COGS 108 - Final Project Proposal

Names

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Research Question

Our goal is to explore and research how the Covid-19 pandemic affected sport watching habits, specifically UFC fight viewership, in both televised free fights and Pay-per-view fights, especially how the two differed, as well as looking at how the different regions and environments affected viewership.

Background and Prior Work

References (include links):

- (1) https://www.sportspromedia.com/news/ufc-espn-ppv-viewership-mma-dana-white-coronavirus/
- (2) https://www.worldometers.info/world-population/population-by-country/
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Hypothesis

We believe that the pandemic greatly affected UFC viewership habits in both the free and pay-per-view categories, but we believe that it affected the pay-per-view fights more, in that they received a larger relative boost in viewership numbers. Additionally, we believe that the region afflicted also affected not only the normal viewership numbers, but also the additional viewer numbers. This is based on the fact that UFC was one of the first American sports to make a return after the pandemic shut things down, and because different regions had different

restrictions during the pandemic in addition to normal demographic differences when it comes to MMA viewership.

Data

Explain what the ideal dataset you would want to answer this question. (This should include: What variables? How many observations? Who/what/how would these data be collected? How would these data be stored/organized?)

Population of regions observed-internet

Number of viewers for pay per view-internet-around 10 fights pre pandemic and 10 post pandemic?

Number of fighters listed per time period (i.e. 200 fighters fought in 2010-2015), potential overlap

Ethics & Privacy

Fill in your ethics & privacy discussion here

Any data we choose to collect will be anonymized and used solely for the purpose of our project. This data will help us explain our findings and influence our conclusions.

We will also ask for the consent to use their responses before collecting them. (IF NECESSARY)

We will monitor our data and comb through any data that may become problematic.

Team Expectations

- We expect each member of the group to contribute as much as they are able to as often as they can. All of us have pretty busy schedules, so it is important that we all pitch in and help with every aspect of the project whenever possible.

Project Timeline Proposal

Meeting Date	Meeting Time	Completed Before Meeting	Discuss at Meeting
1/11	12 PM	Thought about potential questions for research project, do research related to UFC to get a better grasp of topic	Discuss potential questions and get some ideas on paper. Talk about next meeting time to finalize question
1/14	12:30 PM	Look at project review	Talk about the project review and get roughly the same idea before we break off and fully review the project on our own
10/25 or 10/28	12:30pm	Begin to find data relevant to our project.	Discuss what data we will use and what database. Diagram potential responsibilities. Also, decide on variables and narrow down what we are going to look for.
Week of 11/1	TBD	Organize data	Discuss findings and wrangle our data.
Week of 11/8	TBD		