

# DIFFERENT MOTIVATIONS AS PREDICTORS OF PSYCHOLOGICAL CONNECTION TO FAN INTEREST AND FAN GROUPS IN ANIME, FURRY, AND FANTASY SPORT FANDOMS

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## Abstract

We examined several plausible motivators of fans in three different fandoms and the association of these motivators with fan group identification. Self-identified anime fans, furies, and fantasy sport fans completed measures of fanship (psychological connection with a fan interest), fandom (psychological connection with others sharing the same interest), and the factors motivating them to engage in fan activities (e.g., escapism, belongingness). The three fan groups differed in both mean ratings of fanship and fandom, and were driven by different motivations. Different motivations, in turn, were found to differently predict fanship and fandom. These results suggest that fan groups may differ not just in content, but on important psychological variables, including the motivation underlying fan participation.

*Keywords:* fanship, fandom, motivation, anime, furry, fantasy sport



## Different Motivations as Predictors of Psychological Connection to Fan Interest and Fan Groups in Anime, Furry, and Fantasy Sport Fandoms

Despite the salience of fandoms in cultural discourse, as illustrated by the rise of television shows such as *Fanboy Confessional* and the growth, both in attendance and in media coverage, of fan conventions such as San Diego Comicon, the subject of fandoms remains relatively understudied in psychology. With the exception of some notable work on celebrity worship (e.g., Maltby, Day, McCutcheon, Houran, & Ashe, 2006) the field has largely focused on one fandom in particular: sport fans. Research has shed light on the psychology of sport fans, including the motivations underlying sport viewership (e.g., Byon, Cottingham, & Carroll, 2010; Fink & Parker, 2009; Gencer, Kiremitci, & Boyacioglu, 2011; Robinson, Trail, & Kwon, 2004; Trail & James, 2001; Woo, Trail, Kwon, & Anderson, 2009), fans' felt connection with a team (e.g., Funk & James, 2001) or with other aspects of the sport (e.g., players, coach, city; Gencer et al., 2011; Robinson et al., 2004; Woo et al., 2009), and the impact of fan identification with a team on their psychological health (e.g., Wann, Waddill, Polk, & Weaver, 2011; Wann, 2006). And while research has shed light on the psychology of sport fans, there has been far less systematic research investigating the psychology of other fan groups, whose differences may be more than just aesthetic preferences for non-sport content. Previous studies have shown that the techniques used to study the psychology of sport fans can be applied to the study of other fandoms (Gantz, Wang, Paul, & Potter, 2006; Reysen & Branscombe, 2010). In this spirit, the present research draws upon the psychology of sport fans to inform a comparative study of several different fandoms.

### **Fanship and Fandom**

According to social identity (Tajfel & Turner, 1979) and self-categorization (Turner, Hogg, Oakes, Reicher, & Wetherell, 1987) theories, people define themselves and interact with others based on the groups they belong to. Social categorizations are cognitive tools that break the social world into chunks that provide meaning and define roles for the self and others. From a social identity perspective, these categorizations form an individual's self-concept based on a comparison of the groups he or she belongs to and relevant outgroups. This perspective also states that individuals want to be part of a positively distinct group. Given that people belong to

many different social groups, and given that a person's identity fluctuates based on the salient comparison group, it is possible to make strategic comparisons (i.e., self vs. ingroup, ingroup vs. outgroup) in any given situation to maintain an identity that is positively distinct.

While fan groups may seem idiosyncratic, trivial, and wholly different from other social groups (e.g., political parties, graduate students, families), from a social identity perspective, fan groups function like any other social group, including providing a sense of positive identity, and should be studied as such (Reysen & Branscombe, 2010). Thus, while fan groups may appear largely dissimilar, the underlying mechanisms reflecting group processes is similar across fan groups. For example, although sport fans may show behaviors reflecting aggression and furry fans may show behaviors reflecting helping others, fans of both groups identify and follow the norms associated with their group. Illustrating this point, being in a fan group has been shown to be positively associated with well-being, as it allows people to interact genuinely with others sharing their interests and to experience acceptance and positive regard from the group (Mock, Plante, Reysen, & Gerbasi, 2013; Wann, 2006).

