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Disappointment Theory and Disappointment among Baseball Fans

David W. Rainey, Janet Larsen, and John Yost

John Carroll University

Address Correspondence to:

David W. Rainey
Psychology Department
John Carroll University
University Heights, OH 44118
Email: Rainey@jcu.edu
Phone: 216-397-4465

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Abstract

Few studies have examined the emotional experiences of sports fans. This study examined the disappointment experienced by baseball fans following an unexpected loss by their team, which prolonged a long championship drought. Disappointment Theory (Bell, 1985; Loomes & Sugden, 1986) was used to make predictions about the reactions of 245 fans of the Cleveland Indians following their October 2007 loss to the Boston Red Sox. Fans completed a mailed questionnaire which measured their disappointment, dedication to the team, expectation for the team's performance, and effort invested in the team. Correlational and regression analyses provided support for the predictions that disappointment was positively related to expectation for success, that disappointment was positively related to effort invested in the team, and that disappointment was positively related to dedication to the team. While these results suggest that Disappointment Theory is useful for understanding the emotional reactions of sports fans, the retrospective nature of the design resulted in limitations, especially for the measurement of expectation for success. Prospective studies will be necessary to more adequately test the predictions.

Disappointment Theory and Disappointment among Baseball Fans

The Cleveland Indians have not won a World Series since 1948, when they beat the Boston Braves in 6 games. In the ensuing 60 years, their fans have experienced many disappointments. In 1954 the Indians dominated the American League, winning 111 games, but in the World Series they were swept in four games by the New York Giants. In the next four years there were two close calls, but in 1955 and 1959 the Indians fell tantalizingly short of the Series. Then the Indians fans experienced a long period of bad to mediocre teams that stretched 35 years, from 1960 to 1995. In 1995 the Indians finally advanced to a World Series, only to lose to the Atlanta Braves in 6 games, but an even more bitter experience was to come. In 1997 the Indians led the Florida Marlins 2-1 going into the bottom of the 9th inning of the 7th game, only to give up the tying run, falling just two outs short of winning the Series. Then they lost the game in 11 innings by one run. This was the most agonizing in a long line of disappointments, and Indians' fans still speak bitterly of what might have been. Recently the disappointment has continued. In the fall of 2007, leading the Boston Red Sox three games to one in the ALCS, with a deciding game at home, Indians' fans were optimistic that their team would return to the World Series. But Boston pitching and hitting dominated the last three games, and the misery for Cleveland fans continues. There are certainly some other famous droughts in sport history, and the disappointment that goes with such droughts has been experienced by millions of sports fans in many cities, but it was Cleveland fans who earned the dubious distinction of being rated the "most tortured" (Darcy, 2004).

Investigators have never studied the disappointment that sports fans feel when their teams go through droughts. There has been, however, some research about how sport

fans identify with their teams, and that research shows promise for illuminating the disappointment of sports fans. The most prominent work in this area is by Wann and colleagues. Wann and Branscombe (1993) reported on the development and validation of a measure of team identification called the Sport Spectator Identification Scale (SSIS). This instrument effectively distinguishes between highly and lowly identified fans in terms of their involvement with their team, their investment in the team, and their positive expectations for the team's future success. Subsequent studies have demonstrated that highly identified fans have more objective knowledge about their team teams than lowly identified fans (Wann & Branscombe, 1995), that highly identified fans reported more willingness to anonymously harm an opposing player or coach than lowly identified fans, (Wann, Peterson, Cothran, & Dykes, 1999), that highly identified fans are more likely than lowly identified fans to describe themselves as fans to other people (Wann, Royalty, & Roberts, 2000), that highly identified fans are more likely to report than lowly identified fans that they would be willing to anonymously assist their team by engaging in illegal or immoral behaviors (Wann, Hunter, Ryan, & Wright, 2001), and that highly identified fans give more positive evaluations of a player if he was described as a recruit for their own team than if the same player was described as a recruit for another team. (Wann et al., 2006).

There is some especially relevant evidence that team identification is related to the emotions of sport fans. Sloan (1989) surveyed home basketball fans at games which their team won easily, won with difficulty, or lost. Fans completed an adjective check list that measured 16 emotions before and after the game. While positive feelings like happiness and satisfaction increased after a difficult win, negative feelings like anger and

discouragement increased after a loss. Wann, Dolan, McGeorge, and Allison (1994) assessed the level of identification of fans and reported that highly identified sports fans experienced a significantly greater increase in negative emotions after a loss than did lowly identified fans. Specifically, highly identified fans reported significantly greater increases in hostility, sadness, irritation, anger, frustration, and discouragement after a loss than did the lowly identified fans. While these authors did not explicitly measure disappointment, it seems likely that disappointment, too, would have increased more in highly identified fans after their team lost.

