

# Negativity in NFL Fan Bases

The Data Cavaliers

Adina Kugler, John Hope and Adam Kippenhan

DS 4002

September 7, 2022

## Narrative Paragraphs

Sports fan bases are an outlet of community for the millions of fans watching at any given moment. Supporting a common team can bring people together, but can also pit supporters of different teams against each other, to an unhealthy amount. According to Starlight<sup>1</sup>, “Toxic fans are essentially the abusive party in an abusive relationship with the content they're a fan of. That is, they aren't just there to celebrate it, but to control it and neg it.” Toxic sports fans not only celebrate their team’s victories, but bring down other teams’ losses, which can lead to increased polarization and tensions between fans of opposing teams.

The meanest, worst fanbases is an attribute that can be applied to many different NFL fanbases. In the age of technology, social media is a major factor into the amount of toxicity that exists in a fanbase. People on these platforms can say whatever they want about anybody they want. Looking at how public sentiment from fans of NFL teams differ throughout the United States can add transparency about how cities are viewed. Some fanbases have an extensive history of being tough, but it is necessary to quantify this idea to confirm or deny theories as there are little-to-no unbiased sources. According to the Bleacher Report<sup>2</sup>, some of the rudest fan bases are the Philadelphia Eagles, New York Jets, New York Giants, and Buffalo Bills. A similarity within these groups is the region they are located, the Northeast. Sentiment about this region is a tough persona, but data needs to be analyzed to determine if rudeness is innate in the region, or if there is something else going on. Whether it’s a regional difference of how “negativity” is seen, or histories of team success, society has taken note of the disparity in the general perception of different fanbases.

## Hypothesis

NFL fanbases in the Northeast region of the United States exhibit a more negative average sentiment than fanbases elsewhere in the country.

## References

- [1] N. Starlight, “What's Toxic Fandom and What Creates It?,” The Arena Media Brands, LLC. April, 1, 2022. [Online], Available: <https://reelrundown.com> [Accessed Sept. 7, 2022].
- [2] T. Thompson, “NFL Power Rankings: Counting Down the NFL's Rudest Fanbases,” Bleacher Report Inc. March, 29, 2011. [Online], Available: <https://bleacherreport.com> [Accessed Sept. 7, 2022].