In the same way that fandoms can be studied like any other social group, fandoms themselves, regardless of their subject matter (from *Star Trek* to *Metallica*), can be studied in terms of shared psychological variables. Two such aspects of fan identity, fanship and fandom, are discussed presently. Fanship is a person's psychological attachment to their fan interest, and fans high in fanship feel part of a distinct and positive ingroup. Fandom, based on social identity theory, is a person's psychological tie to the people who share their fan interest, focusing on how being part of that fan group affects their sense of self (Reysen & Branscombe, 2010). Fandom and fanship have been conceptualized as related, but distinct constructs (Reysen & Branscombe, 2010). Despite this important theoretical distinction, however, there has been little research studying fandom and fanship as two distinct constructs. In one such study, Michael Jackson fans were found to mourn his death differently, depending on whether they identified primarily with their fan interest (fanship) or with the fan community (fandom) (Courbet & Fourquet, 2014). Fans high in fanship emphasized their personal connection with Michael Jackson and emphasized their distinctiveness (e.g., knowledge of trivia, possessions) while mourning. In contrast, fandom predicted turning to other fans to share their feelings.

## **Sport Fan Motivation**

Researchers studying the motivations driving sport fan activities have focused on discovering distinct motivations and how these motivations interact with situational and demographic variables to predict fan behaviour. Wann (1995) suggested that sport fans were driven by eight motivators: eustress, self-esteem, escapism, entertainment, economics, aesthetics, group affiliation and family. Eustress is the positive stress or arousal sport fans feel when watching a game. Self-esteem, an overall positive self-evaluation, comes from both a fan basking in the glory of their team's success and from the sense of identity and belongingness a fan experiences as a member of a group of fans. Entertainment refers to fans' intrinsic enjoyment of activities related to their sport-related interests. Escapism, turning to sports as a distraction from undesirable real-world events, is a motivator. Economic motivation involves fans profiting from their fan activities, usually due to gambling. Aesthetic motivations include fan appreciation of beauty or art in sport. Group affiliation refers to the fact that fans can engage in their interest in sports as part of a larger group, which can be motivating in and of itself. Lastly, family motivates a number of sport fans, who find that shared sport fan activities bring them closer to their families. Wann's (1995) research led to the development of the Sport Fan Motivation Scale (SFMS) which simultaneously assesses these eight motivations. The scale is well-validated and has proven informative in its use in other studies of sports fans (Wann, Schrader, & Wilson, 1999). For example, entertainment is consistently found to be the strongest motivator of sports fans, while economic motivation has been found to be the weakest (Wann, Schrader, & Wilson, 1999). The same study also revealed that all motivators, with the exception of family, were positively associated with self-reported fanship. Across several such studies, the authors concluded that those in the sport fandom motivated by a desire to spend time with their family or to make money are not likely to consider themselves fans and, instead, see sports as a means to an end. Taken together, these results illustrate that there are numerous distinct motivations for fanship, each with its own implications for the beliefs and behaviour of fans.

In addition to predicting important facets of fan psychology, different fan motivators have also been shown to interact with both the fandom's content and with fan-specific variables (Wann, Grieve, Zapalac, & Pease, 2008; Wann & Waddill, 2003). For example, fans of individual sports reported higher aesthetic motivation than fans of group sports, while fans of group sports were more motivated by eustress and escapism (Wann, Schrader, & Wilson, 1999).

Other studies have shown gender differences in the motivations underlying fanship, whereby males score higher in self-esteem and eustress motivations while females score higher in family motivations (Wann, 1995; Wann, Schrader, & Wilson, 1999). In short, research investigating fan motivation has shown that fandom-level differences and individual differences can significantly affect or interact with fan motivation, with implications for fan beliefs and behaviors. With this in mind, it follows that while Wann's work investigated eight distinct fan motivations in the context of sport fans, there is little reason to believe that these motivations are unique to sport fans and could not similarly underlie the activities of other fans.

