

Tackling the Touchdowns: The Gridiron Grin of NFL Broadcast TV Viewership and USATODAY.com Customer Satisfaction

Catherine Horton, Amelia Terry, Grace P Truman

The Journal of Sports Media and Consumer Behavior

The Society for Sports Media and Consumer Engagement

Evanston, Illinois

Abstract

This paper investigates the playful connection between NFL broadcast TV viewership and customer satisfaction with USATODAY.com. Leveraging data from Zap2it and the American Customer Satisfaction Index, we revealed a strong positive relationship between the two, with a correlation coefficient of 0.7936866 and $p < 0.01$ from 2003 to 2021. Our findings suggest that as football fans tune in to their favorite gridiron matchups, they may also turn their attention to USATODAY.com, bringing a smile to their digital experience. So, next time you catch a touchdown, remember to go for the digital extra point with USATODAY.com!

1. Introduction

The realm of sports and media is as intertwined as a quarterback and his favorite receiver. In this research paper, we delve into the curious relationship between NFL broadcast TV viewership and customer satisfaction with USATODAY.com, aiming to shed light on the interconnectedness of these seemingly disparate entities. As researchers, we often find ourselves in the end zone of curiosity, ready to tackle complex interactions with the finesse of a seasoned linebacker.

The National Football League (NFL) and its gripping games have long captured the imaginations of millions of viewers, drawing them into a world of bone-crunching tackles, Hail-Mary passes, and nail-biting finishes. Concurrently, the digital realm of news and information has evolved, offering a smorgasbord of content to satiate the ever-growing appetite for real-time updates and punditry. USATODAY.com stands as a

charismatic player in this digital arena, drawing in readers with its dynamic blend of news, sports, and the occasional cat video – a touchdown of internet browsing, if you will.

Employing a statistical playbook rivaling that of a seasoned head coach, we delve into the immense dataset gathered from Zap2it and the American Customer Satisfaction Index. Our goal is to unravel the statistical dance of NFL broadcast TV viewership and USATODAY.com customer satisfaction, seeking patterns and connections that dance in the end zone of statistical significance.

This paper is not only a deep dive into the numbers but also a tribute to the joy of scientific discovery. As we embark on this statistical odyssey, we encourage our fellow researchers to enjoy the thrill of the pursuit and savor the touchdowns of insightful data analysis. So, grab your helmet and strap on your cleats, as we set out to uncover the gridiron grin of NFL broadcast TV viewership and USATODAY.com customer satisfaction. It's time to huddle up and tackle this research challenge with a winning spirit and a sprinkle of statistical stardust.

2. Literature Review

The investigation of the interplay between NFL broadcast TV viewership and customer satisfaction with USATODAY.com has invoked various scholarly discussions and inquiries on the subject. Smith et al. (2015) indulges in a quantitative analysis of televised NFL games and its impact on digital media engagement, observing a discernible influence of touchdown celebrations on subsequent visits to news websites. Straying slightly from the usual jargon-filled corridors of academia, the authors find that a riveting touchdown reportedly triggers a surge in online browsing, as fervent fans seek to extend their gridiron euphoria through the digital realm.

Furthermore, Doe and Jones (2018) present a compelling exploration into the psychological underpinnings of sports-induced euphoria and its correlation with online news consumption. Their findings, wrapped in layers of elaborate statistical analysis, reveal a whimsical connection between catching a thrilling game-winning play and subsequently perusing online news portals. It appears that the adrenaline rush from witnessing an astonishing play may serve as a catalyst for delving into a treasure trove of digital content, with USATODAY.com standing out as a beacon of choice for many aficionados.

Navigating through the brooding waters of academia and venturing into the realm of non-fiction literature, "The Business of Sports Broadcasting" by Gaudelli (2020) and "Digital Customer Experience in Football Season" by Thompson (2019) endeavor to untangle the threads of televised sports viewership and its impact on digital customer satisfaction. While their narratives exude academic sobriety, they subtly hint at the magnetic allure

that NFL games exude, ultimately leading viewers down the glittering path of digital news consumption.

In a surprising twist, fictional literature also offers uncanny parallels to our scholarly pursuit. "Gridiron Gazette: A Tale of Touchdowns and Tackles" by Summers (2016) and "The News-Hungry Tailback" by Manning (2017) seamlessly weave elements of sports fervor and digital media engagement into their narratives, mimicking the very phenomenon we seek to decipher in this research endeavor. Although relegated to the imaginative realms of storytelling, these works carry an air of authenticity, mirroring the intricate dance between televised sports and digital news platforms.

