Beyond the Game: Issues with Social Media and Sporting Events

Matthew Halliwell
Mark Bruce Freeman
School of Information Systems and Technology
University of Wollongong
Wollongong, Australia
Email: mh605@uowmail.edu.au
Email: mfreman@uow.edu.au

Abstract

Society today is being transformed through the use of Social Media. While the resulting changes are typically marketed as having positive benefits on society, there is a negative side to Social Networking platform usage. This paper considers the case of Social Networking use for a perceived sports betting incident at the Super Bowl XLVIII with boxer Floyd Mayweather, to demonstrate the modified experience some users faced during the sporting event as a result of Social Media. Analysis of the broadcast of negative sentiments associated with inappropriate use and misinformation demonstrates how Social Networking allows opinions and ideas to be spread on a global scale. This paper presents how rumour can lead to ramifications beyond the Social Networking platform and can affect platform users. Analysis is conducted through a theoretical framework that reflects the presence of individual users and identifies their behaviour as active participants in the information exchange process.

Keywords

Social media, Social Influence, User Behaviour, System Motivation, Community Blogging/Commenting.

BACKGROUND

Online communication is significant for individuals as it provides a channel for them to share their own voice, promoting personal ideas and opinions. The sharing of personal ideas and opinions can impact all social aspects of an individual's life (Wang and Fesenmaier 2004); the focus of this paper is the propagation of these opinions within the context of sporting events. This paper argues that while there are benefits for the use of Social Networking platforms event promoters need to understand the full ramifications of their use. Social Networking has the potential to tarnish an individual's opinion of the event outside of the actual sporting context. The case used to illustrate this point in this paper considers the Super Bowl XLVIII held on 3 February 2014 at MetLife Stadium, New Jersey, USA. The Super Bowl incorporates Social Networking platforms as part of its innovative strategy to encourage individuals to establish and maintain their own voice over a period expanding longer than the actual coverage of the sporting event itself. The Super Bowl had official Social Media procedures that were designed to manage individuals' queries and increase interactivity with the events in a positive way rather than watching the events in the passive role of viewer. This approach was reinforced with the existence of innovative strategies that enabled the public to engage and inspired the opening of new avenues of communication (Wood 2003). The integration of Social Networking enabled the Super Bowl XLVIII establish forums that allowed social interaction, which incorporated the aspect of media consumption. Consumption of social interaction and acquiring information can be argued as a contributing factor in the speculation of rumours and false perceptions of online content.Despite the proactive engagement of many sporting events (such as the Super Bowl) in Social Media, these sporting events cannot control Social Media and its potential negative influences. These Social Media systems, by their very nature, allow the broadcast of un-moderated ideas and opinions from any user. When accessing information shared on Social Media sites, users may be unknowingly subjected to potentially misleading information. In the context of online content, rumour focuses on content that is acquired in the absence of verified information, which would offer individuals the opportunity to interpret and evaluate content more fully (Oh et al. 2010; Liu et al. 2013). Rumours created online may lead to misinformation being produced and presented; individuals to form their own opinions may then use this information. Circulation of rumours and misinformation produced online demonstrates the impact of negative 'evangelism.' In this context, 'evangelism' refers to the combination of digital content and word-of-mouth from the social web, built over time, which causes a steady amplification of the information being discussed (Evans 2008). Thus this research addresses the research question of: *what impact does the sharing of rumour and misinformation have on the broader Social Networking community?*

The exchange of un-moderated information is demonstrated, and the portrayal of verified / non-verified information is explored. To address the research question this paper explores the socio-cultural and engaging elements of Social Media in the context of the Super Bowl XLVIII with a particular focus on the controversial issue of sports betting (gambling). Further influencing the impact of unverified information on Social Media is the resulting actions of users in response to 'rumour' – users may perceive such content as 'verified' although they do not have the ability to successfully evaluate the information or verify it (Liu et al. 2013). This can create positive and/or negative consequences, which may be associated with a high-profile individual or with the average online user. Hence, it is important to understand and consider all impacts of Social Media.

The next section of the paper presents a literature review of the current state of Social Networking platforms and studies that have identified the potential negative influences of these technologies on society. This is followed by a discussion of how negative engagement can occur through an individual's engagement with Social Media. The method used to conduct the case study on the Super Bowl is then presented followed by the controversy of a 'hoax' bet that was completely outside of the actual sporting event but had discussion through both traditional and social media reducing the discussion of the actual sporting event. This paper is concluded with a discussion on the generalisability of the framework used in this paper and future research directions.

