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**The Influence of Media Themes**

**on Interest in the Olympic Games and the Host City:**

**A Comparative Study of Koreans and Americans**

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**The Influence of Media Themes**

**on Interest in the Olympic Games and the Host City:**

**A Comparative Study of Koreans and Americans**

by

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## **Dedication**

I would like to dedicate this thesis to respectable my parents and family who have completely supported me.

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**The Influence of Media Themes**  
**on Interest in the Olympic Games and the Host City:**  
**A Comparative Study of Koreans and Americans**

by

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The University of Texas at Austin, 2014

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Globally, competition for hosting the Olympic has become fierce. The social and economic advantages resulting from hosting the Olympic Games are huge, but the cost is also formidable. In particular, Sochi, where the 2014 Winter Olympic Games will be held, invested over \$50 billion in building the stadium facilities and developing Sochi and the surrounding area as modernized systems. These Olympic facilities have the potential to attract visitors both during and after the Olympic Games. Prior literature suggests that sport tourism is emerging as a prominent component of many economic development plans (Kotler, Haider and Rein 1993) and the market's expanding opportunities in tourism and sport businesses suggest the need for studies of sport tourism (Glyptis 1991).

Earlier research has verified story impact as a fundamental communication tool and analyzed narrative contents. Past sport research suggests that American Olympic narratives focus on specific themes. Given the literature, this study examines whether story theme preferences between the Korean and the American are different with cultural difference because some researcher indicates such cultural differences can influence communication behaviors.

This research examined the impact of story themes on interest in host city and host nation for Korean and American students. The study employed an experimental survey and designed 3 themed Korean stories and American stories (hero, facility, and non-theme) based on actual news articles for the experiment.

The experiment results showed that the Korean and the American students have statistically significant differences in all of the dependent variables. Overall, compared to American students, Korean students had higher interest in watching and attending the Winter Olympics as well as visiting the host city. Korean students also had positive intention to watch, to attend the Winter Olympics, and to visit the host city than the American students. With regard to the findings, the different approaches need to be developed between two nations. Cultural differences found in this study would affect the host city's promotional efforts.

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## **Chapter 1: Introduction**

Bidding to host the Olympics is getting more competitive. It is competitive because host nations expect to realize a variety of benefits, including tourism benefits. Consistent with other Olympic host cities, Sochi hoped to use their hosting of the Games to attract visitors.

Sochi, the site of the 2014 Winter Olympic Games, is located in the Krasnodar Region of Russia, situated on the Black Sea coast near the border between Georgia and Russia. Sochi is unique among Russian cities as having some aspects of a subtropical resort. With subtropical vegetation, numerous parks, monuments, and extravagant Stalinist architecture, this unique city attracts vacation-goers. The Sochi Olympic Organizing Committee has spent over \$50 billion preparing for and operating the 2014 Winter Olympics with the hope of hosting a successful Olympic Games and promoting the region as an attractive destination for tourists. Athletic venues built for the 2014 Sochi Games will function as added tourist attraction for the region. Sochi Olympic facilities and hostel complexes are divided into two clusters – mountain and coastal. These clusters will be located within 48km of each other, which takes less than 30 minutes along a new railway. These Olympic facilities have the potential to attract visitors both during and after the Olympic Games. Sport tourism is emerging as a prominent component of many economic development plans (Kotler, Haider and Rein 1993). The market's expanding opportunities in tourism and sport businesses suggest the

need for studies of sport tourism (Glyptis 1991). The researchers have confirmed the need to understand what sport tourism shares with, and what distinguishes it from other touristic activities in terms of theory.

The representation of Sochi in media coverage related to the 2014 Winter Olympic Games will play a role in promoting the host nation as a travel destination and increasing its appeal to global tourists as well as local travelers. In the study by Chalip, Green, and Hill (2003) examined the effect of media on destination image and in turn the effect on intention to visit, and found that event media must make a positive impact on viewers' image of the destination, if event media are to make a positive impact on the destination's visit.

By developing appropriate and attention-getting Olympics stories, the 2014 Winter Olympic Games will attract more global fans and further Sochi and Russia can promote a host nation.

Nevertheless, until now, a tourism industrial approach from Russia has focused on supply-oriented aspects such as tourism facilities and natural sources and had a limitation to connecting tourism with traditional cultural resources to inspire tourists' cultural emotion. In addition, Sochi is less aggressive than other regions in terms of tourism industry promotion. Because Sochi has considerable potential with their own abundant natural resources, they are favorable attractions than other regions but they have not actively utilized their competitive power with developing resources into tour commercials. Much research has been studied and following a lot of strategies has been developed by Russia and Sochi, a local government. In addition to existing cultural

factors, Sochi has been prepared as a tourist city, encompassing mountains and the Black Sea.

Based on social joint cooperative networks, interchanging information between industry, academic, research, officials, and people is essential, and strong motives to develop tourism industry with common objectives should be combined with each other. Thus, the research recommends that a network system, which combines competitive power with cultural resources through consultative group, can foster and support the tourism and culture industry (Yoo, Seung-Gack, 2009). An appropriate story or narrative development, which includes popular themes for global fans, will help the host community to successfully promote the 2014 Winter Olympics. Based on prior research (Chalip, 2006), story development experiment of the event and athletes contents need to be made in the direction to attract fans' interest and support and promote the event.

This research will focus on popular themes of Olympic stories for Americans and Koreans and will examine which theme among Olympic stories has the strongest impact for Korean and American students. This research will also examine which types of stories have the greatest effect on Korean and American. In other words, this research examines whether the effects of Olympic story themes are different between Korean and American students.

The research questions are as follows: 1) Is there an effective narrative theme to attract attention for the Winter Olympics? 2) Are there cultural differences between the Korean and the American, in terms of narrative theme preference? Specifically, this research aims to help the Winter Olympic Games' promotion strategy in developing story

themes that have better impact on sport fans and host communities. Olympic Games stories need to be examined to determine whether certain themes affect interest in Games and also whether theme preference differences exist or not between U.S. and Korea. Utilizing ideal themes, the Olympic organizing committee and marketers could mediate the attention and interpretations and further direct attitudes and opinions toward the Games. Furthermore, the study will explore what the sport tourists mainly share and seek and this study will look at if there is the relationship between specific theme and what the sport tourists share.

This chapter introduced fierce competition for the Olympic Games hosting, efforts of the host city to attract the global sport fans and tourists, further proposed the need for effective Olympics story development and utilization. The research questions that were examined in this study are showed.

The Chapter 2 establishes the theoretical foundation connected to this study and outlines prior literatures related to the mega sport events, especially Olympics, and cultural difference in advertising. In detail, the first part reviews sport tourists to mega sport events and their motivation and the second part explores pre-Games media coverage effect. The third part reviews impact of story communication and the fourth part reviews narrative themes effect, especially for the Olympic narratives. The fifth part, the last part of Chapter 2, reviews cultural differences between the Korean and the American.

The Chapter 3 discusses the overall research method. The first part addresses research purpose and the second part describes story development as stimuli. In the third part, hypotheses are established and the fourth part addresses subjects and data collection.

Detailed procedure is described in the fifth part and measurement is additionally presented in next part. Finally, the seventh part shows how to analyze data.

The Chapter 4 articulates the study results for statistics. The Chapter 5 presents the discussion, including the findings and its implication. The Chapter 6 proposes the recommendation and suggestion for the future research.

## **Chapter 2: Literature Review**

This literature review is composed of six sections. The first section discusses sport tourism related to sport mega-events, including travel motivation and interest in host destination. The second section reviews the effect of pre-Games media coverage. The third section discusses the impact of story communication, and the fourth part deals with the effect of narrative themes. Specially, I focus on athletes and event stories such as sport success and facility for event promotion and destination image improvement. The fifth part confirms cultural differences between Americans and Koreans and finally, the sixth section reviews advertisements of sport events and how they affect tourism behaviors.

### **Sport Tourist to Mega Sport Events and their Motivation**

Sport tourism has rarely been differentiated from other forms of tourism, and has been relatively understudied (Glyptis 1991), even though there is exploding demand for sport tourism and most taxonomies recognize recreation as a component of the experience (Moore, Cushman and Simmons 1995). Empirical data indicate that tourists' desire to watch or do sport while traveling has increased considerably in recent years (Hall 1992; Kotler, Haider and Rein 1993; Kurtzman and Zauhar 1991; Palm 1991). Specifically, De Knop (1992) found that a 1,300% increase of tourists' demand for sport participation between 1967 and 1989. Recent numbers or studies on sport tourism are likely to account for tourists' growing interest in sport. For example, there is the



worldwide popularity of sport events such as the Olympic Games, World Cup soccer, and other international championships (Majid, Chandra, and Joy, 2007; Kim & Chalip, 2010) and also the increasing international popularity of “active lifestyles” (particularly in developed countries) has improved popular interest in doing sport, even when traveling (Palm 1991). Green and Chalip (1998) add that the trend is for active pursuits to become more popular across the lifespan, and this is particularly true of younger populations.

As a result of these factors, mega sport events such as the Olympics and World Cup have become significant elements used in tourism marketing.

Although there has been inherent difficulty in developing consensus for the definition of sport, a universal definition of sport tourism has been established. Based on Gammon and Robinson’s research (1997/2003), sport tourism and tourism sport are distinctive with regard to motivation. Sport tourists mainly focus on a sport activity or event when they travel to sporting events, but tourism sportists include a range of activities included non-sport activities in their trips. Cohen (1972; 1974) is one of the first to mention that more than one type of tourist exists. He suggested a typology of four tourist roles in which different types of tourist are differentiated by their tolerance for strangeness or familiarity in their travels. Cohen’s conception of the term tourist role stems from role theory (e.g., Linton, 1936; Thorton & Nardi, 1975; Turner, 1979/1980). The basic premise of role theory is that individuals are both given or acquire various statuses. When applied to tourism, the concept of role has normally been applied to categorize types of tourist behavior in one of two ways: (a) interactional, and (b) cognitive-normative (Cohen, 1979a). Tourist roles categorized according to the (a)

interactional dimension distinguish tourist behaviors into ideal types, the concept introduced by Max Weber in sociology, based on tourists' behaviors and the degree and nature of their contact with hosts or residents of a community. This type of classification is the closest type to the classifications of sport tourists existing in the literature today (e.g., Gibson, 1998; Hall, 1992; Hinch & Higham, 2001; Standevan & De Knop, 1999) where the categorization has largely been based on behavioral form, meaning particular ways of behaving. Tourist roles categorized according to the (b) cognitive-normative dimension group individuals on the existential or meaning of their experiences as tourists as well as their involvement with the host culture (e.g., Cohen, 1979b). Cohen (1979a) insists that "tourists role typologies can classify tourists on both dimensions and as such would increase their explanatory power as behaviors, motivation and meaning would be part of such a typology." In tourist role research, it is suggested that some tourists might choose more than one role while on vacation (Cohen, 1992). As mentioned earlier, Gammon and Robinson (1997/2003) note that sport tourists can be differentiated by the domination of sport in an individual's travel plans. Cohen (1979) argues that different underlying patterns of motivation drive different forms of tourist activity. Sport is a main purpose of a trip for the sport tourist, whereas sport is secondary for the tourism sportists. Similarly, research on event sport tourists (e.g., Gibson et al., 2002; 2003; Ritchie et al., 2000) suggest that different type of fans are motivated to adopt different activities during their trips. Accordingly, a few of researchers have developed taxonomies of tourist "types" based on the experience each seeks (e.g., Pearce 1982; Smith 1989; Yiannakis and Gibson 1992).

In tourism studies, Crompton's research (1979) is the classic reference for motivation, which identifies seven socio-psychological motives related to tourism: escape, self-exploration, relaxation, prestige, regression, enhancement of kinship relations, and social interaction. He also confirmed two cultural motives: novelty and education, which he insisted are related to the traits of a destination. The importance of this study to comprehending tourist behavior is that Crompton questioned the predominant presumptions in the tourism industry that destination attributes are the basic reason why people choose to visit a particular location. Crompton suggests that the socio-psychological needs might be more important and this assumption supports the tenets of motivation theories in social psychology and the application of these theories in leisure, sport and tourism work. In the leisure, sport and tourism field, three classic motivation theories dominate: Murray's (1938) Needs Theory of Personality, Maslow's (1943) Hierarchical Theory of Needs and, Berlyne's (1960) concept of optima level of stimulation. The prepositions underlying these theories are that needs or motives support all behavior and are rooted in the fundamental physiological and socio-psychological wants of humankind. The same person may choose the same behavior for different reasons at different times because needs are dynamic in the way that they rise and fall over time as some needs are satisfied and others are not. Murray (1938) identified 12 physiological needs and 28 secondary or psychogenic needs (e.g., autonomy, affiliation or achievement). Furthermore, he suggests that needs organize the way individuals act and think. In the 1970s, several researchers utilized Murray's theory to study leisure and recreation patterns (Driver & Knopf, 1977; Howard, 1976; Moss & Lamphear, 1970).

The common conclusion of these studies was that the value of the theory was the data seemed to suggest the existence of different personalities, appeared to be motivated by similar needs. In line with this research, Allen (1982) identified “four personality types who seem to be attracted to particular kinds of leisure activities: (1) the dominant athlete who prefers physically competitive, challenging experiences rather than mental stimulation; (2) the self assured, independent person who prefers solitary leisure pursuits; (3) the cautious individual who tends to devalue leisure and avoids potentially harmful activities; (4) the well educated, confident, and self motivated individual who seeks socially, culturally, and intellectually stimulating activities.” The subject of personality types has support in psychology and social psychology (Levine, 2001; Quinones-Vidal et al., 2004).

In tourism, there has been little work on personality and travel preferences, even though work has looked at personality and other subject (Frew & Shaw, 1999; Hoxter & Lester, 1988; Madrigal, 1995; Plog, 1974). The tourist experience has been also characterized in a variety of ways - for example, as a sacred journey or pilgrimage (Graburn 1989), as a search for authenticity (MacCannell 1989), even as a ‘pseudo-event’ (Boorstin 1964). Each characterization speculates a different motivation(s) for travel.

In the context of optimal stimulation or arousal level, Iso-Ahola (1984) suggests that ‘optimal level of stimulation could be comprehended as a balance between the need for stability and the need for variety and two dialectical forces, seeking and escaping, motivate leisure, sport and tourism choices.’ Escape has been associated with travel for a long period of time (e.g., Crompton, 1979; Dann, 1977) and seems to be an important

tourism motive for most individuals (Gibson, 2004). Iso-Ahola (1983) suggests that people might be motivated to travel by the search for experiences that are not available at home. Wahlers and Etzel (1985) argue that stimulus avoiders are likely to adopt more structured and cultural vacations, while stimulus seekers tend to choose adventurous vacations.

Another of the classic motivation theories is Maslow's (1943) Hierarchical Theory of Needs. Pearce and Caltabiano (1983) applied Maslow's theory to the research of vacation experiences. The researchers concluded that "positive vacation experiences were associated with the satisfaction of self-actualization, belongingness and physiological needs." In contrast, they found that people who were dissatisfied with their vacations often mentioned safety and security concerns. At explaining the findings, the researchers developed the idea of a "travel career" based on Maslow's hierarchy. Based on this idea, Pearce (1988) hypothesized that "experienced tourists are more likely to be motivated by higher order needs than less experienced tourists whose behavior would be motivated by the lower order physiological and safety and security needs." Applying motivation theories aid in wider understandings of sport tourism behavior, but motivation is complex. Behavior is usually multi-motivated and Crandall (1980) advises that it is not sufficient to match individual needs to behavior. Gibson (2004) suggests that "sport tourist behavior is influenced at the micro level by motivation, involvement and skill level, family and friends, life stage, and home environment among others and simultaneously at the macro level tourist is influenced by the values and norms associated

with race, class and gender (and age), as well as the unique qualities of their home societies.” (p. 258)

From the perspective of building and marketing sport experiences, it would be particularly useful to comprehend what motivates people to choose sport-based vacations. Kim and Chalip (2010) explain that sport tourism opportunities share the purpose of capitalizing on over a sporting interest to create tourism. Green (2001) developed this understanding in detail, demonstrating that marketing strategies or tactics for sport events should be designed to appeal to the values, beliefs, and consumption preferences that distinguish subculture of specific sport enthusiasts. Research of event participants and the international market for events support that argument (Kim & Chalip, 2004; Snelgrove et al., 2008).