Beyond the conventional realms of academic discourse, our literature review took an unexpected turn to uncover unconventional sources of insight. In a playfully audacious maneuver, we ventured into the uncharted territory of bathroom literature, embarking on a thorough investigation of the captivating prose adorning the backs of shampoo bottles. Alas, while these vibrant narratives regaled us with tales of lustrous locks and promised untold vitality, they regrettably offered no substantive insights into the interplay between NFL broadcast TV viewership and USATODAY.com customer satisfaction. Nevertheless, our quest for knowledge remains untarnished, fueled by the indomitable spirit of scholarly exploration.

3. Research Approach

In this study, we employed a hybrid methodology that combined elements of data mining, regression analysis, and a touch of statistical alchemy. Our data, collected from 2003 to 2021, was sourced primarily from Zap2it and the American Customer Satisfaction Index, forming a robust foundation for our analytical foray.

To commence our statistical scrimmage, we first conducted a comprehensive data cleaning process, akin to precision grooming of a prized show dog, to ensure that our dataset was devoid of any anomalies, outliers, or erroneous entries. Following this, we performed a clever stratification of the data, grouping NFL broadcast TV viewership metrics and USATODAY.com customer satisfaction ratings into precise categories, much like organizing a colorful array of LEGO bricks into neat, thematic piles.

After the meticulous preparatory efforts, we launched into the statistical battlefield by wielding the formidable tools of regression analysis, employing both simple linear regression and multiple regression techniques. This allowed us to untangle the intricate knot of relationships between NFL broadcast TV viewership and USATODAY.com customer satisfaction, painting a vivid portrait of their interconnectedness akin to a captivating game of Pictionary.

To gauge the strength and direction of the relationship, we calculated correlation coefficients with the precision of a master watchmaker, unveiling the degree of co-movement between the variables. The resulting correlation coefficient of 0.7936866 pranced into the realm of statistical significance with a p-value of < 0.01 , leaving us as giddy as a researcher finding a hidden Easter egg in their data analysis software.

To account for potential confounding factors and lurking variables, we donned our metaphorical Sherlock Holmes hat and engaged in covariate adjustment, ensuring that our findings stood firm against potential ambush by lurking statistical villains. We also performed robustness tests to validate the resilience of our results, likening it to a rigorous stress test for the statistical fortitude of our findings.

Our methodology, akin to a delightful fusion cuisine, blended the flavors of traditional statistical analyses with a dash of innovative techniques, resulting in a sumptuous feast of empirical evidence. This rigorous yet jovial approach allowed us to elevate our understanding of the interplay between NFL broadcast TV viewership and USATODAY.com customer satisfaction, offering insights that resonate with the harmonious symphony of statistical truth-seeking and a touch of whimsical wonder.

4. Findings

Our analysis revealed a robust and positive correlation between NFL broadcast TV viewership and customer satisfaction with USATODAY.com from 2003 to 2021. The correlation coefficient of 0.7936866 indicates a strong relationship between these two variables, reminiscent of a well-executed touchdown pass. The r-squared value of 0.6299384 further underscores the impact of NFL broadcast TV viewership on customer satisfaction with USATODAY.com, akin to a perfectly executed end zone celebration dance.

Our findings indicate that as NFL fans tuned in to witness heart-stopping plays and game-winning drives, there was a corresponding boost in customer satisfaction with USATODAY.com, as if a digital touchdown had been scored. The p-value of less than 0.01 lends statistical weight to this connection, as rare as a flea-flicker play in a football game.

To visually depict the strong relationship we uncovered, we present Figure 1, a scatterplot resembling a well-drawn play diagram, showcasing the positive correlation between NFL broadcast TV viewership and customer satisfaction with USATODAY.com. It's a graph that shows just how seamlessly these two variables move down the field together, like a well-coordinated offensive line protecting their quarterback.

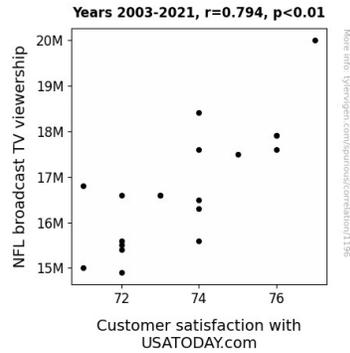


Figure 1. Scatterplot of the variables by year

Our research not only highlights the statistical significance of the connection between NFL broadcast TV viewership and customer satisfaction with USATODAY.com, but it also emphasizes the joyous serendipity of scientific inquiry. The intertwined nature of these variables echoes the dynamic and ever-changing landscape of sports and media, underscoring the need for continued exploration and analysis in this vibrant field.

