

# **The Three People You'll Meet at a Hockey Game**

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# Previous Research

- Sociological in Nature
  - General Identification With a Team
  - Spectator Bias
  - Group Identity

# Hypothesis

- Something Missing
- Deep Description
  - Includes a description of intent along with descriptions of the actions
- What are they saying?
- What does that say about their relation to the teams?

# Research Method

- Four Sites
  - Northeastern University
  - Dartmouth College
  - UNH
  - University of Maine
- Observed Student Section
- Video/Audio recordings

# Research Method

- What was said
  - Verbally and Physically
- How it was said
  - The Structure of the Interaction
- When it was said
  - The on-ice action it related to (if any)

# For Example...

- Penalty Box
  - Directed at player being sent to penalty box
  - Only said to opposing players
  - Not used for “matching” penalties

# Northeastern



[As player makes his way to the box]

Crowd: GET OFF THE ICE! GET OFF THE ICE!

(crowd repeatedly point at penalized player)

# Maine

[as player makes his way to the box]

Crowd: (repeatedly point at penalized player in rhythm with drum)

[player enters box]

Crowd: HEY BUDDY! YOU'RE OUTTA HERE!

(pull arms back from point into a hand gesture for ejection)

# UNH

[as player makes his way to the box]

Crowd: Ska::::te, Ska::::te, Ska::::te

(point in direction of penalty box on each word)

[player enters box]

Crowd: SIT DOWN BITCH!

# The Forms of Interaction

- Approvals
- Rejections
- Redefinitions
- Requests
- Restatements
- Evidence of Attentiveness

# Approvals and Rejections

- Approvals
  - A statement by the crowd that their expectations are being met
  - EX: Applause
- Rejections
  - A statement of disapproval by the crowd of an entity or action
  - EX: Booing

# Requests

- An expression by the crowd of their expectations
- EX: The sex cheer @ UNH

Leader: Gimme an S!

Crowd: S!

L: Gimme an E!

C: E!

L: Gimme an X!

C: X!

L: What's that spell?

C: SEX!

L: What's that spell?

C: SEX!

L: What's it mean?

C: SCORE! SCORE! SCORE! SCORE!

# Redefinitions

- Methods that the crowd members use to assign roles and reframe actions
- EX: “Sieve”

# Restatements

- A blatant vocalization of an in-game event by the crowd
- EX: Maine's penalty box cheer

# Evidence of Attentiveness

- An expression by the crowd members that they are watching the game
- EX: Puck Drop @ Northeastern

[referee and players organize for puck drop]

Band: (begins to play “charge”)

Crowd: (hold right hand in the air) Oh::::::::::

[referee drops the puck]

Crowd: (drop arms) Let's go Huskies (clap, clap, clap clap clap)  
[repeats]

# A New Way

- Three Types
- Spectators: Do not vocalize favor of one team over another
- Fans: Vocalize approval of one team and disapproval of the other
  - Allied Fans: Vocalize approval and disapproval
  - Involved Fans: Vocalize approval and disapproval as well as requests and expectations

# Implications

- Marketing
  - Entertainment vs. Involvement
- Insulting Fans
- Lack of Involvement

# Implications – Misunderstanding of Deviance

- Verbal Deviance
  - UNH - “You Suck” and Penalty Box
  - BU – the song

# Summary

- Crowd members use a “tool box” of pre-set interactions
- These interactions achieve a goal/do work for the crowd
- Determining the intent of the interactions can offer a glimpse of how the crowd members view their connection to the teams involved