

THE SUPER FAN: SPORT'S NEW MARKET INEFFICIENCY

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INTRODUCTION

- The Super Fan
- How did Frog Daddy come to be?
 - [Frog Daddy](#)
- Frog Daddy does academics?



- What this project sought to understand:
 - RQ1: Is Twitter the most effective platform for a super fan to utilize as it pertains to agenda setting?
 - RQ2: Can the concept of a super fan on Twitter be used to influence other fans as it pertains to Agenda Setting Theory?
 - RQ3: Which general principles, definitions, and applications listed in the NCAA Division I Manual effect the in-person and social media efforts of the Frog Daddy concept?

ONLINE PRESENCE

- Selection of Twitter as platform for concept development.
- Initial predominant use of the “Hashtag.”
 - #FanHallOfFame, #FrogFam
- The “retweet” tool, importance of reach.
- “Hashtags are used as a call for communication among those interested in a subject. But the extent to which that call is effective is supposition. Supposition is not necessary with retweeting.”- Boynton & Richardson 2015
- Increased growth and engagement creates influence.
 - [ESPN 9-23-26](#)



AGENDA SETTING THEORY

- Twitter can be used for more effective purposes than just connecting with fans.
- What is Agenda Setting Theory?
 - Prominent Mass Comm theory that studies how media plays a role in politics.
 - Cohen (1963) suggests that the media “...may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about.”
- How this relates to a social media presence for Frog Daddy
 - Elites shape issue conception, and Frog Daddy is an elite fan.
 - His SM presence offers an opportunity to be used as a tool to help set an agenda for TCU.
 - His endorsement of official TCU accounts in the TCU Twitter community make him an online ambassador for the school and the fan base.

BARRIERS TO ENTRY

- July 21st, 2016: Official meeting between Frog Daddy camp and TCU AD Drew Martin.
- NCAA Division I Manual
 - Eight of the 22 articles within the manual prevent a super fan from receiving formal affiliation with a Division I “member institution.”



ARTICLE 6: INSTITUTIONAL CONTROL

- 6.4.2.2 *Retention of Identity as “Representative.”*
 - *Any individual participating in the activities set forth in Constitution 6.4.2 (Representative of Athletics Interest) shall be considered a “representative of the institution’s athletics interests,” and once so identified as a representative, it is presumed the person retains that identity.*
 - According to 6.4.2 *Representatives of Athletics Interests*, Frog Daddy falls under two of five listed principles that make him a “booster.”
 - Formal affiliation with TCU would make his conduct the university’s responsibility, and he would be required to adhere to NCAA guidelines.

ARTICLE 13: RECRUITING

- *13.10.2.1 Comments Before Commitment.*
 - *Before the signing of a prospective student-athlete to a National Letter of Intent or an institution's written offer of admission and/or financial aid or before the institution receives his or her financial deposit in response to its offer of admission, a member institution may comment publicly only to the extent of confirming its recruitment of the prospective student-athlete. The institution may not comment generally about the prospective student-athlete's ability or the contribution that the prospective student-athlete might make to the institution's team; further, the institution is precluded from commenting in any manner as to the likelihood of the prospective student-athlete committing to or signing with that institution.*
 - Using the Twitter account to tweet to or about prospective student athletes violates NCAA rules.

ARTICLE 11: CONDUCT AND EMPLOYMENT OF ATHLETICS PERSONNEL

- *11.3.2.7.1 Exception---Actions That Indicate Approval of Content on Social Media Platforms.*
 - *An athletics department staff member may take actions (e.g., “like,” “favorite,” republish, etc.) on social media platforms that indicate approval of content on social media platforms that was generated by users of the platforms other than institutional staff members or representatives of an institution’s athletics interests.*
 - This rule permits TCU to use their official Twitter accounts to endorse the Frog Daddy Twitter account while remaining unaffiliated.

METHODOLOGY

- What the data tells us:
 - *Pictures:*
 - The Super Fan is visually appealing.
 - More media content would likely generate more engagement.
 - *Super Fan Persona:*
 - Other fans approve of what the Super Fan stands for. He's likeable.
- Suggestion for further research:
 - Instagram



CONCLUSIONS

- Where does the Super Fan fit in the sports world?
- Professional teams don't present the same set of barriers as collegiate teams.
- Should the growth of the Super Fan be left to the teams?
- Hypothetical business model.
- What makes the Super Fan a Market inefficiency?



LINKS TO ARTICLES, VIDEOS, ETC.

- Frog Daddy ESPN Fan Hall of Fame Application 2014
 - <http://fanhalloffame.com/applicants/2014/james-vaughan-frog-daddy/>
- Interview with Texas Rangers broadcaster Jim Knox before being selected as the “Progressive Fan of the Game,” and in-game selection video.
 - <https://www.facebook.com/FOXSportsSouthwest/videos/10153669986394624/>
 - <https://twitter.com/FrogDaddyTCU/status/803120315995783168>
- Cross-promotional video “Go Big or Go #Gnome” with owner of @TCUGnome Twitter account, another non-affiliated agenda setter in the TCU Twitter Community.
 - <https://vimeo.com/180983247>
- In game feature of Frog Daddy, including commentary, during the TCU vs. SMU game which was featured on ESPN2.
 - <https://twitter.com/FrogDaddyTCU/status/789301130220101632>
- “Who’s Your (Frog) Daddy?” An article written by Sierra Tuthill that was featured on tcu360.com.
 - <https://www.tcu360.com/2016/09/whos-your-frog-daddy/>