadiens, the New York Rangers and the Toronto Maple Leafs. As the years progressed, more and more organizations were created, and now the NHL is home to 30 teams across the United States and Canada (“20th century NHL timeline,” 2008).

Although the U.S. did not have a professional team until the Boston Bruins were founded, the country did compete in the first Olympic games to include men’s ice hockey. The United States team earned a silver medal, placing only behind Canada, during the 1920 Antwerp Summer Games. Ice hockey has been included in every Winter Olympics since 1924 in Chamonix, with monumental American wins taking place in the 1960 Squaw Valley and the 1980 Lake Placid Olympic games (“Ice hockey equipment and history,” 2014).

ICE HOCKEY AND VIOLENCE

Since its inception, ice hockey has been violent in nature. In its very early years, before the creation of the National Hockey League, players and spectators attributed the game’s violence to two concepts. The first revolved around the idea that “boys will be boys,” feeding into the stereotype that men are naturally aggressive. The second belief supporting the rough nature of the game stemmed from the thought that ice hockey and its aggressiveness helped prepare young men for battlefield (Bernstein, 2006).

After the NHL was formed, violence actually increased in the sport. Players would use fists, elbows, high sticks, kicks and trips to gain control of the puck. Finally, in 1922 the league invented Rule 56 to regulate extreme violent behavior and fighting. The rule explains that each participating individual receives a five-minute penalty following an altercation. Because of fan excitement and the potential of profit, the owners of the original six NHL teams opted to keep fighting in ice hockey. It was not until the 1960s, however, that the league created separate penalty boxes for the two competing teams in an attempt to further control in-game violence (Bernstein, 2006).

Although the NHL allows and attempts to regulate violence, the league has not had constant success. In the past, players have been charged by the U.S. courts for their on-ice wrongdoings. The first professional ice hockey player to be charged in the United States was Boston Bruin forward Dave Forbes. In 1975 Forbes used the end of his hockey stick and shoved it toward the eye of Minnesota North Star forward Henry Boucha. Boucha immediately fell to the ice, surrounded by blood, and was shortly thereafter taken to the nearest hospital. After 30 stitches and multiple surgeries to repair a fractured eye socket and cheekbone, Boucha returned to the ice. His career, however, was short lived due to vision problems that came as a result of the injury. Due to the severity of the attack, Forbes was charged with aggravated assault with a deadly weapon. Since then, numerous players have been held accountable by the United States justice system for injuries they cause while playing the game, but violence remains alive and well in the NHL today (Bernstein, 2006).

Although ice hockey and violence have been connected for an extended period of time, each league maintains its own policy highlighting rough actions that are and are not allowed during games. Three of the ice hockey levels existing in the U.S. today include the Olympic

level, controlled by the International Ice Hockey Federation (IIHF); the professional level, controlled by the National Hockey League (NHL); and the collegiate level, controlled by the National Collegiate Athletic Association (NCAA). The Olympics and collegiate hockey have much stricter rules regarding violence than those enforced by the National Hockey League.

Any player competing under IIHF regulations who chooses to engage in a fight will be assessed either a match penalty or a major penalty with a game misconduct. If given a match penalty, that specific player will be removed from the game and assessed an automatic one-game suspension. A major penalty coupled with a game misconduct is less extreme, in that the player will not be suspended for the team's next game ("IIHF," 2014). Fighting is very much discouraged at the Olympic level, and the IIHF does everything in its power to discourage extreme showings of violence.

Like the IIHF, the NCAA has very strict rules regarding physical altercations; however, the penalty distributed for fighting in collegiate hockey is more severe. The penalty assessed to fighters in the NCAA is disqualification, which results in a player's immediate removal from the game, as well as an automatic suspension for the number of games equal to the number of disqualification penalties the player has served during the season. Compared to the IIHF's penalties, the NCAA operates with harsher fighting penalties ("NCAA," 2014).

Unlike the NCAA and IIHF, fighting is far more tolerated in the NHL. The referee determines a penalty for what is deemed "fighting," based off his opinion of the action. More times than not, the only punishment awarded for physical altercations in the NHL is a major penalty, meaning the player will be ruled off the ice for five minutes. Following that time, the player may rejoin his team and continue competing. Although issuing a major penalty is most common, there are rare instances when the punishment for fighting in the NHL becomes more

severe. For instance, if a player attacks another who cannot defend himself, the aggressor is issued a major penalty and a game misconduct, meaning he is removed for the remainder of the game (“National Hockey League,” 2014). In comparison to the Olympic and collegiate levels of hockey, this penalty is minimal. The NHL only takes harsher action when odds of serious injury are deemed to be very high.

The NHL shows more tolerance to all aspects of violence. Research suggests that sporting violence predicts a fan’s overall enjoyment of the event, which may be related to the tolerance of violence at the professional level. This conclusion brings about the concept that violence may in fact play a role in the fandom of hockey. If violence leads to enjoyment, it is possible that it attracts more fans as well.

While it is apparent that much research has already taken place regarding violence and hockey, the purpose of this research is to gain an understanding of the role of violence in the fandom around hockey, particularly in different levels, where the tolerance for violence varies. This study also aims to determine whether the increased violence of the NHL, as opposed to the NCAA and Olympic hockey, attracts fans to the sport in the United States.

LITERATURE REVIEW

SPORTS FANDOM

Throughout the United States, sports are continuously growing in popularity. As a result, sports fandom is also becoming a form of identity for many Americans. From 1960 to 1975, self-identification as a sports fan grew from 30 to 45 percent among people in the United States. By 1990 that number reached 73 percent (Gantz, Willson, Lee & Fingerhut, 2008). Due to the increased interest in sports throughout the country, many definitions of sports fanship developed and progressed. Some believe a sports fan is a person who follows a team's record, players and overall statistics but does not necessarily watch games. Others believe watching every game religiously is required of a fan, bringing in an additional emotional aspect (Gantz, Willson, Lee & Fingerhut, 2008). In other words, some definitions state fans feel happiness when their team wins. They feel sadness when it loses. These individuals are connected emotionally to a team, and the way that team performs effects the fans' thoughts, moods and actions.