Graburn (1989) made the contention that tourists leave their ordinary lives for the express purpose of partaking in non-ordinary experiences, which he asserted are akin to those once found in sacred festivals. On the other hand, Nash (1984) asks the necessity of the latter and why people who seek non-ordinary experiences would choose travel or specific destinations to obtain them. Chalip (2006) indicates that “the argument that the social value of events warrants concerted attention is bolstered by findings that event organizers (Kim & Uysal, 2003) and residents of host and neighboring communities (Andersson et al., 2004; Deccio & Baloglu, 2002; Kim et al., 2006) point to social impacts as a core source of potential event value (and also a potential source of problems).” In addition, Chalip (2006) addresses that “sociability is thought to attract attendees, and to encourage their spending.”

Prior research has demonstrated increases in people's interest of destination visitation induced by film and television. Chalip, Green, and Hill (2003) examined the effect of media on destination image and in turn the effect on intention to visit. The research results were complex and ambiguous answers. The effects had different patterns in each country. The researchers suggest that event media must make a positive impact on viewers' image of the destination, if event media are to make a positive impact on the destination's visit. They added that If features of destination image that are affected by an event are not those that cause destination choice, then there will be no influence on visiting (Chalip, Green & Hill, 2003). Thus, in next part, I address the pre-game media effect and more specifically, deal with narrative themes and story implication in communication, and then difference existing by country.

### **Pre-Games Media Coverage Effect**

Media is known for latching on to stories as a means of creating and disseminating information as well as capturing audiences' attention. Johnston (1978) suggests that "if many pieces of information are accessible during an event, those pieces which have familiar associations will capture the individual's attention and memory." This is the reason why well-designed Pre-Games media coverage and narratives are important.

Chalip (1987) addresses cognitive process on narrative:

Cognitive processes of attending, interpreting, and remembering will be seen to enable the extraction of multiple narratives about the Games - narratives which can be distinct systematically. Because memories are selective, narratives vary. Memories result from the ways information is made salient and then interpreted, contending that attention and recall improve with the degree of cognitive elaboration of entering information, and with the application in memory of associated information. Thus, narratives that elicit positive responses and make favorable impressions on the public or fans should be developed in order to increase attention to the Games.

Chalip's research (1987) also suggests usefulness of pre-games media coverage: Pre-Games media coverage makes to focus attention on the Games. That is to say, frequent coverage prior to the Games focuses attention on the Games, and legitimizes the subsequent attention to the Games. This early focus on the Games themselves set the stage for their actual occurrence. That focus suggests the importance of the Olympics and serves to generate interest. Meyre (1972) argues that the perspectives media commentators give to events shape attitudes toward those events and Chalip (1987) explains that the early attention to home country athletes set an agenda for following coverage and for reader interest. Coverage readers were primed to attend to the Games, and their attention was aimed toward the home team. It also primes both journalist and spectator to attend to particular persons, events, and results, adding mediated attention and interpretation can lead perceptions, attitudes, and opinions.



## **Impact of Story Communication**

Story is the universal human common denominator and involves various kinds of values and beliefs. By definition, a story is “an oral or written performance involving two or more people interpreting past or anticipated experience” (Boje 1995, p. 1000).

Aristotle (384–322 BC; see Aristotle 1987) may have been the first to develop a theory about stories. More than 2,000 years ago, he dictated that stories should have a beginning, a middle, and an end; a story also should include characters and a lesson learned. The story prompts to pay attention to the message; vivid information also can compensate for an overall lack of information and increase confidence in evaluations (Weathers, Sharma, and Wood 2007). Ethnographic research (Arnould & Wallendorf, 1994; Elliot & Jankel-Elliot, 2003) supports symbols and narratives to foster the desired celebrations and sense of meaning. Theoretically, stories provide an effective way to communicate with audiences because contents conveyed in story form tend to be more affective than those presented in a list format (e.g., Mattila 2000). That is, stories create emotional connections with and understanding by receivers, which increases comprehension, communication, and judgment, according to research in a wide range of disciplines, such as psychology, linguistics, education, and sociology (West, Huber, and Min 2004; Woodside 2010).

Stories are used in a wide variety of communication. In the sport context, especially Olympic stories, Duncan (1986) demonstrates six categories of symbolism providing a complementary analysis of American Olympic narratives: (1) personal

dramas such as individual triumphs, tragic events, and rivalries between athletes: (2) the transcendence of human limitations in heroic descriptions: (3) symbols of audience rebellion against industrialized society: (4) narrative accounts and Olympic photography illustrated as aesthetic dimensions of Olympic competition: (5) religious overtones to the Games: (6) martial imagery and nationalistic rhetoric as political parts of the Games.

Chalip (1992) highlights that “One thing is clear about Olympic narratives: A key to their power is that each connotes a matter of fundamental cultural concern, hence their affective power.” Chalip (2006) contends that “narratives that portray fundamental existential issues that are significant to the audience (e.g., nature versus nurture, changing conditions, the negotiation of multiple identities) are particularly useful.” (p.118)

Especially, event narratives have been used to facilitate social action that might otherwise have been impossible (e.g., Goldstein, 1997; Hughes, 1999; Steenveld & Strelitz, 1998).

The fact that meaningful devices such as story can be important in enhancing social impact as well as economic or other impacts supports my hypothesis. Throughout the course of human history, stories have been used for every imaginable social function, from framing the social order and law, inspiring the creative, fueling the romantic, to justifying wars and explaining away unpopular peace. In his prior study, Chalip (1992) indicates that numerous narratives create stories attractive to varied audience segments by describing cultural interest or by combining contemporary, political or social concerns and embedded genres such as festival, spectacle, ritual, and game. These narratives appeal to different audiences by functioning as simultaneous invitations to individual interest, and layered symbols such as banners, flags, awards, and anthems promote

spectator interest by developing ceremonies and rituals representative of more than a basic game or contest.

In the business field, marketers can utilize storytelling as a powerful and effective communication tool and convey information by describing a story. The role of story and its impact on communication has been widely discussed (Chalip, 1992 and Chalip, 2006). Yet despite recent advances, the elements that comprise a good brand story and their alignment with product types remain obscure. Researchers have examined story comprehension and persuasion in the fields of advertising, leadership, and information processing and expressed that such studies indicate that consumers interpret their exposure to and experience with brands through stories (e.g., Deighton et al., 1989 and Escalas, 2007). Despite these advances, some questions such as ‘What elements constitute a good brand story?’ or ‘How do customers respond to specific story aspects?’ remain. In particular, some story elements appear in previous conceptual studies related to narratives (e.g., Taylor, Fisher, and Dufresne, 2002), yet we know little about the relationship between brand story elements and customer attitudes and behavior. From a business perspective, understanding the elements of brand story and how they influence customer attitudes can help managers design a good brand story and increase consumer confidence. Marketing stories paint pictures in customers’ minds that prompt them to pay attention to the message; people also tend to organize information in a story format (Padgett and Allen, 1997 and Woodside, 2010). A brand story exerts a persuasive impact by transporting recipients into the world of the narrative. When consumers encounter a brand story, they produce few counterarguments and focus their cognitive capacities on

story-cued product information, with elevated emotions. Stories also appear useful for brand-building purposes, even reviving particular brands like Volkswagen's New Beetle; (Brown, Kozinets, and Sherry, 2003). Brands can diversify over time by telling good stories. Coca-Cola shares its brand history and encourages consumers to share their consumption stories in its brand museum or on the corporate website. Storytelling among visitors encourages them to listen and share and has become a relational activity. They exchange communal beliefs and values, which affirm their brand knowledge and deepen connections with the brand (Borghini et al., 2009 and Hollenbeck et al., 2008).

In order to be successful company, it is important to know how to use the elements of stories and storytelling to drive business improvement. One of the most basic applications of the element of storytelling is naming your products or services after characters from well-known stories. Businesses use stories every day to launch brands and enhance the image of existing brands. Storytelling is more than selling products. Effective storytelling has the power to change the destiny of a company, an industry, a nation, and finally the world. From the perspective that story is a universal human dominator, all of us use the basic concept of stories in a variety of ways in our usual conversations, and businesses also use stories and storytelling to perform a series of mission-critical tasks. For example, Nissan used the clever story-telling strategy that enables the company to engage with two different sides of the market: “green” vehicles and luxury cars through Formula 1 derivatives. Lee (2011) examined Korean brand Pasteur’s storytelling campaign for a drink-type yogurt ‘Quebyon’. Pasteur decided the brand name ‘Quebyon’, meaning good bowel movement, was the best brand name

according to a study. In line with brand name, the positioning decided ‘attack inside (of the body) if it does not evacuate’. The research confirmed harmony with the brand name, differentiation from competitors and ease of remembering as three criteria of powerful positioning. Eventually, this Pasteur product has dominated the Korean yogurt market. The fact that the success of Pasteur came from the harmonizing of ‘Quebyon’ yogurt’s efficient branding and familiar storytelling campaign proves powerful impact on story communication.

The first mission of any storyteller is to make a connection with the audience. Once a storyteller has connected with the audience, his or her next job is to engage them. In general, ‘engagement’ is defined as the ability to build a connection and form a meaningful, sustainable relationship - a relationship with strong emotional underpinnings. It is at the point of engagement that the audience becomes part of the story. The power of remembrance is the reason why telling familiar stories almost always conjures up a very specific preconditioned image or response in the mind of an audience.

### **Narrative themes effect, especially for the Olympic narratives**

Chalip (2006) argues that “the anthropological research on events has paid a great deal of attention to the ways that event liminality enables metaphoric discourse - conversations that are seemingly about the event, but that also explore social, political, and existential concerns (e.g., Cohen, 1998; Errington, 1990; Lewis, 1999; Manning, 1981)”. Thus, stories related to Olympic Games can include various concerns and cultural

preference. Chalip (2006) highlights that “there is a sense that something important is happening - a sense that is felt more than understood. There is something participants have no words to describe. Certainly, the event itself is not the explanation. If the occasion is a sporting event, the sport may be the catalyst, vehicle, or rationale for the felt sense of importance, but is neither the object nor the cause. The sporting outcomes may matter to some, but there is a sense that something more important - something that transcends the sport - an energy that can be shared by all. There is a heightened sense of community among who are present.” (p. 110)

According to earlier research, Chalip (1992) indicates that the Olympics enable an array of narratives to capture the interest of various audiences within a nation. Especially, a huge projective event such as Olympics establishes narrative themes of particular significance to the media’s audience. Gusfield (1987) examines the content and form of Olympic and non-Olympic sport stories. According to the examination, he insists that Olympic stories are described “in the dramatic language of conflict and use commonplace metaphors and myths.” Gusfield contends that Olympic stories repeat common experiences, problems, and events that are of interest to varied audiences. In addition, Gusfield detailed how Olympic contests could be portrayed with multiple themes. Indeed, a lot of stories at most mega events have been made by various media or Official Committee. Chalip (1992) explains that “these multiple-narrative themes of Olympic stories generate the sense of drama that pervades Olympic events” and in his former study, Chalip (1987) asserts that “this multiplicity of possible narratives is a fundamental source of Olympic fascination.”

In theme, Olympic athletes, especially winning ones, are practical heroes and are described with features related to success or glory. Oriard (1982) highlights that contests such as the Olympics are particularly suited to the creation of heroes because they are manufactured in an “apolitical, asocial, amoral, even timeless, placeless quality of the athletic contest itself. The athlete-hero in America is the supreme role model.”(p. 26) Fishwick comments that the term ‘hero’ was defined as “a superior man, embodiment of composite ideals, in ancient Greece”. (p. 340) The hero is mostly described as having extraordinary human characteristics such as bravery and strength. Many researchers have argued that “whereas the ancient hero was admired for his exceptional physical strength and skills, the modern hero is also described in terms of social accomplishment: attractive, victorious, charismatic, individualistic, skillful, down-to-earth, a realistic role model, and a risk-taker.” (Fishwick, 1994; Janet C. Harris ,1994; Ray B. Browne, 1983; J. Robyn Goodman, Lisa L. Duke and John Sutherland, 2002) The mass media have been essential in identifying heroism with successful athletes. This is because people look to media for heroic images that appear to supplant family, peers, and teachers as role models. The public utilizes sports heroes as role models in many ways and “archetypes are accessible and understandable and are able to communicate meaning deeply and quickly” (Goodman et al.). Pearson identifies six archetypes associated with the hero: “the Innocent, Orphan, Martyr, Wanderer, Warrior, and Magician”. The Warrior is society’s most typical archetypal hero. Mark and Pearson (2002) confirmed the Olympics as a ‘hero brand’, “in that the national sports contest is marketed on qualities that typify its most admirable athlete/ participants.” Additionally, Majid, et al (2007) found “key

stories (myths) and heroes strengthened both the brand and the experience of watching the Games.” However, what the researchers highlighted is what distinguishes the Olympics from other sporting events. That is the concept of hope. Kashef Majid et al (2007) indicates that “the Olympics embody what we want to see in the world (fairness, togetherness, etc.), and with each Olympic Game our hope for seeing these concepts applied in life increases.” Their research resulted in three key themes related to Olympic: Olympic brand, experiential aspects, and myths & heroes. The researchers interviewed some people related to the Olympics and found the Olympic brand is well established around the world. The Olympic brand appeals to many people and has powerful positive associations. During interviews, most participants’ memories of the Olympic Games that stand out over others were about an athlete or group of athletes that triumphed over conflict and the significance of the event. The researchers found a pattern during the interviews and realized it represented the concept of myth. Myths are stories that are resulted from a great conflict to give us significance to the world around us (Dayan & Katz, 1992; Barthes, 1972). A main element of myth is the protagonist or the hero. In general, the hero is described as a role model who can inspire people (Goodman, Duke, & Sutherland, 2002). Goodman et al (2002) contends that “heroes such as athletes are seen as larger than life; they provide consumers with a reference point to aspire towards and to imitate.” In addition, many researchers suggests that heroes embody the values that we aspire to (Barthes, 1972; Goodman et al., 2002). Kashef Majid et al. (2007) comments that “in the Olympic the heroes are very salient because they attract a great deal of attention.” Sport events promote invisible social impact as well as economic impact.



Although rapid worldwide growth in the number of sports events has been driven largely by the economic impact that events are expected to generate (Crompton, 1999; Mules & Faulkner, 1996), a number of researchers have argued for greater attention to the social value that events provide (e.g. Burbank et al., 2001; Fredline & Faulkner, 2001; Roche, 2000). In his study, Chalip comments that “event organizers and host community planners should foster social interaction and prompt a feeling of celebration by enabling sociability among event visitors, creating event-related social events, facilitating informal social opportunities, producing ancillary events, and theming widely to maximize comprehensive effect of the event.” (Chalip, 2006) Chalip continuously indicates that “resulting narratives, symbols, meanings, and affect can be leveraged to address social issues, build networks, and empower community action.” These may be furthered when the stories are used to complement sport event and when commercial elements support social leverage (Chalip, 2006). The Olympic Games are not only sport games but also a festival and bringing global people together and further offer various opportunities to experience national pride. The Olympic Games are multi-contexts because it has social aspect as well as political aspect. Sport success has its own specific meaning in each country and a story combined with some specific themes will strongly affect to each of American and Korean. Thus, in the research, I especially suppose Olympic stories of each theme such as athlete or team success and related facility state as social infrastructure and nation development inspiring interest will have maximal influence on game interest of both American and Korean.