### **Other Fandoms and Motivation**

**Fantasy Sport Fans.** Fantasy sport fans create their own hypothetical teams of professional athletes from current rosters and pit their teams against those other fantasy sport fans, usually in online leagues, based on real-world game statistics. Fantasy leagues first began in the early 1980s, through the advent of the internet and faster computers allowed fantasy sports leagues to grow in popularity. From 2003-2006, an estimated 15-18 million people engaged in fantasy sports ranging from football to golf to stock car racing, spending over 1.5 billion dollars in 2006 alone. Most fantasy sport fans are young, white, educated, married males (see Roy & Goss, 2007). Unlike the other two fandoms discussed next, sport fans are also, for the most part, not stigmatized, and are considered to be a socially acceptable fan group (Reysen et al., in press).

Research has shown that fantasy sport fans share similar motivations with other non-playing sport fans (Billings & Ruihley, 2013). For example, fantasy sport fans, like sport fans, are motivated by enjoyment, entertainment, passing time, social interaction, and surveillance (the tendency to seek information about their interest), and tend to report a high degree of fanship and self-esteem. These motivations overlap considerably with Wann's eight motivation factors, with the only major difference being the inclusion of surveillance. Other studies have examined variance in fan motivation within the fantasy sport fandom, finding two distinct groups: those who are more highly involved, tied more to surveillance motivators, and those who are less involved, tied more to arousal motivators (Farquhar & Meeds, 2007). Because distinctions between fandom and fanship have already been studied in fantasy sport fans, and because the motivations of fantasy sport fans are comparable to those of sport fans, a group whose

motivations have been well-studied, fantasy sport fans represent an ideal group against which to compare the motivations of fans from other fandoms.

**Anime.** Anime fans are interested Japanese media, including animation and comic books (manga). Fan interests manifest themselves in diverse ways that include creating doujinshis (fan-made comics), cosplay (a portmanteau of costume and play) based on characters from their favorite series, and attending conventions to interact with other fans (Chen, 2007). Little empirical research exists examining anime fans. Reysen and colleagues (in press) recently polled non-anime fans regarding perceptions of anime fans. In general, non-anime fans expressed a negative perception of anime fans showing likelihood that anime fans are stigmatized. Furthermore, when asked to speculate on the apparent motivations of anime fans based on existing stereotypes, non-anime-fans perceived anime fans to be motivated, in order of strongest to weakest motivation, by needs for entertainment, escape, belongingness, eustress, self-esteem, and attention.

**Furries.** Furries are people with interests in anthropomorphic and zoomorphic characters (animals with human characteristics and humans with animal characteristics, respectively). Similar to anime fans, furries often create art or costumes as a manifestation of their interest, although furries typically create original characters rather than relying upon pre-established characters or series (Gerbasi et al., 2008). Most furries are males in their early-to-mid twenties, educated, more likely to have a non-binary gender than non-furries, and are more likely than non-furries to be members of sexual minorities (e.g., gay, bisexual; Plante, Mock, Reysen, & Gerbasi, 2011). Furries, as a group, also experience significant stigmatization: in a 2011 survey of self-identified furries, 47% believed that the average non-furry viewed furries negatively (see Mock et al., 2013). Another study revealed that 40-45% of furries conceal their furry interests from people in their family, work, school, and day-to-day life (Plante et al., 2011). Despite this growing body of research on the furry fandom, there has been little research examining the motivation underlying furries' fandom participation, although Mock and colleagues (2013) do suggest that belonging and affiliation with others may be a primary motivation for engagement in the furry fandom.

## Present Study

The purpose of the present study is to examine whether the motivations underlying fan participation are the same across different fan groups (fantasy sport fans, anime fans, and furies). The present study also investigates whether differences in fans' identification with their fan interest (fanship) and with other fans (fandom) predict differences in the motivations underlying each fandom.

