

- Participants are being asked to answer a few questions about their knowledge of NBA statistics and general interest. Then, they are asked to look at ten pictures of NBA players from the NBA 75 team (Who played in the 1980 season and after) to see if they can identify them. If they recognize a player, participants will be asked a few questions about the player's stats, player's most recent team, and whether or not the participant is a fan of said player. Finally, a quick debrief at the end of the conversation about whether the participant has seen any of the players they recognized in the media (Social Media, on TV, etc).
- The purpose of these tasks is to generate a list of the most recognized players that can be compared to a ranked list generated by statistical testing on the researcher's end. The comparison will result in a correlation measure to determine if familiarity is correlated with statistical production.
- The potential benefits of this project are as follows: Possible increased interest in the NBA, a fun break from work (questionnaire is like a game), giving someone who might not be super interested in the NBA something to talk about if they are in a conversation about it.
- The one potential risk is embarrassment for not recognizing any of the players. However, this is not judged based on correctness. Think of it more as a game.
- Some possible alternatives to participating in this research is to compare the players that you see on social media or on TV with the players that win MVP or have a great statline night in and out.
- Participation is completely voluntary and you can stop participating at any time with no consequences.
- Please acknowledge that you are 18 years of age or older.