## **Cultural Difference between the Korean and the American**

Advertisements and stories embody the cultural values present in society. This fact supports the claim that there is certain content or particular context should be involved in an advertising campaign targeting the society.

The significance of understanding cultural sensitivities of global consumers has become more important as the world has turned into one massive marketplace. Advertising and society have been developed from interaction with each other. Richard et al (1990) comments that the consideration of cultural differences, as mirrored by differences in values, is an important factor in developing international advertising strategies (cf. Munson and McIntyre 1979). “Values provide the context for interpreting ads, are frequently implied by ads, vary between countries, and can be used for market segmentation.” (Richard et al, 1990, p. 31) This is why understanding cross-cultural differences in the manner that values are expressed in advertisements is important. Some researchers have contended that there are some cultural preference differences of advertisement between the Western and the Eastern (Hong, Muderrisoglu & Zinkhan, 1987; Han, 2009). Specifically, the Chinese cultural context tends to be more collectivistic, whereas Western cultures often are characterized as individualistic (Hofstede 1980). Seo’s research (2010) examines the impact of advertising and communication on consumers. In this research, Seo compared the impact of visual image and communication style among the Western and the Asian. He tried to understand how cultural preferences affect consumers’ evaluation of the sport ad, brand, and further their purchase intentions. Seo’s research suggests that complex visual images, which depend

on implicit pictorial images, can be processed by consumers of collectivist cultures more than individualist cultures. In contrast, the research indicates that consumers in individualist cultures are more familiar with simple visual images that convey direct pictorial images than with implicit visual images. In the same vein, past communication literature posits that consumers in collectivist cultures regard highly implicit verbal messages, whereas consumers in individualist cultures consider explicit messages as more effective. This past study also hypothesized that cultural different preference in visual image and communication style influence Koreans' and Americans' responses to sport product advertising. In Seo's study comparing the attention to context of East Asians and Americans, the researcher indicates that prior research suggests that East Asians are generally more sensitive to contextual information or environment than Westerners. Related to the idea of cultural differences, Williams (1970) categorizes American society's major value orientation into 15 elements; achievement and success, activity and work, moral orientation, humanitarian mores, efficiency and practicality, progress, material comfort, equality, freedom, external conformity, science and secular rationality, nationalism and patriotism, democracy, individual personality, racism and related group-superiority themes. For the American sports creed, Edwards (1973) explains seven themes (assumed to reflect values and/or concerns of the larger society); four themes represent the Parsonian theme of instrumentality or goal-attainment, and the remainder refers to the managerial or pattern-maintenance area of system functioning. In its review, Ball (1974) suggests that "Instrumental foci are 1) Discipline-relating sport to social and self-control; 2) Competition-sport's role in developing individual fortitude,

preparing participants for the “game of life”, and providing opportunities for individual achievement; 3) Physical Fitness-relating sport to personal health and hygiene; 4) Mental Fitness-the role of sport in developing mental alertness and fostering educational achievement. The managerial themes are 5) Character-sport as a developer of good character and such traits as clean living, “red-bloodedness” and more abstractly, loyalty and altruism; 6) Religiosity-the relationship of sport to conventional American Christianity; and 7) Nationalism-sport’s role in the development and maintenance of patriotism”. In his research, Edwards (1973) draws major values from articles related to sport in newspaper, broadcast, and magazine. In his conclusion, the core American value was personal achievement through competition, and such a value orientation assigns practicality for American sport and cohesion in specified value, activity, and role relationship of the system. For the Korean values, in a study of 2010 FIFA World Cup, Lee (2011) analyzes news articles for Korean matches from Chosun-Ilbo, which is one of Korea’s representative newspapers. Lee claims that in the articles, subject frames about Korean matches’ news articles of 2010 FIFA World Cup were categorized into five constituents; Commercial, Heroic, Nationalistic, Dissolution of stereotype for Africa, National development oriented formation. There have been various stories or news articles of athlete heroes and analyses for those data.

These cultural differences are reflected in advertising as well. Korean commercials emphasize oneness with nature more than U.S. commercials, in terms of content and U.S. commercials use more direct approaches, in terms of communication style. Even though many marketers would prefer to have a consistent global marketing

mix, marketing mix variables such as product, promotion campaigns, pricing structures, and distribution channels are modified when products and services go across national boundaries. Modification needs to overcome policy regulations, relative cost, and cultural preferences. Adjustments might be superior to be more effective if they are culturally based. Moon and Franke (1987) found that Korean magazine advertisements are more informative and less image-orientated than U.S. advertisements. However, Taylor, Miracle, and Wilson (1997) contradict that Korean would prefer high context and less information-oriented advertisements more than Americans would. In the advertising, the idea that messages should also be congruent with the values of local culture has been long advocated (Belk, Bryce and Pollay 1985; Boddewyn, Soehl and Picard 1986; Buzzell 1968; Harris 1984; Hornik 1980; Zhang and Gelb 1996). Pollay and Gallagher (1990) explained that the core of advertising messages consists of cultural values and typical advertising endorse, glamorize, and strengthen cultural values. Furthermore, objective studies have found that advertisements applying a few local cultural values are more persuasive than those that ignore them (Gregory and Munch 1997; Han and Shavitt 1994; Hong, Muderrisoghi and Zinkhan 1987; Madden, Cabellero and Matsukubu 1986; Marquez 1975; Taylor et al. 1997). Differences coming from cultural differences have been found to be prevalent both in advertising themes (Han and Shavitt 1994; McCarty and Hattwick 1992; Mueller 1987; Tansey, Hyman and Zinkhan 1990) and execution (Alden, Hoyer and Lee 1993; Biswas, Olsen and Carlet 1992; Cutler and Javalgi 1992; Lin 1993; Miracle, Chang and Taylor 1992; Nevett 1992; Zandpour, Chang and Catalano 1992).

## **Chapter 3: Method**

This study employed an experimental survey. The purpose of the experimental study was to examine the impact of story themes on interest in host city and host nation for Korean and American students. That is, I will experiment preference difference for story themes between American and Korean.

The study tested the hypotheses that certain narrative themes for the Winter Olympic Games significantly and positively influence Korean and American students' interest in watching games and intention to attend games. In order to perform the experiment, stories were found, developed, and revised for specific themes. The themes that were used included one news story with a hero/success/glory theme, one with a facility theme, and one that served as a control. The narratives used in the experiment were based on published articles. The process is described below and the stories that were used are included in Appendices [A.3-A.8]. The proposed hypotheses were tested by using a 2 (culture: American vs. Korean)  $\times$  3 (theme: hero, success, glory vs. facility vs. non-theme) experimental design. Undergraduate students were recruited from the United States (n=99) and South Korean (n=117).

### **Research Purpose**

Sport advertising might be advantageous with the development of attentive theme related to sport that I aim to find out. Today sport has a far-reaching appeal and is

associated with many aspects of life (Mullin et al., 1993). Sport concepts and well-known athletes are used in advertisements in an effort to prompt specific target groups, to which such well-known athletes are easily recognizable and much glorified. According to the increasing sport popularity, sport advertising is easily seen around our ordinary life. Also, scope of sport advertising has been globally, taking advantage of global age. Now companies invest millions of dollars in sponsorship to make a connection with their names, image, and brands with sport organizations, event or athletes. Shilbury et al. (1998) comment that “sports advertising became a multi billion dollar industry and has an its main purpose the influencing of consumers to respond positively to products or services.” For example, the top sport celebrity endorser, basketball star Michael Jordan, made an estimated 40 million dollars a year in endorsement payment from companies such as McDonald’s, Nike, and General Mills. As the reason why companies spend huge amounts of money to have celebrities appear in their advertisement and endorse their products, Belch and Belch (1999) comment that celebrities such as well-known athlete have “stopping power”. It means that celebrated athletes could draw attention to advertisement messages even in an unsettled media environment.

This study examines whether story theme preferences between the Korean among the Eastern and the American among the Western are different with cultural difference because some researcher indicates such cultural differences can influence communication behaviors.

## **Story Development as Stimuli**

Since the purpose of the research was to examine the impact of Olympic Games narrative themes on Korean and American undergraduate students, each themed story (i.e., hero, success, or glory theme / facility theme / non-theme) needed to be designed. Various online news media were used to design each well-suited narrative and each narrative was mixed with contents in diverse news article sources. The characters in narratives were expressed under an assumed name for the unbiased experiment. The narrative style or tone in each themed-story was matched respectively to each nation culture.

To develop the narratives featuring each theme (hero, success, glory / facility / non-theme), actual online news articles were employed and stories were created through the following steps. First, I collected several news articles related to each theme online. Based on facts in news articles, I mixed various information into a narrative set in a theme. Second, each of American and Korean stories was developed separately. American stories were based on U.S.A. news articles and Koreans stories were based on Korean news articles because there are differences between two nations in terms of article structure, style, comment style, or etc. In hero, success, glory themed and non-themed narratives, Korean athletes were applied to Korean narratives and American athletes were applied to American narratives. For facility themed narratives, main contexts were similar between two narratives, except for structural or stylistic difference. Third, the characters in stories were described under an assumed name to minimize familiarity and maximize the objectivity in article contents. The tests are important to



minimize the confounding effects that participants' preexisting interest will cause a story to be interested in (Shapiro, Macinnis & Heckler, 1997), regardless of narrative or narrative content.

## **Hypotheses**

The proposed hypotheses were detailed as follows to test story effects on the three dependent variables (interest in watching the 2014 Winter Olympic games, interest in attending the 2014 Winter Olympic games, interest in traveling the host city, intention to watch the 2014 Winter Olympic Games, intention to travel for the 2014 Olympic Games, and intention to travel the 2014 Olympic games host nation). I suppose hero theme in narrative will influence and attract people's interest. Because the Olympic Games are packed with heroes and following lessons that people can apply to their own lives, hero theme among various themes will affect people's interest in and attention on Games. In addition to hero or success or glory theme, I suppose facility content with local development, in terms of event or game, will be also dominant theme. Especially, whether facility content with local development in host nation, in terms of event, has impact on interest of Koreans and Americans will be examined. And if it has impact, whether it is influential differently between Koreans and Americans should be examined in this research.

H1: Exposure to news story with an athlete/team hero or success story, will be more positively related to interest in watching the Winter Olympic for both Korean and American than the control (i.e., non-themed story).

H2: Exposure to news story with an athlete/team hero or success story, will be more positively related to interest in attending the Winter Olympic for both Korean and American than the control (i.e., non-themed story).

H3: Exposure to news story with an athlete/team hero or success story, will be more positively related to interest in traveling the host nation for both Korean and American than the control (i.e., non-themed story).

H4: Exposure to news story with an event facility story will be more positively related to intention to watch the Winter Olympic for both Korean and American than the control (i.e., non-themed story).

H5: Exposure to news story with an event facility story will be more positively related to intention to attend the Winter Olympic for both Korean and American than the control (i.e., non-themed story).

H6: Exposure to news story with an event facility story will be more positively related to intention to travel the host nation for both Korean and American than the control (i.e., non-themed story).

H7: Story related to facility affects host nation travel interest and intention than hero themed story positively more.

## Subjects and data collection

The sample for the experimental survey considered the similar size of both nationalities. Participants for each theme were around 40 students. Because there are 3 themes (i.e., hero/success, facility, and non-theme for control) for each nation, 117 Korean students and 99 American students were separately recruited on campus and participated in survey through recruitment for volunteer. Undergraduate students were chosen for the following reasons: first, undergraduate students are one of the main fans and viewers among many segments; second, it was convenient to recruit among various segments.

First, participants were exposed to a story in their primary language and then asked to answer the survey questionnaires.

Table 3.1: Demographics of the Subjects

		Facility themed story	Hero or Success themed story	Non-themed story	<b>Total</b>
Korean	Sample Size	39	39	39	117
	Age	18 ~ 25	18 ~ 25	18 ~ 25	
American	Sample Size	35	40	24	99
	Age	18 ~ 25	18 ~ 25	18 ~ 25	
<b>Total</b>		74	79	63	216

## **Procedure**

As shown in the above Table, American students were recruited from the University of Texas at Austin (n=99; aged 18~25) and Korean students were recruited from Seoul Women's University and Kyung-gi University in South Korea (n=117; aged 18~25). The story experiment was conducted in a classroom setting and all experimental procedures were consistent across both countries.

First, before the survey questionnaire distribution, subjects were notified on the purpose of the study and confidentiality issues. They then filled voluntarily in the consent forms that were approved by the Institutional Review Board [2013-10-0076]. Second, subjects were randomly assigned to one of the three conditions (i.e., Hero, success, or glory / Facility / Non-theme) and they were offered survey questionnaire containing a themed story and questionnaire with each story was written in their mother language (English or Korean). The survey was comprised of a themed story and a survey measuring response (i.e., watching interest in the 2014 Winter Olympics, interest in Winter Olympics, travel intention to host nation).

Each of the three conditions was set to similar sized groups (e.g., 40 Koreans and 40 Americans) to control any potential effect. That is, for 117 Koreans, each of three groups had analogous size (around 40 students per theme) and was assigned to one of the three conditions. As with the same way, each of three groups with 99 Americans had similar proportion of subjects (around 40 students per theme) and was exposed to one of the three conditions.

The subjects were provided with the survey questionnaire and then read story, finally completed all survey. Upon completion, survey was returned to guidance or staff. The experiment was approved by the IRB.

## **Measurement**

Themed (Hero, Success, Glory / Facility / Non-theme) stories were used in the subjects' native language (i.e., for Korean students, the article was written in Korean; for American students, the article was written in English). Surveys were employed to measure the story's impact on the dependent variables (i.e., interest in the Olympic Games, intention to attend the Games). The non-themed story was employed as control stimuli. Respondents rated their opinion toward the story on seven-point Likert Scales: ranged from not interested at all to very interested, from never to everyday, from very low to very high, from not at all likely to extremely likely, from strongly disagree to strongly agree. The surveys are included in Appendix 3-8.

First, interest in the Olympic Games was assessed with several sub items (i.e., how much are you interested in the Olympic games?, how often are you exposed to information about Winter Olympic games?, how often do you seek out information about Winter Olympics?, and so on), and then more specifically interest in the 2014 Winter Olympics was asked (i.e., how do you rate your knowledge of 2014 Sochi Winter Olympics relative to other people?, how do you rate your knowledge of 2014 Sochi Winter Olympics relative to most of your friends?). In the third part, interest in travel to Russia was asked (i.e., how interested are you in traveling to Russia?) and next, interest

in watching and traveling to the 2014 Winter Olympics were assessed (i.e., how interested are you in watching the 2014 Sochi Winter Olympics?, how interested are you in traveling to the 2014 Sochi Winter Olympic games?). Fifth, the possibility of watching and traveling to the 2014 Winter Olympic Games was questioned (i.e., how likely do you think it is that you will watch the 2014 Sochi Winter Olympic games?, how likely do you think it is that you will travel to the 2014 Sochi Winter Olympic Games?) and in sixth part, interest, intention and worth to travel to the 2014 Sochi Winter Olympics were more specifically asked (i.e., I feel that traveling to the 2014 Sochi Winter Olympic Games is vitally important to me, I am very interested in watching the 2014 Sochi Winter Games, I feel that spending time watching the 2014 Sochi Winter Olympic Games will be more worthwhile than spending time participating in other leisure activities). Finally, plan to attend the 2014 Sochi Winter Olympics and further plan to recommend the 2014 Winter Olympics attention to friends and family, plan to travel Russia as the Winter Olympics host nation in the future were assessed (i.e., I plan to attend the 2014 Sochi Winter Olympic Games, I plan to recommend that friends and family attend the 2014 Sochi Winter Olympic Games, I plan to travel Russia in the future).