Although scholars define fandom differently, there is a common thread in their definitions – self-identification. Some consider fans as individuals that actively follow a sport or specific team, having knowledge of the players, records and leagues (Dietz-Uhler & Lanter, 2008). Others believe sports fandom refers to the connection between the numerous fans of a specific team (Reysen & Branscombe, 2010). A third definition works to separate the term fan and the term spectator, emphasizing that there are two distinct groups attending sporting events. This idea claims a spectator is merely an individual who watches and observes as sport, whereas

a fan is a devoted enthusiast of the sport (Trail et al., 2003). Yet, no matter the definition, researchers agree that sports fans feel a sense of identity. These individuals look at themselves as though they are part of a select group who enjoy sports. They are engaged, passionate and excited about teams, players or specific sports.

Many scholars agree about the existence of a life cycle for sports fans. As fans grow older, the way they view and perceived sports alter. For example, 18-to-24-year-old men make up the largest audience of sports studio programs, such as ESPN; however, by the age of 65, only 15 percent of a man's sports consumption is attributed to these programs (Brown, Billings & Ruihley, 2012). Furthermore, according to a 2012 article published in *Communication Research Reports*, with increased age only 32 percent of individuals still consider themselves avid sports fans (Brown, Billings & Ruihley, 2012). It is clear that as time progresses fanship can dramatically change and sometimes even deteriorate.

Researchers have asserted a number of reasons individuals become fans. Eight of the most common reasons people become sports fans include group affiliation, family, aesthetic, self-esteem, entertainment, escape, economic and eustress. In other words, people become sports fans to become part of a larger group, to spend more quality time with their families, to watch the beauty in an athlete's movements or merely as a way to forget the realities of life. Additionally, many fans are highly invested in their favorite teams, meaning if the team wins, they experience an increase in self-esteem (Pegoraro, 2013). Sports fans do not have to demonstrate all eight of these factors at one time, but these are highly common explanations that lead to a greater understanding of fandom.

The levels of fandom vary due to an individual's connection to a sport or to a team. Some fans possess a deeper link to their teams than others, and deeper attachments tend to have greater

influences on affective, cognitive and behavioral aspects in their lives. For instance, individuals who identify most strongly with sports experience more extreme feelings following games and competitions. These fans experience arousal, sympathy, post-game affect and enjoyment more intensely than fans with a weaker connection. The outcome of a sporting event affects their emotions. They feel anger when their team loses, and they are overjoyed when their team wins (Dietz-Uhler & Lanter).

One study compared the blood pressure of strongly identified United States boxing fans both before and after a match between the United States and Russia. Blood pressure readings were significantly higher following the boxing match than before. Fans with a weak identity did not experience a change in blood pressure (Dietz-Uhler & Lanter, 2008). This study shows the emotions and the stress strongly identified fans feel is real. These individuals are committed and emotionally invested in their teams, and to them, fandom is a part of who they are as people. It is something much greater than just supporting a team or a sport by attending games or wearing team colors.

Cognitive effects on a sports fan's life are also very common. Individuals with a stronger, deeper fandom tend to possess a greater knowledge of their team, as well as the sport they favor. For example, a study of language found a positive correlation between strength of fandom and one's understanding of sports terminology (Dietz-Uhler & Lanter, 2008). Specifically related to ice hockey, this study means more passionate fans are aware of terms such as icing, high-sticking or boarding. Additionally, a majority of fans maintain biased perceptions of their favorite teams, fellow fans and rival fans. The deep level of fandom dictates how enthusiasts think and act toward fans of other teams (Dietz-Uhler & Lanter, 2008). They tend to view supporters of opposite teams in a negative light. This idea was discussed in a 2005 study in which trained

research assistants approached fans following two collegiate men's basketball games. Of the individuals addressed, 148 spectators completed a five-minute survey. When analyzed, the results of the survey found that many fans overlook the potentially negative actions of others who support the same team. Additionally, the study concluded that spectators do not have to like others in their fan group to show favoritism toward them. The in-group bias effect is heavily present, and the higher a fan identifies with his or her team, the more that individual shows bias (Wann & Grieve, 2005).

Research on sports fandom and aggression has produced mixed results. Some researchers believe there is no link between strongly identified sports fans and aggression, while others are convinced a relationship does in fact exist between the two (Dietz-Uhler & Lanter, 2008). In 2011 the Vancouver Canucks lost Game 7 of the NHL Stanley Cup Playoffs. A few fans set fire to a vehicle outside the arena following the game. A crowd of hundreds gathered around the burning car, but that gathering soon turned into a riot that caused significant damage throughout downtown Vancouver (Raney & Ellis, 2014). In that specific case, a connection between fandom and aggressive action existed. The Vancouver Canucks fans participated in negative behaviors as a result of their fandom.

A 1996 study examining the underlying factors leading to enjoyment in ice hockey also contributed to the thought that violence and aggression may be linked to fandom. The reactions of spectators at 16 different amateur hockey games were evaluated. Following the initial research, aggressive and violent play was found to reliably predict enjoyment among fans in a later study. With a greater number of penalty minutes in a game, viewers were more entertained (Raney & Ellis, 2014). Another study conducted in 2003 examined the relationship between sports team identification and a fan's willingness to consider anonymous acts of hostile

aggression. A total of 175 individuals participated in the study, and researchers concluded that sports fans are more likely to consider acts of aggression if they believe it will benefit their team or increase the team's chances of success. Furthermore, fans tend to respond aggressively more so when their team performs poorly, as occurred in 2011 in Vancouver, because they experience a high level of negative affect. The lack of achievement also threatens the fans' self-identities (Wann et al., 2003).

HISTORY OF MEDIATED HOCKEY

Throughout the years, the sport of ice hockey has struggled to find legitimacy in the United States media. The NHL bounced between numerous television networks and relocated a number of teams; however, the league continues to get little media exposure in America compared to the other major sports leagues, the NFL, NBA and MLB. With its 2004 contracts partnering with NBC and ESPN, the NHL suffered a greater decrease in national television revenue than any other "major" sport. Games broadcasted on national cable steadily declined from 128 in 1999-2000 to just 70 in 2003-04 (Bellamy & Schultz, 2006). There are a few key reasons the NHL has and continues to struggle in terms of its media presence in the United States, which include cultural barriers and the aesthetics of the sport on television.

Ice hockey thrives in Canada in large part due to the cold weather. The climate allowed many Canadians to grow up learning and playing the sport. It was something these individuals were exposed to all their lives, meaning watching hockey on television was a natural fit. The culture in some parts of the United States, however, did not allow for a similar experience. Children in southern states never considered participating in a sport involving ice, and without

their involvement there was not a strong sense of enthusiasm about ice hockey. Because many areas of the country did not fully appreciate the sport, ice hockey never truly developed a national footprint (Bellamy & Schultz, 2006). Without widespread acceptance of hockey, there is little foundation for its growth in the United States media.