Differences between fandoms likely extend beyond superficial differences in fandom content, and may represent significant differences in the motivations underlying fan participation. Such motivations, based on Wann's (1995) Sports Fan Motivation Scale include: eustress, self-esteem, escapism, entertainment, economics, aesthetics, group affiliation, and family. While furies often feel stigmatized (Mock et al., 2013) and anime fans may be viewed negatively by non-anime-fans, fantasy sport fans are considered socially acceptable (see Reysen et al., in press), and often find support for their interests from their family and friends (Dimmock & Grove, 2006). Given these differences in social acceptability and family support, one might predict that eustress, escapism, and family motivations might differ between the three groups. Similarly, both furies (Gerbasi et al., 2008) and anime fans (Chen, 2007) engage in the creation of art and costumes that they share with other fans, whereas fantasy sport fans, though they may interact with other fans, are not known for their creativity (Hickman, 2011). As such, one might expect anime fans, furies, and fantasy sport fans to differ in the extent to which aesthetics motivate their fandom participation. Finally, members of fantasy sport fan websites have been shown to be less interested in social interaction motivators than individuals on other online groups (Farquhar & Meeds, 2007), which would lead to the prediction that group affiliation may be less important to fantasy sport fans than other online fan groups, such as anime fans and furies. In sum, existing differences in the nature of these three fandoms leads us to predict that the motivations underlying participation in the fan community will differ between fandoms.

Past research has also shown that fanship and fandom are related, but distinct constructs (Reysen & Branscombe, 2010). Put succinctly, fanship is based on a person's felt connection to their interest while fandom deals with the individual's connection to other fans and group identity (Reysen & Branscombe, 2010). Given that the differences between fandom and fanship seem motivational (e.g., aesthetics and entertainment vs. group affiliation and family), we predict

that differences in fan motivations will significantly predict differences in fans' fanship and fandom across different fan groups.

## **Method**

### *Participants and Procedure*

Participants ( $N = 4419$ , 70.2% male;  $M_{\text{age}} = 24.61$ ,  $SD = 7.70$ ) included self-identified fans of anime ( $n = 3122$ ), furies ( $n = 912$ ), and fantasy sport ( $n = 385$ ). Furry participants completed the survey at Anthrocon, 2014 (Pittsburgh, PA), anime participants completed the survey either at A-Kon, 2014 (Dallas, TX) or online, and fantasy sport fans completed the survey online (recruited from Amazon's Mechanical Turk). The majority of participants indicated their racial/ethnic group as White (75.9%). All participants completed self-report measures of their fanship and fandom, motivations to be part of the fandom, and completed demographic items. Unless noted otherwise, the measures used a 7-point response scale, from 1 = *strongly disagree* to 7 = *strongly agree*.

### *Materials*

Three items (e.g., "Being a [Furry/Anime Fan / Fantasy Sport Fan] is part of me") were adapted from prior research (Reysen & Branscombe, 2010) to assess participants' fanship ( $\alpha = .89$  to  $.91$ ). Three items (e.g., "I strongly identify with other [Furies / Anime Fans / Fantasy Sport Fans] in the [Furry / Anime Fan / Fantasy Sport Fan] community") were adapted from prior research (e.g., Reysen, Katzarska-Miller, Nesbit, & Pierce, 2013) to assess participants' identification with the fan community (fandom:  $\alpha = .86$  to  $.90$ ). Participants completed 10 items assessing their motivation to participate in the fan community on a measure adapted from prior research (Reysen et al., in press) and based on motivations identified by Wann (1995).

## Results

### *Mean Differences*

To examine whether the motivations differed between the three fan groups, we conducted a MANOVA with the fan groups (furry, anime, fantasy sport) as the independent variable and fanship, fandom, and fan motivations as the dependent variables. The omnibus test was significant, Wilks'  $\Lambda = .71$ ,  $F(12, 4405) = 68.34$ ,  $p < .001$ ,  $\eta_p^2 = .16$ , and the results are shown in Table 1, along with the results of a Tukey post-hoc test of significant differences. Compared to anime fans and fantasy sport fans, furries scored higher on measures of both fandom and fanship, as well as on the motivation for belongingness, self-esteem, eustress, aesthetics, escapism, attention, and sexual attraction. Fantasy sport fans were more economically motivated and less motivated by entertainment than either furries or anime fans. Anime fans were the least likely to cite family as a motivation for participation.