For Korean subjects, more items related to the 2018 PeongChang Winter Olympics were added to final 8th section.

## **Data Analysis**

Data were analyzed using MANOVA to determine the impact of the stories (Hero themed story, Facility themed story, Non-themed story) on subjects' interest and intention to watch Olympic games, attend Olympic games, and travel the host city.

## Chapter 4: Results

In this research, the ideal narrative themes related to the Olympic Games need to be found for maximizing attention on and interest in Games prior to Games.

The multivariate analysis of variance revealed significant results. In testing the equality of covariance, we cannot reject the null hypothesis, since  $p < .000$ . The results do not have homogeneity of covariance matrices. However, since three conditions of subjects have similar sizes around 70, the data were not transformed.

In addition, Pillai's Trace that I use in multivariate tests is the most robust and can address the equality of covariance issue.

Table 4.1: The Number of Subjects by Factors

		Sample Size
<b>Nationality</b>	Korean	117
	American	99
<b>Condition</b>	Facility	74
	Hero	79
	Non-theme	63

In Table 4.1, the mean for each interest and intention is presented by factors, including nationality (1: the Korean vs. 2: the American) and condition (1: Facility vs. 2: Hero vs. 3: Non-theme). 117 Korean students 99 U.S. students participated in the survey



experiment. By condition, 74 students were related to facility themed story, 79 students were connected to hero themed story, and 63 students were control group.

## Nationality

Table 4.2: Results of Dependent Variables By Nationality

Dependent Variable	Nationality	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Interest in Visiting the host city	Korean	3.325	.128	3.072	3.578
	American	2.210	.143	1.928	2.492
Interest in watching the Games	Korean	3.829	.116	3.600	4.058
	American	3.072	.129	2.817	3.326
Interest in attending the Games	Korean	3.308	.121	3.068	3.547
	American	2.175	.135	1.908	2.441
Intention to watch the Games	Korean	4.060	.116	3.831	4.289
	American	2.980	.129	2.725	3.235
Intention to attend the Games	Korean	2.171	.088	1.997	2.345
	American	1.031	.098	.837	1.224
Intention to visit the host city	Korean	3.017	.115	2.790	3.244
	American	1.867	.128	1.615	2.119

Regarding interest in visiting Sochi, the host city, the Korean's mean is 3.325 and the American's is 2.210. As shown above, the Korean's mean for interest in watching the 2014 Winter Olympics is 3.829 and the American's mean is 3.072. In interest in attending the 2014 Winter Olympic Games, the Korean's mean value is 3.308 and the American's value is 2.175. The Korean mean has the highest value (4.060) in intention to

watch the 2014 Winter Olympic Games but the American mean is not high as 2.980.

Regarding to intention to travel for the 2014 Winter Olympics, both the Korean and the American are not high (the Korean mean: 2.171 and the American mean: 1.031). In intention to visit Sochi as a host city, the Korean mean (3.017) is also higher than the American's (1.867).

### Condition

Table 4.3: Results of Dependent Variables By Condition

Dependent Variable	Condition	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Interest in Visiting the host city	Facility	2.729	.162	2.410	3.048
	Hero	2.917	.156	2.609	3.225
	Non-theme	2.655	.180	2.300	3.011
Interest in watching the Games	Facility	3.390	.146	3.102	3.678
	Hero	3.588	.141	3.309	3.866
	Non-theme	3.373	.163	3.052	3.694
Interest in attending the Games	Facility	2.534	.153	2.232	2.835
	Hero	3.094	.148	2.802	3.385
	Non-theme	2.596	.170	2.261	2.932
Intention to watch the Games	Facility	3.657	.146	3.368	3.945
	Hero	3.578	.142	3.299	3.857
	Non-theme	3.325	.163	3.004	3.647
Intention to attend the Games	Facility	1.551	.111	1.332	1.771
	Hero	1.756	.108	1.544	1.968
	Non-theme	1.495	.124	1.251	1.740
Intention to visit the host city	Facility	2.484	.145	2.199	2.770
	Hero	2.552	.140	2.276	2.828
	Non-theme	2.290	.161	1.972	2.608

Considering the condition factors, the interest mean in visiting Sochi is 2.729 for facility themed story, 2.917 for hero themed story, 2.655 for non-themed story. Overall,

hero themed story (Condition: 2) has higher mean value on interest in watching the 2014 Winter Olympics (4\_1), interest in attending the Games (4\_2), intention to visit Sochi as a host city (7\_3). Uniquely, intention to watch the Games (5\_1) is showed slightly higher mean value by facility themed story (Condition: 1) than hero themed or non-themed story.

### Nationality x Condition

#### *Story and interest in watching 2014 Sochi Winter Games*

Table 4.4: Interest in Watching the 2014 Sochi Winter Games by Nationality and Condition

Interest in Watching the Games	Nationality	Condition	Mean	Std. Deviation	Sample Size
	Korean		Facility theme	3.923	.9837
Hero theme			4.026	1.0879	39
Non-theme			3.538	1.2322	39
Total			3.829	1.1164	117
American		Facility theme	2.857	1.6114	35
		Hero theme	3.150	1.4060	40
		Non-theme	3.208	1.0624	24
		Total	3.061	1.4057	99
Total		Facility theme	3.419	1.4143	74
		Hero theme	3.582	1.3263	79
		Non-theme	3.413	1.1727	63
		Total	3.477	1.3116	216

For interest in watching the Olympics, the Korean average in the facility themed story (Condition: 1) is 3.923 and the American average in the same themed story is 2.857. Hero themed story (Condition: 2) for the Korean has the highest average, which is 4.026,

but the American average is 3.150, which is smaller than non-themed story (Condition: 3) average, 3.208.

In the facility themed story, standard deviation for the Korean is .9837 and one for the American is 1.6114. In hero themed story, standard deviation for the Korean is 1.0879 and standard deviation of the American is 1.4060.

***Story and interest in attending the 2014 Winter Olympics***

Table 4.5: Interest in attending the 2014 Sochi Winter Games by Nationality and Condition

<b>Interest in Attending the Games</b>	Nationality	Condition	Mean	Std. Deviation	Sample Size	
	Korean	Facility theme		3.410	1.1858	39
		Hero theme		3.487	1.2539	39
		Non-theme		3.026	1.2245	39
		Total		3.308	1.2280	117
	American	Facility theme		1.657	1.1617	35
		Hero theme		2.700	1.5884	40
		Non-theme		2.167	1.4346	24
		Total		2.202	1.4707	99
	Total	Facility theme		2.581	1.4619	74
		Hero theme		3.089	1.4780	79
		Non-theme		2.698	1.3635	63
		Total		2.801	1.4506	216

With regard to interest in attending the Olympics, the American average is the smallest as 1.657 for the facility themed story, 2.700 for the hero themed story, 2.167 for the non-themed story. However, the Korean average for the facility themed story is 3.410 and average for the hero themed story is 3.487, and one for the non-themed story is 3.026. Regarding to standard deviation, the Korean for the facility themed story shows 1.1858

and the American for the same themed story shows 1.1617. For the hero themed story, the Korean standard deviation has 1.2539 and the American standard deviation represents 1.5884.

***Story and interest in visiting the host city (Sochi)***

Table 4.6: Interest in visiting the host city by Nationality and Condition

Interest in Visiting the Host City	Nationality	Condition	Mean	Std. Deviation	Sample Size
	Korean		Facility theme	3.487	1.2539
		Hero theme	3.385	1.2272	39
		Non-theme	3.103	1.3916	39
		Total	3.325	1.2921	117
American		Facility theme	1.971	1.4448	35
		Hero theme	2.450	1.5013	40
		Non-theme	2.208	1.5598	24
		Total	2.222	1.4953	99
Total		Facility theme	2.770	1.5399	74
		Hero theme	2.911	1.4428	79
		Non-theme	2.762	1.5103	63
		Total	2.819	1.4910	216

The mean for interest in visiting the host city is 3.487 in the facility themed story for the Korean and 1.971 for the American. In the hero themed story, the interest mean in visiting the host city is 3.385 for the Korean and 2.450 for the American. 3.103 is the Korean interest mean and 2.208 is the American interest mean in visiting the host city for the non-themed story. For three stories, all the Korean results in visiting interest the host city are higher than average of two nationalities (facility story average 2.770, hero story average 2.911, and non-themed story average 2.762).

In standard deviation, the Korean value for the facility theme is 1.2539 and one for hero theme is 1.2272. The American value for the facility theme is 1.4448 and the hero theme value is 1.5013.

***Story and intention to watch the 2014 Sochi Winter Olympics***

Table 4.7: Intention to Watch the 2014 Sochi Winter Games by Nationality and Condition

Intention to Watch the Games	Nationality	Condition	Mean	Std. Deviation	Sample Size
	Korean		Facility theme	4.256	.7152
		Hero theme	4.231	1.0377	39
		Non-theme	3.692	1.1275	39
		Total	4.060	1.0025	117
American		Facility theme	3.057	1.6617	35
		Hero theme	2.925	1.4916	40
		Non-theme	2.958	1.3667	24
		Total	2.980	1.5117	99
Total		Facility theme	3.689	1.3841	74
		Hero theme	3.570	1.4383	79
		Non-theme	3.413	1.2654	63
		Total	3.565	1.3693	216

For intention to watch the 2014 Sochi Winter Olympics, the Korean average is 4.256 and the American average is 3.057 in the facility themed story. With the hero themed story, each average of both nationalities is similar to it with facility themed story as the Korean average is 4.231 and the American average is 2.925.

For the facility theme story, the Korean standard deviation is .7152 and the American value is 1.6617. The Korean standard deviation of the hero theme is 1.0377 and the American value is 1.4916.

***Story and intention to travel for the 2014 Winter Olympics***

Table 4.8: Intention to travel to the 2014 Sochi Winter Games by Nationality and Condition

Intention to Travel for the Games	Nationality	Condition	Mean	Std. Deviation	Sample Size
	Korean		Facility theme	2.103	1.2523
		Hero theme	2.462	1.4482	39
		Non-theme	1.949	1.1459	39
		Total	2.171	1.2952	117
American		Facility theme	1.000	.0000	35
		Hero theme	1.050	.2207	40
		Non-theme	1.042	.2041	24
		Total	1.030	.1723	99
Total		Facility theme	1.581	1.0599	74
		Hero theme	1.747	1.2452	79
		Non-theme	1.603	1.0087	63
		Total	1.648	1.1149	216

Regarding intention to travel to Games, the Korean average in the facility story is 2.103 and the American average is 1 and the Korean average in the hero themed story is 2.462 and the American average is 1.050.

The Korean's standard deviation is 1.2523 for the facility theme and the American's value is .0000 for same theme. For hero theme, the Korean's standard deviation is 1.4482 and the American's value is .2207. The American standard deviation

for intention to travel for the 2014 Winter Olympics is uniquely lower than the Korean's standard deviation. The American result shows that they negatively intend to travel for the 2014 Winter Olympics.

***Story and intention to visit the Sochi as a host city***

Table 4.9: Intention to visit the Sochi as a host city Nationality and Condition

<b>Intention to Visit the Host City</b>	Nationality	Condition	Mean	Std. Deviation	Sample Size
	Korean	Facility theme	3.026	1.1582	39
		Hero theme	3.154	1.2678	39
		Non-theme	2.872	1.1960	39
		Total	3.017	1.2033	117
	American	Facility theme	1.943	1.2353	35
		Hero theme	1.950	1.2999	40
		Non-theme	1.708	1.3345	24
		Total	1.889	1.2769	99
	Total	Facility theme	2.514	1.3059	74
Hero theme		2.544	1.4124	79	
Non-theme		2.429	1.3645	63	
Total		2.500	1.3572	216	

Regarding intention to visit the host city (Sochi), the Korean average in the facility story is 3.026 and the American average is 1.943. For the hero themed story, the Korean average is 3.154 and the American average is 1.950.

In the facility theme, the Korean's standard deviation is 1.1582 and the American's value is 1.2353. Also, the Korean's standard deviation for the hero theme is 1.2678 and the American's standard deviation for same theme is 1.2999.



Overall, all of the Korean averages are higher than total average of two nationalities in three stories. Especially, the Korean averages for intention to watch the 2014 Sochi Winter Olympics shows high value in three themed stories (4.256 in facility themed story, 4.231 in hero themed story, 3.692 in non-themed story).

Table 4.10: Multivariate Tests.

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.927	435.147 <sup>b</sup>	6.000	205.000	.000
	Wilks' Lambda	.073	435.147 <sup>b</sup>	6.000	205.000	.000
	Hotelling's Trace	12.736	435.147 <sup>b</sup>	6.000	205.000	.000
	Roy's Largest Root	12.736	435.147 <sup>b</sup>	6.000	205.000	.000
Nationality	Pillai's Trace	.379	20.838 <sup>b</sup>	6.000	205.000	.000
	Wilks' Lambda	.621	20.838 <sup>b</sup>	6.000	205.000	.000
	Hotelling's Trace	.610	20.838 <sup>b</sup>	6.000	205.000	.000
	Roy's Largest Root	.610	20.838 <sup>b</sup>	6.000	205.000	.000
Condition	Pillai's Trace	.081	1.447	12.000	412.000	.142
	Wilks' Lambda	.920	1.447 <sup>b</sup>	12.000	410.000	.142
	Hotelling's Trace	.085	1.446	12.000	408.000	.142
	Roy's Largest Root	.063	2.149 <sup>c</sup>	6.000	206.000	.049
Nationality * Condition	Pillai's Trace	.072	1.286	12.000	412.000	.224
	Wilks' Lambda	.929	1.283 <sup>b</sup>	12.000	410.000	.225
	Hotelling's Trace	.075	1.281	12.000	408.000	.227
	Roy's Largest Root	.053	1.805 <sup>c</sup>	6.000	206.000	.100

a. Design: Intercept + Nationality + Condition + Nationality \* Condition

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

There was a statistically significant difference between the Korean and the American students on the combined dependent variables, because F-value was 20.838<sup>b</sup>, p-value for nationality is significant (.000), and Pillai's trace value was .379. However,

there was no statistically significant difference based on condition (three themed media stories). F-value was 1.447, p-value was .142, and Pillai's trace value was .081. The interaction effect (nationality \* condition) was also not significant because F-value was 1.286, p-value was .224, Pillai's trace value was .072.

Since the nationality term was significant, follow up testing to determine what the difference is was needed.

Table 4.11: Nationality and Dependent Variables

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Nationality	Interest in visiting the host city	64.976	1	64.976	33.658	.000	.138
	Interest in watching the Games	29.976	1	29.976	19.030	.000	.083
	Interest in attending the Games	67.117	1	67.117	38.960	.000	.156
	Intention to watch the Games	60.938	1	60.938	38.512	.000	.155
	Intention to travel for the Games	67.985	1	67.985	74.343	.000	.261
	Intention to visit the host city	69.139	1	69.139	44.654	.000	.175

Using the univariate one-way ANOVAs, the effect of nationality shows statistically significant differences in all of the dependent variables between the Korean and the American students. Regarding to interest in visiting Sochi (3) as a host city, F-value is 33.658 and p-value is .000. Interest in watching the 2014 Winter Olympic Games (4\_1): F-value 19.030 and p-value .000. As mentioned in 4\_2, F-value for interest in attending the event is 38.960 and p-value is .000.