On numerous occasions, the NHL has worked to address these issues in smaller markets. For instance, the league has named numerous teams based on region, as opposed to cities, in order to help foster interest. Both North and South Carolina share a team in the Carolina Hurricanes, and merely months ago, the former Phoenix Coyotes adopted this same mentality, changing the organization name to the Arizona Coyotes. Although this attempt to grow interest has worked in some markets, the plan clearly failed in others due to a lack of tradition. Larger markets such as Philadelphia and New York, which have been established for a number of years, do not struggle in the media because the love of these teams is being passed down through families (Bellamy & Schultz, 2006). Media and consumer interest in the sport are directly related. It is impossible to have one without the other, and for that reason, the NHL has struggled to maintain a steady presence.

The quick nature of hockey games has also been a source of blame as to why the sport has not seen success in television markets. Without a great understanding and knowledge, which many Americans do not have, following a televised hockey game is nearly impossible. The puck is small and the game is quick, meaning visibility leaves much to be desired on small television screens. A few of the league's past television providers have worked to create a solution to this issue, but because the game will not implement drastic changes in the way it is played, this issue will remain (Bellamy & Schultz, 2006). An additional problem related to the way ice hockey is played is the final score of the games. Americans value and enjoy high-scoring competitions,

which also works to explain why the National Football League and National Basketball League have found such success in American (Bellamy & Schultz). Without rule changes, hockey will continue to be a game of incredible speed, and games high in points will not always be a guarantee.

People are no longer relying solely on their televisions and radios thanks to this new digital era. Computers, the Internet and mobile forms of technology all allow for the consumption of sports in new ways (Gantz & Lewis, 2014). Fans will continue to develop technology and make use of these new media platforms, which in turn gives hope to ice hockey fans that the sport will soon be more prominent in the United States media.

VIOLENCE IN HOCKEY

In the NHL, if somebody takes a punch at you and you don't punch back, there better be a damn good reason for it. Like, say, you're down a goal and you don't want a penalty, but if a guy's throwing punches at you and it gets known in the league that you're a sucker and you won't fight, then they're going to come after you.

Anonymous NHL Player

Violence and ice hockey have gone hand-in-hand since the sport's inception in the early 19th century. The extent of violence permitted varies across the different levels of the sport. The NHL, for instance, allows far more violence with the inclusion of fighting than does the IIHF and NCAA. In order to fully understand violence in hockey, it is important to comprehend the concept of sports violence. An act is not only considered violent if it goes against the rules of the sport. In today's day and age, violence can be found in sanctioned and unsanctioned actions. The

distinction between a violent play and a non-violent play is very much in the eye of the beholder (Raney & Ellis, 2014).

There are numerous sanctioned, forceful acts within ice hockey, such as body checking, that make it violent. Many times, violence in the sport is used as a form of intimidation. Players attempt to distract their opponents, gaining an advantage in game settings, but they know when and where in the game violence is suitable. If it is not appropriate or effective at the time, meaning the athlete's team would be harshly penalized at an inopportune moment, brutality is not advised. Opponents, and sometimes, even teammates, do not respect players with poor judgment when using violence (Colburn, 1986).

With regard to fighting specifically, the IIHF and NCAA eject players who throw punches, yet the NHL only dishes out five-minute penalties, allowing participants to return to the game. In this league, there are both spontaneous and premeditated fights. Impulsive fights are looked upon as a way to release frustrations in front of referees (Bernstein, 2006).

Most well-known fighters in the NHL are expected to protect the team's highly skilled players. The star players are usually smaller in size, which allows them to be faster with the puck. Their statures, however, do not leave them as equipped to handle fighting, creating the role of the enforcer. In hockey terms, an enforcer is the player on a team known as the "tough guy" or the "fighter." These players help create space for the speedy forwards, allowing them to skate at the net and battle for rebounds without fear that they will be targeted. In other words, enforcers are the players that aim to intimidate their opponents so their own team will gain an edge (Bernstein, 2006).

Intimidation, and following through on threats, has long been practiced in ice hockey. One prime example of intimidation and violence at its finest comes in the form of the 1970s

Philadelphia Flyers, nicknamed the Broad Street Bullies. The team, which won two Stanley Cups during its reign, was one of the first to use brutal force on the ice as a tactic. Opposing teams feared the Flyers, so much so that some players would fake illnesses to miss games against these aggressive Philadelphia athletes. Many dubbed it the “Philly Flu.” Borje Salming, a former Toronto Maple Leaf was quoted as saying this about the Broad Street Bullies:

It wasn't just two or three guys you had to worry about. It was 20 guys. You would see their sticks come flying at you. If they hit you, you'd be dead. ... They really tried to kill you. They really tried to force you out of the game. If they did some of those things today, they would be suspended for life (Bernstein, 2006).

While violence is not as extreme in today's games of hockey, many of the reasons the Broad Street Bullies used brute force are still alive and well. Those hockey players realized excessive force gave them an advantage. They were a team others feared, and that terror is something teams today still desire.

In many instances, fights at the NHL level are also used to swing momentum. Some think fights help wake up a team when it is either losing or not playing well. More times than not, enforcers will pick a fight in hopes of winning and building team confidence. With winning a fight often comes a louder crowd and increased excitement. The display of aggression helps give the team confidence, unless the individual is on the losing end of the battle, in which case the violence could be detrimental (Bernstein, 2006).

Although fighting is not allowed in collegiate hockey or Olympic hockey, violence in general is still a major aspect of the game. A big, bone-crunching hit can help swing the momentum, and violence resulting in a penalty can be a team's demise. According to a 2013 article written in the *Denver Post*, some Division I college hockey players believe a lack of

fighting in the game actually encourages cheap shots because players in the NCAA do not fear retaliation. Other players will not come after them looking for a fight. Despite a lack of fighting, college hockey players still suffer from injuries, like concussions, because they are constantly being slammed into the boards or the glass (Chambers, 2013).

The media also play a part in violence's place in hockey, as well as in sports in general. A 2000 study claimed that 83 percent of an undisclosed number of athletes surveyed believed that the media is to blame for the perpetuation of violence in sports. When television announcers and web producers are constantly praising athletes who make the big hits, viewers and fans become excited by the violence and begin to expect it. In return, the violence becomes more deeply entwined in competition (Raney & Ellis, 2014).