LITERATURE REVIEW

Social Media has recently established its presence as a significant form of user generated content enabling interaction amongst its entire user base. Individual users who are willing to engage in the collaborative environment can engage with various platforms to exchange data; all of these platforms have one feature in common in that they rely on user participation for them to be successful (Zhang et al. 2008; Mangold and Faulds 2009; Tan and Vasa 2011). Collaborative environments provide venues for users to participate in online public discussions about a vast range of topics (Xu et al. 2014). This form of online environments is described as an ecosystem which reflects the diversity of content in the form of videos, networks, images (pictures) and text (Berthon et al. 2012). Whereas Social Networking platforms provide online individuals with the opportunity for the creation of profiles to occur; thereby allowing uploading, friend requesting and privacy controls of allowing users to choose who can view and or contact them (Farnan et al. 2008).

Usually, an individual can obtain socio-cognitive benefits from engaging with Social Networking platforms. These are based on technological enhancements that have made it easier to acquire information online in recent years. This has been further enhanced with the rise of portable devices (smart phones, tablets and laptops) that enable engagement with social features in a way that is not distinctly separate from the viewing of the event (typically through a televised format). Dialogic communication makes use of portable devices to exchange information, based on the premise of how individuals usually communicate with each other in a conversation. Dialogic communication meets the criteria of Social Media as it embodies dialogic action, which is based on opinions and ideas that have been exchanged and negotiated (Kent and Taylor 1998). Therefore, using this definition, engagement with Social Media activities through portable devices during sporting events allows viewers to shift from a passive viewer to an active participant.

Jenkins (2006) discusses the concept of a shifting culture in the context of media relationships based on: participatory culture, media convergence and collective intelligence. Jenkins (2006) p.3 states "convergence represents a culture shift as consumers are encouraged to seek out new information and make connections among dispersed media content." The potential for individuals to become participants through Social Networking is based within this concept of participatory culture. Within this culture, there are notions of everyone being able to be media procedures. As, 'spectator' consumers are removed and simultaneous use of the Internet to access information about what an individual is watching can be exploited. This concept is equally relevant whether the viewer is watching from their lounge or live at the event (Brasel and Gips 2011).

Social Media and in particular Social Networking platforms allow an alternative use of individuals leisure time than passive media engagement activities (e.g. watching television or listening to the radio) this is referred to as a cognitive surplus. The cognitive surplus discusses how technologies are on a continuous loop of improvement and the direction of the technological enhancement is modified (Shirky 2010). The technological enhancement relates to the vast range of Social Networking platforms available today; where new elements are introduced. For instance, Twitter a micro-blog website that allows users to post tweets of up to 140 characters in length which is shared for consumption experiences (Yamamoto and Matsumura 2011). Whereas Instagram enables users to share photos and apply filters to be broadcasted across directly within their network and or other Social Networking platforms (such as Facebook, Twitter and Tumblr) linked to their account (Ladhani 2012). Both of these platforms show how Social Media is in a continuous loop of improving the way individual's access information through online collaborative platforms.

The platforms, that are available today, are discussed in a variety of different scholarly journals, considering them to be collaborative in nature; and include, Social Media outlets, Social Networking Sites (Facebook), Creativity works sharing sites (Instagram and YouTube), Microblogs (Twitter), comments on online news stories, consumer product reviews and Image sharing (Mangold and Faulds 2009; Yamamoto and Matsumura 2011; Ladhani 2012). These key examples have a common theme of facilitating online social interaction, each having different focus areas and varied services to offer (Hughes et al. 2012). Bernhardt et al. (2014), identifies increased knowledge of news, awareness of news, opportunities, discoveries and reputation are regarded as positive professional effects of Social Media; through the context of the Super Bowl XLVIII it is also argued that they can have a negative effect.

The potential negative consequences of using social media can contribute towards the rise of rumours and misinformation which can lead potentially lead to false perceptions developed online. This demonstrates the concept of 'evangelism' word-of-mouth process (digitalizing opinions and thoughts from individuals (Dellarocas 2003)) combined with digital content from online (built over time) contributes towards a steady amplification of information being discussed (Evans 2008). In the context television networks and the sporting event of the Super Bowl, officials must thoroughly research these outlets to carefully consider their social features before integration into any innovative strategy.

Social Networking platforms have also previously been subjected to scrutiny from a number of perspectives. Ahn (2011) argues that there are concerns and controversies that surround participation with these systems; the focus of this study was on youth involvement. Hugl's (2011) review of the literature analysing empirical studies dealing with privacy and Social Networking. The links between gambling and Social Networking platforms is also discussed; from a simulated perspective targeting youth leading to actual gambling (King et al. 2014), to how it is advertised (McMullan and Kervin 2012; Hing et al. 2014).

The study by McMullan and Kervin (2012) explores the concept of Social Media and the gambling industry particularly the poker industry, discussing how dialogic communication has increased the effectiveness of the advertising message. One issue that they identify was that with Social Networking platforms are being used by youth and individuals with gaming problems, while they did not argue that these individuals are targeted they are exposed to the advertising. Currently advertising on Social Medial is mostly unregulated. "If online providers do not develop more comprehensive, balanced and socially relevant advertising and marketing policies then they may well become the architects of their own misfortune for failing to protect consumers from gambling-related harms caused by excessive, aggressive and misleading advertising at their websites." (McMullan and Kervin 2012, p. 641). Although this paper does not discuss the potential physiological issues associated with gambling; this particular topic is the centre of rumours and misinformation.