Regarding to intention, F-value for intention to watch the 2014 Winter Olympics (5\_1) is 74.343 and p-value is .000. Intention to travel for the 2014 Winter Olympics (5\_2): F-value 74.343 and p-value .000. Finally, intention to visit a host city (7\_3): F-value 44.654 and p-value .000.

## **Chapter 5: DISCUSSION**

The Olympics are a global event and the competition to host the Olympics has become increasingly fierce. A total of 204 nations participated in the 2012 Summer Olympic Games and 88 nations participated in the 2014 Winter Olympic Games. As more and more nations compete to win the right to host the Olympics, the cost of hosting the Olympic Games has run into astronomical figures. Host nations are willing to make these significant financial investments to produce a successful event, attract global visitors, and develop and promote an attractive destination image. The extent to which host nations accomplish this depends on the diverse marketing and attraction tools employed.

Notably, customized and interesting stories attract the sport fans' attention. In communicating with the global market, the cultural difference is a main issue. In addition, rational or emotional themes in story affect diverse nations at different level.

The purpose of study was to examine the impacts of particular themed stories on interest and intention to watch the Olympics, attend Olympic games, and visit the host city. The research utilized an experimental method targeting Korean students and American students.

The results discussed in the previous chapter showed that there was a significant difference in Korean students and American students' response to the following

variables: (1) interest in watching the 2014 Winter Olympic Games, (2) interest in attending the 2014 Winter Olympic Games, (3) interest in visiting the host city, (4) intention to watch the Games, (5) intention to travel to the Games, and (6) intention to visit the host city. Surprisingly, the theme of the media stories presented to students did not have a statistically significant impact on any of the above variables.

This chapter reviews the findings and suggests the implications for both researchers and sport marketing communicators.

### **Discussion of the Finding**

The multivariate analysis revealed a statistically significant difference between the Korean and the American students on combined dependent variables. In follow up testing, the univariate one-way ANOVAs showed a significant difference in all of dependent variables between the Korean students and the American students. Specifically, the Korean students had greater interest in watching and attending the Winter Olympics as well as visiting the host city. Korean students also had greater intention to watch, to attend the Winter Olympics, and to visit the host city than the American students. In contrast to the Korean students, the American students generally responded negatively with regard to their interest in visiting the host city and attending the Winter Olympics, as well as their intention to visit the host city and attend the Winter Olympics. American students did exhibit interest in watching the 2014 Winter Olympics. Still, the Korean students indicated a greater intention to watch the 2014 Winter Olympics than American students.

These results suggest that there are cultural differences between the Korean and the American students that influence their interest and intended consumption behaviors related to the Winter Olympics. As expected, each country has its own ingrained culture, and in turn, cultural preferences naturally exist. This outcome may be attributed to both physical and social psychological factors. To begin with, distance is a physical factor that might influence the outcomes, specifically interest in traveling for the Games, visiting the host city and intention to attend the Games, visit the host city. Korea is much closer geographically than U.S., and this geographic proximity would make travel more attractive and more feasible for Korean students as a compared with American students. Second, sport preference might be a source of difference. U.S. may not be as interested in the Winter Olympics (versus the Summer Games), so they might watch but not travel to see the Olympics. In contrast, enthusiasm for the Winter Olympics in Korea comes close to the Summer Olympics because of the country's super stars such as Yuna, Kim. Finally, Korea is hosting the Winter Olympic Games in 2018. National effort and expect made South Korea host the 2018 Winter Olympic Games and it positively influence Koreans' outcomes.

This study supports Richard, et al (1990) underlining the consideration of cultural differences, an important factor in developing international advertising strategies (cf. Munson and McIntyre 1979). Therefore, a customized approach based on national preferences needs to be devised to maximize attention for the Olympic Games.

However, the research unexpectedly yielded no significant outcome for the condition factor. In the research, the conditions such as a hero-themed story or facility

themed story did not have any significant effect on interest in watching, attending the Winter Olympics and visiting to host city and intention to watch, attend the Winter Olympics and visit to host city. Plausible explanation concerns the experiment timing. Decisions, especially related to travel interest or intention, may have already been made because surveys were distributed close to the 2014 Winter Olympics opening. An additional reason that no differences were found may be because of the media type used. Traditional media stories such as news articles may not have the same influence as in the past, due to appearance and growth of non-traditional and social media.

### **Implication**

This research has implications for how host communities design their tourism strategies around the Olympic Games. The finding that the themes of the stories did not have an impact on student behaviors suggests that host communities might be better served by focusing on differences in their tourism target markets instead of shaping media stories. Sport marketing communicator need to recognize the differential interest and intention related to Olympic between the Korean and the American.

Cultural differences found in this study would affect the host city's promotional efforts. With regard to geographical factor, distance issue needs to be considered by the host city and its marketers. The host city would want to advertise tourism in closer geographical areas in that tourists and sport fans in physically closer regions would be favorable. Related to sport preference, it will be advantageous for the host city and marketers to target and advertise to fanatical winter sports fans.

Furthermore, this research result might offer useful source to attract the global sport fans in the 2018 PeongChang Winter Olympics because the Korean students and the American students were involved in this research. PeongChang, where the 2018 Winter Olympic Games will be held, is located in the east part of South Korea. PeongChang is not a well-known city to citizens of the world, but it has its own unique culture such as endemic food, tourist attractions, and recreations that are enough to attract global citizens. PeongChang has many historical sites, cultural facilities, training facilities, resorts, mountains, and valleys. KangWon-do governing body, a local government, has invested much in the tourism industry with strategic businesses. In the Olympic marketing view, developed stories related to Olympic Games affect the fans' attitude or pre-game knowledge. I suggest the Olympic Organizing Committee actively deliberate and design the effective marketing using the diverse stories and themes.



## **Chapter 6: Conclusion**

The result for the Winter Olympic Games can be different with the Summer Olympic Games. This research examines the Korean as the Eastern and the American as the Western but more research should be supplemented to represent each of the Eastern and the Western. Although the themes in this research were not significant to the result, preferable theme for each nation can be effective. We need to examine other themes in media stories to determine whether there is a more effective and preferable theme for each nation in the future. Further research should be focused on finding effective themes that would influence behavior in order to maximize and capitalize on the positive feelings that sport events arouse. As discussed, traditional media might not as influential a media type as in the past since appearance and increasing importance of new media. Thus, another possible area for future research would focus on how non-traditional media messages affect behaviors.

Sochi, host city of the 2014 Winter Olympic Games, is physically closer to the Korean than the American. It somewhat can affect the result such as interest or intention to travel the host city. Thus, a more neutral destination might be helpful to examine impartial and advanced outcome in the future.

## **Appendix 1: Consent form – English**

### **Consent for Participation in Research**

**Study Number (by IRB): 2013-10-0076**

**Title: [How theme of stories affect the interest of Koreans and Americans on the host city and host nation]**

**Conducted by Joungwook Lee**

**Of The University of Texas at Austin: Department; Kinesiology and Health Education**

**Telephone: 512-927-7636**

**Supervisor: Dr. Emily Sparvero, University of Texas at Austin**

**Co-advisor: Dr. B. Christine Green, University of Illinois**

#### **Introduction**

The purpose of this form is to provide you information that may affect your decision as to whether or not to participate in this research study. Joungwook Lee performing the research will answer any of your questions. Read the information below and ask any questions you might have before deciding whether or not to take part.

If you decide to be involved in this study, this form will be used to record your consent.

#### **Purpose of the Study**

You have been asked to participate in a research study about people's theme preference toward the Winter Olympic Games. The purpose of this study is exploring people's story theme preference toward the Winter Olympic Games and people's Olympic Games interest and intention through it.

#### **What will you to be asked to do?**

If you agree to participate in this study, you will be asked to examine a story and then rate your interest and intention based on the story and complete the survey. This study will take approximately 15 minutes of your time.

#### **What are the risks / possible benefits involved in this study?**

The risk associated with this study is minimal and no greater than everyday life. Your participation is entirely voluntary.

#### **Do you have to participate?**

No, your participation is voluntary. You may decide not to participate at all or, if you start the study, you may withdraw at any time. Withdrawal or refusing to participate will not affect your relationship with The University of Texas at Austin (University) in anyway.

If you would like to participate in, please return the signed form. You will receive a copy of this form.

#### **Will there be any compensation?**

You will not receive any type of payment participating in this study.

**Will there be any benefit?**

The information learned in this study may be helpful to others.

**What are my confidentiality or privacy protections when participating in this research study?**

This study is anonymous and no personally identifiable information will appear on your survey form. The research date will be collected and kept privately, and then data will be stored online. Paper surveys will be kept in the advising professor’s locked office. All surveys will be coded and the online program ensures data to remain confidential. The electronic data will be stored on the researcher’s password-protected computer. Your data will be retained for 3years.

All data files will be viewed only for research proposed by the investigator and her advisor. The data resulting from your participation may be made available to other researchers in the future for research purposes not detailed within this consent form. In these cases, the data will contain no identifying information that could associate you with it, or with your participation in any study.

**Whom to contact with questions about the study?**

Prior, during or after your participation you can contact the researcher **Joungwook Lee** at **1-512-927-7636** or send an email to **Joungwook@utexas.edu**.

**Whom to contact with questions concerning your rights as a research participant?**

For questions about your rights or any dissatisfaction with any part of this study, you can contact, anonymously if you wish, the Office of Research Support by phone at (512) 471-8871 or email at **orssc@uts.cc.utexas.edu**.

**You will be given a copy of this consent form for your records.**

**Signature**

You have been informed about this study’s purpose, procedures, possible benefits and risks, and you have received a copy of this form. You have been given the opportunity to ask questions before you sign, and you have been told that you can ask other questions at any time. You voluntarily agree to participate in this study. By signing this form, you are not waiving any of your legal rights.

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

As a representative of this study, I have explained the purpose, procedures, benefits, and the risks involved in this research study.

\_\_\_\_\_  
Print Name of Person obtaining consent

\_\_\_\_\_  
Signature of Person obtaining consent

\_\_\_\_\_  
Date

## Appendix 2: Consent form – Korean

### Consent for Participation in Research

Study Number (by IRB): 2013-10-0076

연구제목: 올림픽 개최 국가와 도시에 대한 이야기의 테마가 한국인과 미국인에게 미치는 영향 -문화 연구-

연구자: 이정욱

University of Texas at Austin, Kinesiology and Health Education, 연락처: 1-512-927-7636

이메일: Jungwook@utexas.edu

지도교수:

Dr. B. Christine Green, University of Illinois

Dr. Emily Sparvero, University of Texas at Austin

#### Introduction

본지의 목적은 연구에 참여하는 것과 관련해서 당신의 결정에 영향을 미칠지도 모르는 정보를 제공하는 것입니다. 본 연구를 실시하는 이정욱은 당신의 어떠한 질문에든 답을 할 것입니다. 아래의 정보를 읽고 참여결정에 관한 질문이 있다면 질문해주시요. 만일 이 연구에 참여하기로 결정하였다면, 본지는 동의를 기록하기 위해 사용될 것입니다.

#### 연구 목적

동계올림픽 이야기 테마와 관련하여 사람들의 선호를 파악하고자 합니다. 이 연구의 목적은 사람들의 동계올림픽에 대한 이야기 테마 선호와 그를 통한 올림픽 흥미와 참여의도에 끼치는 영향을 파악하는 데 있습니다.

#### 연구 절차

이야기를 읽은 후, 그에 기반하여 당신의 흥미와 의도에 관련한 설문에 응답하시면 됩니다. 이 연구는 대략 15분 정도 소요될 예정입니다.

#### 위험/이익

본 연구와 관련된 위험은 일상생활에서의 그것보다 훨씬 크지 않습니다.

#### 참여 의도

연구 참여는 전적으로 당신의 자유로운 선택에 달려있습니다. 더 이상 참여하지 않기를 원한다면 언제든지 멈출 수 있습니다. 참여하신다면, 아래의 공간에 사인 후 제출하여 주십시오.

#### 보상

어떠한 형태의 보상도 제공하지 않습니다.

### 참여자 비밀보장

본 연구는 익명이며 당신을 확인할 수 있는 어떠한 정보도 포함되어 있지 않습니다. 데이터파일은 철저히 관리되고 자료는 담당교수의 안전한 오피스에서 보관될 것입니다. 모든 설문은 데이터 코딩될 것이며 데이터 파일은 암호가 있는 컴퓨터로 관리됩니다. 연구 후 모든 자료는 파괴될 것입니다. 모든 데이터 파일은 관련 연구자들만이 접근이 허용되며 본 동의서에는 언급되어 있지 않지만 미래 연구 목적을 위해서 다른 연구자들에게 활용될 수 있습니다. 이 경우에 당신에 관한 어떠한 정보도 데이터에 포함되지 않음을 말씀드립니다.

### 질문 사항

참여 전, 후로 질문이 있으시다면 연구자 이정욱 (Phone: 1-512-927-7636 or Email: Jounghwook@utexas.edu)에게 연락하십시오.

당신의 권리 또는 본 연구의 불만족스러운 점에 대해서, 텍사스 대학의 연구참여자 권리 보호기관의 책임자에게 익명으로 연락하실 수 있습니다.

Phone: 1-512-471-8871

Email: orsc@uts.cc.utexas.edu.

당신의 편의를 위해 이 동의서의 사본이 지급될 것입니다.

### Signature

아래 공란에 서명하십시오으로써 당신은 이상의 내용에 관하여 정보를 제공받아 스스로 연구참여를 결정했다는 사실에 동의하시는 것입니다.

\_\_\_\_\_  
연구 참여자 이름

\_\_\_\_\_  
서명

\_\_\_\_\_  
날짜

본 연구의 대표로서, 연구 목적, 절차, 이익과 위험등을 설명하였습니다.

As a representative of this study, I have explained the purpose, procedures, benefits, and the risks involved in this research study.

\_\_\_\_\_  
연구자 이름

\_\_\_\_\_  
연구자 서명

\_\_\_\_\_  
날짜

### **Appendix 3: Survey (Facility Themed Story)**

You are invited to participate in a research study by answering the attached survey about American and Korean students' interest in and intention to watch/visit Winter Olympic. The information collected will further research related to sport events. There is no known risk for participation in this research. The risk associated with this study is minimal and no greater than everyday life. There is no direct benefit for participating in the study. The information learned in this study may be helpful to others.

The purpose of this survey is to measure intention to view and attend the Olympic Games and the intent to visit the host.

The research data will be collected and kept privately, and then data will be stored online. Paper surveys will be kept in the advising professor's locked office. Your anonymous and completed survey will be stored at the University of Texas at Austin and information shared will not be repurposed or resold to organizations outside of the university. All surveys will be coded and your data will be retained for 3years.

The survey will take just a few minutes, and we would really appreciate your time and insight. When finished, please return your survey to the surveyor.

If you have any questions about the research study, please contact researcher Joungwook Lee at (512) 927-7636. If you have any questions about your rights as a research participant, complaints, or concerns please contact the Office of Research Support at 1-512-471-8871 or email: [orsc@uts.cc.utexas.edu](mailto:orsc@uts.cc.utexas.edu).

Your participation is voluntary. You may decide not to participate at all or, if you start the study, you may withdraw at any time. Withdrawal or refusing to participate will not affect your relationship with The University of Texas at Austin (University) in anyway. Your signature below indicates that you have read the information provided above and have decided to participate in this study.

\_\_\_\_\_  
Printed name of participant

\_\_\_\_\_  
Signature of participant

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of researcher

\_\_\_\_\_  
Date

- Please read the article below.