Commentators and their announcing are not the only aspects that have led to an increase in the appreciation of sports violence. With the development of technology, especially high definition television, sports enthusiasts can now feel as if they are in the arena during the games. They see each athlete and coach in vivid detail. They watch the puck glide and players' skates cut the ice. Hockey, in addition to all sports, is becoming more life-like from the confines of an individual's home, and because of that fights and violence are also becoming a more intense experience for television viewers (Raney & Ellis, 2014). Every punch looks forceful. Crimson blood spilling from a cut on an athlete's face is pictured in detail. Hockey and violence within the sport are more vivid than ever.

CRITICISMS OF VIOLENCE IN HOCKEY

You used to hit to separate a guy from the puck. Nowadays, it seems like players hit to separate their opponent's head from his body.

Bobby Clarke, former Philadelphia Flyer
As cited in *Fighting the Good Fight: Why On-Ice Violence is Killing Hockey*

Violence has always been a major aspect of ice hockey, yet many feel its inclusion is negative because of the threat of serious injury to those participating. Because some acts of aggression, such as checking, are allowed in the game, many players extend violent acts, resulting in illegal acts. In turn, these forbidden actions sometimes cause spinal injuries, concussions and eye injuries. All of these injuries can potentially end an individual's career and are reasons violence in ice hockey is consistently criticized. A 2002 position statement by the American Osteopathic Academy of Sports Medicine explained checking from behind accounted for up to 50% of spinal injuries sustained in ice hockey, depending on the study consulted (Juhn et al., 2002). The severity of spinal injuries varies based on the angle of the hit, as well as other factors, but they still cause major and sometimes irreparable harm to the body. Eye injuries are much the same, as they can forever alter a player's line of vision and balance. Most injuries in the facial area are caused by violent stick use, such as high-sticking or slashing. The damage caused by both types of injuries can be detrimental to a player's career.

In these cases it is up to the discretion of the referee to determine whether a penalty is assessed for the action, which is also cause for much disapproval among critics. If the official does not see the foul in real time or does not fully realize the magnitude of the violence, a proper punishment cannot always be administered. In other words, the player is not deterred from

hitting in the same manner in the future, allowing the cycle of violent action – resulting in injury – to continue.

While the American Osteopathic Academy of Sports Medicine’s statement was published 13 years ago, the risk of severe injury resulting from unnecessary violence is still alive and well in all levels of ice hockey. Dangerous checks from behind continue to be a problem and also account for concussions, which have steadily become a growing problem in ice hockey. Following the 2004-05 lockout, the NHL decided to do away with the two-line pass rule. Previously, if a player on the defensive side of the blue line passed the puck to a player on the offensive side of the red line, the play was ruled offside. Without this rule in place, scoring increased, as did the speed of the game. Because of the development of a faster game, players hit each other with more speed and with more force. During the 2010-11 National Hockey League season alone, more than 80 professional players reported suffering from concussions (Proteau, 2011). Those concussions, however, are only the ones reported, meaning that number could be higher. Many players hide their symptoms from coaches and teammates in order to continue competing with their teams. Their desire to play sometimes overrides their concern for their own health (Juhn et al., 2002).

One of the most extreme cases of tragedy due to hockey violence is that of Derek Boogard, a former NHL enforcer, whose main purpose on the ice was to protect his teammates through checking, intimidating and fighting whomever he could. In 2011, Boogard was found dead of an accidental overdose of alcohol and pain killers; however, the man labeled the “toughest in the NHL” suffered and became addicted due to his countless concussions, most of which he never reported (Branch, 2014). Over the course of his NHL career, spanning 277 regular-season games, Boogard recorded 589 penalty minutes and fought at least 61 times. His

death can partly be blamed on the countless blows to the head he sustained, each one causing more damage and ultimately leading to the development of chronic traumatic encephalopathy, or CTE. Following the study of the former enforcer's brain, it was concluded he would have experienced symptoms such as memory loss, impulsiveness, mood swings, disorientation, addiction and the effects of dementia in the very near future had he not died from the overdose (Branch, 2014).

Boogard is not the only NHL enforcer to die suddenly, showing a clear picture of the impact excessive violence has in the game of ice hockey. Within just three months, Boogard, Rick Rypien and Wade Belak were all found after both an accidental self-inflicted death and suicides. Just as Boogard, Rypien and Belak acted as NHL enforcers (Branch, 2014). Critics believe without the abundance of violence in the game, injuries would decrease, and the injuries sustained would be less severe. Many are opposed to dangerous hitting, brutal stick use and fighting in the game, instead choosing to support the health of the players they watch on the ice, in hopes that these individuals will have long lives to look forward to after they hang up their skates.

These major violence criticisms are mainly focused around the National Hockey League, since it is the level of ice hockey that is most lenient with regard to brutal plays. Fighting at the Olympic level is extremely rare, yet the Olympic games receive higher television ratings and support. For this reason, many critics of fighting believe it serves no real purpose. During the 2002 games in Salt Lake City, the American Olympic team did not engage in a single fight, yet the gold medal game against Team Canada received ratings three times higher than any Stanley Cup Final game, coming in with a 10.7 share compared to 3.9 share (Bernstein, 2006). Fighting and violent behavior are not what viewers remember as defining moments of the 1980 or 2010

Olympics either. Fans remember the “Miracle on Ice” team beating the Soviet Union. Fans remember the face of the NHL, Sidney Crosby, scoring his “golden goal” to push Team Canada to victory over the United States. Fans remember the skill.

Many critics also believe violence should be removed from the sport of hockey due to the common belief that watching violence repeatedly will result in an individual becoming more violent. This thought can also be linked to violent television shows and violent video games. According to a 2003 article written in the *American Psychological Society* research conducted on media violence consistently demonstrates a link to increased aggression in viewers. Furthermore, the article explains that the biggest area of concern is physical aggression, which can be mild, meaning pushing and shoving, or more extreme, such as fighting (Anderson et al., 2003). With physical aggression playing such a large role in ice hockey, these critics fear fans will become increasingly violent after watching players hit each other throughout the entirety of a game.

Additionally, child fans are the most impressionable when it comes to watching the violence that takes place in hockey and violence portrayed in the media. By the time most finish kindergarten, they have already been exposed to about 8,000 murders and 100,000 other acts of violence on television and in films. Furthermore, the best predictor of aggression in an adult is the presence of aggression in the individual as a child (Anderson et al., 2003). With such vicious, rough acts taking place on the ice, many want to shield their children, shield their friends and shield their families from the violence in ice hockey. They do not want the viewed aggression to in turn make that individual more violent.