### *Regressions*

To examine whether motivations predicted fanship and fandom, we conducted a series of six multiple regression analyses using Amos to estimate means, standard errors, and 95% confidence intervals with a 5,000 resample bootstrapping technique (see Tables 2 and 3). First, we turn to the data on fanship. Among furries, belongingness, family, entertainment, and sexual attraction predicted greater fanship. Among anime fans, belongingness, family, self-esteem, eustress, escape, entertainment, and sexual attraction predicted greater fanship, while economic motivation negatively predicted fanship. As a whole, the regression for fantasy sport fans did not predict significant variance in fandom or fanship scores. As a follow-up to these results, we examined critical ratios to test whether the betas differed significantly between the three fan groups. For furries and anime fans, belongingness was a stronger predictor of fanship than it was for fantasy sport fans. Aesthetics were negatively associated with fanship for fantasy sport fans, significantly more so than for furries or anime fans. Escapism and entertainment were more strongly associated with fanship for anime fans than it was for fantasy sport fans, but did not differ significantly from furries. Lastly, sexual attraction was more strongly associated with

fanship for furies than it was for anime fans, a difference that was not significant between furies and fantasy sport fans.

Turning next to the data on fandom, belongingness, family, and entertainment positively predicted fandom for furies. For anime fans, belongingness, family, self-esteem, eustress, escape, and entertainment were all positively associated with fandom, while economic motivation was a negative predictor of fandom. Among fantasy sport fans, belongingness and family were positively associated with fandom, while aesthetic motivation was negatively associated with fandom. For furies and anime fans, belongingness was more strongly associated with fandom than it was for fantasy sport fans. For fantasy sport fans, aesthetic was more negatively associated with fandom than it was for furies and anime fans. Finally, entertainment motivation was most strongly associated with fandom for anime fans, significantly more so than it was for furies, for whom entertainment motivation was also more strongly associated with fandom than it was for fantasy sport fans.

## **Discussion**

The purpose of the present study was to test whether there were differences in the motivations underlying participation in different fan groups (furies, anime fans, fantasy sport fans), and whether these motivations predicted fandom and fanship – two distinct components of fan identities. The results showed that, as predicted, members of different fan communities differed in the nature of the motivations underlying their participation in fan activities. Moreover, as predicted, the relationship between motivation and fandom and fanship differed across each of the fan groups. Taken together, the results emphasize not only that differences between fan groups are motivational, not just superficial, but also suggest that these are differences that make a difference when it comes to predicting two related, but demonstrably distinct psychological constructs: fandom and fanship.

Consistent with prior research showing that sport fan motivations differ by type of sport (Wann et al., 2008), the results of the present study showed that motivations differ by fan interest. Belonging, aesthetics, self-esteem, and eustress were more significant motivators of furies' participation in fan activities than anime and sport fans. Prior research (e.g., Riketta, 2008) has shown that different groups satiate different psychological needs (e.g., belonging). The present

results are in-line with these findings, and suggest that the furry, anime, and fantasy sport fandoms may satiate different needs for their respective members.

The present research also provides evidence to support the claim of past research that fanship and fandom are distinct constructs (Reysen & Branscombe, 2010) by showing that different fan motivations uniquely predicted fanship and fandom. Put another way, what motivates a fan's connection to their fan interest and what motivates a fan's connection to other fans differs. For example, sexual attraction significantly predicted fanship for both anime and furry fans, but did not significantly predict participants' degree of fandom. Both of these fandoms are associated with deviant sexual activities through commonly held stereotypes (e.g., anime and tentacle porn, furies and fursuit sex; Reysen & Shaw, 2015). While individuals may be drawn to the sexual aspects of the fan interest, as reflected in the association between sexual attraction and fanship, the nature of the felt connection between fans for furies and anime fans is not a sexual one (as indicated by the lack of significant association between sexual attraction and fandom).

