Residents’ Psychological Benefits from a Sport Event: The Impact of Super Bowl XLIII, 2009

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As an urban and regional development strategy, sport mega-events have been purported to both positively and negatively impact host areas. Advocates for sport events tend to propose optimistic financial benefits but existing results on the subject are equivocal, and there is no standardized tool to assess true economic impacts of sport events (Crompton, 1995; Getz, 1991; Hudson, 2001; Porter, 1999). Building on existing knowledge of impact assessments, the purpose of this study was to investigate community residents’ psychological benefits from hosting a sport mega-event. To measure these psychological benefits, a scale of psychic income (SPI) was developed and tested using a sample of Tampa Bay Florida area residents following Super Bowl XLIII in February 2009.

Conceptually, we adopted Crompton’s (2004) psychic income paradigm which originally consisted of 7 factors: (1) community pride as a result of increased visibility, (2) civic pride from being a major sport event host city, (3) pride in efforts to resuscitate deteriorated areas, (4) excitement from an event and visitors, (5) tangible focus for social bonding, (6) enhanced collective self-esteem, and (7) emotional involvement with a sport event. After constructing the initial factor items, face and content validity were assessed through a panel of experts, a field and a pilot test. Eleven panel members revised the clarity, readability, format, and content of the items and a field test was administered to 13 individuals from the Tampa Bay area. A pilot study with a non-random sample of 62 students resulted 42 items across seven factors. Reliability coefficients ranged from .80 to .88 indicating that the scale items in the specified factors were internally consistent (Lance, Butts, & Michels, 2006).

In order to statistically support the 7 factor model and reduce the number of items, a principal component analysis (PCA) was conducted followed by a confirmatory factor analysis (CFA). The sample (n=472) was subdivided so that exploratory and confirmatory analyses could be performed. The initial 42 items were reduced to 32 under 5 factors meeting the retention criteria, explaining 64% of the variance. The following five factors resulted from the scale purification: (1) community pride as a result of enhanced image (9 items, α=.93), (2) enhanced community attachment (8 items, α=.90), (3) event excitement (7 items, α=.90), (4) pride in efforts to improve community infrastructure (5 items, α=.89), and (5) community excitement (3 items, α=.71). Overall, the resolved factor structure from the PCA represented our conceptual psychic income model for the subsequent CFA analysis. For the CFA, we used maximum likelihood estimation on the second dataset to confirm whether observed items loaded on the pre-specified latent constructs. Consequently, a 5-factor model with 22 items resulted in a better fit to the data and the retained model showed the following fit indices: χ² = 526.94 (df = 199, p < .01), the normed chi-square (χ²/df = 2.65), RMSEA = .077 (CI = .068 to .085), SRMR = .055, NNFI = .93, and CFI = .94.

The major contribution of this study is the development of a Scale of Psychic Income (SPI), responding to the call for comprehensive impact assessment studies (Crompton, 2004; Sherwood, Jago, & Deery, 2005; Ritchie, 1984), and allowing for improved Social Impact Assessment (SIA) measurement. With continued application and further refinement, the SPI could assist sport event planners, marketers, and organizers to identify community residents’ concerns and expectations related to mega-sport events. Further, scholars could employ the SPI to continue to realize additional benefits of psychic income within other cultures and sport events of varying magnitude. To best organize these proposed developments, the residential and business community and government agencies need to coordinate balanced and inclusive input from various resident groups and commercial sections (Sheldon & Abenoja, 2001).