Some critics believe the excessive violence is also the reason major television networks fail to give NHL hockey a high-profile platform (Brownstein, 2006). Leagues such as the National Football League, the National Basketball Association and Major League Baseball are

more desirable to big-time networks. As a result, many predict the overall, worldwide growth of hockey will be halted due to a lack of exposure (Brownstein, 2006). These people feel strongly that the future of hockey relies on the elimination of fighting from the game.

RESEARCH QUESTIONS

As the literature review demonstrates, a multitude of information regarding sports fandom and violence in ice hockey already exists. Nevertheless, research is far more limited when combining the two topics to gain an understanding of whether there is a relationship between hockey fandom and violence. Furthermore, a majority of the studies focused only on professional hockey (the NHL), failing to take into account other levels of competition, such as those at the collegiate and Olympic levels. Looking at these levels of hockey can be illuminating since they do not incorporate violence in the same ways the professional game has. In order to discover connections and explore more diverse levels of hockey, the following research questions were developed:

RQ1: *What is the relationship between fans' expectations of enjoyment and levels of ice hockey?*

RQ2: *What is the relationship between perceived violence of the game and enjoyment of the game?*

RQ3: *What is the relationship between a fan's gender and his or her acceptance of violence in ice hockey?*

RQ4: *What is the relationship between a fan's age and his or her acceptance of violence in ice hockey?*

METHODS

To research the existence of a possible connection between violence in ice hockey and fandom, a brief survey was conducted. Using Qualtrics, the survey was created to build upon previous studies and known information. It consisted of 18 questions, all of which were either in the format of multiple choice or constructed using Likert scales. There were no requirements to take part in this study, nor were there any rewards for completing it. Any willing individual was able to participate, men, women or others of all ages. The Pennsylvania State Institutional Review Board approved these study procedures, including the specific survey questions, before distribution to participants.

The survey was designed so that self-reporting non-hockey fans were shown fewer questions. If the participant answered that he or she was not a fan of the sport, the individual was taken to one final question, gauging a perception on violence in the sport. Individuals identified as fans answered the longer version of the survey.

In order to find participants, the survey was shared through social media sites, through snowball sampling and through a personal recruitment strategy. On Facebook, the study was shared with five groups including the Penn State Class of 2015 group, the Penn State Class of 2016 group, the Penn State Class of 2017 group, the Penn State College of Communications group and the Penn State Hockey Management Association group. Members of Penn State Phi Sigma Pi were also recruited to complete the survey via email. Additionally, a link was shared through personal Facebook profiles and tweeted out on personal Twitter accounts. Countless individuals then shared and retweeted these posts, allowing for a more diverse sample size.

Finally, the survey was shared with members of Penn State's Division I men's ice hockey program. This email reached the coaching staff, trainers, equipment managers and the student-athletes.

The survey population was chosen for a few specific reasons. First, it was distributed to college-aged individuals, mainly students at Penn State, because of the University's new Division I team and the assumption that many students would identify as fans of the collegiate team. It was believed that by targeting individuals who are currently excited about the sport, they would be more likely to complete the survey in its entirety. Secondly, the study was distributed to individuals who are part of or work directly with the Penn State hockey team. Once again, this method ensured fans of ice hockey were the ones responding to the survey. Finally, these individuals were classified as the most likely to complete the study, allowing for numerous responses and more accurate results.

The survey was opened to participants on March 3, 2015 at 8:54 p.m. and closed on March 17, 2015 at 1:05 p.m. In that time period, 123 individuals began the survey. Of those 123 recruited, 114 completed the form in its entirety. The nine partial responses were not included in the final analyzed data. Men made up 47.4 percent of the participants, and the other 52.6 percent were women. All scales utilized are located in the survey (located in the Appendix) and the collected data was analyzed using the program SPSS.

RESULTS

For this survey, 123 individuals were recruited, but only 114 surveys were finished. Only the 114 complete responses were used in this study. In order to understand the population taking the survey, some simple demographics were run. The average age of the respondents is 23.46 years old. The maximum age of a participant is 65, while the minimum is 17. The majority of individuals, 74.6%, are fans of professional hockey, followed by college hockey fans, with 61.4%, and then finally Olympic hockey fans, with 54.4% of respondents claiming they follow that specific level.

In terms of the types of fans who took part in this survey, 10.5% are casual fans, 23.7% claimed they are fans and 43% claimed they are avid fans. The remaining 22.8% of participants responded they are not fans of ice hockey. Those 26 non-fans were then asked about their opinion regarding violence in the game, and 65.4% find the aggression entertaining. The remaining 34.6% of respondents believe that fighting in ice hockey is repulsive.

Of the individuals who described themselves as fans, all were asked about reasons for their fandom. Forty-three percent claimed they are fans because of where they live, 9.6% listed violence as the reason, 65.8% said it is because of an appreciation for the sport, 44.7% answered because of their family and 43.9% indicated because of their friends. Additionally, 28.9% of individuals stated their fandom exists because they previously played and 6.1% claimed there is another reason not listed among the choices. Respondents were able to select as many of the aforementioned choices as applied to their lives, which is why these statistics fail to add up to 100%.

To answer the first research question, an index was created as overall enjoyment. This variable averaged the enjoyment ratings of attending and of watching a college, professional or Olympic game. The results showed a marginal significant difference between enjoyment of hockey games among those who have attended a college hockey game ($M = 4.8095$) and those who have not attended a college hockey game ($M = 5.0370$), $t(86) = -1.918$, $p = .058$. Furthermore, results showed no significant difference in enjoyment of hockey games among those who have attended a professional hockey game ($M = 4.8419$) and those who have not attended ($M = 4.9667$), $t(86) = -.814$, $p > .05$. Next, there was no significant difference in enjoyment of hockey games among those who have attended an Olympic hockey game ($M = 4.7500$) and those who have not attended an Olympic hockey game ($M = 4.8585$), $t(86) = -.331$, $p > .05$. Lastly, results showed a significant difference in enjoyment of hockey games between those who have not attended any type of hockey game ($M = 5.5000$) and those who have attended any type of hockey game ($M = 4.8411$), $t(86) = 2.059$, $p = .043$.