Disappointment is a very prominent part of human experience. Schimmack and Diener (1997) reported that, in a study of 150 college students, disappointment was rated the most intense and third most frequent of negative emotions, with only anxiety and anger occurring more frequently. Perhaps because of this prominence, disappointment has been studied in a number of contexts outside sport psychology. For example, there has usually been a place for disappointment in classic structural theories of emotion. Plutchik (1962) characterized disappointment as a secondary emotion composed of the primary emotions surprise and sadness, which are located “half-opposite” one another in his wheel model of emotions. TenHouten (2007) pointed out that disappointment is the opposite of delight, which is a combination of surprise and joy in Plutchik’s (1962) model. Thus, one can characterize disappointments as unhappy surprises (you were certain your team was going to win, and they lost) and delight as happy surprises (you thought your team had no chance to win, but they won). It’s useful to distinguish between disappointment and discouragement, which was assessed by both Sloan (1989) and by Wann et al. (1994). Discouragement means literally a loss of or reduction in

courage, the will to go on. While disappointment and discouragement not the same, they are related. A disappointment, like an unexpected loss by your team, might lead to no reduction, a moderate reduction, or a large reduction in your tendency to continue to support your team. So, discouragement may or may not follow disappointment.

Disappointment Theory provides another perspective on disappointment. It was developed by economists who studied individuals trying to make rational decisions when faced with uncertain circumstances. A number of investigators have contributed to Disappointment Theory. Loomes and Sugden (1986) stated that “the central proposition of disappointment theory is that an individual forms expectations about uncertain prospects, and if the actual consequence turns out to be worse than (or better than) that expectation, the individual experiences a sensation of disappointment (or elation)” (p.271). Bell (1985) postulated that the more valuable or desirable the hoped for outcome, and the more unexpected the actual outcome, the greater the disappointment would be. In further describing the nature of disappointment, van Dijk and Zeelenberg (2002) reported that disappointment is most likely to occur when the people are pursuing something pleasurable, when they feel they have a moral right to their goal, when the failure to obtain the goal is unexpected, and when the failure is caused by circumstances beyond their control. Disappointment Theory also highlights the consequences of being disappointed. A person who has been disappointed may take this negative experience into account when making subsequent decisions where there is uncertainty. For example, if your team lost the championship game last year, when you decide whether or not to attend the championship game this year, you may weigh the potential suffering accompanying another loss against the potential elation accompanying a win.

Studies about Disappointment Theory and the nature of disappointment have provided a number of findings that might be relevant to the experiences of sports fans. Van Dijk and van der Pligt (1997) reported a series of studies that indicate that disappointment is positively related to the unexpectedness of the outcome. The more unexpected an outcome is, the greater the disappointment. Based on these findings, one would predict that the more unexpected a loss is in a sport competition, the more disappointed the fans will be. Van Dijk, van der Pligt, and Zeelenberg (1999) identified two other variables that predict the magnitude of disappointment. In a series of studies, they determined that the greater the desirability of some outcome the greater the disappointment if that outcome is not attained. Also, the greater the effort an individual has invested in obtaining an outcome, the greater the disappointment if that outcome is not obtained. Thus, one would expect that the more desirable it is to fans that their team win and the more effort they invest in supporting their team, the more disappointed they will be when their team loses.

The purpose of the present study was to examine Disappointment Theory as it applies to sport fans who have experienced a recent loss in the context of a long competitive drought, nearly 6 decades without a championship. This was an opportunistic study-taking advantage of an unanticipated event- and the methodology was partially dictated by the need to collect the fan responses quickly from a convenience sample, while the fans' reactions were still acute. As such, this was an exploratory study, and the number of hypotheses was limited. Based on the predictions of Disappointment Theory as formulated by Bell (1985) and Loomes and Sugden (1987) and on the findings of van Dijk, van der Pligt and colleagues, it was hypothesized that: 1) fan disappointment would be directly related to fan expectation for success; 2) fan disappointment would be directly

related to fan dedication to the team; 3) fan disappointment would be directly related to fan investment of effort in the team, as measured by number of games they attended, watched on television, and listened to on the radio.

