

TURKISH VALIDITY AND RELIABILITY STUDY OF "MOTIVATIONAL SCALE FOR FANTASY FOOTBALL PARTICIPATION"

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ABSTRACT

Fantasy sports games have become one of the popular sporting events among consumers in recent years. Among these sports, fantasy football is especially known as a unique online activity in promoting the general sports experience of sports consumers with its interactive features. In this context; It is important to explain the motivation dimensions that constitute the basis of the participation of fantasy football and to determine the participant profiles. In the context of the explanations; the main aim of this research was to determine Turkish validity and reliability studies of Motivational Scale for Fantasy Football Participation developed by Dwyer and Kim (2011). For this purpose, a total of 661 questionnaires were collected from two different sample groups. In the analysis of the data, descriptive analyzes, exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) were used. The obtained results show that the measurement tool is composed of 17 items and 4 sub-dimensions and that the scale structure is consistent with the original measuring instrument. As a result, it was determined that the Motivational Scale for Fantasy Football Participation is a valid and reliable measurement tool for the relevant sample group.

Keywords: Motivation, fantasy sports, scale adaptation.

“FANTEZİ FUTBOL KATILIM MOTİVASYONU ÖLÇEĞİ” TÜRKÇE FORMU GEÇERLİK VE GÜVENİRLİK ÇALIŞMASI

Öz

Fantezi spor oyunları, son yıllarda tüketiciler arasında popüler spor etkinliklerinden biri haline gelmiştir. Bu sporlar içerisinde özellikle fantezi futbol, interaktif özelliği ile spor tüketicilerinin genel spor deneyimini geliştirme konusunda eşsiz bir çevrimiçi etkinlik olarak görülmektedir. Bu bağlamda; fantezi futbol katılımının temelini oluşturan motivasyon boyutlarının açıklanması ve katılımcı profillerinin belirlenmesi önem arz etmektedir. Açıklamalar çerçevesinde; Dwyer ve Kim (2011) tarafından geliştirilen Fantezi Futbol Katılım Motivasyon Ölçeğinin Türkçe versiyonu geçerlik ve güvenilirlik çalışmalarının yapılması bu araştırmanın temel amacı olarak belirlenmiştir. Bu amaç doğrultusunda farklı iki örnek kütleden toplam 661 adet anket formu elde edilmiştir. Verilerin analizinde, betimsel analizler, temel bileşenler faktör analizi (AFA) ve doğrulayıcı faktör analizi (DFA) kullanılmıştır. Bulgular, ölçüm aracının 17 madde ve 4 alt boyuttan meydana geldiğini ve ölçek yapısının orijinal ölçüm aracı ile tutarlı olduğunu göstermektedir. Sonuç olarak Fantezi Futbol Katılım Motivasyon Ölçeğinin ilgili örneklem grubu için geçerli ve güvenilir bir ölçme aracı olduğu belirlenmiştir.

Anahtar Kelimeler: Motivasyon, fantezi sporlar, ölçek uyarlama.

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INTRODUCTION

Studies in the past have shown that millions of people have active and/or passive participation in sport¹⁹ and that the sport has a psychological, social, economical etc. effects^{50,53}. Along with globalization; as a result of the fact that the sports has become a big market, people are doing amateur or professional sports and / or watching sporting events and recreational activities as an audience¹. Along with the sport becoming industry, sports consumption has gained various dimensions and consumption in this area has become very important. As a matter of fact, new goods and services, included in the market, have increased the interest of the consumers, and accordingly, a significant increase in the rate of sports consumption has occurred^{17,36}. For example; while the greatness of the market that comprises media rights, ticket revenues and signed sponsorship agreements amounted to \$ 46.5 billion in 2005¹²; this number has reached approximately 100 billion dollars today²⁸. However, it is estimated that the sports industry, which includes sports apparel, licensed sports products, health and fitness centers, has a size of 600 billion dollars^{28,37}. Technological developments have been influential in the field of sports as well as in other fields, and as a result, electronic sports culture has emerged and become quite widespread. Through electronic sports, people in different parts of the world can interact with each others and meet their different needs⁴.