SOCIAL MEDIA NEGATIVE ENGAGEMENT

The framework used for this study focuses on the potential negative sentiment of viewer engagement. By considering how users acquire information through media (e.g. television and online newspapers), considered the main screen; and then the use of a second screen to enable dialogic communication of that information. Individuals participate online in accessing information (primary, secondary and tertiary information sources) and then provide their own ideas and opinions by:

- Commenting on posts (typically from online newspapers and/or blog posts);
- Using Social Networking platforms (e.g. Facebook and Twitter); and
- Producing their own blogs and posts.

The framework is designed to study the individual through their online engagement, their presence in online communities and their behaviour. The core design of the framework incorporates the elements of 'Member Needs' (Wang and Fesenmaier 2004; Zhivov et al. 2011) and the key personality elements of the Five-Factor Model (Deng et al. 2013) that influence Social Networking engagement (Correa et al. 2010; Ryan and Xenos 2011). The type of motivation is the key behind understanding the reason behind why an individual seeks to be part of an online community and express their opinions. The 'Member Needs' framework had a closed social network of a travel discussion forum at the centre of the model. As this study discusses open Social Networking platforms and comments to online news articles the sense of community core to continued use of a closed network is not essential. Individuals that take part in the discussion of sporting events typically are engaged in the actual event and the online discussion is secondary to the experience. Based on research into online engagement the following three elements:

Interactive Fun Factor: draws on both extrinsic and intrinsic motivation which focuses traditionally on positive elements associated with understanding what appeals to individuals online. This element consists the following features:

- Hedonics: which draws on the perspective that online users in this context are regarded as 'pleasure seekers'; involves a wide range of activities that embodies entertainment, amusement, fun and elicit enjoyment (Wang and Fesenmaier 2004). Heijden (2004) discusses the strong connection that Hedonic Information Systems have to home and leisure activities, the fun-aspect of using systems and encouragement of prolonged use.

- Openness to Experience: this focuses on experiencing positive emotions and the tendency for an individual to be sociable (Ross et al. 2009). Correa et al. (2010) states "people with higher levels of extraversion tend to be more emotionally stable and open to new experiences" p. 250. The features belonging to the Interactive Fun Factor focuses on the nature intellectual curiosity of the individual experiencing a level of tolerating new ideas, enjoy artistic pursuits, willing to try new and different things (Ross et al. 2009; Deng et al. 2013).

- Happiness: these elements make up the design of 'Interactive Fun Factor' in the context use of online users. Chamorro-Premuzic et al. (2007) "although happiness depends on situational factors, reflected in within-individual variations of affect, the fact that some individuals are consistently happier than others suggests dispositional causes underlying the pursuit and experience of happiness" p. 1634.

Social Interaction and Belonging: individuals interact with Social Networking platforms and online communities, as they believe that they share a common link. This element consists of the following features:

- Sense of Belonging: the design of Social Media investigates the identification and building affiliation in online communities which contributes towards members having social interactions allowing them to feel a belonging (Zhivov et al. 2011). The social feature within this element focuses on the implementation of communities which are seen to flourish, when online users have the ability to interact and reciprocate in a set environment of trust where social norms are established (Zhivov et al. 2011).

- Conscientiousness: focuses on an individual being self-disciplined, diligent, organized, strong-willed, reliable and scrupulous (Ross et al. 2009; Deng et al. 2013).

- Extraversion: focuses on the individual's ability to experience positive emotions as well as being sociable (Ross et al. 2009). Extraversion in the context of Social Media platforms, focuses on being positively related to networking building and acquiring more contacts rather than maintaining existing contacts (Wolff and Kim 2011).

Psychology Behaviour: of the individual in the context of them as an online user. This studies the participation of users in online communities which embodies the sense of belonging and affiliated with others and the expression of identity (Wang and Fesenmaier 2004). This element consists of the following features:

- Neuroticism: focuses on the individual that experiences psychological distress which contains high levels of this behaviour to associate with a sensitivity to threat (Ross et al. 2009).

- Narcissism: reflects a personality trait that focuses on self-presentation, inflated self-concept, self-presentation, grandiose and in the context of Social Media; frequency of status updates and audience including a stage (Buffardi and Campbell 2008; DeWall et al. 2011; Kapidzic 2013).

- Manipulation: focuses on the interaction of the individual which sets out to purposefully or intentionally modify, influence or exploit other individuals (Butkovic and Bratko 2007).

When discussing these three different types of Social Media engagement it is important to note that they can be intertwined and in some cases cannot be separated as the meaning of the information would be incomplete.