Method

Participants

Participants were 245 members of a university community located in a suburb of Cleveland, Ohio. The sample (142 females and 103 males) was drawn from students, faculty, and staff. The mean age of the sample was 41.7 years ($SD = 16.3$), and the mean number of years they had been fans was 25.2 ($SD = 16.2$). Participants were treated in accordance with the “Ethical Principles of Psychologists and Code of Conduct” (American Psychological Association, 1992).

Materials

A one page survey was used to collect data. Respondents reported their gender, age, the number of years they had been an Indians fan. They also reported the number of games they had attended at Jacobs’ Field (the Indians’ home field), the number of games they had watched on television, the number of games they had listened to on the radio, and the number of post-season games they had attended during the 2007 season. They rated how dedicated they were as Indians fans and how disappointed they were that the Indians had lost the American League Championship Series to Boston on 11-point Likert-type scales. Both scales were anchored by end points designated 0 (*not at all*) and 10 (*extremely*). Another item asked the participants to evaluate honestly and objectively how much success they had expected the Indians to have that year by choosing one of

five ordered outcomes: “I did NOT expect the Indians to win their division”; “I DID expect the Indians to win their division”; “I expected the Indians to win the first round of the playoffs”; “I expected the Indians to win the American League Championship”; or “I expected the Indians to win the World Series”.

The survey was accompanied by a cover letter with a bold header asking “ARE YOU A CLEVELAND INDIANS FAN?” The letter indicated that recipients who were Indians fans were being asked to volunteer to fill out a survey about their reaction to the Indians’ loss to Boston in the ALCS. It instructed them not to write any identifying information on the form and promised confidentiality. The letter instructed respondents to seal their completed surveys in the return envelope that was provided and return them to the principle investigator by campus mail.

Procedure

Surveys, cover letters, and return envelopes were sent through a university’s campus mail to all the names listed on the university’s faculty and staff mailing list ($n = 567$). These same materials were placed unaddressed in the mailboxes of students residing on campus ($n = 1600$). The materials were delivered five days after the Cleveland Indians lost the 7th game of the 2007 ALCS to Boston. Respondents returned their completed surveys through the campus mail.

Results

Surveys were returned by 245 participants, 103 males and 142 females. Based upon the distribution of the ages of the respondents, it is clear that about 70% of respondent were faculty and staff, so there were very different response rates from

students and faculty/staff. It is only possible to estimate response rates, since the response rate should be calculated only on responses from actual fans, not everyone who received the survey. An informal survey of university classes suggests that about 60% of students are actually Indians fans. If this figure is representative of all members of the university committee, the response rate among students was only about 10%, while the response rate among faculty/staff was almost 50%. Analysis of gender differences revealed only three significant differences between male and female fans. Men ($M = 48.32$) reported watching half again as many games on television as women did ($M = 32.39$). However, the average disappointment score for women on the 11-point scale ($M = 8.02$) was significantly higher than the average score for men ($M = 7.17$) (See Table 1). Also, the percentage of women (14%) who expected the Indians to win the American League Championship Series was more than twice as great as the percentage of men (6%) who expected them to win (see Table 2).

To assess the hypotheses about the relationships between fan disappointment and fan expectation for performance, fan dedication, and fan effort invested in the team, first order correlations were computed. (See Table 3). Spearman's Rho was computed to assess the relationship between the ordinal measure of expectation for performance and disappointment. This revealed a modest positive correlation, $Rho = .35, p < .001$. The greater the expectation for performance, the greater was the fans' disappointment that the Indians had lost the ALCS. There was also a moderate positive Pearson correlation between fan disappointment and fan dedication, $r = .41, p < .001$. Thus, the more dedicated the fan, the more disappointment the fan reported. The only significant correlations between fan disappointment and the measures of fan investment were for the

number of games the fans attended at the stadium (Jacobs' Field), $r = .17, p < .01$, and for the number of games watched on television, $r = .15, p < .05$. Thus, there was a very modest tendency for fans who attended more games in person, and who watched more on television, to report greater disappointment in the Indians for losing the ALCS.

Although there were no hypotheses about the relationships between disappointment and age or disappointment and years as a fan, it is interesting to note that both of these relationships were negative. That is, there were significant but very modest tendencies for older fans and individuals who had been fans for a longer time to report less disappointment that the Indians lost the ALCS.