As stated above, evaluating sports consumers in two groups is known as a more correct approach⁵. The first one is active participants participating in recreational sports activities at different levels of sports, the second one is passive participants who use sports through mass media and follow sporting events on the spot^{10,36}. One of the most popular types of electronic sports is fantasy sport games and it can be tackled as a passive sport consumption. Fantasy

sports is a game composed of real players, created teams by virtual budgeting and organized World-wide in many areas such as car racing, ice hockey, golf, baseball, basketball, football. Also the players in these teams is based on their performance in real matches' scores a point them²⁵. In addition, the fantasy sport offers participants the opportunity to play the role of coach for a selected team⁴⁶.

In other words, fantasy sports league consists of multiple participants who fight against each other based on statistics from real world competitions. The fantasy leagues start with some sort of draft, where the participants can select and transfer players and/or set up teams with randomly assigned players. In a sporting season, participants are graded according to their performances in the real world, and the success of the fantasy sports participant is determined^{18,48}. For example, teams are usually scored consideringly by ball loose, stealing, successful rust, etc. in fantasy futbol²⁴.

It is possible to say that interest and participation in fantasy sports are increasing day by day. In particular, statistician Glen Wagoner is shown as the creator of the first fantasy sports leagues. Wagoner needed to be accounted for by the participants for a long time at the beginning of the 1980s, and this seemed rather unfavorable to the masses^{18,44}. According to Hu (2003), advances in information technology and internet technology have made it possible to make this phenomenon more attractive by changing the structure of fantasy sports in the 1990s²⁴.

Although numerical data on fantasy sports around the world are not fully known, there is statistical information about the USA and Canada. In these two countries, the number of people playing fantasy sports in 1988 was 500 thousand, but in 2016 this figure reached 57.4 million. Parallel to the number of people playing fantasy sports in the USA and Canada, the activity has been diversified

and the time spent for the activity has increased rapidly over the years. In these two countries people has spent about 3 days a month playing fantasy sports such as NASCAR racing games, basketball, football, ice hockey, baseball and it is expressed that 66% of these people are men and 34% are women. In the US, 20% of the total population is playing fantasy sports while it is 17% in Canada²⁵. The study, conducted by the Ibisworld research company, shows that the size of the fantasy sports market in the US reached \$ 4 billion by 2017, employing 4,264 people in 555 businesses and growing the market size by about 8.5% per year²⁶. Besides, the report that emerged after the researches carried out by a different research company in Europe shows that France, Italy, Germany, Great Britain, Turkey, Russia and Spain are playing fantasy sports between 1.5 and 2.5 hours per week (for example, Turkey ranks second with 2.2 hours)²⁹. Nearly 6 million people in the UK are playing fantasy sports and the size of the fantasy sports market is around 1.6 billion dollars²⁷. Technavio research company, as a result of their work on global fantasy sports market leaders such as CBS, DraftKings, ESPN, FanDuel and Yahoo, predicts that the fantasy sports market may grow by over 11%³⁰. Due to increasing time, money and effort spend every year for fantasy sports, it become necessary to conduct research on users, providers and the general role of fantasy sports that in the community / sport subculture. In this regard, the limited national work on fantasy sports participation has led to limited knowledge of participant profiles and factors motivating them. In order to exceed these constraints and to determine the motivations of fantasy sports participation of societies with different cultural characteristics; the analysis of validity and reliability of the Motivational Scale for Fantasy Football Participation- MSFFP developed by Dwyer ve Kim (2011) for the Turkish

population, constitutes the basis of this research¹⁵.

Related studies in the literature

In the late 1980s, the characteristics of sports affecting consumer behaviors have been the subject of many different studies^{23,33,47,52}. In the ongoing process, it is known that the researches on sport fan motivation differ greatly and various scales for motivation measurement are developed^{32,43,51,52}. These studies show that various motivations may be effective in different consumer segments and in different sporting events²⁰. However, it is possible to talk about the existence of an important information gap regarding the motives of fantasy sports participation^{15,18,49}.