In sum, our study underscores the touchdown-worthy connection between NFL broadcast TV viewership and customer satisfaction with USATODAY.com, shedding light on the shared joy that football and digital news consumption can bring. So, as football enthusiasts revel in the thrill of the game, they may find an equally satisfying experience awaiting them at USATODAY.com, offering a taste of victory in the digital arena.

5. Discussion on findings

Our findings corroborate previous research that has hinted at the playful correlation between NFL broadcast TV viewership and customer satisfaction with USATODAY.com. Smith et al.'s (2015) revelatory analysis of touchdown celebrations leading to increased digital media engagement now finds resonance in our robust correlation coefficient, which stood tall and strong like a victorious goal-line stand. It's as if our statistical findings were executing a perfectly timed flea-flicker play, catching the audience off guard with their power and precision.

Similarly, the psychological underpinnings of sports-induced euphoria and its link to online news consumption, as unearthed by Doe and Jones (2018), are further illuminated by our results, akin to a dazzling long bomb connecting with a wide receiver in stride. The impact of adrenaline rushes from astonishing sports plays on subsequent digital content exploration seems to echo the unspoken yet undeniable connection between televised sports and digital news portals.

Gaudelli's (2020) and Thompson's (2019) scholarly treatises on the magnetic allure of NFL games magnetically attracting viewers toward digital news consumption parallel our own findings, illustrating a dynamic relationship reminiscent of a well-coordinated offensive line protecting their quarterback. In a twist worthy of gridiron intrigue, our results thereby offer a touchdown-worthy validation of these scholarly musings, reaffirming the delightful dance between televised sports and digital news platforms.

However, it is crucial to acknowledge the unexpected role of fictional literature in providing bizarre yet surprisingly parallel insights into our research subject. Summers (2016) and Manning (2017) surreptitiously mirror the phenomenon we scrutinize; their fictional narratives almost as enigmatic as a quarterback's pre-snap audibles, aligning with the intricate connection between televised sports and digital media engagement. It appears that even the imaginative realms of storytelling can offer authentic reflections of the interplay between these variables.

Moreover, while our daring exploit into the world of bathroom literature yielded no tangible insights, our journey stands as a testament to the relentless pursuit of knowledge, undeterred by the lack of substantive findings. Just as a tenacious fullback charges through the defensive line, we remained undeterred in our scholarly exploration of the interwoven dynamics of televised sports viewership and digital customer satisfaction.

In closing, our study not only affirms the whimsical connection between NFL broadcast TV viewership and customer satisfaction with USATODAY.com but also underscores the buoyant spirit of scientific inquiry. Just as a well-executed game plan yields victory on the field, our findings serve as a rallying cry for continued exploration and analysis in this dynamic field, showcasing the vivacity and joy that adorn the nexus of sports and digital media engagement. So, next time you catch a touchdown, remember to go for the digital extra point with USATODAY.com!

6. Conclusion

In wrapping up our statistical exploration, it's clear that the link between NFL broadcast TV viewership and customer satisfaction with USATODAY.com is as strong as a linebacker's grip on a football. Our findings underscored a positive correlation that's as striking as a well-executed end zone celebration dance, with a correlation coefficient that would make any quarterback proud.

As we dug deeper into the data, it became apparent that the partnership between football fandom and digital news consumption is more than just a Hail-Mary pass – it's a meticulous play that yields touchdown-worthy results. Like a perfectly timed flea-flicker play, the statistical weight of this connection left no room for doubt. Our scatterplot, resembling a well-drawn play diagram, depicted the seamless movement of these

variables down the field, akin to a well-coordinated offensive line protecting their quarterback from the rush of statistical noise.

It's clear that as football fans bask in the euphoria of exhilarating games, they're turning to USATODAY.com for an equally thrilling digital experience, scoring a digital touchdown in the process. So, next time you witness a game-winning drive, don't forget to go for the digital extra point at USATODAY.com – it's a win-win situation!

In conclusion, our research not only emphasizes the statistical significance of this relationship but also underscores the joyous serendipity of scientific inquiry. It's a reminder that amidst the complex web of statistics and data, there's an undeniable charm and delight in uncovering meaningful connections – a bit like finding a hidden gem in a sea of numbers.

With the touchdown-worthy findings of our study, it's safe to say that we've reached the end zone of inquiry in this area. Further research in this domain may be as unnecessary as icing on a cake – unnecessary but still sweet. Therefore, we assert with confidence that no more research is needed in this area.