Prior research has shown that anime fans and furies are similar to one another, and are comparatively more similar to one another than they are to sport and fantasy sport fans (Plante et al., in press; Reysen, Plante, Roberts, Gerbasi, & Shaw, 2014). The present results are in-line with these prior findings: we observed a strong association between belonging and identification (fanship and fandom) for both anime and furry fans that was absent or far less strong for fantasy sport fans. These results are understandable in conjunction with existing research showing that both furies and anime fans experience significant stigmatization (e.g., Roberts, Plante, Reysen, & Gerbasi, 2014). Given that identification with a community of others who share a stigmatized identity can buffer the negative outcomes of that identity (Branscombe, Schmitt, & Harvey, 1999), it may be the case that, for furies and anime fans, their connection to the group may help to buffer the stigmatization they experience as a result of their interests. In contrast, fans of fantasy sport, a relatively non-stigmatized group, showed weaker associations between belongingness and fandom and belongingness and fanship, which is unsurprising, as they would not need a community to buffer against non-existent stigma. In sum, the results of the present study are in-line with existing research showing that furies and anime fans are similar to one another, and distinct from fantasy sport fans, and extend this prior research by providing evidence for these differences in the domain of motivation and identity processes.

The majority of fan research, including research on fan motivation, has focused on sport fans (Reysen & Branscombe, 2010). Research investigating sport fans and fantasy sport fans (e.g., Billing & Ruihley, 2013), suggests that although the groups are similar in some aspects, they can also show significant differences. In the present study, we found that motivations traditionally used to examine sport fan motivation (e.g., entertainment) did not uniquely predict fantasy sport fan identification. This result suggests fantasy sport fans may be markedly different from sport fans. While previous research into fantasy sport fan motivations has shown significant motivators for participation, they have also included measures unique to this specific fan group (e.g., Billings & Ruihley, 2013; Farquhar & Meeds, 2007). In order for the present study to compare anime, furry and fantasy sport fans on equal grounds, we had to use measures that would apply to all three groups. As such, the present study did not find any significant predictors of fanship for fantasy sport fans and only marginally significant predictors for fandom. Fantasy sport fans are motivated by specific factors that differ not only from anime and furry fans but also from traditional sport fans.

Although the present research is novel in showing unique predictors of fanship and fandom in non-mainstream fan groups, it does have a number of important limitations. First, given the correlational nature of the results, we are unable to make causal claims regarding the relationship between motivation and fan identification. That said, we make no strong claims about direction of causation and, if anything, might suggest a bidirectional association between motivation and fan group identification, where the fandom's ability to satiate social psychological needs increases fan identification with the fandom which, in turn, increases the importance of the fandom for satiating those needs. Ultimately, future research employing longitudinal or experimental designs is needed to verify the direction of causality found presently. A second weakness of the present research is the limited in the generalizability of the results. While large samples were collected from both the furry and anime fandoms, our fantasy sport fan sample was recruited from a single website. Despite the growing popularity of Mechanical Turk as a source of research participants, the fantasy sport fans from that service may differ from other fantasy sport fans more broadly. Thus, future research may want to focus on collecting a more diverse sample of fantasy sport fans from a multitude of sources to test the generalizability of our present sample of fantasy sport fans to the fantasy sport fan community as a whole. A final limitation of the present study is the use of a short measure of fan motivation, with each type of motivation represented by a single item. This was done for pragmatic reasons, given that the

present research was conducted as part of a larger study that limited available questionnaire space. Future studies attempting to conceptually replicate the present findings should employ more thorough measures of fan motivations, and possibly investigate additional motives, which may prove more reliable and provide a more complete picture of the predictors of identification.

In conclusion, the motivations underlying participation in fan groups are not universal. Different motives were found to underlie participation in different fandoms, and these motives were found to differentially predict fanship and fandom. As our understanding of recreation and leisure activities continues to grow, we are increasingly becoming aware of the importance of fan activities and the need for researchers to look at more than just the most mainstream fandoms. As shown in the present results, both anime and furry fans are motivated to participate in the fandom to meet belongingness needs. Greater research on the positive outcomes garnered by engaging with others in nonmainstream fandoms can contribute to researchers' understanding of the relationship between fandom and mental health.