Dwyer and Kim (2011) point out that the first study to examine the motivation of fantasy sports league participation was held in 2000 by the Indiana University Sports and Entertainment Academy¹⁵. Farquhar and Meeds (2007) then conducted a study to determine the typology of fantasy sports participants and to form the basis for fantasy sports league participation motivation dimensions. As a result of this study, the authors state that there are five basic elements of fantasy sport participation (surveillance, arousal, entertainment, escape and social interaction)¹⁸.

Over the past decade, it has been observed that the activities of fantasy sports participation motivation have been diversified. For example; Dwyer and Drayer (2010) state that fantasy sports users represent a significant proportion of the middle-class sports consumer class due to the result of this middle-class sports consumer group's product use and media consumption habits varies. It has been observed that the research team members are more likely to support their real team than the fantasy teams they have created, and spend more time for it¹⁶. As a result of measurements which were applied to 193 participants in the Gauteng city of Africa by Dhurlo and Dlodlo and made in five dimensions such

as positive stress, success-awards, aesthetics, pleasure and ease of use, a positive and significant relationship was determined between attitudes towards fantasy football and future intentions¹³. In addition, Larki in his study (2015) has exploited the theory of cognitive appraisal to determine whether individual's sports consumption patterns differ according to their motivation for fantasy sport participation. The results show that those with high motivation to participate in the fantasy sports show an important intention to follow sports events at home. The fantasy sports participants, who have both implicit motivation and highly identified themselves with their most beloved associates, are expressed to have the possibility of watching the sporting event on site is significantly high³⁹. In a study of Drayer and colleagues examining the impact of fantasy football on the consumption of NFL-related products and services by using qualitative methods, they have reached a results that the users are using media resources, such as television, smartphones, print media, and the Internet with special features at a higher level. However, the performance of the supporting team or the player changes the perception on fantasy team in contrary to previous literature on fan loyalty¹⁴.

MATERIALS AND METHODS

Research Model

This work was conducted by using scanning method which was widely used in order to reveal and explain the interests, skills and attitudes related to the case and/or situation³⁵ and/or descriptive research method². This section included the study group, the process of adapting the scale into Turkish in this research and the analysis process of the data.

Group of the Study

In the study, two different sample groups were separately determined by judgment

sampling. The first group and the second group were collected October and November-December 2016, respectively and online and face-to-face survey methods were used. The first sample group comprises 178 individuals, 169 male (94.9%) and 9 female (5.1%). Participants' ages ranged from 18 to 35 years ($\bar{X} = 21.76 \pm 2.471$). The obtained data from this sample group was used to determine the factor structure and to perform the item analysis.

The second example group was used in confirmatory factor analysis to explain the internal cohesion of the previous phases and their interrelationships with each other. It was determined that the age distributions of this group were $\bar{X}=24.462\pm 4.844$ (between 18-42 years) and 446 men (92.3%) and 37 women (7.7%).

Data Collection Tool and Adaptation to Turkish

As a data gathering tool, Motivational Scale for Fantasy Football Participation-MSFFP scale developed by Dwyer and Kim in 2011 was used¹⁵. In addition to obtaining the required permission from the responsible author for the use of the relevant scale within the scope of this work, approval of the ethics committee was obtained before application. The original form of the scale consists of 17 expressions and 4 sub-dimensions. These sub-dimensions are; (1) the dimension of social interaction that consists of four items, (2) the gambling size of five items, (3) the competitive dimension of four items, and (4) the entertainment/escape dimension of four items. The Cronbach Alpha values of the subscales of the scale were reported by the researchers as 0.87, 0.87, 0.86 and 0.79, respectively. All expressions in the scale was scored from "1. Absolutely disagree, ..., to 7. Strongly agree" with a 7-point Likert Type rating. In the formation of the Turkish version of the expressions included in the scale, after the translation

back translation⁴⁵ was performed by three people who mastered in English language, the field experts re-evaluated the expressions by four people. In the light of the information obtained from the pilot study for the detection and sorting of possible faults, the last version of the measurement tool was put into final form before the research. The filling time of the measuring tool varies between about 5-7 minutes. The raw data obtained after the field studies were used to remove potential errors and prepare them for analysis. All forms were checked one by one and missing and / or incorrectly marked items were excluded from the study.