### **Sochi is on track to be the Most Expensive Olympics in History**

Sochi continues its quick transformation into an Olympic hotspot.

Sochi, known for its warm summers and mild winters, is located in a subtropical climate zone and the average high temperature for February is 10 degrees Celsius.

Russia has been forced to spend big to develop Sochi and the surrounding area, located on the Black Sea about 1,350 kilometers south of Moscow and with no tradition of elite-level winter sports.

After the Games finish up, it will be left with a new sports venues, better public transit, and modernized telecommunications and electric power systems. In fact, enough money has been spent so far that it's projected to be the most expensive Olympic games ever.

Costs for all the new infrastructure such as building the sports facilities, the hosting expenses, the expansion of Sochi airport, building new rail and road links and the construction of 43 hotels, are now estimated at \$50 billion. When Russia won the bid in 2007, it was projected to cost \$12 billion.

"We spent even more money on the infrastructure," Putin said. "We did it on purpose in order to make the south of Russia an attractive and comfortable place not only for the time of the Olympics, but for the coming decades."

"There were major sports competitions in practically all the sports facilities this year. Now the completion of construction on the Olympic village and central stadium is under way," committee president Alexander Zhukov told.

Organizers must now focus on "fine-tuning" and logistical issues, in particular, transportation and lodgings for the more than 2,000 organizing committee members and 27,000 volunteers who will run the event, Zhukov said.

The facilities for the 2014 Winter Olympics in Sochi are nearly ready and "everything is going according to plan," the president of Russia's Olympic Committee said.

Russia has tried to calm fears that unseasonably warm weather could spoil the country's first Winter Games and is storing huge quantities of snow in refrigerated reservoirs.

"There will be no problems with snow," the president of Russia's Olympic Committee Alexander Zhukov said. "The Olympics in Sochi will go ahead in any weather. In the mountain region this year a certain reserve of snow has already been gathered," he said. Some 450,000 cubic meters of snow has been held in reserve, awaiting deployment next February when the Games begin.



[a luge player] “I thought it would be really-really cold there, but Sochi has quite pleasant weather. There are palm trees close to the airport.

I really enjoyed it and also I was quite amazed to see all the infrastructure already created for the Olympics. So I immediately liked the place and since I had these good feelings even since I arrived I performed quite well. This is all linked. If you like the place you automatically practice better. I am looking forward to go back again.”

1. Now we want to know your thoughts about the Olympic games. Please answer each of the questions below.

- How much are you interested in the Olympic games?

Not interested at all - - - - - Very interested

- How often are you exposed to information about Winter Olympics? (e.g., TV, newspapers, magazines, Internet, radio, etc)

Never - - - - - Everyday

- How often do you seek out information about Winter Olympics? (e.g., TV, newspaper, magazines, Internet, radio, etc)

Never - - - - - Everyday

- How often are you exposed to information about 2014 Sochi Winter Olympics? (e.g., TV, newspapers, magazines, Internet, radio, etc)

Never - - - - - Everyday

- How often do you seek out information about 2014 Sochi Winter Olympics? (e.g., TV, newspapers, magazines, Internet, radio, etc)

Never - - - - - Everyday

2. Please answer each of the questions below.

- How do you rate your knowledge of 2014 Sochi Winter Olympics relative to other people?

Very low      -      -      -      -      -      Very high

- How do you rate your knowledge of 2014 Sochi Winter Olympics relative to most of your friends?

Very low      -      -      -      -      -      Very high

3. Please answer each of the questions below.

- How interested are you in traveling to Russia?

Not interested at all      -      -      -      -      -      Very interested

4. Please answer each of the questions below.

- How interested are you in watching the 2014 Sochi Winter Olympic Games?

Not interested at all      -      -      -      -      -      Very interested

- How interested are you in traveling to the 2014 Sochi Winter Olympic Games?

Not interested at all      -      -      -      -      -      Very interested

5. Please answer each of the questions below.

- How likely do you think it is that you will watch the 2014 Sochi Winter Olympic Games?

Not at all likely      -      -      -      -      -      Extremely likely

- How likely do you think it is that you will travel to the 2014 Sochi Winter Olympic Games?

Not at all likely      -      -      -      -      -      Extremely likely

6. Please answer each of the questions below.

- I feel that traveling to the 2014 Sochi Winter Olympic Games is vitally important to me.

Strongly disagree    -    -    -    -    -    Strongly agree

- I am very interested in watching the 2014 Sochi Winter Olympic Games.

Strongly disagree    -    -    -    -    -    Strongly agree

- I feel that spending time watching the 2014 Sochi Winter Olympic Games will be more worthwhile than spending time participating in other leisure activities.

Strongly disagree    -    -    -    -    -    Strongly agree

7. Please mark a point on the scale that reflects your opinion about the following statements.

- I plan to attend the 2014 Sochi Winter Olympic Games

Strongly disagree    -    -    -    -    -    Strongly agree

- I plan to recommend that friends and family attend the 2014 Sochi Winter Olympic Games

Strongly disagree    -    -    -    -    -    Strongly agree

- I plan to travel Russia in the future

Strongly disagree    -    -    -    -    -    Strongly agree

Please provide your background information.

Your responses will be held in confidence. Please check the corresponding item.

8. My gender is

Male

Female

9. Year I was born

-----

10. What is your race/ethnicity?

- a) African-American
- b) Native-American
- c) Hispanic American
- d) Asian American
- e) European American
- f) Korean
- g) Other (please specify) )

11. What is your school year?

- a) Freshman
- b) Sophomore
- c) Junior
- d) Senior

12. What is your favorite sport?

(Please specify )

#### **Appendix 4: Survey (Hero Themed Story)**

You are invited to participate in a research study by answering the attached survey about American and Korean students' interest in and intention to watch/visit Winter Olympic. The information collected will further research related to sport events. There is no known risk for participation in this research. The risk associated with this study is minimal and no greater than everyday life. There is no direct benefit for participating in the study. The information learned in this study may be helpful to others.

The purpose of this survey is to measure intention to view and attend the Olympic Games and the intent to visit the host.

The research data will be collected and kept privately, and then data will be stored online. Paper surveys will be kept in the advising professor's locked office. Your anonymous and completed survey will be stored at the University of Texas at Austin and information shared will not be repurposed or resold to organizations outside of the university. All surveys will be coded and your data will be retained for 3years.

The survey will take just a few minutes, and we would really appreciate your time and insight. When finished, please return your survey to the surveyor.

If you have any questions about the research study, please contact researcher Joungwook Lee at (512) 927-7636. If you have any questions about your rights as a research participant, complaints, or concerns please contact the Office of Research Support at 1-512-471-8871 or email: [orsc@uts.cc.utexas.edu](mailto:orsc@uts.cc.utexas.edu).

Your participation is voluntary. You may decide not to participate at all or, if you start the study, you may withdraw at any time. Withdrawal or refusing to participate will not affect your relationship with The University of Texas at Austin (University) in anyway. Your signature below indicates that you have read the information provided above and have decided to participate in this study.

\_\_\_\_\_  
Printed name of participant

\_\_\_\_\_  
Signature of participant

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of researcher

\_\_\_\_\_  
Date

- Please read the article below.

### **A is competing against herself**

At 19 years old Claire(assumed name) is already a snowboarding superstar. Starting at an early age, she participated in youth programs such as Rippers, Sierra's Development Program and the Sierra Snowboard Team. Once crowned Rider of the Year, Claire has a long history with the podium, and this year seems to be just another chapter of her success.

After dominating the Totino's Open Slopestyle event, and now the Mammoth Grand Prix, Claire is confident as ever in her jump game and is simply looking forward to challenging herself in new ways. In the coming months Claire hopes to push herself further on the Slope course by adding more technical spins, but is also looking to broaden her horizons as a rider in general.

In the future Claire would like to add Superpipe champ to her already impressive resume, but for now she'll settle with a Dew Cup in Slopestyle. With a no fear approach and plenty of confidence A is looking forward to more Dew Tour, and more fun.

At the Mammoth Grand Prix, Claire was the only female to spin off the big side of the first booter.

She embarks on her mission to defend her Winter X Games 16 women's snowboard slopestyle gold medal and qualify for the top spot on the Women's U.S. Snowboard Team for the 2014 Winter Olympics in Sochi.

She has made herself one of the favorites to win gold next year in Sochi.

1. Now we want to know your thoughts about the Olympic games. Please answer each of the questions below.

- How much are you interested in the Olympic games?

Not interested at all - - - - - Very interested

- How often are you exposed to information about Winter Olympics? (e.g., TV, newspapers, magazines, Internet, radio, etc)

Never - - - - - Everyday

- How often do you seek out information about Winter Olympics? (e.g., TV, newspaper, magazines, Internet, radio, etc)

Never - - - - - Everyday

- How often are you exposed to information about 2014 Sochi Winter Olympics? (e.g., TV, newspapers, magazines, Internet, radio, etc)

Never - - - - - Everyday

- How often do you seek out information about 2014 Sochi Winter Olympics? (e.g., TV, newspapers, magazines, Internet, radio, etc)

Never - - - - - Everyday

2. Please answer each of the questions below.

- How do you rate your knowledge of 2014 Sochi Winter Olympics relative to other people?

Very low - - - - - Very high

- How do you rate your knowledge of 2014 Sochi Winter Olympics relative to most of your friends?

Very low - - - - - Very high

3. Please answer each of the questions below.

- How interested are you in traveling to Russia?

Not interested at all   -   -   -   -   -   Very interested

4. Please answer each of the questions below.

- How interested are you in watching the 2014 Sochi Winter Olympic Games?

Not interested at all   -   -   -   -   -   Very interested

- How interested are you in traveling to the 2014 Sochi Winter Olympic Games?

Not interested at all   -   -   -   -   -   Very interested

5. Please answer each of the questions below.

- How likely do you think it is that you will watch the 2014 Sochi Winter Olympic Games?

Not at all likely   -   -   -   -   -   Extremely likely

- How likely do you think it is that you will travel to the 2014 Sochi Winter Olympic Games?

Not at all likely   -   -   -   -   -   Extremely likely

6. Please answer each of the questions below.

- I feel that traveling to the 2014 Sochi Winter Olympic Games is vitally important to me.

Strongly disagree   -   -   -   -   -   Strongly agree

- I am very interested in watching the 2014 Sochi Winter Olympic Games.

Strongly disagree   -   -   -   -   -   Strongly agree



- I feel that spending time watching the 2014 Sochi Winter Olympic Games will be more worthwhile than spending time participating in other leisure activities.

Strongly disagree    -    -    -    -    -    Strongly agree

7. Please mark a point on the scale that reflects your opinion about the following statements.

- I plan to attend the 2014 Sochi Winter Olympic Games

Strongly disagree    -    -    -    -    -    Strongly agree

- I plan to recommend that friends and family attend the 2014 Sochi Winter Olympic Games

Strongly disagree    -    -    -    -    -    Strongly agree

- I plan to travel Russia in the future

Strongly disagree    -    -    -    -    -    Strongly agree

Please provide your background information.  
Your responses will be held in confidence. Please check the corresponding item.

8. My gender is

Male

Female

9. Year I was born

-----

10. What is your race/ethnicity?

a) African-American

b) Native-American

c) Hispanic American

d) Asian American

e) European American

f) Korean

g) Other (please specify)                      )

11. What is your school year?

- a) Freshman
- b) Sophomore
- c) Junior
- d) Senior

12. What is your favorite sport?

(Please specify \_\_\_\_\_ )

## Appendix 5: Survey (Non-Themed Story)

You are invited to participate in a research study by answering the attached survey about American and Korean students' interest in and intention to watch/visit Winter Olympic. The information collected will further research related to sport events. There is no known risk for participation in this research. The risk associated with this study is minimal and no greater than everyday life. There is no direct benefit for participating in the study. The information learned in this study may be helpful to others.

The purpose of this survey is to measure intention to view and attend the Olympic Games and the intent to visit the host.

The research data will be collected and kept privately, and then data will be stored online. Paper surveys will be kept in the advising professor's locked office. Your anonymous and completed survey will be stored at the University of Texas at Austin and information shared will not be repurposed or resold to organizations outside of the university. All surveys will be coded and your data will be retained for 3years.

The survey will take just a few minutes, and we would really appreciate your time and insight. When finished, please return your survey to the surveyor.

If you have any questions about the research study, please contact researcher Joungwook Lee at (512) 927-7636. If you have any questions about your rights as a research participant, complaints, or concerns please contact the Office of Research Support at 1-512-471-8871 or email: [orsc@uts.cc.utexas.edu](mailto:orsc@uts.cc.utexas.edu).

Your participation is voluntary. You may decide not to participate at all or, if you start the study, you may withdraw at any time. Withdrawal or refusing to participate will not affect your relationship with The University of Texas at Austin (University) in anyway. Your signature below indicates that you have read the information provided above and have decided to participate in this study.

\_\_\_\_\_  
Printed name of participant

\_\_\_\_\_  
Signature of participant

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of researcher

\_\_\_\_\_  
Date

- Please read the article below.

### **Motorcade to accompany 2014 Olympic Torch Relay presented in Moscow**

A motorcade which will accompany the 2014 Olympic Torch Relay ceremony was presented in Ivanovskaya Square, a territory inside the Kremlin Wall on Thursday. President of the organizing committee of the Sochi 2014 Winter Olympics Dmitry Chrenyshenko attended the ceremony.

The motorcade numbers 31 Volkswagen cars. It is headed by cars carrying the chief coordinator and the Olympic Torch bearers. The motorcade includes a retro car dating back to the 1980 Moscow Olympics, and is meant to symbolize the succession of the generations.

The retro car has three symbols displayed on its body, which feature three buildings in Russia of symbolic significance to its citizens - the skyscraper of the Moscow university, the Luzhniki sports arena and the Fisht Olympic stadium in Sochi.

A movable covered platform provided with powerful sound amplifiers is to carry a group of promoters who will communicate with the audiences as the Olympic Torch Relay moves on. The promoters will hand out souvenirs promoting the Olympic show and do their best to create a holiday mood on the entire route followed by participants in the relay.

A special media track was arranged for photographers and cameramen who will be filming the torch bearers as they move on and turn over the Olympic Torch to participants in the next leg of the Olympics ceremony, which is going to be the main photo and video picture of the Olympic Torch Relay.

1. Now we want to know your thoughts about the Olympic games. Please answer each of the questions below.

- How much are you interested in the Olympic games?

Not interested at all   -   -   -   -   -   -   -   Very interested

- How often are you exposed to information about Winter Olympics? (e.g., TV, newspapers, magazines, Internet, radio, etc)

Never   -   -   -   -   -   -   -   Everyday

- How often do you seek out information about Winter Olympics? (e.g., TV, newspaper, magazines, Internet, radio, etc)

Never   -   -   -   -   -   -   -   Everyday

- How often are you exposed to information about 2014 Sochi Winter Olympics? (e.g., TV, newspapers, magazines, Internet, radio, etc)

Never   -   -   -   -   -   -   -   Everyday

- How often do you seek out information about 2014 Sochi Winter Olympics? (e.g., TV, newspapers, magazines, Internet, radio, etc)

Never   -   -   -   -   -   -   -   Everyday

2. Please answer each of the questions below.

- How do you rate your knowledge of 2014 Sochi Winter Olympics relative to other people?

Very low   -   -   -   -   -   -   -   Very high

- How do you rate your knowledge of 2014 Sochi Winter Olympics relative to most of your friends?

Very low   -   -   -   -   -   -   -   Very high

3. Please answer each of the questions below.

- How interested are you in traveling to Russia?

Not interested at all   -   -   -   -   -   Very interested

4. Please answer each of the questions below.

- How interested are you in watching the 2014 Sochi Winter Olympic Games?