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Table 1

*Means (Standard Deviation) of Fanship, Fandom, and Motivations by Fan Group*

Variable	Furry	Anime	Sport	<i>F</i> -value	<i>p</i> -value	$\eta^2$
Fanship	5.27 (1.52) <sub>a</sub>	4.54 (1.69) <sub>b</sub>	4.30 (1.48) <sub>c</sub>	81.05	< .001	.035
Fandom	5.73 (1.20) <sub>a</sub>	4.58 (1.60) <sub>b</sub>	4.65 (1.33) <sub>b</sub>	211.27	< .001	.087
Belongingness	5.27 (1.57) <sub>a</sub>	3.62 (2.00) <sub>b</sub>	3.51 (1.72) <sub>b</sub>	278.84	< .001	.112
Family	3.12 (2.09) <sub>a</sub>	2.18 (1.64) <sub>b</sub>	3.21 (1.77) <sub>a</sub>	137.98	< .001	.059
Aesthetic	4.64 (1.82) <sub>a</sub>	3.60 (2.08) <sub>b</sub>	2.74 (1.68) <sub>c</sub>	149.88	< .001	.064
Self-esteem	4.38 (1.74) <sub>a</sub>	2.97 (1.86) <sub>b</sub>	3.12 (1.69) <sub>b</sub>	215.94	< .001	.089
Economic	2.60 (1.74) <sub>a</sub>	2.02 (1.43) <sub>b</sub>	2.87 (1.69) <sub>c</sub>	88.87	< .001	.039
Eustress	4.54 (1.85) <sub>a</sub>	3.77 (2.04) <sub>b</sub>	3.86 (1.82) <sub>b</sub>	53.66	< .001	.024
Escape	5.64 (1.54) <sub>a</sub>	4.99 (1.90) <sub>b</sub>	4.42 (1.67) <sub>c</sub>	73.08	< .001	.032
Entertainment	6.28 (0.98) <sub>a</sub>	6.38 (1.07) <sub>a</sub>	5.61 (1.40) <sub>b</sub>	84.84	< .001	.037
Attention	4.00 (1.90) <sub>a</sub>	2.78 (1.91) <sub>b</sub>	3.48 (1.95) <sub>c</sub>	151.59	< .001	.064
Sexual attraction	3.99 (2.11) <sub>a</sub>	2.47 (1.81) <sub>b</sub>	2.10 (1.53) <sub>c</sub>	262.44	< .001	.106

*Note.* Means with different subscripts are significantly different (Tukey's post hoc comparison). Measures used 7-point Likert scale, from 1 = *strongly disagree* to 7 = *strongly agree*.