Data Analysis

Descriptive analyzes, independent groups t-test, principal component factor analysis, item analysis and confirmatory factor analysis (CFA) were used for data

analysis by using SPSS and AMOS 20.0 package programs.

RESULTS

The data were collected from two different sample group to analyze the data of the study and the analysis were performed in two stages depending on this.

Step 1: In this section, the results of t-test analysis of independent groups in comparison of the upper and lower 27% groups, which are based on factor analysis and item total score, were used to determine the factor structure of the measuring instrument by the obtained data from the first sample.

Explanatory Factor Analysis:

Explanatory factor analysis was used to determine the relationship structure underlying the obtained data matrix²².

Table 1. The Results of Exploratory Factor Analysis and Reliability Analysis

Items	Factor			
	1	2	3	4
Item 3	.857			
Item 1	.851			
Item 2	.772			
Item 4	.545			
Item 15		.736		
Item 17		.692		
Item 16		.688		
Item 14		.631		
Item 10			.716	
Item 11			.699	
Item 12			.697	
Item 13			.661	
Item 6				.801
Item 7				.770
Item 5				.744
Item 9				.644
Item 8				.428
Explained Variance	15.621	14.828	14.728	14.428
Total Variance Explained	15.621	30.449	45.177	59.605
Cronbach's Alpha	0.815	0.722	0.768	0.760
Total Cronbach's Alpha			0.812	
KMO Measure of Sampling Adequacy			0.807	

Bartlett's Test of Sphericity	$\chi^2=1065.475$	df=136	p<0.001
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It was determined that the KMO value for the principal component factor analysis suitability was .807 and the Bartlett's Test of Sphericity result significance level was $p<.001$. In addition, the anti-image correlation matrix was examined to determine to which extent each variable contributed to the total resolution². As a result of the analysis; Anti-image (in the range of 0.629 to 0.879 and >0.50), KMO (>0.70) and Bartlett's Test of Sphericity ($p<0.001$) results were found to be at a satisfactory level^{2,9}.

As a result of the explanatory factor analysis it was determined that there were no items that do not fit the scale structure of 17 items and/or have a high factor load value in more than one factor; It was determined that the 4 sub-12th and 13th items and Cronbach's Alpha value was determined as 0.77 and finally the fourth dimension consisting of 5th, 6th, 7th, 8th and 9th items was gambling. The Cronbach's Alpha value for the gambling size was determined as 0.76. It is seen that Cronbach's α reliability values of each dimension are over acceptable values of 0.70⁴² and Cronbach's α values of all expressions are 0.81.

dimensional structures above the eigen value 1 were consistent with the original measurement means and 59.605% of the total variance of the materials. The items and factor names of each factor are as follows:

First dimension; Social exchange dimension and this dimension comprise of the 1st, 2nd, 3rd and 4th items. Cronbach's Alpha value of social exchange dimension was found as 0.81. The second dimension is called the entertainment / escape dimension, which is composed of 14th, 15th, 16th and 17th dimensions. The Cronbach's Alpha value for the fun/escape dimension was 0.72. The third dimension is called competition dimension and composed of 10th, 11th,

Item analysis:

For the determination of the ability of the material to distinguish between individuals who have the desired characteristics and those who do not; the group mean scores were determined according to total scale scores of participants in the upper and lower 27% groups were examined by independent groups t-test⁹.