METHOD

The case of Super Bowl XLVIII – Mayweather and 'The Potential Hoax' was chosen as it was highly publicised throughout the world (even though the event was based in the United States) and provides insight into potential negative consequences when information is potentially dubious, contains misinformation or incorrect. The case was analysed initially by using the epistemology perspective discussed by (Osatuyi 2013) which has three main sources of information; primary, secondary and tertiary. From this perspective understanding of where the information has originated can be assessed. The information is then evaluated against the framework using hermeneutic analysis of the acquired information. Hermeneutic analysis is a unique form of content analysis

which focuses on the 'interpretation' made by the researcher for subjective meaning of the given text within a socio-historic context (Bhattacherjee 2012).

Using the epistemology perspective as discussed by (Osatuyi 2013), there is three main sources of information; primary, secondary and tertiary. Table 1 below categorizes the examples of Social Media outlets using the epistemology perspective.

Table 1. Infomration Sources in Social Media Comments

Information Source Type	Definition	Examples
Primary	Focuses content created by individuals using original materials without being filtered (Osatuyi 2013).	- Microblogs (e.g. Tweeting in real time) - Social Networking Posts (e.g. Facebook posting during an event) - Creativity works sharing sites (Instagram)
Secondary	Focuses on documentation of accounts after the fact – embodies interpretations and evaluations based on primary information (Osatuyi 2013)	- Microblogs (e.g. Retweeting and Favouriting a Tweet) - Social Networking Posts (e.g. Facebook posting after an event has occurred) - Blog posts on WordPress /Tumblr (e.g. posts on televised events)
Tertiary	Focuses on the collection and aggregation of information acquired based on both primary and secondary sources of information (Osatuyi 2013)	- Blog posts on WordPress/Tumblr (e.g. technical blog review on technology based devices) - Online articles (e.g. Mashable) - Comments to traditional media stories (e.g. Newspapers, radio and television)

Identifying the information source type associated with Social Media post/message from an epistemological perspective, assists in understanding how individuals can document and acquire different forms of content. By individuals employing the three different sources of information, the common theme is how each of these examples aims to facilitate information and making it accessible to individuals online. For this paper this can also aid in understanding how rumour or mis-information is spread through different sources of information.

The selection of data used in the case study focuses on two methods of research analysis conducted (the type of information and its interpretation through hermeneutic analysis). The interpretation attempt made within this case explores the narrative behind the participation of individuals throughout the evangelism (Evans 2008) effect of the potential 'hoax' bet made by Floyd Mayweather, a high-profile professional boxer.

SUPER BOWL XLVIII – MAYWEATHER AND 'THE (POTENTIAL) HOAX'

The Super Bowl XLVIII occurred on 3 February 2014 at MetLife Stadium New Jersey between the Seattle Seahawks and Denver Broncos. De Menezes' (2014) article discusses how Floyd Mayweather denied the rumour of placing a US$10.4 million bet on the Denver Broncos to beat the Seattle Seahawks in the Super Bowl and the article stated that he did not place a bet on the Super Bowl match. The perception of the images (see Figure 1) is brought into questioning via Social Networking platforms due to the rumours and misinformation being propagated; highlighting the concept of evangelism of Social Media. Some sources argue that the actual photo that was from 2012, two years before the questioned bet took place.
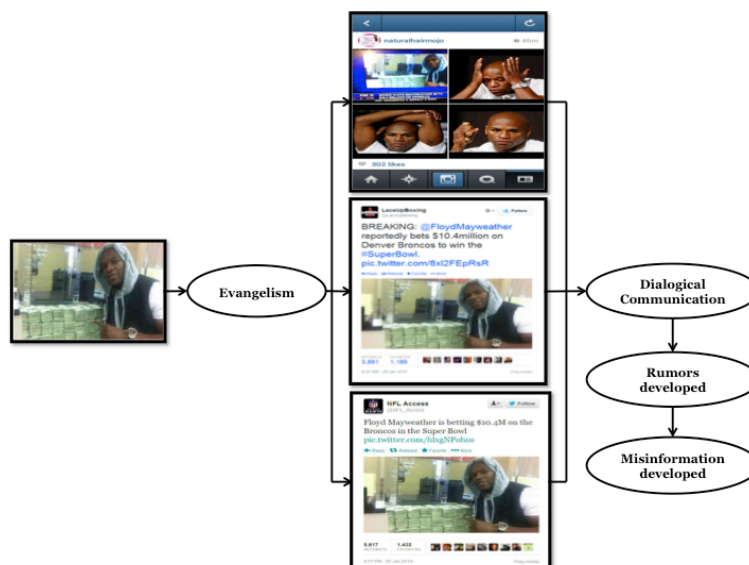
Figure 1. Mayweather: Evangelism and Rumour

The circulated image in Figure 1 by numerous sources claims Mayweather bet and lost over $10 million was claimed to be a hoax (waffles 2014). Although being labelled as a hoax, this image continued to be circulated, twisting users' perceptions of reality of the image across Social Networking platforms (e.g. Twitter and Instagram). The transmission of this information was not verified and was subjected to the negative nature of rumours and misinformation (the image was gathered from secondary information). The receiver of this image was not able to evaluate the information fully as they were unable to verify where this image came from, although some users continued to circulate the image. An intriguing factor in this case is tracking down the original tweet from the @NRL_Access Twitter Account, which resulted in no traces of the origin. This suggests that the individuals managing @NRL_Access Twitter Account took down this tweet for undisclosed reasons. It could be argued that the authors of the Tweet were attempting to *manipulate* their audience of followers.