To test the relationship between enjoyment of hockey games and watching hockey on television, a t-test was performed. Nevertheless, because all of the respondents had watched a professional hockey game, tests could only be run for watching college hockey and watching Olympic hockey. According to the results, there was not a significant difference in enjoyment of hockey games between those who have watched a college hockey game on television ($M = 4.8440$) and those who have not watched ($M = 4.9500$), $t(9) = -.391$, $p = .705$. Results also showed no significant difference in enjoyment of hockey games among those who have watched an Olympic hockey game on television ($M = 4.8671$) and those who have not watched an Olympic hockey game on television ($M = 4.7593$), $t(86) = .670$, $p = .504$.

In order to address the second research question regarding the relationship between perceived violence of the game and enjoyment, the Pearson's r correlation test was used. The results showed that the correlation between enjoyment of hockey games and violence was not significant, $r(88) = -.072, p > .05$.

Next, to answer the third research question, which is whether or not there is a relationship between gender and acceptance of violence, a t-test was performed. According to the results, there was no significant difference in an individual's acceptance of violence between men ($M= 3.0195$) and women ($M= 2.8734$) individuals, $t(86) = .957, p > .05$.

The fourth and final research question aims to explore whether or not a relationship between a fan's age and acceptance of violence in ice hockey exists, meaning Pearson's r correlation test was once again utilized. The correlation between age and acceptance of violence in the game was marginally significant, $r(88) = -.206, p = .055$. Age is negatively correlated with acceptance of violence.

DISCUSSIONS & CONCLUSIONS

FINDINGS

With the average age of each respondent at 23.46 years old and also taking the survey distribution into account, it is safe to assume the majority of the population of this study is college students. In other words, this demographic certainly played into the findings. For instance, the fact that the results showed fans most enjoyed professional hockey, followed by college hockey and then finally Olympic hockey may have been in large part due to the sample of individuals. College students are more likely to attend and view college hockey games because of their location and connection to a specific university. Additionally, with much of this study's respondents coming from Penn State, it is not surprising to see college hockey ranked above Olympic hockey in popularity. Nevertheless, the fact that the Olympics takes place only every four years could also be an explanation for this finding. A majority of those participating described themselves as avid fans of the game. Avid fans are more likely to want to consume hockey with greater frequency, and professional and college hockey are played every year. These individuals have to wait years at a time to watch the Olympics, which is a second reason why the popularity levels ranked this way in the final results.

The results of this survey also showed that individuals who attended a college game in person were less likely to enjoy hockey games than those who have not attended a college hockey game. Furthermore, this data links with the finding that individuals who had never attended a professional, college or Olympic hockey game were more likely to enjoy hockey

games. At first glance, these results bring about some confusion, but the violence factor could be a reason for the data collected. As mentioned in the literature review, one 1996 study found that violence in hockey and fan enjoyment are linked together, meaning as aggression increased, enjoyment increased as well (Raney & Ellis, 2014). College hockey is the least violent of the three levels discussed in this study, and when fans attended games in person, that lack of violence could play into the enjoyment level. In other words, without fighting, fans were less likely to be entertained. This same idea may contribute to the second finding claiming that individuals who have never attended a game are more likely to enjoy ice hockey. If the individual has never gone to a game in person, he or she would not be underwhelmed by the lack of fighting and aggression in college and Olympic hockey. However, this hypothesis does not completely transfer to the professional level, as it does contain more violence throughout games. Once again, the population of the survey must be taken into account, as the majority of individuals were college-aged respondents.

Another result relating to the violence in hockey and fan enjoyment study from 1996 was the lack of a correlation between enjoyment and violence in the sport in this study. The insignificant findings of this research goes against the results from the previous research. With a young survey population and a large number of college students, the data may have emerged this way due to the individuals who took part in the study. While the population did include a number of hockey fans, which was the ultimate goal, the density of young-adults may have skewed the overall results. With a more diverse population in terms of age, the findings may have resulted differently, making the targeted respondents a shortcoming of this study.

On the cusp of significance was a correlation between age and acceptance of violence in the sport of hockey. These results can be classified as approaching significance, as more

responses would have pushed to make the two categories correlated. As the age of the respondent increased, the person's acceptance of violence decreased, meaning younger individuals accept violence more often. This finding goes hand-in-hand with the life cycle of a sports fan as discussed in literature. Older fans perceive sporting events differently, and only 32 percent consider themselves avid fans as they grow older (Brown, Billings & Ruibley, 2012). The fact that acceptance of violence is so close to being negatively correlated to age is not surprising in part because of the fanship life cycle. These results matched the idea that an individual consumes sports far differently in the later stages of life. The fact the data used to analyze this research question was marginally significant brings about another potential weakness in this study. With only 114 completed responses, it is clear the survey needed more participants. With more individuals taking part in the research, these findings may have been conclusive and therefore, more useful overall. Although age and acceptance of violence were on the verge of correlation, gender and acceptance of violence were not. The findings related to these two categories returned insignificant.

Overall, the results of this survey were abundantly pointed in the direction of criticisms of violence in hockey. An overwhelming majority of fans who participated in this study listed "appreciation of the sport" as the main reason for their hockey fandom. In other words, these individuals say they do not watch games for fights. They do not want to see injuries and deaths of players, like that of Derek Boogard. The results indicate that these 114 fans pay attention to the game for the defining moments, the historic plays.

IMPLICATIONS

In addition to the aforementioned findings, those surveyed were asked to list reasons for their ice hockey fandom. Only 9.6 percent stated violence in the game as having an influence over why they enjoy following the sport. This finding can be explained by a phenomenon known as the social desirability bias. Considered one of the most common issues with the survey method, social desirability bias refers to an individual responding in a manner that is socially acceptable as opposed to giving an honest, truthful answer (Kreuter, Presser & Tourangeau, 2008). According to a 2008 article posted in *Public Opinion Quarterly*, there are a number of social norms governing the way people act in society. Most individuals want to have attitudes and to behave in line with these ideas, and for that reason survey responses are sometimes inaccurate when the research related to a sensitive topic (Kreuter, Presser & Tourangeau, 2008).

In the case of this research, the topic of “violence” certainly falls under the category of a sensitive topic. While violence is heavily present in the media, an attraction to fighting is not socially acceptable in society. For this reason, the social desirability bias may have played a major factor on the outcome of this survey. The results showed that questions directly related to violence were answered in a negative manner, meaning the respondents did not find fighting and brutality favorable. However, in indirect questions asked to determine thoughts about violence, the responses were not nearly as negative. In some cases, such as the findings relating to RQ1, it could be inferred that these fans did want an element of violence. It is possible that had these individuals not been concerned with the way answering questions regarding fighting might have reflected on them, the results could have shifted; however it is not certain that this bias is the cause of these results.

