

# A Study of the Impact of the Audience Behaviour on the Performance of the Sports Person

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**Abstract-Motivation has considered the main ingredient of getting success. A motivated person usually generates better output than a demotivated person. And it has been required at every phase of life. A famous quote by Marit Bjorgen, "If the motivation is gone, then I am finished" truly explain about the motivation and the real effect of this on the concerned person. Motivation has been the most needed element that acts a driving force behind one actions. All people, whether they are adults or children, have certain basic needs or motives that they have attempted to fulfil. Sports being the most important part of the life used for the purpose of recreation as well as for the healthy life. A high percentage of GDP is affected by sports events. Also it contributes a lot towards foreign reserves and goodwill of a country. The success of the sports depends upon its audience. Without Speculator there has no motivation in the sportsperson. So the study has to assess the Impact of the Audience Behaviour on the performance of the Sports person. This is a descriptive study.**

## INTRODUCTION

If you've ever set goals for yourself, you undoubtedly already know that it takes more than just wanting to do these things. All that motivates someone to get up and do something has sheer willpower. You also need to be able to overcome setbacks and possess the will to carry on in the face of hardship. A learner's internal needs and energies has been directed toward different goals in his environment through a process known as motivation. One can also consider the state that heightens the desire to perform better is known as *motivation*. Our current behaviour and knowledge do not fulfil our motives, until we change our attitudes, interests, and personalities and acquire new information. The most effective learning will take place only when there is maximum of mental activity, which has been attained through strong motivation.

The following elements, which we have been considered when confronting any sporting or gaming event, serve as a basis for *motivation*:

- a) Can I complete this task?
- b) How can I complete this task successfully?
- c) How can I meet my audience's expectations?

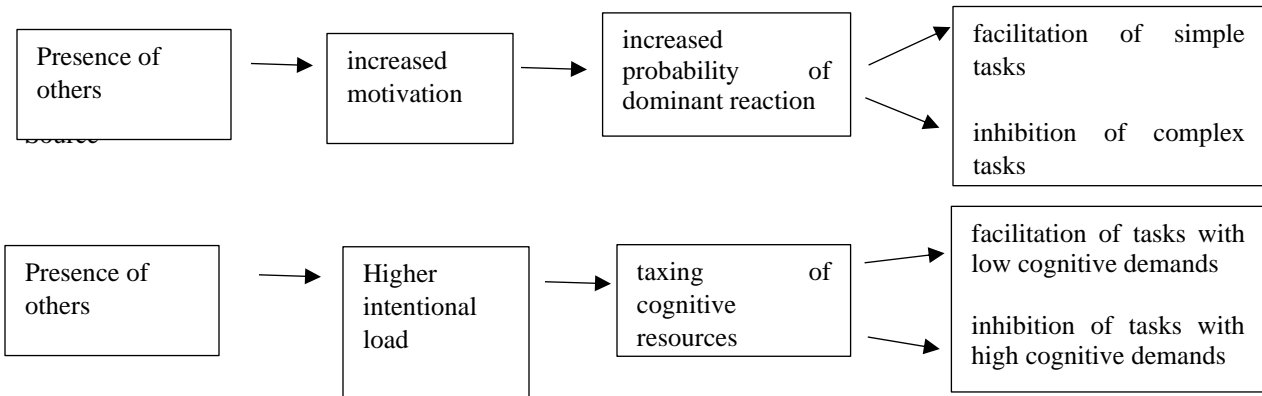
So it is clear has been working as a driving force behind one's action. There are many studies that provide their incidences regarding the same. One of the earliest documents also accounts the effect of spectators on motor performance. From ancient times it has been observed that sports fans that encourage their home team's athletes could have a favourable impact on their performance. However, there exist multiple examples that suggest the impact of an audience may not be as great as previously believed. The *Italian Premier Soccer Leagues* during the 2006–07 season provide a good illustration. Twenty soccer matches had to be played in private for security reasons. In these games without spectators, the home team should perform worse and lose its home advantage. Dutch psychologist *Nils van de Ven* (2011) concludes after presenting these data that the games played in an empty stadium, their win/loss records remained unchanged.