Laird (2014) (an author posting on the online news site Mashable) stated that Mayweather informed them via a spokesperson (secondary information) after the final whistle was blown that:

"Congratulations to the Seattle Seahawks for winning the Super Bowl. For the record, I did NOT bet $10 million on The Broncos. As a matter of fact, I didn't bet at alI. I can't control what rumours are put out there. But good or bad publicity keeps me relevant. The only thing I would bet $10 million on is MYSELF because from the looks of my record, I'm a guaranteed WIN!!! I'm focused on that, my company www.themoneyteam.com and my tech investments."

This was verified on Mayweather's official Twitter account page (primary information), backing up the statement given to the Mashable website. The tweet below received 21,232 retweets and 5,742 twitter users favouring this tweet:

"Somebody lied to you all. If I was going to bet, I would have bet on the Seattle Seahawks.... Instagram.com/p/j8CJqfx3VK/" @FloydMayweather.

Online individuals reacted differently towards Mayweather's potential hoax 'bet' and his statement given on Social Networking platforms after his side of the case was revealed. The reactions by users differ due to the misinformation produced through rumours developed by the effects of evangelism. Evangelism in this case has demonstrated the negative side of Social Media, when non-verified information is produced and quickly circulated across various outlets. Online individuals develop their own opinions solely based on information presented to them and how they choose to interpret this information.

Table 2 below produces the various comments collected from online newspaper articles based on the images circulated which were illustrated in Figure 1. Prior research has identified that comments have the potential to gain further insight into thoughts on news stories (Diakopoulos and Naaman 2011).

Table 2. Reaction to Mayweather bet (potential 'hoax')

Author	Comment
Jasmyn Lynn	"@SamLaird Check your facts. This was reported on Fox News and other news outlet that he indeed bet $10.4M on the Broncos. Just taking his word for it does not discount

	the fact that it did not take place. Now Mashable is coming a place of false information." (Laird 2014)
Florencio Rodriguez	"wow he wants to deny the bet what else is he going to lie about sad he's going to go down as a coward in history fight manny" (Laird 2014)
Shayan Faheem	"Interesting facts about the winning team Seahawks, every Super bowl should know." (Laird 2014)
TB68	"Andy Nibitt....Come on Man !! Floyd Mayweather bet and he LOST....how do I know he lost 10 mil?...easy...there's no picture on Twitter of him Winning...Floyd bets on every sporting event there is..again,check his Twitter for all the "bet on the --and won $$$" ...so now he wants us to believe he didn't bet on the biggest sporting event of them all..THE SUPER BOWL...this is the 1 time in the last 5 yrs that he didn't bet....give me a break...he lost 10 mil..and it's kind of funny." (Nesbitt 2014)
Quacktacular	"Maybe not but one person did win on the safety it wasn't 20 million or even 10 mm it was like 25k on a 500 bet tho. As far as Maywether this is all fishy as before and during the game I was finding page after page of reports on his bet. Now you search and only get this one page. Wonder how much he paid to "Cancel" that bet?" (Nesbitt 2014)
Mikaela San Gasper	"Why deny after the game?, Why not before? He had a lot of time to deny such before the Super Bowl event took place. Had the Broncos won, it'll be bragging time like when he won the bet on that college football, he'd flash the ticket, the cash and all . . ." (Slagter 2014)
Thaddeus Kerrin	"He is lying! He blew that loot for sure!" (Slagter 2014)

These comments posted on the online articles, demonstrated the ability to influence individuals to believe rumours and misinformation being created is accepted as the 'truth'. The verified information provided by Mayweather (primary information), individuals online are focused on accepting the 'truth' presented as through their world-view they have developed is based on their own evaluation of the information they acquired throughout various news and media sources. These messages identify that once an individual has developed there own perspective then new evidence does not sway their opinion and that through Social Media they are willing to question the new information and in a *extraverted* way express their views. This is the opposite of the concept in **Social Interaction and Belonging** of *agreeableness*. The full truth of the situation will never be known and individuals can choose to believe or not to believe Mayweather.

