The Three People You'll Meet at a Hockey Game

by Adrian Kerrison
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
[As player makes his way to the box]

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

(crowd repeatedly point at penalized player)
[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)
[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! 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