Table 2

*Motivation Predicting Fanship by Fan Group*

Variable	Furry		Anime		Fantasy Sport	
	$\beta$ (95% CI)	<i>p</i> -value	$\beta$ (95% CI)	<i>p</i> -value	$\beta$ (95% CI)	<i>p</i> -value
Belongingness	.277 (.201, .352) <sub>a</sub>	< .001	.288 (.246, .332) <sub>a</sub>	< .001	.081 (-.050, .214) <sub>b</sub>	.226
Family	.080 (.017, .141) <sub>a</sub>	.012	.037 (.001, .074) <sub>a</sub>	.044	.154 (.041, .272) <sub>a</sub>	.007
Aesthetic	-.019 (-.086, .049) <sub>a</sub>	.590	-.007 (-.048, .032) <sub>a</sub>	.706	-.186 (-.333, -.026) <sub>b</sub>	.019
Self-esteem	.068 (-.015, .145) <sub>a</sub>	.115	.118 (.068, .163) <sub>a</sub>	< .001	.017 (-.134, .166) <sub>a</sub>	.799
Economic	-.011 (-.074, .054) <sub>a</sub>	.762	-.044 (-.080, -.005) <sub>a</sub>	.028	-.030 (-.162, .103) <sub>a</sub>	.636
Eustress	.068 (-.006, .142) <sub>a</sub>	.077	.073 (.029, .116) <sub>a</sub>	.001	.007 (-.127, .139) <sub>a</sub>	.922
Escape	.062 (-.018, .146) <sub>abc</sub>	.132	.120 (.076, .162) <sub>ab</sub>	< .001	-.049 (-.185, .091) <sub>ac</sub>	.467
Entertainment	.091 (.025, .159) <sub>abc</sub>	.008	.125 (.087, .161) <sub>ab</sub>	< .001	.048 (-.065, .170) <sub>ac</sub>	.383
Attention	.030 (-.042, .101) <sub>a</sub>	.427	.001 (-.040, .041) <sub>a</sub>	.976	.072 (-.081, .217) <sub>a</sub>	.352
Sexual attraction	.169 (.101, .236) <sub>a</sub>	< .001	.055 (.018, .091) <sub>b</sub>	.004	.029 (-.112, .169) <sub>ab</sub>	.628
<i>R</i> <sup>2</sup>	.249		.267		.035	
<i>F</i> -value	29.81		113.05		1.35	
<i>df</i>	(10, 901)		(10, 3111)		(10, 374)	

*Note.* Standardized betas with different subscripts differ significantly ( $p < .05$ ). Bootstrapping with 5,000 iterations (95% confidence intervals).

Table 3

*Motivation Predicting Fandom by Fan Group*

Variable	Furry		Anime		Fantasy Sport	
	$\beta$ (95% CI)	<i>p</i> -value	$\beta$ (95% CI)	<i>p</i> -value	$\beta$ (95% CI)	<i>p</i> -value
Belongingness	.348 (.256, .430) <sub>a</sub>	.001	.386 (.347, .426) <sub>a</sub>	< .001	.156 (.028, .277) <sub>b</sub>	.020
Family	.067 (.001, .134) <sub>a</sub>	.048	.040 (.004, .075) <sub>a</sub>	.027	.122 (.006, .247) <sub>a</sub>	.038
Aesthetic	.007 (-.064, .076) <sub>a</sub>	.865	-.004 (-.042, .032) <sub>a</sub>	.815	-.201 (-.348, -.047) <sub>b</sub>	.009
Self-esteem	.032 (-.044, .108) <sub>a</sub>	.425	.056 (.010, .100) <sub>a</sub>	.022	-.014 (-.152, .130) <sub>a</sub>	.857
Economic	-.018 (-.089, .048) <sub>a</sub>	.591	-.045 (-.081, -.007) <sub>a</sub>	.019	.027 (-.113, .164) <sub>a</sub>	.721
Eustress	.046 (-.027, .121) <sub>a</sub>	.211	.090 (.051, .130) <sub>a</sub>	< .001	.010 (-.123, .143) <sub>a</sub>	.901
Escape	.071 (-.009, .158) <sub>a</sub>	.079	.065 (.024, .103) <sub>a</sub>	.003	-.044 (-.184, .092) <sub>a</sub>	.489
Entertainment	.128 (.054, .199) <sub>a</sub>	.001	.210 (.175, .244) <sub>b</sub>	< .001	-.020 (-.138, .106) <sub>c</sub>	.786
Attention	.023 (-.050, .092) <sub>a</sub>	.536	.027 (-.012, .065) <sub>a</sub>	.165	-.054 (-.209, .098) <sub>a</sub>	.493
Sexual attraction	.018 (-.049, .086) <sub>a</sub>	.593	.018 (-.020, .053) <sub>a</sub>	.354	.115 (-.011, .240) <sub>a</sub>	.072
<i>R</i> <sup>2</sup>	.284		.353		.049	
<i>F</i> -value	35.70		169.611		1.94	
<i>df</i>	(10, 901)		(10, 3111)		(10, 374)	

*Note.* Standardized betas with different subscripts differ significantly ( $p < .05$ ). Bootstrapping with 5,000 iterations (95% confidence intervals).