

# Bark vs. Bite: Comparing Auditory and Visual Mascot Techniques for Maximum Crowd Engagement

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*This unofficial Working Paper was created as a demo of a job market website in Jekyll, hosted on GitHub Pages.*

## Abstract

This study investigates the relative effectiveness of auditory (barking) and visual (tail-wagging, jumping) techniques employed by university mascots to engage crowds at sporting events. Using a mixed-methods approach, we analyze crowd response data from 50 NIU home games over two seasons. Our findings suggest that while both techniques are effective, visual cues tend to elicit more sustained engagement, particularly among younger audience members. However, strategic combination of both techniques yields optimal results, especially during high-tension moments in games.

**Keywords:** mascot techniques, crowd psychology, auditory stimuli, visual cues, sports marketing