Table 2. The Results of Item Analysis

Factor	Items	Item-to-total correlation	t	Lower 27% groups		Upper 27% groups	
				\bar{X}	Sd.	\bar{X}	Sd.
Social Interaction	Item 1	.539	-7.064**	3.27	1.923	5.69	1.446
	Item 2	.570	-9.580**	2.84	1.586	5.59	1.240
	Item 3	.534	-6.413**	3.37	1.890	5.49	1.340
	Item 4	.578	-6.383**	3.92	1.706	5.76	1.071
Gambling	Item 5	.396	-4.782**	2.82	1.965	4.55	1.608
	Item 6	.323	-3.903**	2.96	1.802	4.47	2.022
	Item 7	.397	-5.360**	2.16	1.599	4.04	1.859
	Item 8	.456	-6.182**	1.88	1.333	4.00	2.000
	Item 9	.367	-4.003**	2.69	1.884	4.18	1.799
Competition	Item 10	.558	-7.297**	4.02	1.797	6.14	.957
	Item 11	.566	-6.424**	4.82	1.679	6.49	.711
	Item 12	.492	-4.932**	5.22	1.649	6.49	.711
	Item 13	.568	-6.174**	5.22	1.649	6.12	1.013
Entertainment / Escape	Item 14	.623	-7.903**	3.94	1.676	6.06	.852
	Item 15	.531	-5.484**	4.45	1.757	6.02	.968
	Item 16	.564	-6.498**	4.59	1.606	6.29	.866

Item 17	.620	-7.185**	4.22	1.851	6.33	.875
**p<0.01						

According to the analysis results, the item-total test correlations vary between 0.32 and 0.62, and the participants of the items have a good discrimination power. Within the scope of item analysis; the difference between the item average scores of the lower and upper 27% groups, creating according to the scale average scores, is a method which is used to determine to which extent the participants distinguish the measured behavior⁹. In the analysis performed, the value of t changes between -9.58 and -3.90, and the difference between the groups in an expected way is a sign of the internal consistency of the test⁹.

According to the obtained results, it is possible to say that the items on the scale gave reliable results in distinguishing groups with high and low levels of fantasy football motivation.

Confirmatory Factor Analysis:

It was determined that the factor structure was consistent with the original measurement tool by revealing the unobserved variables predicted by the exploratory factor analysis. In the next stage, the CFA was used to explain the variables' internal consistency and levels of relationship with each other⁴¹.

Table 3. Confirmatory Factor Analysis

Models	χ^2	df	Fit Indexes					
			χ^2/sd	GFI	AGFI	CFI	TLI	RMSEA
Null	3931.73	134	29.341					
One factor	2051.63	117	17.535	.606	.484	.545	.471	.185
Uncorrelated factors	656.885	117	5.614	.857	.813	.873	.852	.098
Correlated factors	246.277	111	2.219	.942	.920	.968	.961	.050
Acceptable fit indexes			≤5	≥.900	≥.850	≥.950	≥.900	≤.080
Good fit indexes			≤3	≥.950	≥.900	≥.970	≥.950	≤.050

In Table 3, it appears that the puppet, single factor and independent factors model does not have acceptable adaptation values as expected. It can also be stated that the primary level CFA (related factors) has good and/or acceptable fit indexes. Considering the findings and the theory and the original

study, it can be stated that the related factor model is the most appropriate model. In this context, it was considered that the 4-factorial and 17 expressive structures in the original form of the measurement tool were consistently confirmed⁴¹.

Table 4. Dimensional Correlation and Reliability Test Results

Factor	CR	AVE	Cronbach's α	1	2	3	4
Social Interaction	.88	.66	.88	1			
Gambling	.89	.63	.89	.20**	1		
Competition	.82	.54	.82	.41**	.20**	1	
Entertainment / Escape	.78	.47	.79	.42**	.21**	.64**	1
**p<0.01							

In order to test the reliability of the scale, the composite reliability (CR) values of each dimension were examined. It is considered that the CR values for the sub-dimensions change from 0.89 to 0.78. This can be expressed as the internal consistency of the expressions on the scale²².

The affinity reliability of the scale was tested on the basis of $CR > AVE$ and $AVE > 0.50$ values²². It was determined (approx. 0.50) could be acceptable⁷. In the light of these criteria, it is possible to mention the existence of an affinity reliability for all dimensions.

that the AVE values for the dimensions are in the range 0.66 to 0.47 and $CR > AVE$ for all dimensions. Also it was seen that $AVE > 0.50$ condition was provided for the dimensions except for entertainment/escape dimensions. In this context, Fornell and Larcker (1981) and Berthon et al. (2005) stated that if other conditions was provided, for AVE value, values below 0.50

In order to determine the validity of discrimination; the findings obtained by testing restricted and free models in confirmatory factor analysis was evaluated⁵.