Theoretical Analysis

The implementation of the framework in the context of the case from the Super Bowl XLVIII 2014 falls into several categories of the framework. For this case study it is suggested that there is a high level of intrinsic motivation. Intrinsic motivation focuses on embarking an activity for its satisfaction rather than for separable consequence (Ryan and Deci 2000). The activity completed for its satisfaction relates towards online individuals in participating in this 'hoax' created by misinformation in providing their own opinions and ideas about Mayweather, without any factual information. The satisfaction behind this is on two unique levels; providing their own voice to be heard through comment posts on online newspaper articles and participating in a trending topic on Social Networking platforms. Table 2 presented mixed reactions towards the bet and authors however this differs in Social Networking platforms. There were 5,617 retweets and 1,432 favourites of the tweet by @NRL_Access (despite the fact that this tweet was taken down) in comparison with Mayweather's tweet which received 21,232 retweets and 5,742 favourites.

The **Interactive Fun Factor (hedonic)** feature of the framework aims to involves the individual acquiring information as a 'pleasure seeker' which in this context embodies a level of entertainment and amusement (Wang and Fesenmaier 2004). The entertainment and amusement value has enabled online individuals to accept potential misinformation as the initial information developed a rumour that Mayweather bet US$10.4 million. Verified information produced by Mayweather denying the 'hoax' bet prompted the rise of the entertainment and amusement value behind how correcting the image behind this rumour has failed to land an impact in the online community. However, the **Interactive Fun Factor** is juxtaposed as the original Tweeter employed **psychological behaviour** (*narcissism* and *manipulation*) for their own personal enjoyment. This demonstrates that there is the potential for negative consequences associated with the use of Social Networking platforms and this can lead to other negative outcomes for users.

The **social interaction and belonging** (*sense of belonging*) is unique in context. The context of this 'hoax' bet taken place focuses on how online individuals having a *sense of belonging* to the online community group who participate and engage in televised events. These televised events promotes the *sense of belonging* in a way that draws individuals in who share a common interest in this case, the Super Bowl.

The **psychological behaviour** (*narcissism* and *manipulation*) this personality trait is evident across online individuals and Mayweather in regards to this 'hoax' bet being placed. There has been a frequency of status updates created through tweets, comment posts on websites focusing on the self-presentation of the individual. The aim behind this was to correct the potential misinformation produced by the rumour to influence online individuals to evaluate the verified statement presented by Mayweather to accept that 'truth' and repair image damage. There are traces of *manipulation* behind rumours and misinformation. In this context the manipulative nature was behind the image produced in Figure 2, this is focused on the original individual that produced the image and aligned it with the current events. The original individual intended to promote a manipulative nature to produce this rumour in order to potential damage the image of Mayweather.

What can be seen by this case is that focus was taken away from the actual sporting event as the original image posted occurred before the game and it was after the game that the 'truth' was revealed. There was also no identifiable official comment from officials about this bet, with their Social Media engagement focusing on the positive nature of the sporting event.

This paper noted the influence behind the misinformation presented through the rumour created due to the effect of evangelism being able to broadcast this potential 'hoax' bet. This extends further to the verified information presented by Mayweather in the statement made on Social Networking platforms and Mashable website. It can be concluded that online individuals are quick to evaluate the information presented to them regardless if it's verified or not. It can be concluded that there was a high level of intrinsic motivation that contributed towards the high levels of satisfaction within this form of motivation to participate in a trending topic that has been broadcasted across several Social Media outlets. Further research is required to determine if the other factors identified in the literature are present in other cases of Social Networking platform use as discussed in this paper.

FINAL REMARKS

The importance of embracing and recognizing the information produced within Social Networking platforms can be subject of misinformation broadcasted across the entire online community. This is can be considered a part of a new research stream for Information Systems. What is of particular importance is to take a critical view of these technologies and consider both the positive and negative consequences that are afforded by the platforms use.

The application of understanding misinformation being the result of rumours produced provides a sound understanding of interpretation of information being perceived as negative in Social Media outlets. This paper has designed and used a new Theoretical Framework to structure the nature of individuals who are online users to identify their behavioural and psychological characteristics in online communities. Discussion of this framework focuses on the viewer engagement in the case of Super Bowl XLVIII to demonstrate a clear narrative of evaluation of misinformation produced about an event that occurred outside of the actual sport. This was explored using the Hermeneutic Analysis a unique form of content analysis focusing on the 'interpretation' attempt made by the researcher for subjective meaning of the given text within a socio-historic context (Bhattacherjee 2012), this was conducted through an analysis of comments and Tweets. This factored into consideration the comments and status updates produced by online individuals through Social Media outlets like Twitter and online web articles (Mashable).

Evan's (2008) concept of evangelism has been identified as the important aspect throughout the case study presented in this paper. It demonstrates how important an individual's message can be accessible and broadcasted on a global scale. Despite how Mayweather's so called 'hoax bet' was broadcasted as rumour which developed into misinformation and became in the eyes of the individual the 'truth'. Information produced and broadcasted across Social Media outlets can evidently lead to rumours developed and misinformation produced which could have negative consequences with the individual(s) depicted. Verified information can be used to fix the rumour spread however in the minds of individuals that may have evaluated and accepted the misinformation produced as the 'truth' and make changes to their world-view virtually impossible.

