

**Presenters for the 9<sup>th</sup> Annual Sport Psychology Forum**  
**Saturday, February 16, 2013**  
**Gary Ransdell Hall, Room 1065**

- 8:30-8:45 Welcome and Introductory Remarks, Rick Grieve, Western Kentucky University
- 8:45-9:00 Brandi Rayburn and Steve Chen, Morehead State University, "Female College Athletes' Perceptions on Gender Stereotypes and Discrimination in Collegiate Athletics"
- 9:00-9:15 Holly L. Scheuchner, Murray State University, "Disordered Eating Habits and Muscle Dysmorphia Risk among Male Athletic Body Types across NCAA Divisions I, II, and III"
- 9:15-9:30 Shana Wilson, Kent State University, "The Association between Responsibility and Adherence of Injured Adolescent Athletes: Parent versus Adolescent Perception"
- 9:30-9:45 Michael Gallagher, Murray State University, "The Effect of Perceived Confidence on Performance on a Throwing Task"
- 9:45-10:00 Kristen Ruga, Western Kentucky University, "Cohesion among Sport Fans in the Athletic Arena Setting: The Sequel"
- 10:00-10:15 Frederick Grieve, Western Kentucky University, "Here's Looking at You Kid: Sport Fans' Attentional Processes"
- 10:15-10:30 Michele Murdock, Western Kentucky University, "Do You See What I See? Tracking Eye Movements of Sport Fans"
- 10:30-10:45 Norma Jones, Kent State University, "Sheet Metal Magnolias: The Southern Belle as a NASCAR Driver."
- 10:45-11:00 Elizabeth Delia, Florida State University, "The Role of Team Identification in (Not) Processing Sponsor Information: Applying the Elaboration Likelihood Model"
- 11:00-11:15 Nicholas Mason and Steve Chen, Morehead State University, "The Price Tag of a Jersey Sponsorship of a Regional University"
- 11:15-11:30 Danielle Thomas, Murray State University, "With Sports, Who Needs Friends? The Positive Relationship between Team Identification and Social Well-Being among High School Students"
- 11:30-11:45 Robert Smith, Florida State University, "The Impact of Psychological State Incongruity upon Consumer Memory for Marketing Stimuli"
- 11:45-12:00 Julie Partridge, Southern Illinois University, "Sport Fans' Experiences with Vicarious Shame"
- 12:00-1:30 Lunch Break
- 1:30-2:00 Jeffrey James, Florida State University, KEYNOTE SPEAKER
- 2:00-2:15 Daniel Wann, Murray State University, "The Impact of Knowledge of an Athlete's Physical Disability on Spectators' Impressions of Performance and Interest in Consumption"
- 2:15-2:30 Meggie Goeke, Murray State University, "The Impact of Team Identification and Fan Dysfunction on Perceptions of the Appropriateness of War Terminology in Sport"
- 2:30-2:45 Cody Havard, University of Memphis, "Effects of Conference Realignment on Rivalry in Intercollegiate Athletics: A Qualitative Examination"
- 2:45-3:00 Ciara Cyr, Western Kentucky University, "If It Wasn't for Sports, This Wouldn't be Weird: The Influence of Team Identification on Attraction"
- 3:00-3:15 Matthew Brasher and Garland Brasher, Murray State University, "Implicit Egoism and Sport Fandom: The Team Identification Letter Effect"
- 3:15-3:30 Amy Beel, Murray State University, "Loneliness Types: Measuring Effects of Team Identification on Scale and Type of Loneliness"
- 3:30-3:45 John Spinda, Murray State University, "Enjoyment of in the agony of defeat: Schadenfreude and blasting behaviors of sports fans on Twitter"

## Key Note Speaker:

### DR. JEFFREY JAMES, FLORIDA STATE UNIVERSITY How We View Team Identification...Have We Been Wrong for the Past 15+ Years?



Dr. James is a Professor of Sport Management in the Department of Sport Management at Florida State University. He also serves as the Chair of the department. Dr. James has been employed at Florida State University since August 2003. He previously worked at the University of Illinois. Dr. James completed his doctoral degree at The Ohio State University (1997).

Dr. James' research focuses on sport consumer psychology. Particular research interests include the processes by which individuals form a psychological connection to a sports team, and the cognitive and behavior consequences of such connections. He has conducted research on the development and maintenance of fan loyalty, the transference of loyalty, and the development of a sport identity. Areas of application include sport marketing, sport consumer behavior, sponsorship, and branding. Dr. James has published 54 articles in leading Sport Management journals including the *Journal of Sport Management*, *Sport Management Review*, *Sport Marketing Quarterly*, the *Journal of Sport Behavior*, the *International Journal of Sport Sponsorship and Marketing*, and other notable journals. Dr. James serves on the editorial board for the *Journal of Sport Management*, the *International Journal of Sport Marketing and Sponsorship*, he is a co-associate editor for the Sport Marketing & Media division in the *Journal of the Global Academy of Marketing Science*, and associate editor of *Sport Marketing Quarterly*. Dr. James is a NASSM Research Fellow, and has successfully chaired 25 doctoral dissertation committees to completion.