The fact that violence was consistently mentioned throughout the short survey also may have swayed results and increased the social desirability bias. If the study had not specifically stated hockey violence would be addressed, the final responses and therefore results would have been different.

The chosen population for this research also posed problems, affecting the collected data. There was little diversity in that the majority were individuals around the age of 20. Furthermore, with an increased number of respondents, the data also would have been more accurate. Some findings on the edge may have been determined as significant, while other insignificant findings may have been determined important. If this study were conducted again, the targeted individuals should be chosen from a more mixed group. Another issue with the surveyed population is the fact that some of the individuals may have been Penn State hockey athletes, coaches, trainers, etc. If these people did respond to the survey, they may have been biased in their answers because they are used to the rules regarding violence at the college level.

Furthermore, if this survey had been released during a winter Olympic year, the results may have changed. With the winter Olympics taking place last year, Olympic ice hockey is not a current thought in the minds of avid hockey fans. These individuals are paying attention to professional and college hockey because those are the games that are currently being played. This idea is supported by the fact most people taking the survey were professional hockey fans first, followed by college hockey fans and then Olympic hockey fans.

The fact that this study was conducted as a survey could serve as another implication. Other than simple scales and yes or no questions, participants were unable to give their exact views on violence. Had interviews or even observations at a hockey game been conducted, a more in-depth view of opinions of violence in hockey could have been formulated.

FURTHER RESEARCH

Violence in the sport of ice hockey will continue to be a heavily debated topic, which means further research is necessary. In the future, a larger sample size should be studied, as opposed to a small group of 114 individuals. Many of the insignificant findings of this study may alter and become significant if a much larger sample size is utilized.

In order to eliminate signs of social desirability bias, studies regarding violence could occur with minimal deception. If the individual does not know he or she is participating in research on a sensitive topic, the outcomes may be more realistic because the participant will be more honest in his or her answers. Furthermore, picking one level of play to analyze could help focus the research, making it more accurate.

As opposed to looking at the levels of play, future studies could center in on specific types of players. For instance, respondents could be asked to give their opinions about specific NHL enforcers, such as the late Boogard. By rating individual athletes, and without mentioning the violence, the results may help explain whether or not fans watch for the skill or for the violence. Furthermore, showing fans a game without violence followed by a game with violence could also help indicate thoughts on aggression in hockey. Having the fan choose the more enjoyable game would help explain the main factors he or she is looking for when viewing the sport.

APPENDIX

SURVEY

Qualtrics' skip logic was used depending on the participant's answer to question five. Additionally, questions using the same Likert scales were grouped together on the actual survey, resulting in only 18 separate questions as opposed to the 38 displayed below.

1. What is your age?
2. What is your gender?
 - a. Male
 - b. Female
 - c. You don't identify as male or female
3. Have you watched an ice hockey game on television or at a rink at least once in the past year?
 - a. Yes
 - b. No
4. How often do you see coverage of ice hockey?
 - a. Never
 - b. Less than Once a Month
 - c. Once a Month
 - d. 2-3 Times a Month
 - e. Once a Week
 - f. 2-3 Times a Week
 - g. Daily
5. Do you consider yourself an ice hockey fan?
 - a. Yes, I'm a casual fan. I keep track of my hometown or favorite team, but I don't seek to watch the games.
 - b. Yes, I'm a fan. I keep track of my hometown or favorite team, and I occasionally watch games.
 - c. Yes, I'm an avid fan. I keep track of teams and players, and I watch regularly.
 - d. No. I don't keep track of any teams, and I don't watch.

IF ANSWERED YES, SKIPS TO QUESTION 7. IF ANSWERED NO, MOVES ON TO QUESTION 6.

6. Even though I'm not a fan, when I do see hockey, I find the violence, such as fights between players:

- a. Repulsive
- b. Entertaining

i. END SURVEY

7. I am an ice hockey fan because of: (Check all that apply)

- a. Where I live
- b. Violence
- c. Appreciation of the sport
- d. My family
- e. My friends
- f. I have played
- g. Other

8. I am a fan of the following: (Check all that apply)

- a. College hockey
- b. Pro hockey
- c. Olympic hockey
- d. Other

9. I have been to a(n) _____ hockey game in person. (Check all that apply)

- a. College
- b. Professional
- c. Olympic
- d. None of the above

10. I have watched a(n) _____ hockey game on television. (Check all that apply)

- a. College
- b. Professional
- c. Olympic
- d. None of the above

11. Rate the enjoyment of watching college hockey games on a scale of 1-5, where 1 is not enjoyable at all and 5 is very much enjoyable.

- a. 1
- b. 2
- c. 3
- d. 4
- e. 5
- f. I have never watched a college hockey game

12. Rate the enjoyment of watching professional hockey games on a scale of 1-5, where 1 is not enjoyable at all and 5 is very much enjoyable.

- a. 1
- b. 2

- c. 3
 - d. 4
 - e. 5
 - f. I have never watched a professional hockey game
13. Rate the enjoyment of watching Olympic hockey games on a scale of 1-5, where 1 is not enjoyable at all and 5 is very much enjoyable.
- a. 1
 - b. 2
 - c. 3
 - d. 4
 - e. 5
 - f. I have never watched an Olympic hockey game
14. Rate the enjoyment of attending college hockey games on a scale of 1-5, where 1 is not enjoyable at all and 5 is very much enjoyable.
- a. 1
 - b. 2
 - c. 3
 - d. 4
 - e. 5
 - f. I have never attended a college hockey game
15. Rate the enjoyment of attending professional hockey games on a scale of 1-5, where 1 is not enjoyable at all and 5 is very much enjoyable.
- a. 1
 - b. 2
 - c. 3
 - d. 4
 - e. 5
 - f. I have never attended a professional hockey game
16. Rate the enjoyment of attending Olympic hockey games on a scale of 1-5, where 1 is not enjoyable at all and 5 is very much enjoyable.
- a. 1
 - b. 2
 - c. 3
 - d. 4
 - e. 5
 - f. I have never attended an Olympic hockey game.
17. I think fighting in hockey is morally wrong.
- a. Strongly Disagree
 - b. Disagree
 - c. Neither Agree nor Disagree
 - d. Agree