While the first order correlations are generally consistent with the three hypotheses of this study, there are many significant correlations among the potential predictors of disappointment. For this reason, a multiple regression analysis was conducted to identify independent predictors. With disappointment as the dependent variable, the following variables were entered into a regression equation in a hierarchical manner: gender, age, years as an Indians fan, games attended at the stadium, games watched on television, games listened to on the radio, playoff games attended, self-rated dedication, and level of expectation for Indians' performance. The multiple correlation of the predictor variables with disappointment was $.59$, with an $R^2 = .35$ and an adjusted $R^2 = .32, F(12, 215) = 9.65, p < .001$. Unstandardized (B) and standardized ($Beta$) coefficients for each predictor variable are reported in Table 4, as is the change in R^2 associated with each of those variables. These figures indicate that both gender and age are independently associated with disappointment, with women and younger fans

reporting more disappointment with the Indians' performance. The number of games attended at Jacobs' field, and the number of games watched on television, accounted for small but significant proportions of the variance in disappointment scores, with those fans attending more games, but watching fewer games on television, reporting greater disappointment. By far the strongest predictor of reported disappointment was the fan dedication measure. Even after removing the effects of gender, age, and fan investment in the Indians as measured by game attendance and television viewing, the self-report measure of dedication to the Indians accounted for nearly 16% of the variance in disappointment. Finally, even after the influence of all these variables is accounted for, fans' expectations for performance by the Indians was a significant predictor of their disappointment. Those fans who had the highest expectations for the Indians reported the greatest disappointment at their loss to Boston.

Discussion

Based on the results of this exploratory, retrospective study, Disappointment Theory, which was originally developed to predict economic decisions, shows promise for understanding the disappointment experienced by sport fans whose teams are in competitive droughts. All three hypotheses derived from Disappointment Theory received some support. In both the first order correlations and the regression analysis, there were significant relationships between disappointment and the three hypothesized predictor variables: fan investment of effort, fan dedication, and fan expectation for success. In addition, gender and age were significant predictors of disappointment in the regression analysis.

Female fans reported significantly more disappointment than male fans. This might be explained by the fact that female fans had higher expectations for the Cleveland Indians. The correlation between gender and expectation was a very modest $.15$ ($p < .05$), but females expected the Indians to win the ACLS at a rate twice as high as male fans did, so their feelings immediately after that loss may have been especially influential in their disappointment scores. Another possible explanation is that female fans may have been more willing to reveal their disappointment than male fans (LaFrance & Banaji, 1992). The other significant demographic predictor in the regression analysis, and the second strongest predictor of all, was age. Age accounted for 6% of the variance in disappointment scores ($p < .001$), but the relationship was inverse. Older fans tended to be less disappointed than younger fans. Generally, older fans have experienced more losses than younger fans, and one might have predicted that another loss added to a drought would create greater disappointment. This was not the case. It may be that older fans have, because of their past disappointments, reduced their hopes and expectations as a way of limiting their disappointment. There is some evidence to support this interpretation, as the first order correlation between age and expectation for performance ($r = -.14, p < .05$) was also inverse and significant. Disappointment was related to two of the measures of effort that fans invested in the team. Neither the number of games listened to on the radio nor the number of playoff games attended were significant predictors of disappointment, despite the fact that both were significantly related to the fans' reports of their dedication to the team. Over a third of the participants never listened to games on the radio. The average fan listened to only 10% of games on the radio, and only about 6% listened to half or more of the games on radio. With all of

the games now available on cable television broadcasts, it may be that radio is no longer an important medium for most fans, and listening to games on the radio may not be a good measure of fan effort. The fact that attendance at playoff games was not related to disappointment may have to do with fan access to those games. Many fans who want tickets to playoff games cannot get them because of limited supply, and many dedicated fans may not be able to afford the more expensive playoff tickets. While the attendance at playoff games was significantly related to fans' self reports of dedication, ($r = .17$, $p < .01$), that relationship is very modest. All of this suggests that attendance at playoff games may not be a good measure of the amount of effort invested by fans. In contrast, both attendance at games in person and watching games on television were significant, though very modest, predictors of disappointment. Both accounted for only about 2% of change in variance accounted for in the regression equation. Fans who attended more games at the stadium tended to report more disappointment about the Indians loss in the ALCS. However, once the influence of in-person attendance was accounted for in the regression equation, fans who watched more games on television tended to report less disappointment, as indicated by the negative *Beta* weight for watching games on television (See Table 4). Just what this means is unclear, but because the influence of both predictors was small, it is probably best not to over-interpret their meaning. Thus, there was some support for the hypothesis that fan disappointment would be related to effort invested in the team, and this is consistent with the results of van Dijk et al. (1999). However, the measures of investment had some limitations, and better measures of effort invested might provide stronger prediction.