Not interested at all   -   -   -   -   -   Very interested

- How interested are you in traveling to the 2014 Sochi Winter Olympic Games?

Not interested at all   -   -   -   -   -   Very interested

5. Please answer each of the questions below.

- How likely do you think it is that you will watch the 2014 Sochi Winter Olympic Games?

Not at all likely   -   -   -   -   -   Extremely likely

- How likely do you think it is that you will travel to the 2014 Sochi Winter Olympic Games?

Not at all likely   -   -   -   -   -   Extremely likely

6. Please answer each of the questions below.

- I feel that traveling to the 2014 Sochi Winter Olympic Games is vitally important to me.

Strongly disagree   -   -   -   -   -   Strongly agree

- I am very interested in watching the 2014 Sochi Winter Olympic Games.

Strongly disagree   -   -   -   -   -   Strongly agree

- I feel that spending time watching the 2014 Sochi Winter Olympic Games will be more worthwhile than spending time participating in other leisure activities.

Strongly disagree      -      -      -      -      -      Strongly agree

7. Please mark a point on the scale that reflects your opinion about the following statements.

- I plan to attend the 2014 Sochi Winter Olympic Games

Strongly disagree      -      -      -      -      -      Strongly agree

- I plan to recommend that friends and family attend the 2014 Sochi Winter Olympic Games

Strongly disagree      -      -      -      -      -      Strongly agree

- I plan to travel Russia in the future

Strongly disagree      -      -      -      -      -      Strongly agree

Please provide your background information.

Your responses will be held in confidence. Please check the corresponding item.

8. My gender is

Male

Female

9. Year I was born

\_\_\_\_\_

10. What is your race/ethnicity?

- a) African-American
- b) Native-American
- c) Hispanic American
- d) Asian American
- e) European American
- f) Korean
- g) Other (please specify)      )

11. What is your school year?

- a) Freshman
- b) Sophomore
- c) Junior
- d) Senior

12. What is your favorite sport?

(Please specify \_\_\_\_\_ )



## Appendix 6: Survey (Facility Themed Story)

안녕하십니까?

본 설문은 한국인과 미국인을 대상으로 동계올림픽 시청의도와 흥미, 올림픽 게임에 직접 참석할 의도와 흥미 그리고 더 나아가 올림픽 주최 도시 또는 국가의 여행의도와 흥미 등을 측정하고자 합니다.

이번 연구와 설문은 The University of Texas at Austin 에 재학중인 학생에 의해 실시되는 것이며, 응답은 익명으로 철저히 보장됩니다. 본 설문에서 얻어지는 정보는 현재 진행되고 있는 연구 뿐만 아니라 미래의 연구에 대한 귀중한 정보가 될 것입니다.

귀하께서 응답하신 내용은 조사, 연구를 위한 통계처리 목적으로 사용될 것이며 개인정보를 포함한 정보들은 확인 목적 외 다른 목적으로 재사용되지 않을 것입니다. 바쁘시더라도 잠시만 시간을 내셔서 본 연구의 조사에 협조해 주시면 감사하겠습니다.

설문 조사에 참여해 주셔서 고맙습니다.

텍사스 오스틴 대학교 스포츠 매니지먼트  
이정욱

- 아래 기사를 읽어주십시오.

2014년 소치동계올림픽 예산이 당초 예상액에서 약 5배 정도 늘어날 전망이다.

2일(한국시간) 로이터통신은 러시아가 소치동계올림픽을 준비하고 운영하는데 동-하계 통틀어 역대 최대 규모인 500억 달러가 넘는 돈을 쓸 전망이다라고 보도했다.

러시아의 드미트리 코작 부총리는 소치동계올림픽까지 1조5260억 루블(510억8000만 달러)의 예산이 쓰일 것이라고 밝혔다. 약 55조9326억원에 이르는 금액이다.

이는 러시아 소치가 2007년 7월 강원도 평창을 제치고 2014년 제 22회 동계올림픽 개최지로 선정됐을 때 제시된 예산에 약 5배 정도 오른 액수다.

대부분의 경기장을 지어야하는데다 미흡한 기반 시설도 확충해야해 천문학적인 액수가 들어간 것으로 보인다.

기반 시설 확충을 위해 공항과 시내, 해안 경기장, 산악 경기장을 서로 연결하면서 접근성을 높이는 고속도로와 고속철 공사를 서두르고 있다. 또한, 조직위는 경기장까지의 러시아 전역에 걸쳐 355km가 넘는 도로를 새로 깔았고 200km 길이의 철도도 새로 개설했다.

현재까지 러시아가 소치동계올림픽 준비에 쓴 돈은 1조1360억 루블(378억5000만 달러)다.

코작 부총리는 "기업에서 투자받은 돈이 7370억 루블(245억 5000만 달러)이다. 나머지는 국가 재정으로 충당했다"고 설명했다.

산과 계곡, 바다가 어우러진 소치 시는 해마다 여름이면 관광객이 넘치는 러시아 최대의 휴양지다. 시내에 들어서면 소치 동계올림픽의 개막일을 알리는 시계가 눈에 띈다. 소치는 동계올림픽 유치가 확정된 지난 2009년부터 본격적인 시설 공사에 들어갔다.

현재 건설 중인 동계올림픽 경기장과 부대시설은 85곳으로 2013년까지 모두 완공할 예정이다. 또한 동계올림픽이 끝난 후에도 소치 시를 세계적인 관광명소로 발전시키기 위해 올림픽 관련 110억 달러의 예산 가운데 무려 26억 달러가 관광자원 개발에 투자될 계획이다. 지역 발전에 대한 기대가 교차하는 가운데 지금 소치 시는 하루가 다르게 변해가고 있다.

소치 시는 개폐막식이 열릴 메인 스타디움과 종합 빙상경기단지로 조성하기 위해 흑해 해안가의 높지를 대규모로 매립했다. 각종 숙박시설과 취재진들을 위한 미디어센터도 해발 5백 미터 이상의 산속에 지어지고 있다.

천혜의 자연으로 통하는 캅카스 산맥의 '크라스나야 폴라나'에선 바이애슬론이나 스키 등의 경기를 치를 시설물 공사가 한창이며, 캅카스 산맥 아래의 흑해에 면한 휴양도시 소치 시내에선 스케이트 경기장 등이 건설되고 있다.

현재까지 경기장 시설은 약 80% 가량 준비됐다. 누구보다 올림픽에 관심이 큰 푸틴 대통령은 대회 준비작업을 진두지휘하고 있다.

지난 쇼트트랙 월드컵에서도 시설과 운영 면에서 합격점을 받았으며, 혹시 있을 이상 고온에 대비해 질 좋은 눈을 상시 준비해두고 관리하는 시스템까지 마련했다.

[런지 본/미국 스키대표, 알파인 최강자 : 코스가 어렵다는 선수, 그렇지 않다는 선수가 있지만, 눈 질은 완벽하다고 생각합니다.]

1. 올림픽 게임에 관한 여러분의 생각을 표현해 주시길 바랍니다.

다음 항목 각각 어느 정도에 해당하는지 답해 주세요.

- 나는 올림픽에 흥미가 있다.

전혀 흥미롭지 않다      -      -      -      -      -      매우  
 흥미롭다

- 얼마나 자주 동계올림픽 관련 정보에 노출되니까? (e.g., TV, 신문, 잡지, 인터넷, 라디오 등)

전혀 않는다      -      -      -      -      -      매일

- 얼마나 종종 동계올림픽에 관련한 정보를 찾습니까? (e.g., TV, 신문, 잡지, 인터넷, 라디오 등)

전혀 않는다      -      -      -      -      -      매일

- 얼마나 자주 2014 소치 동계올림픽에 관련한 정보에 노출되니까? (e.g., TV, 신문, 잡지, 인터넷, 라디오 등)

전혀 않는다      -      -      -      -      -      매일

- 얼마나 종종 2014 소치 동계올림픽에 관련한 정보를 찾습니까? (e.g., TV, 신문, 잡지, 인터넷, 라디오 등)

전혀 않는다      -      -      -      -      -      매일

2. 다음 항목 각각에 해당하는 정도를 표시해주세요.

- 다른 사람과 비교할 때 당신의 2014 소치 동계올림픽 관련 지식은 어느 정도라고 생각하십니까?

매우 낮다      -      -      -      -      -      매우 높다

- 친구들과 비교할 때 당신의 2014 소치 동계올림픽 관련 지식은 어느 정도라고 생각하십니까?

매우 낮다    -    -    -    -    -    매우 높다

3. 다음 항목 각각에 해당하는 정도를 표시해주세요.

- 러시아를 여행하는데 얼마나 흥미있습니까?

전혀 흥미있지 않다                    -   -   -   -   -    매우  
흥미있다

4. 다음 항목 각각에 해당하는 정도를 표시해주세요.

- 2014 소치 동계올림픽을 시청하는 데 얼마나 흥미있습니까?

전혀 흥미있지 않다                    -   -   -   -   -    매우  
흥미있다

- 2014 소치 동계올림픽에 참석하는 데 얼마나 흥미있습니까?

전혀 흥미있지 않다                    -   -   -   -   -    매우  
흥미있다

5. 다음 항목 각각에 해당하는 정도를 표시해주세요.

- 2014 소치 동계올림픽을 시청할 것 같습니까?

전혀 그럴 것 같지 않다                -   -   -   -   -    매우 그럴 것  
같다

- 2014 소치 동계올림픽에 참석할 것 같습니까?

전혀 그럴 것 같지 않다                -   -   -   -   -    매우 그럴 것  
같다

6. 다음 항목 각각에 해당하는 정도를 표시해주세요.

- 2014 소치 동계올림픽에 참석하는 것은 나에게 매우 중요하다고 느낀다.

강하게 반대            -            -            -            -            강하게 동의

7. 다음 항목에 해당하는 정도를 표시해주세요.

- 나는 2014 소치 동계올림픽에 참석할 계획이다.

강하게 반대            -            -            -            -            강하게 동의

- 나는 가족들과 친구들에게 2014 소치 동계올림픽에 참석하라고 추천할 계획이다.

강하게 반대            -            -            -            -            강하게 동의

- 나는 미래에 러시아를 여행할 계획이다.

강하게 반대            -            -            -            -            강하게 동의

8. 다음은 2018 평창동계올림픽에 관한 추가 설문입니다.

- 얼마나 자주 2018 평창 동계올림픽에 관련한 정보에 노출되니까? (e.g., TV, 신문, 잡지, 인터넷, 라디오 등)

전혀 않는다            -        -        -        -        -        매일

- 얼마나 종종 2018 평창 동계올림픽에 관련한 정보를 찾습니까? (e.g., TV, 신문, 잡지, 인터넷, 라디오 등)

전혀 않는다                            -        -        -        -        -        매일

- 다른 사람과 비교할 때 당신의 2018 평창 동계올림픽 관련 지식은 어느 정도라고 생각하십니까?

매우 낮다            -        -        -        -        -        매우 높다

- 친구들과 비교할 때 당신의 2018 평창 동계올림픽 관련 지식은 어느 정도라고 생각하십니까?

매우 낮다            -        -        -        -        -        매우 높다

- 2018 평창 동계올림픽을 시청하는 데 얼마나 흥미있습니까?

전혀 흥미있지 않다                    -        -        -        -        -        매우 흥미있다

- 2018 평창 동계올림픽에 참석하는 데 얼마나 흥미있습니까?

전혀 흥미있지 않다                    -        -        -        -        -        매우 흥미있다

- 2018 평창 동계올림픽을 시청할 것 같습니까?

전혀 그럴 것 같지 않다                -        -        -        -        -        매우 그럴 것 같다

- 2018 평창 동계올림픽에 참석할 것 같습니까?

전혀 그럴 것 같지 않다    -   -   -   -   -    매우 그럴 것 같다

- 2018 평창 동계올림픽에 참석하는 것은 나에게 매우 중요하다고 느낀다.

강하게 반대            -       -       -       -       -       강하게 동의

- 나는 2018 평창 동계올림픽에 참석할 계획이다.

강하게 반대            -       -       -       -       -       강하게 동의

- 나는 가족들과 친구들에게 2018 평창 동계올림픽에 참석하라고 추천할 계획이다.

강하게 반대            -       -       -       -       -       강하게 동의

- 나는 미래에 평창을 여행할 계획이다.

강하게 반대            -       -       -       -       -       강하게 동의



마지막으로, 아래 문항들은 여러분의 개인정보에 관한 것들입니다. 해당되는 번호를 선택해 주십시오. 여러분의 개인정보는 철저히 보호될 것입니다.

9. 성별

- 1) 남성    2) 여성

10. 나이 (명기하여 주시기 바랍니다)

\_\_\_\_\_

11. 인종

- 1) 아프리카계 미국인
  - 2) 네이티브 인디언
  - 3) 히스패닉계 미국인
  - 4) 아시안계 미국인
  - 5) 유럽계 미국인
  - 6) 한국인
  - 7) 기타 (옆칸에 써주십시오)
- \_\_\_\_\_

12. 학년

- 1) 1 학년
- 2) 2 학년
- 3) 3 학년
- 4) 4 학년

13. 좋아하는 스포츠는?

(명기하여 주시기 바랍니다 \_\_\_\_\_)

감사합니다.

## Appendix 7: Survey (Hero Themed Story)

안녕하십니까?

본 설문은 한국인과 미국인을 대상으로 동계올림픽 시청의도와 흥미, 올림픽 게임에 직접 참석할 의도와 흥미 그리고 더 나아가 올림픽 주최 도시 또는 국가의 여행의도와 흥미 등을 측정하고자 합니다.

이번 연구와 설문은 The University of Texas at Austin 에 재학중인 학생에 의해 실시되는 것이며, 응답은 익명으로 철저히 보장됩니다. 본 설문에서 얻어지는 정보는 현재 진행되고 있는 연구 뿐만 아니라 미래의 연구에 대한 귀중한 정보가 될 것입니다.

귀하께서 응답하신 내용은 조사, 연구를 위한 통계처리 목적으로 사용될 것이며 개인정보를 포함한 정보들은 확인 목적 외 다른 목적으로 재사용되지 않을 것입니다. 바쁘시더라도 잠시만 시간을 내셔서 본 연구의 조사에 협조해 주시면 감사하겠습니다.

설문 조사에 참여해 주셔서 고맙습니다.

텍사스 오스틴 대학교 스포츠 매니지먼트  
이정욱

- 아래 기사를 읽어주십시오.

선수부족은 물론이고 전용 연습장 또한 전무한 한국 스포츠의 불모지나 다름없는 봅슬레이 종목에서 대한민국 남자대표팀이 세계대회에 출전, 우승을 거머쥐으로써 한국을 세계에 널리 알렸다. 2014년 소치 동계올림픽을 앞두고 열린 아메리칸컵 대회에서 한국 봅슬레이팀이 안방팀인 미국을 제치고 금메달을 목에 걸었다. 우리나라 최초이자 서양사람과 싸워 이긴 세계챔피언이 되었다. 국내에는 정식 트랙이 아닌 평창의 스타트 연습장 한 곳밖에 없어 1년의 절반을 외국에서 보내야 하는 처지이고, 강원도청 한 곳밖에 없는 실업팀은 4인승팀 하나를 꾸리기도 버거운 처지다. 그럼에도 북미와 유럽의 강국이 참가한 대회에서 이틀 연속 1위를 차지하며 국제 경쟁력을 갖췄다는 자신감을 얻었고, 국민에게 자존심과 자신감을 ‘육감적’으로 느끼게 해준 최초의 영웅들이 되었다.