We all are experienced giving a presentation in front of groups of people. Were their presence affect our performance? Certainly the answer would be yes. Does this presence of others impact performances and behaviours in the context of sports? Studies conducted by Epting et al. (2011), Strauss (2002) investigates extensively the social influence on sports. Strauss & MacMahon, 2014 explains the most basic differentiation of social influence is the one between a "directly evident" and "not directly evident" influence. The relationship between a performer and the audience has also found to impact the performance (Cox, 1966).

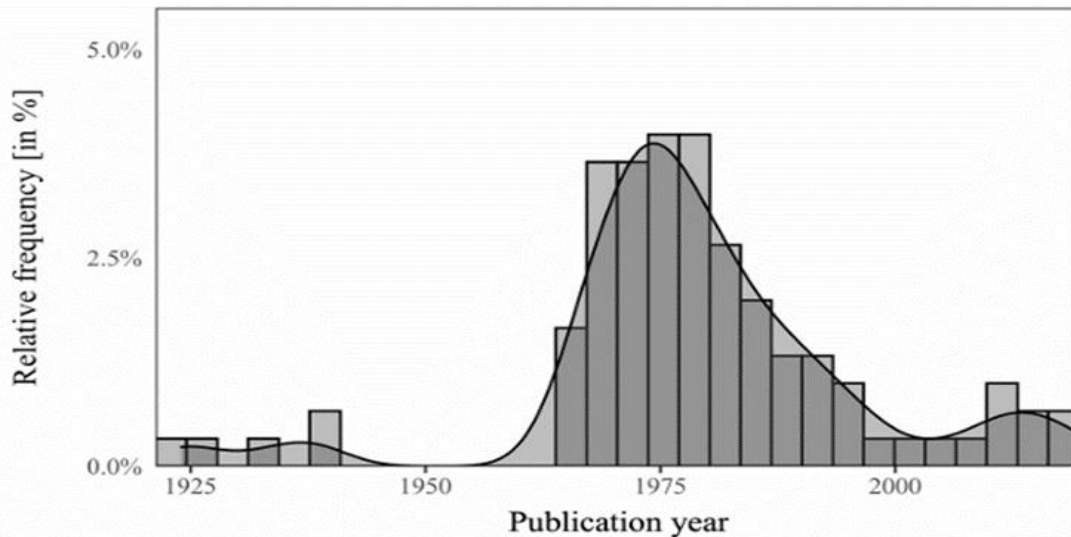
Without Speculator there is no motivation in the sportsperson. This study is to assess the impact of the audience behaviour on the performance of the Sports person. Researcher tries to find out is this really matters. In this study researcher take the example of latest World cup between India and Australia match.

Social facilitation: Social influence of passive spectators  
 It was not until 1924 that the term social facilitation was coined by Floyd Allport. Allport published an

English textbook which had a considerable influence on social psychological research. He has given two explanations for the findings described when the presence of others investigated: firstly, the rivalry between the actor and the co-actors, and secondly social facilitation, "...which consists of an increase in response merely from the sight or sound of others making the same movement"<sup>1</sup>. Allport also tried to use the conditions of cooperation to investigate the "real" influence of spectators.



Source<sup>3</sup>



Source: Publications on social facilitation and motor performance since 1924 (see van Meurs et al., 2021, p. 26)

The theoretical explanations led to a significant increase in the number of studies investigating social facilitation and social inhibition. The growth level was especially noticeable for research into social influence

on motor performances. There has been consistent finding that home teams win well over 50% of the games played under a balanced home and away schedule, what is known as "home field advantage"

<sup>1</sup>Allport, 1924, p. 262

<sup>2</sup> adapted from Zajonc, 1965, Social influence of sport spectators, Strauss, Staufenbiel, van Meurs, & MacMahon

<sup>3</sup> Visualisation of the capacity model (Manstead & Semin, 1980).