The most powerful predictor of fan disappointment was the self-report measure of dedication to the Cleveland Indians. Indeed, this variable accounted for about half of the adjusted R^2 in the regression equation, and this was after eight other variables had been entered into the equation. This finding supports the basic prediction of Disappointment Theory (Bell, 1985) that the more valuable an outcome is to a person, the greater the disappointment the person experiences when the outcome does not occur. The finding is also consistent with the results of van Dijk et al. (1999) and with the results of Wann et al. (1994), who reported increases in negative feelings among highly identified fans after a loss. In fact, the situation of dedicated Cleveland Indians fans in October 2007 very closely matches the description provided by van Dijk and Zeelenberg (2002) of those most likely to feel disappointment. These fans were pursuing something that would be pleasurable (victory of Boston). They no doubt felt that, after their many disappointments, they deserved to win a championship. After being ahead 3 games to 1 the loss was unexpected, and certainly, as in all spectator sports, the outcome was beyond their personal control.

Finally, the hypothesis that disappointment would be related to level of expectation for success was also supported. The first order correlation between these two variables was a modest .33 ($p < .01$), but even entered last in the regression equation, expectation for success was a significant predictor of disappointment. The higher fans' expectations were for the Indians' performance, the greater the disappointment experienced when the Indians lost. Though Disappointment Theory was not developed with the experiences of sports fan in mind, it is clear that the experience of Cleveland Indians fans was consistent with the basic description of disappointment provided by Bell (1985) and Loomes and

Sugden (1986). It was the classic unpleasant surprise. The Indians' fans formed an expectation about an uncertain outcome, and the actual outcome turned out to be worse than expected. It is this disconfirmation of expectation that is the defining feature of disappointment.

Despite the fact that there was general support for the hypotheses, there are a number of limitations of this study that should be rectified to better test the utility of Disappointment Theory as it applies to sport fans. One of these limitations deals with the measures used. Because this was an opportunistic study, there was no time to develop or identify psychometrically sophisticated measures. Disappointment and fan dedication were assessed with single Likert-type items, and expectation for performance was assessed by a single rank-order item. There is no evidence for the validity or reliability of these measures, so it is necessary to replace those measures in future research. For example, the measure of fan dedication might be replaced by the Sport Spectator Identification Scale (SSIS, Wann & Branscombe, 1993) or the Psychological Commitment to Team Scale (PCT, Mahoney, Madrigal, & Howard, 2000). Their respective authors have reported strong psychometric properties for both of these scales, and both would better assess fan commitment than the single fan dedication item used in this study did. It is also clear that the measures of effort invested in the team need to be expanded. Game attendance and television viewing predicted disappointment only minimally. It may be that variables like fan club membership, travel to away games, team memorabilia purchased and other variables will better assess effort invested by fans.

Another limitation of this study was caused by the use of retrospective procedures, especially with regard to the measurement of expectation for success. The

fans were asked to rate the expectation for team success that they had at the beginning of the season, but they did this rating after the team had already lost to Boston. It is possible that the measure of expectation for team success was influenced by that loss. Indeed, there is research supporting the existence of a phenomenon labeled “retroactive pessimism” that suggests that this is very likely. Tykocinski (2001) describes retroactive pessimism as a form of hindsight bias in which people limit the disappointment they feel following some undesirable outcome by lowering their estimate of how likely the desirable outcome was and raising their estimate of how likely the unwanted outcome was. In other words, people protect themselves from disappointment by concluding after the fact that the undesirable outcome was very likely to happen. Tykocinski (2001) demonstrated that retroactive pessimism occurred among students who missed an opportunity to purchase an item on sale. Furthermore, the magnitude of the retroactive pessimism was greater for those who missed a large sale than for those who missed a small sale. In a further demonstration, Tokocinski, Pick, and Kedmi (2002) surveyed soccer fans both before and after a match and asked them to assess how likely they thought it was prior to the match that their team would win the match. Fans of the losing team, but not the winning team, significantly lowered their estimate of how likely they believed it was prior to the match that their team would win. Tykocinski and Steinberg (2005) further explored retroactive pessimism by examining the effect of the amount of control the person has over the outcome. When the value of an outcome (a college scholarship) was high, students who missed the scholarship application deadline through no fault of their own (who had no control) rated the likelihood that they could have applied on time significantly lower than those who missed the deadline because of their