- e. Strongly Agree
18. Violence and fighting is a crucial part of ice hockey.
- a. Strongly Disagree
 - b. Disagree
 - c. Neither Agree nor Disagree
 - d. Agree
 - e. Strongly Agree
19. The National Hockey League uses violence to promote the league.
- a. Strongly Disagree
 - b. Disagree
 - c. Neither Agree nor Disagree
 - d. Agree
 - e. Strongly Agree
20. Fighting should be allowed in college hockey.
- a. Strongly Disagree
 - b. Disagree
 - c. Neither Agree nor Disagree
 - d. Agree
 - e. Strongly Agree
21. Fighting should occur more often in Olympic hockey.
- a. Strongly Disagree
 - b. Disagree
 - c. Neither Agree nor Disagree
 - d. Agree
 - e. Strongly Agree
22. Fighting makes hockey a more exciting sport.
- a. Strongly Disagree
 - b. Disagree
 - c. Neither Agree nor Disagree
 - d. Agree
 - e. Strongly Agree
23. TV play-by-play announcers seem to hype violence in games on TV.
- a. Strongly Disagree
 - b. Disagree
 - c. Neither Agree nor Disagree
 - d. Agree
 - e. Strongly Agree
24. The videos played in arenas during games promote hockey violence.
- a. Strongly Disagree

- b. Disagree
 - c. Neither Agree nor Disagree
 - d. Agree
 - e. Strongly Agree
25. The music played in arenas during games promotes hockey violence.
- a. Strongly Disagree
 - b. Disagree
 - c. Neither Agree nor Disagree
 - d. Agree
 - e. Strongly Agree
26. TV play-by-play announcers should hype violence in games on TV.
- a. Strongly Disagree
 - b. Disagree
 - c. Neither Agree nor Disagree
 - d. Agree
 - e. Strongly Agree
27. The videos played in arenas during games should promote hockey violence.
- a. Strongly Disagree
 - b. Disagree
 - c. Neither Agree nor Disagree
 - d. Agree
 - e. Strongly Agree
28. The music played in arenas during games should promote hockey violence.
- a. Strongly Disagree
 - b. Disagree
 - c. Neither Agree nor Disagree
 - d. Agree
 - e. Strongly Agree
29. On a scale of 1-5, with 1 being low and 5 being high, rate the level of violence in college hockey.
- a. 1
 - b. 2
 - c. 3
 - d. 4
 - e. 5
30. On a scale of 1-5, with 1 being low and 5 being high, rate the level of violence in professional hockey.
- a. 1
 - b. 2
 - c. 3

- d. 4
 - e. 5
31. On a scale of 1-5, with 1 being low and 5 being high, rate the level of violence in Olympic hockey.
- a. 1
 - b. 2
 - c. 3
 - d. 4
 - e. 5
32. On a scale of 1-5, with 1 being low and 5 being high, rate the popularity of college hockey.
- a. 1
 - b. 2
 - c. 3
 - d. 4
 - e. 5
33. On a scale of 1-5, with 1 being low and 5 being high, rate the popularity of professional hockey.
- a. 1
 - b. 2
 - c. 3
 - d. 4
 - e. 5
34. On a scale of 1-5, with 1 being low and 5 being high, rate the popularity of Olympic hockey.
- a. 1
 - b. 2
 - c. 3
 - d. 4
 - e. 5
35. Fighting should be allowed in college hockey.
- a. Strongly Disagree
 - b. Disagree
 - c. Neither Agree nor Disagree
 - d. Agree
 - e. Strongly Agree
36. Fighting should be more prominent in Olympic hockey.
- a. Strongly Disagree
 - b. Disagree
 - c. Neither Agree nor Disagree
 - d. Agree
 - e. Strongly Agree

37. Fighting should be eliminated from professional hockey.
- a. Strongly Disagree
 - b. Disagree
 - c. Neither Agree nor Disagree
 - d. Agree
 - e. Strongly Agree
38. Although I find the fights in hockey exciting, I don't think fighting should be part of the game.
- a. Strongly Disagree
 - b. Disagree
 - c. Neither Agree nor Disagree
 - d. Agree
 - e. Strongly Agree

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ACADEMIC VITA

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EDUCATION

The Pennsylvania State University, Schreyer Honors College **University Park, PA**
Bachelor of Arts, Advertising/Public Relations
Psychology Minor
John Curley Center for Sports Journalism Certificate Program

HONORS & AWARDS

John and Ann Curley Scholarships in Communication Recipient (2014-2015)
Shellie M. Roth Honors Scholarship Recipient (2013-2014)

PROFESSIONAL EXPERIENCE

Penn State Athletic Communications **University Park, PA**
GoPSUsports.com Student Staff Writer *August 2013 – May 2015*

- Wrote and edited preview, post-game and feature stories for Penn State Division I teams
- Assigned to men's ice hockey and women's lacrosse (2014-15), softball and field hockey (2013-14)
- Attended team practices and games to conduct weekly interviews with coaches and student-athletes
- Posted updates to the All-Sports Blog on GoPSUsports.com using the web-editing system, Netitor
- Filmed and edited weekly men's ice hockey videos using iMovie
- Created preview graphics in Photoshop
- Managed a live blog for all home, and select away, men's ice hockey games using CoverItLive.com

Philadelphia Flyers **Philadelphia, PA**
Business Development Intern *May 2014 – August 2014*

- Produced written and graphic content for the team's website, Flyers.NHL.com
- Assisted the organization with all major events occurring over the summer months
- Interviewed draft picks, prospects and coaches at the 2014 NHL Draft and Flyers Development Camp
- Assisted the 2014 first-round draft pick with a blog highlighting his experience at Development Camp

Abington Parks and Recreation **Abington, PA**
Lifeguard/Swim Instructor – Seasonal Employee *June 2009 – August 2014*

- Monitored the pools in order to identify and assist distressed swimmers

Camden Riversharks **Camden, NJ**
Marketing/Street Team Intern *May 2013 – August 2013*

- Executed game day responsibilities, such as on-field promotions and interacting with the crowd
- Attended community events to promote the Riversharks in the surrounding Philadelphia area

ACTIVITIES

Phi Sigma Pi

Thon Co-Chair, 2013-2014 Academic Year

Webmaster, Spring 2013 – Spring 2014

Rush/Public Relations Co-Chair, Spring 2013

University Park, PA

Penn State IFC/Panhellenic Dance Marathon (THON)

Rules & Regulations Committee Member, 2012-2013 Academic Year

University Park, PA