(Courneya & Carron, 1992, p.13). According to Hocking (1982) and Cashmore (2008), the composition, size and density of the crowd could have an impact on the performance of the athletes

**MEASUREMENT OF PERFORMANCE**

According to the APA, “Performance psychology is the study and application of psychological principles of human performance to help people consistently perform in the upper range of their capabilities and more thoroughly enjoy the performance process,”<sup>4</sup>. Performance can be measured objectively or subjectively. *Objective* measures take the consideration of the success or failure of a task and uses the scores of individuals and teams. On the other side, *Subjective* measures includes the self-assessment of the individuals such as players or coaches to subjectively rate the quality of an athlete’s performance.

**Impact of Audience**

The study aims to analyze the performance statistics of sports-persons in real game situations during competitions with a live audience, specifically focusing on the relationship between the number of spectators and the athletes' performance. Previous research in this area has often relied on laboratory conditions or field experiments to understand social facilitation effects, but this study seeks to explore this phenomenon using data from real-world sporting events.

For this purpose, the researcher has chosen to emphasize examples from IPL matches held between October and November 2023. These matches took place at the Narendra Modi Stadium in Gujarat, India. Formerly known as the Sardar Patel Stadium from 1982 to 2021, the stadium was renamed in honor of Prime Minister Narendra Modi on February 24, 2021. With a seating capacity of 132,000 spectators, the Narendra Modi Stadium is the largest stadium in the world and hosts both domestic and international cricket matches.

During the six-and-a-half-week IPL event in 2023, the Narendra Modi Stadium witnessed an unprecedented tournament-record attendance of 1.25 million spectators. The International Cricket Council confirmed that on the day of the IPL finals, the stadium hosted an astonishing 1,250,307 spectators. This remarkable turnout surpassed the one million mark even before the final six games of the tournament.

The significance of this study lies in its examination of how the massive presence of spectators influences the performance of sports-persons in high-pressure game situations. By analyzing the performance statistics from these IPL matches, the researcher aims to uncover insights into the dynamics between audience size and athlete performance. This study holds implications not only for cricket but also for understanding the broader relationship between audience presence and sports performance in various sporting events.

**ICC WORLD CUP MATCHES PLAYED IN THE STADIUM**

Year of Cricket World Cup	Date	Competitors		Winner	Spectators
1987	26 October 1987	Zimbabwe	India	India won by 7 wickets	95,342
1996	14 February	New Zealand	England	New Zealand won by 11 runs	47,518
2011	21 February 2011	Australia	Zimbabwe	Australia won by 196 runs	18,569
2011	4 March 2011	Zimbabwe	New Zealand	New Zealand won by 10 wickets	7,000
2011	24 March 2011	Australia	India	India won by 5 wickets	51,000
2023	5 October 2023	England	New Zealand	New Zealand won by 9 wickets	47,518
2023	14 October 2023	Pakistan	India	India won by 7 wickets	over 1.25 million
2023	4 November 2023	Australia	England	Australia won by 33 runs	55,052
2023	10 November 2023	Afghanistan	South Africa	South Africa won by 5 wickets	10,927
2023	19 November 2023	India	Australia	Australia won by 6 wickets	1,250,307

<sup>4</sup>APA Division 47, 2019, p. 9



Here's a breakdown of the observed patterns:

1. Audience Attendance and Match Importance: The data suggests that matches involving India and Pakistan attract the largest number of spectators, indicating high interest and anticipation among the audience for these matches. Similarly, matches against top-ranked teams or big players also draw significant attendance.
2. Performance in High-Stakes Matches: Despite the high attendance and presumably increased motivation from the audience, the outcome of the matches isn't always favorable for India. For instance, while India won the match against Pakistan, they lost the final match against Australia despite the massive crowd support.
3. Factors Influencing Performance: Several factors can influence team performance, including the skill level of the players, tactical decisions, form on the day, and psychological factors such as pressure and nerves.
4. Impact of Audience Support: While audience support can boost morale and motivation, it's not always enough to guarantee success. The pressure to perform well in front of a large crowd, especially in crucial matches like finals, can also add to the players' stress.
5. Potential Reasons for Loss: India's loss in the final match against Australia despite the high

attendance could be attributed to various factors such as superior performance by the opposition, mistakes or lapses in India's gameplay, or simply being outplayed on the day.