This paper identified that there is a social impact on the distribution of dubious content published on Social Networking platforms and this has the potential to negatively influence individuals using these platforms. It is argued that further research must be conducted into this issue as it demonstrates a darker side to Social Media use. The framework developed for this study has the potential to be used to further understand how an individual's engagement with Social Networking platforms can be influenced through perceptions of fun,

belonging and psychological behaviours. This is of particular importance for organisations using social media as part of an overarching strategy to engage with individuals as part of an event, such as a sporting event.

REFERENCES

Ahn, J. 2011. "The effect of social network sites on adolescents' social and academic development: Current theories and controversies," *Journal of the American Society for Information Science and Technology* (62:8), pp 1435-1445.

Bernhardt, J. M., Alber, J. and Gold, R. S. 2014. "A Social Media Primer for Professionals: Digital Dos and Don'ts," *Health Promotion Practice* (15:2), pp 168-172.

Berthon, P. R., Pitt, L. F., Plangger, K. and Shapiro, D. 2012. "Marketing meets Web 2.0, social media, and creative consumers: Implications for international marketing strategy," *Business Horizons* (55), pp 261-271.

Bhattacherjee, A. 2012. Social Science Research: Principles, Methods and Practices, Global Text Project.

Brasel, S. A. and Gips, J. 2011. "Media Multitasking Behavior: Concurrent Television and Computer Usage," *Cyberpsychology, Behavior and Social Networking* (14:9), pp 527-534.

Buffardi, L. E. and Campbell, W. K. 2008. "Narcissism and Social Networking Web Sites," *Personality and Social Psychology Bulletin* (34, pp pp 1303-1314.

Butkovic, A. and Bratko, D. 2007. "Family study of manipulation tactics," *Personality and Individual Differences* (43:4), pp 791-801.

Chamorro-Premuzic, T., Bennett, E. and Furnham, A. 2007. "The happy personality: Mediational role of trait emotional intelligence," *Personality and Individual Differences* (42:8), pp 1633-1639.

Correa, T., Hinsley, A. W. and Zúñiga, H. G. D. 2010. "Who interacts on the web?: The intersection of users' personality and social media use," *Computers in Human Behavior* (26:2).

De Menezes, J. 2014. "Floyd Mayweather denies placing $10.4m bet on the Denver Bronocs after Seattle Seahawks crushing win." Retrieved 17/02/2014, from http://www.independent.co.uk/sport/general/others/super-bowl-2014-floyd-mayweather-denies-placing--104m-bet-on-the-denver-broncos-after-seattle-seahawks-crushing-win-9103726.html

Dellarocas, C. 2003. "The Digitization of Word of Mouth: Promise and Challenges of Online Feedback Mechanisms," *Management Science* (49:10), pp 1047 - 1427.

Deng, S., Liu, Y., Li, H. and Hu, F. 2013. "How Does Personality Matter? An Investigation of the Impact of Extraversion on Individuals' SNS Use," *Cyberpsychology, Behavior, and Social Networking* (16:8), pp 575-581.

DeWall, C. N., Buffardi, L. E., Bonser, I. and Campbell, W. K. 2011. "Narcissism and implicit attention seeking: Evidence from linguistic analyses of social networking and online presentation," *Presonality and Individual Differences* (51:1), pp 57-62.

Diakopoulos, N. and Naaman, M. 2011. "Towards quality discourse in online news comments." *Proceedings of the ACM 2011 conference on Computer supported cooperative work*: ACM.

Evans, D. 2008. *Social Media Marketing*: Wiley Pub.

Farnan, J. M., Paro, J. A. M., Higa, J., Edelson, J. and Arora, V. M. 2008. "The YouTube Generation: Implications for Medical Professionalism," *Perspectives in Biology and Medicine* (51:4), pp 517-524.

Heijden, H. V. D. 2004. "User acceptance of hedonic information systems," *MIS Quarterly* (28:4), pp 695-704.

Hing, N., Cherney, L., Blaszczynski, A., Gainsbury, S. M. and Lubman, D. I. 2014. "Do advertising and promotions for online gambling increase gambling consumption? An exploratory study," *International Gambling Studies*, pp 1-16.

Hughes, D. J., Rowe, M., Batey, M. and Lee, A. 2012. "A tale of two sites: Twitter vs. Facebook and the personality predictors of social media usage," *Computers in Human Behavior* (28:2), pp pp 561-569.

Hugl, U. 2011. "Reviewing person's value of privacy of online social networking," *Internet Research* (21:4), pp 284-407.

Jenkins, H. 2006. *Convergence Culture. Where old and new media collide*. New York: New York University Press.

Kapidzic, S. 2013. "Narcissism as a Predictor of Motivations Behind Facebook Profile Picture Selection," *Cyberpsychology, Behavior and Social Networking* (16:1), pp 14-19.