Table 5. Test Results of the Separation Reliability

Models	χ^2	df
Restricted measurement	319.87	117
Non-restricted measurement	246.28	111
$\Delta \chi^2$	73.59	
Δdf		6

For restricted and free model; since $6\chi^2_{.001}=22.46$ table value is smaller than $\Delta\chi^2=73.59$, it can be expressed that the

discrimination validity is provided in Table 5.

DISCUSSION AND CONCLUSION

The aim of this study was to test the validity and reliability of the Motivational Scale for Fantasy Football Participation using the items of original study in the validity and reliability study adapted to Turkish was considered to be appropriate.

The scale consists of 17 items and in the direction of explanatory factor analysis; it was determined that the scale consisted of 4 dimensions (Social exchange, gambling / betting, competition and entertainment/escape). The variance ratio in which these dimensions explained was determined as 59.605%. In general, it is expected that the variance ratio will be 60% in the field of social sciences^{2,9}.

Indeed, it is possible state that the variance ratio that the scale is describing is acceptable as this research is an adaptation study⁹ and the obtained value is very close to the accepted value.

According to the results of analysis, social exchange dimension was the first among motivating factors of fantasy football participants. Social exchange means that "Individuals communicate with each other and with their environment and a cultural, behavioral and sensory exchange environment is formed"²¹. Second place is the dimension of gambling. Gambling is a behavior which is widely played all over the world. A basic anticipation is an intentional act of gaining more value from the investor³. The third dimension is the competition dimension. Competition; It is

a phenomenon involving the challenges that competitors put forward in order to give each other superiority. Competition can be realized between more than one operator, system, power, organization or individual^{31,38}. The fourth place is the entertainment/escape dimension. Entertainment that improves people's emotional state⁸, is one of the fastest growing areas of the new world economy. Technology is affecting and changing the economic structure of the entertainment industry³⁴. This situation prompts both individuals and business managers to differentiate in a sense of entertainment and to seek new ways of entertainment. As a result of the analyzes conducted with the aim of measuring the reliability of the fantasy football motivation scale, the item total test correlation values were found to be greater than 0.30 (between 0.32 and 0.62). These values revealed that the reliability of the items was high and they were aimed to measure the same behavior. When the t-test results applied to 27% lower and upper groups were evaluated, it was determined that there was a significant difference between two groups for each item found on the scale ($p < 0.01$). Depending on the obtained result, it is possible to say that the distinguishing characteristic of the items is high. In addition, the obtained data from the second sample was revealed that the evaluated scale had an affinity and discrimination validity at a reasonable level⁷. It is possible to say that the scale has an internal consistency as Cronbach's Alpha⁹ reliability coefficients of the scale for both samples of the fantasy football motivation scale is greater than 0.70 and the composite

reliability coefficients for each dimension in the obtained data from the second sample are greater than 0.70 stream. Besides, it is revealed that the obtained results of this study showed consistency with the study conducted by Dwyer and Kim (2011)¹⁵.

All expressions in the scale are scored with a 7-point Likert Type rating and each dimension is evaluated within itself. In this case, the total score of the answers given to the statements in one dimensions is divided by the number of expressions in the dimension, and the average score is obtained from the corresponding dimension. In other words, the average score that can be taken from each of the scale sub-dimensions varies between "1" and "7". The high value obtained from the subscales of the scale represents a high motivation for the relevant dimension^{15,16}.

The sample mass in this study was determined by judgment sampling method, which was one of the non-random sample methods, therefore the study was to be evaluated within this constraint. Besides, testing the measurement tool in different sample groups to be determined by random sampling method will make the results more meaningful.

In conclusion; it can be said that the 17-item Turkish form of Motivational Scale for Fantasy Football Participation is a reliable, language-equivalent scale that is valid for researchers working in sports consumption, sports consumption motivation and similar fields and has a leading role for the researchers.

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