#### Audience Behaviour

Despite the potential negative effects of audience behaviour, such as violence, racism, and insults, every study participant in the view that spectators play a crucial role in the performance of the sportsperson. Thomas has been trying to explain the above behaviour as-

*...without the spectators, it is boring because they add to the atmosphere, the chanting, encouraging the team, the banners, they keep you going. It is nice seeing the crowd around the packed stadium. It lightens up the game, it is an important part of a game.*

Along with others like Christopher-S also tried to explain the audience impact from their experience

*In Malta there is no atmosphere present. You will be losing or else you'll draw; either way there is absolute silence most of the time. If you commit a bad pass, you will hear insults shouted at you. Then, again, perfect silence. That is the way we feel on the pitch; there is totally no support.*

The findings by Pollard & Armatas (2017) has specified that the size of the attendance in the stadium

contributed to wins in the group stages of World Cup qualification also. This has been given confirmation that players could be impacted with both positive and negative influences.

#### Positive Behaviour and Influence

Different papers have different approach towards audience behaviour. Some are saying it has positive effect whereas some considered it impacted negatively. Isaac also in the favour of the positive impact of audience-

*Yes, one will naturally perform better if they engage in motivating behaviour. Conversely, if it's a discouraging one and you think it's fair, I know I'm not playing as well as I could. This could exacerbate it further by causing you to become agitated, lose focus, and develop palpitations. However, even though it may be disheartening, if you believe it is unfair, that can spur me on as well.*

In the view of Keith, all players remarked that *supporting behaviour contributes to enhance performance. They offer the players bravery. Even when they are losing, they make an effort to support them. They make an effort to pull players back from difficult times, encourage them to fight for every ball, and rekindle the players' competitive spirit*

#### Negative Behaviour and Influence

The dynamic between audience presence and athlete performance is indeed complex and multifaceted. Let's break down the various aspects of this relationship:

##### 1. Positive Impact of Audience Presence:

- Audience support can provide a significant morale boost to athletes, particularly when they feel the encouragement and enthusiasm from the crowd.
- The energy and atmosphere created by a supportive audience can inspire athletes to perform at their best, especially during critical moments in a match or competition.

##### 2. Negative Impact of Audience Presence:

- On the flip side, audience presence can also have negative effects, especially for inexperienced or sensitive athletes.
- Constant criticism or mockery from fans can undermine an athlete's confidence and focus, leading to poorer performance.

- The pressure of performing in front of a large audience can lead to anxiety and nervousness, which can impair performance.
3. Differential Impact on Inexperienced vs. Seasoned Players:
    - Inexperienced players may be more susceptible to the negative effects of audience presence due to their lack of confidence and experience in high-pressure situations.
    - Seasoned players, on the other hand, are often better equipped to handle the pressures of performing in front of a crowd. They may even thrive on the energy and excitement generated by the audience.
  4. Role of Audience Behavior:
    - The behavior of the audience can significantly influence its impact on athlete performance. Supportive and encouraging fans can uplift athletes, while hostile or mocking fans can have the opposite effect.
    - Athletes may be particularly sensitive to insults or ridicule from fans, especially if they perceive it as personal or unwarranted.
  5. Impact of Performance on Audience Perception:
    - The performance of athletes during a match can also shape the audience's perception of them. Poor performance may lead to criticism and insults, while successful plays or goals can elevate athletes to hero status in the eyes of the fans.
    - This cycle of performance and audience reaction can create a dynamic where athletes feel immense pressure to perform well to earn the approval and support of the audience.

## CONCLUSION

Epting et al. (2011) found that cheering had neither a positive nor a negative effect, and other research supports this finding. (Salminen, 1993; Baumeister & Steinhilber, 1984). Various others factors contribute towards their performance. As there have been various psychological factors, social factors, cultural factors, environmental factors and other factors that influence their performance towards their game. The mood of the audience also affects their performance along with the consumption of alcohol also affect it. The timings of the game and the location also affect their performance. So in all there has been numerous factors

contributing towards shaping their performance. So this study concludes that there is positive and negative impact of audience on the performance but the dominance of the positive impact is higher than the negative one as it has worked as a motivational factors and forcing engine for the sportsperson.

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