own errors. Taken together, what these studies suggest is that sports fans whose team experiences a very important loss, over which the fans certainly have no personal control, are very likely to engage in retroactive pessimism. That is, if asked to judge after the loss what their expectation for success was before the loss, fans will almost certainly report an expectation that is lower than what it was before the loss. Thus, it seems very likely that the ratings of fan expectation for success for the Cleveland Indians were biased by retroactive pessimism. The solution to this problem for future studies is to use a prospective research design. Investigators should measure fans' expectations for success at the beginning of the season. At the end of the season, when disappointment, measures of effort invested during the season, and other variables are measured, investigators can again assess fans' expectations for success. That will provide measurement of expectation for success that is untainted by the season results and any attendant disappointment, and it will also provide the opportunity to determine if retroactive pessimism did actually occur.

In conclusion, the results of this study are promising and indicate that Disappointment Theory may be useful for understanding the feelings of disappointment that sports fans experience when their team is in the midst of a competitive drought. It also seems likely that Disappointment Theory may be useful in understanding fan disappointment that occurs outside the context of extended droughts and that the theory might be useful in understanding the disappointment of athletes and others in sport. The successful exploration of these issues will require better measurement of the critical variables and use of prospectively designed studies, but the results of this exploratory study suggest that such studies would be worthwhile.

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Table 1

Descriptive Statistics for Men, Women, and Total Sample

Variables	Men		Women		Total	
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>
Age	42.12	16.42	41.38	16.25	41.69	16.30
Years a Fan	26.44	16.17	24.22	16.22	25.16	16.20
Stadium Games	2.91	3.45	2.95	7.61	2.93	6.20
TV Games*	48.31	42.83	32.39	41.63	39.28	42.80
Radio Games	20.81	32.92	13.63	31.07	16.71	32.01
Playoff Games	.48	.91	.30	.72	.37	.80
Dedication	7.03	2.13	6.53	2.19	6.74	2.17
Disappointment*	7.17	2.51	8.02	2.04	7.67	2.29

* $p < .01$ – difference between men and women

Table 2

Mean Percentages and Standard Deviations (in parentheses) For Fans' Expectations For Indians Performance for Males, Females, and Total Sample

Expectation	Males	Females	Total Sample
Lose the Division	46 (50)	42 (50)	44 (50)
Win the Division	32 (47)	21 (41)	26 (44)
Win First Round Of Playoffs	10 (30)	11 (32)	11 (31)
Win ALCS ^{a*}	6 (24)	14 (35)	11 (31)
Win World Series	6 (24)	11 (32)	9 (29)

^a American League Championship Series

* $p < .05$

Table 3

Intercorrelations for Gender, Age, Years as a Fan, Stadium Games, TV Games, Radio Games, Playoff Games, Dedication, Disappointment, and Performance Expectation

Variable	1	2	3	4	5	6	7	8	9	10
1 Gender		-.02	-.07	.00	-.19**	-.11*	-.11*	-.11*	.18**	.15*
2 Age			.69**	-.10	.02	.18**	-.02	.03	-.26**	-.14*
3 Year as a Fan				.00	.18**	.29**	.05	.23**	-.11*	-.07
4 Stadium Games					.20**	.04	.45**	.32**	.17**	.13*
5 TV Games						.30**	.15**	.49**	.15*	.03
6 Radio Games							.13*	.32**	.06	-.02
7 Playoff Games								.17**	.00	.11*
8 Dedication									.41**	.21**
9 Disappointment										.33**
10 Expectation of Performance ^A										

* $P < .05$

** $P < .01$

^A All correlations involving the ordinal measure for Expectation for Performance are Spearman's *Rho*

Table 4

Summary of Hierarchical Regression for Analysis of Variables
Predicting Disappointment at Step Nine

Variable	<i>B</i>	SE B	<i>Beta</i>	<i>R</i> ² Change
Gender	.907	.269	.194	.034**
Age	-.034	.011	-.237	.062***
Years Fan	-.003	.012	-.023	.013
Stadium	.013	.024	.035	.019*
Television	-.002	.004	-.035	.019*
Radio	.002	.004	.023	.005
Playoffs	-.242	.178	-.086	.005
Dedication	.458	.075	.431	.156***
Expectation	.329	.100	.190	.036*

* $p < .05$, ** $p < .01$, *** $p < .001$