Kent, M. L. and Taylor, M. 1998. "Building Dialogic Relationships Through the World Wide Web," *Public Relations Review* (24:3), pp 321-334.

King, D. L., Delfabbro, P. H., Kaptsis, D. and Zwaans, T. 2014. "Adolescent simulated gambling via digital and social media: An emerging problem," *Computers in Human Behavior* (31:0), pp 305-313.

Ladhani, N. 2012. "The Network Affect," *Social Policy* (42:2), pp 52.

Laird, S. 2014. "No, Floyd Mayweather Did Not Lose $10.4 Million on the Bronco." Retrieved 18/02/2014, from http://mashable.com/2014/02/02/floyd-mayweather-broncos-super-bowl-bet/

Liu, F., Burton-Jones, A. and Xu, D. 2013. "Effects of Source and Content on the Retranmission of Rumor, Information and Misinformation on Social Media." *24th Australiasian Conference on Information Systems*, Melbourne.

Mangold, W. G. and Faulds, D. J. 2009. ""Social media: The new hybrid element of the promotion mix"," *Business Horizons* (52), pp 357 - 365.

McMullan, J. and Kervin, M. 2012. "Selling Internet Gambling: Advertising, New Media and the Content of Poker Promotion," *International Journal of Mental Health and Addiction* (10:5), pp 622-645.

Nesbitt, A. 2014. "Internet was wrong: Floyd Mayweather didn't lose $10.4M on Broncos." Retrieved 20/02/2014, from http://msn.foxsports.com/buzzer/story/floyd-mayweather-jr-didn-t-lose-10-5-million-on-denver-broncos-mark-cuban-didn-t-win-20-million-020214.

Oh, O., Kwon, K. H. and Rao, H. R. 2010. "An exploration of social media in extreme events: rumor theory and twitter during the haiti earthquake 2010." *Thirty First International Conference on Information Systems*, St. Louis.

Osatuyi, B. 2013. "Information sharing on social media sites," *Computers in Human Behavior* (29:6), pp 2622-2631.

Ross, C., Orr, E. S., Sisic, M., Arseneault, J. M., Simmering, M. G. and Orr, R. R. 2009. "Personality and motivations associated with Facebook use," *Computers in Human Behavior* (25:2), pp 578-586.

Ryan, R. M. and Deci, E. L. 2000. "Intrinsic and Extrinsic Motivations: Classic Definitions and New Directions," *Contemporary Educational Psychology* (25:1), pp 54-67.

Ryan, T. and Xenos, S. 2011. "Who uses Facebook? An investigation into the relationship between the Big Five, shyness, narcissism, loneliness, and Facebook usage," *Computers in Human Behavior* (27:5), pp 1658-1664.

Shirky, C. 2010. *Cognitive surplus: creativity and generosity in a connected age*. New York: Penguin Press.

Slagter, J. 2014. "Floyd Mayweather refutes rumors of $10 million Super Bowl bet on Denver Broncos." Retrieved 20/02/2014, from http://www.mlive.com/mayweather/index.ssf/2014/02/floyd_mayweather_refutes_rumor.html.

Tan, F. T. C. and Vasa, R. 2011. "Toward a Social Media Usage Policy." *22nd Australasian Conference on Information Systems*, Sydney.

waffles. 2014. "Floyd Mayweather: I Did Not Bet $10 Million on Denver to Win the Super Bowl." Retrieved 18/02/2014, from http://wafflesatnoon.com/2014/02/02/floyd-mayweather-super-bowl-bet/.

Wang, Y. and Fesenmaier, D. R. 2004. "Modeling Participation in an Online Travel Community," *Journal of Travel Research* (42, pp 261 - 270.

Wolff, H. G. and Kim, S. 2011. "The relationship between networking behaviors and the Big Five personality dimensions," *Career Development International* (17:1), pp 43-66.

Wood, A. 2003. "Managing Employees' Ideas: From where do ideas come?," *The Journal for Quality and Participation* (26:2), pp 22-26.

Xu, W., W., Li, L., Stefanone, M. A. and Fu, Y. 2014. "Does social media users' commenting behavior differ by their local community tie? A computer=assisted lingusitic analysis approach," *First Monday* (19:1).

Yamamoto, H. and Matsumura, N. 2011. "Marketing Ecosystem: The Dynamics of Twitter, TV Advertising, and Customer Acquisition." *2011 International Conference on Weblogs and Social Media*, Barcelona.

Zhang, Z., Cheung, K.-H. and Townsend, J. P. 2008. "Bringing Web 2.0 to bioinformatics," *Briefings in Bioinformatics* (10:1), pp pp 1-10.

Zhivov, J., Scheepers, H. and Stockdale, R. 2011. "Facebook - The Final Frontier for TV Fandom: A Lurker's Perspective." *22nd Australasian Conference on Information Systems*, Sydney.

COPYRIGHT