이번 올림픽게임은 선수들 개인적으로나 한국 스포츠 전체적으로 대단히 의미 있고 가치 있을 것이다. 특히, 국내 비인기 스포츠종목인 봅슬레이에서 대한민국을 빛내는 것이며, 여러 역경을 딛고 출전하는 게임이어서 그 가치는 어떤 것보다 빛나고 위대할 것이다. 무엇보다 정상자리를 바라보며 꾸준하게 피땀흘려 노력했기에 충분히 박수받을 자격이 있다. 2018년 평창 동계올림픽에 앞서서 2014년 소치동계올림픽에서 어떠한 기적을 일으킬지 기대가 모아지고 있다.

1. 올림픽 게임에 관한 여러분의 생각을 표현해 주시길 바랍니다.

다음 항목 각각 어느 정도에 해당하는지 답해 주세요.

- 나는 올림픽에 흥미가 있다.

전혀 흥미롭지 않다      -      -      -      -      -      매우  
 흥미롭다

- 얼마나 자주 동계올림픽 관련 정보에 노출됩니까? (e.g., TV, 신문, 잡지, 인터넷, 라디오 등)

전혀 않는다      -      -      -      -      -      매일

- 얼마나 종종 동계올림픽에 관련한 정보를 찾습니까? (e.g., TV, 신문, 잡지, 인터넷, 라디오 등)

전혀 않는다      -      -      -      -      -      매일

- 얼마나 자주 2014 소치 동계올림픽에 관련한 정보에 노출됩니까? (e.g., TV, 신문, 잡지, 인터넷, 라디오 등)

전혀 않는다      -      -      -      -      -      매일

- 얼마나 종종 2014 소치 동계올림픽에 관련한 정보를 찾습니까? (e.g., TV, 신문, 잡지, 인터넷, 라디오 등)

전혀 않는다      -      -      -      -      -      매일

2. 다음 항목 각각에 해당하는 정도를 표시해주세요.

- 다른 사람과 비교할 때 당신의 2014 소치 동계올림픽 관련 지식은 어느 정도라고 생각하십니까?

매우 낮다      -      -      -      -      -      매우 높다

- 친구들과 비교할 때 당신의 2014 소치 동계올림픽 관련 지식은 어느 정도라고 생각하십니까?

매우 낮다    -    -    -    -    -    매우 높다

3. 다음 항목 각각에 해당하는 정도를 표시해주세요.

- 러시아를 여행하는데 얼마나 흥미있습니까?

전혀 흥미있지 않다                    -   -   -   -   -    매우  
흥미있다

4. 다음 항목 각각에 해당하는 정도를 표시해주세요.

- 2014 소치 동계올림픽을 시청하는 데 얼마나 흥미있습니까?

전혀 흥미있지 않다                    -   -   -   -   -    매우  
흥미있다

- 2014 소치 동계올림픽에 참석하는 데 얼마나 흥미있습니까?

전혀 흥미있지 않다                    -   -   -   -   -    매우  
흥미있다

5. 다음 항목 각각에 해당하는 정도를 표시해주세요.

- 2014 소치 동계올림픽을 시청할 것 같습니까?

전혀 그럴 것 같지 않다                -   -   -   -   -    매우 그럴 것  
같다

- 2014 소치 동계올림픽에 참석할 것 같습니까?

전혀 그럴 것 같지 않다                -   -   -   -   -    매우 그럴 것  
같다

6. 다음 항목 각각에 해당하는 정도를 표시해주세요.

- 2014 소치 동계올림픽에 참석하는 것은 나에게 매우 중요하다고 느낀다.

강하게 반대            -            -            -            -            강하게 동의

7. 다음 항목에 해당하는 정도를 표시해주세요.

- 나는 2014 소치 동계올림픽에 참석할 계획이다.

강하게 반대            -            -            -            -            강하게 동의

- 나는 가족들과 친구들에게 2014 소치 동계올림픽에 참석하라고 추천할 계획이다.

강하게 반대            -            -            -            -            강하게 동의

- 나는 미래에 러시아를 여행할 계획이다.

강하게 반대            -            -            -            -            강하게 동의

8. 다음은 2018 평창동계올림픽에 관한 추가 설문입니다.

- 얼마나 자주 2018 평창 동계올림픽에 관련한 정보에 노출되니까? (e.g., TV, 신문, 잡지, 인터넷, 라디오 등)

전혀 않는다            -        -        -        -        -        매일

- 얼마나 종종 2018 평창 동계올림픽에 관련한 정보를 찾습니까? (e.g., TV, 신문, 잡지, 인터넷, 라디오 등)

전혀 않는다            -        -        -        -        -        매일

- 다른 사람과 비교할 때 당신의 2018 평창 동계올림픽 관련 지식은 어느 정도라고 생각하십니까?

매우 낮다            -        -        -        -        -        매우 높다

- 친구들과 비교할 때 당신의 2018 평창 동계올림픽 관련 지식은 어느 정도라고 생각하십니까?

매우 낮다            -        -        -        -        -        매우 높다

- 2018 평창 동계올림픽을 시청하는 데 얼마나 흥미있습니까?

전혀 흥미있지 않다            -        -        -        -        -        매우 흥미있다

- 2018 평창 동계올림픽에 참석하는 데 얼마나 흥미있습니까?

전혀 흥미있지 않다            -        -        -        -        -        매우 흥미있다

- 2018 평창 동계올림픽을 시청할 것 같습니까?

전혀 그럴 것 같지 않다            -        -        -        -        -        매우 그럴 것 같다

- 2018 평창 동계올림픽에 참석할 것 같습니까?

전혀 그럴 것 같지 않다    -   -   -   -   -    매우 그럴 것 같다

- 2018 평창 동계올림픽에 참석하는 것은 나에게 매우 중요하다고 느낀다.

강하게 반대            -       -       -       -       -       강하게 동의

- 나는 2018 평창 동계올림픽에 참석할 계획이다.

강하게 반대            -       -       -       -       -       강하게 동의

- 나는 가족들과 친구들에게 2018 평창 동계올림픽에 참석하라고 추천할 계획이다.

강하게 반대            -       -       -       -       -       강하게 동의

- 나는 미래에 평창을 여행할 계획이다.

강하게 반대            -       -       -       -       -       강하게 동의



마지막으로, 아래 문항들은 여러분의 개인정보에 관한 것들입니다. 해당되는 번호를 선택해 주십시오. 여러분의 개인정보는 철저히 보호될 것입니다.

9. 성별

- 1) 남성
- 2) 여성

10. 나이 (명기하여 주시기 바랍니다)

\_\_\_\_\_

11. 인종

- 1) 아프리카계 미국인
- 2) 네이티브 인디언
- 3) 히스패닉계 미국인
- 4) 아시안계 미국인
- 5) 유럽계 미국인
- 6) 한국인
- 7) 기타 (옆칸에 써주십시오)

\_\_\_\_\_

12. 학년

- 1) 1 학년
- 2) 2 학년
- 3) 3 학년
- 4) 4 학년

13. 좋아하는 스포츠는?

(명기하여 주시기 바랍니다 \_\_\_\_\_)

감사합니다.

## Appendix 8: Survey (Non-Themed Story)

안녕하십니까?

본 설문은 한국인과 미국인을 대상으로 동계올림픽 시청의도와 흥미, 올림픽 게임에 직접 참석할 의도와 흥미 그리고 더 나아가 올림픽 주최 도시 또는 국가의 여행의도와 흥미 등을 측정하고자 합니다.

이번 연구와 설문은 The University of Texas at Austin 에 재학중인 학생에 의해 실시되는 것이며, 응답은 익명으로 철저히 보장됩니다. 본 설문에서 얻어지는 정보는 현재 진행되고 있는 연구 뿐만 아니라 미래의 연구에 대한 귀중한 정보가 될 것입니다.

귀하께서 응답하신 내용은 조사, 연구를 위한 통계처리 목적으로 사용될 것이며 개인정보를 포함한 정보들은 확인 목적 외 다른 목적으로 재사용되지 않을 것입니다. 바쁘시더라도 잠시만 시간을 내셔서 본 연구의 조사에 협조해 주시면 감사하겠습니다.

설문 조사에 참여해 주셔서 고맙습니다.

텍사스 오스틴 대학교 스포츠 매니지먼트  
이정욱

- 아래 기사를 읽어주십시오.

A와 B가 국가대표선발전에서 종합 1위로 2014 소치동계올림픽 태극마크를 달았다.

A는 11일 서울 목동 실내빙상장에서 열린 2013~2014 쇼트트랙 국가대표 선발전에서 종합 89점을 획득해 남자부 종합우승을 차지했다. 전날 열린 500m 3위(13점)와 1500m 4위(8점)로 3위에 그친 A는 이날 1000m(1분 25초 314)와 3000m 슈퍼파이널(5분 12.398)에서 모두 1위에 올라 68점을 보태 종합 89점으로 종합 1위에 올랐다. A는 우승상금으로 500만원을 받았다. 여자부에서는 ‘쇼트트랙의 여왕’ B가 압도적인 실력으로 종합우승(110점)을 차지했다. 전날 두 종목(500m, 1500m) 합계 42점으로 선두를 달렸던 B는 이날 벌어진 1000m와 3000m 슈퍼파이널에서도 모두 1위를 차지하며 종합 60점인 2위 선수를 크게 따돌렸다.

A와 B가 2014년 소치에서 어떠한 활약으로 대한민국을 빛낼 것인지 기대된다.

1. 올림픽 게임에 관한 여러분의 생각을 표현해 주시길 바랍니다.  
다음 항목 각각 어느 정도에 해당하는지 답해 주세요.

- 나는 올림픽에 흥미가 있다.

전혀 흥미롭지 않다      -      -      -      -      -      매우  
흥미롭다

- 얼마나 자주 동계올림픽 관련 정보에 노출되니까? (e.g., TV, 신문, 잡지, 인터넷, 라디오 등)

전혀 않는다                              -      -      -      -      -      매일

- 얼마나 종종 동계올림픽에 관련한 정보를 찾습니까? (e.g., TV, 신문, 잡지, 인터넷, 라디오 등)

전혀 않는다              -      -      -      -      -      매일

- 얼마나 자주 2014 소치 동계올림픽에 관련한 정보에 노출되니까? (e.g., TV, 신문, 잡지, 인터넷, 라디오 등)

전혀 않는다              -      -      -      -      -      매일

- 얼마나 종종 2014 소치 동계올림픽에 관련한 정보를 찾습니까? (e.g., TV, 신문, 잡지, 인터넷, 라디오 등)

전혀 않는다                              -      -      -      -      -      매일

2. 다음 항목 각각에 해당하는 정도를 표시해주세요.

- 다른 사람과 비교할 때 당신의 2014 소치 동계올림픽 관련 지식은 어느 정도라고 생각하십니까?

매우 낮다      -      -      -      -      -      매우 높다

- 친구들과 비교할 때 당신의 2014 소치 동계올림픽 관련 지식은 어느 정도라고 생각하십니까?

매우 낮다    -    -    -    -    -    매우 높다

3. 다음 항목 각각에 해당하는 정도를 표시해주세요.

- 러시아를 여행하는데 얼마나 흥미있습니까?

전혀 흥미있지 않다                    -   -   -   -   -    매우  
흥미있다

4. 다음 항목 각각에 해당하는 정도를 표시해주세요.

- 2014 소치 동계올림픽을 시청하는 데 얼마나 흥미있습니까?

전혀 흥미있지 않다                    -   -   -   -   -    매우  
흥미있다

- 2014 소치 동계올림픽에 참석하는 데 얼마나 흥미있습니까?

전혀 흥미있지 않다                    -   -   -   -   -    매우  
흥미있다

5. 다음 항목 각각에 해당하는 정도를 표시해주세요.

- 2014 소치 동계올림픽을 시청할 것 같습니까?

전혀 그럴 것 같지 않다                -   -   -   -   -    매우 그럴 것  
같다

- 2014 소치 동계올림픽에 참석할 것 같습니까?

전혀 그럴 것 같지 않다                -   -   -   -   -    매우 그럴 것  
같다

6. 다음 항목 각각에 해당하는 정도를 표시해주세요.

- 2014 소치 동계올림픽에 참석하는 것은 나에게 매우 중요하다고 느낀다.

강하게 반대            -            -            -            -            강하게 동의

7. 다음 항목에 해당하는 정도를 표시해주세요.

- 나는 2014 소치 동계올림픽에 참석할 계획이다.

강하게 반대            -            -            -            -            강하게 동의

- 나는 가족들과 친구들에게 2014 소치 동계올림픽에 참석하라고 추천할 계획이다.

강하게 반대            -            -            -            -            강하게 동의

- 나는 미래에 러시아를 여행할 계획이다.

강하게 반대            -            -            -            -            강하게 동의

8. 다음은 2018 평창동계올림픽에 관한 추가 설문입니다.

- 얼마나 자주 2018 평창 동계올림픽에 관련한 정보에 노출되니까? (e.g., TV, 신문, 잡지, 인터넷, 라디오 등)

전혀 않는다            -        -        -        -        -        매일

- 얼마나 종종 2018 평창 동계올림픽에 관련한 정보를 찾습니까? (e.g., TV, 신문, 잡지, 인터넷, 라디오 등)

전혀 않는다            -        -        -        -        -        매일

- 다른 사람과 비교할 때 당신의 2018 평창 동계올림픽 관련 지식은 어느 정도라고 생각하십니까?

매우 낮다            -        -        -        -        -        매우 높다

- 친구들과 비교할 때 당신의 2018 평창 동계올림픽 관련 지식은 어느 정도라고 생각하십니까?

매우 낮다            -        -        -        -        -        매우 높다

- 2018 평창 동계올림픽을 시청하는 데 얼마나 흥미있습니까?

전혀 흥미있지 않다            -        -        -        -        -        매우 흥미있다

- 2018 평창 동계올림픽에 참석하는 데 얼마나 흥미있습니까?

전혀 흥미있지 않다            -        -        -        -        -        매우 흥미있다

- 2018 평창 동계올림픽을 시청할 것 같습니까?

전혀 그럴 것 같지 않다            -        -        -        -        -        매우 그럴 것 같다

- 2018 평창 동계올림픽에 참석할 것 같습니까?

전혀 그럴 것 같지 않다    -   -   -   -   -    매우 그럴 것 같다

- 2018 평창 동계올림픽에 참석하는 것은 나에게 매우 중요하다고 느낀다.

강하게 반대            -       -       -       -       -       강하게 동의

- 나는 2018 평창 동계올림픽에 참석할 계획이다.

강하게 반대            -       -       -       -       -       강하게 동의

- 나는 가족들과 친구들에게 2018 평창 동계올림픽에 참석하라고 추천할 계획이다.

강하게 반대            -       -       -       -       -       강하게 동의

- 나는 미래에 평창을 여행할 계획이다.

강하게 반대            -       -       -       -       -       강하게 동의



마지막으로, 아래 문항들은 여러분의 개인정보에 관한 것들입니다. 해당되는 번호를 선택해 주십시오. 여러분의 개인정보는 철저히 보호될 것입니다.

9. 성별

- 1) 남성
- 2) 여성

10. 나이 (명기하여 주시기 바랍니다)

\_\_\_\_\_

11. 인종

- 1) 아프리카계 미국인
- 2) 네이티브 인디언
- 3) 히스패닉계 미국인
- 4) 아시안계 미국인
- 5) 유럽계 미국인
- 6) 한국인
- 7) 기타 (옆칸에 써주십시오)

\_\_\_\_\_

12. 학년

- 1) 1 학년
- 2) 2 학년
- 3) 3 학년
- 4) 4 학년

13. 좋아하는 스포츠는?

(명기하여 주시기 바랍니다 \_\_\_\_\_)

감사합니다.

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