

ABSTRACT

CONSTRUCTION AND VALIDATION OF A NEW MEASURE OF FANDOM: THE REYSEN FAN SCALE

Using data from two studies, a scale was constructed to measure the level or degree of fandom. The scale measures fandom for a wide range of interests (excluding religion) and produces scores allowing individuals to be ranked from not being a fan to being a fanatic. A total of 330 undergraduate college students (150 for Study 1, 180 for Study 2) completed the scale. After dropping a total 52 items, the final Reysen Fan Scale contains 11 items and is unidimensional. The scale is reliable, with an internal consistency coefficient alpha of .88. The scale has face and content validity, as shown by approval of items by three thesis committee members. The scale also shows convergent and divergent validity. As predicted, the Reysen Fan Scale correlated positively with the Sport Spectator Identification Scale ($r = .49$) and the Openness subscale of Goldberg's Big Five ($r = .15$). As predicted, the Reysen Fan Scale did not correlate with the Marlowe-Crowne Social Desirability scale ($r = .07$), Extroversion ($r = .07$), Neuroticism ($r = .08$), and Conscientiousness ($r = .08$) subscales of Goldberg's Big Five. Contrary to prediction, there was not a significant positive correlation between the Reysen Fan Scale and the Agreeableness subscale with Goldberg's Big Five ($r = .13$).

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