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MLB Game Attendance and Alternative Social Network Group Engagement

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MLB Game Attendance and Social Network Group Engagement

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In 2009, the New York Yankees averaged the second highest per game attendance of any team in Major League Baseball. On LiveJournal, there was only one team with more communities dedicated to it, only one team with more total members of those communities, and only one team with more posts and total comments. On bebo, the Yankees had more groups dedicated to them, more total members, more total profile views and more total loves than any other team. The Florida Marlins, Pittsburgh Pirates and Oakland Athletics have the lowest average per game attendance in Major League Baseball. There are only one or two communities on LiveJournal, LinkedIn and bebo dedicated to these teams.

Social media is an increasingly popular tool to connect with others who share your same interest. Sports fans, baseball fans, fans of Major League Baseball teams are participating on social media to do just that. They are on popular social networks like Twitter, Facebook and MySpace. Sports fans and Major League Baseball fans are also on less popular networks like bebo, BlackPlanet, CafeMom, Dreamwidth, LinkedIn, LiveJournal, orkut.

The less popular networks are not examined as often ones with greater traffic and more media attention. The discussion regarding social networks, and the sports and Major League Baseball communities located on these sites is even less. These sites are worth analyzing to answer questions such as: Is there a relationship between the number of communities on social networks and a team's at ballpark attendance? Is there a relationship between the volume of activity on these networks and ballpark attendance? Is there a correlation between size of a community in members and attendance? MLB Game Attendance and Social Network Group Engagement seeks to answer those questions and a few related ones.

The results show that baseball communities dedicated to Major League Baseball teams are large and well established on several social networks like bebo, LiveJournal, LinkedIn and orkut. There is a community presence on other networks including biip, BlackPlanet, Blurty, CafeMom, DeadJournal, Dreamwidth, Eons.com and InsaneJournal. Community does not exist on BIGADDA, buzznet, cloob.com, DontStayIn, Inksome, JournalFen and VampireFreaks.com.

Where communities exist on a network, so does a correlation between the size of that community by team using the average number of people attending games featuring that team and using the percentage average game attendance. In general, the more people on average attending a team's games, the larger and more active social network community around that team. There is a predictive value where you can determine the size of a community or average attendance based on the other variables.

Introduction

In 2009, the New York Yankees averaged the second highest per game attendance of any team in Major League Baseball. On LiveJournal, there was only one team with more communities dedicated to it, only one team with more total members of those communities, and only one team with more posts and total comments. On bebo, the Yankees had more groups dedicated to them, more total members, more total profile views and more total loves than any other team. The Florida Marlins, Pittsburgh Pirates and Oakland Athletics have the lowest average per game attendance in Major League Baseball. There are only one or two communities on LiveJournal, LinkedIn and bebo dedicated to these teams.

Sports is, at its heart, about other people, about a shared experience, about belonging, feeling a part of a greater whole, and having a shared identity that allows them to connect with strangers. People attend sporting events to have that experience and feel those feelings. They talk about their teams online and off. One of the most popular sports in the United States with a large dedicated fan base is baseball. The most popular league for the sport is Major League Baseball.

Fans of Major League Baseball are passionate. They attend games long after their teams are out of contention. When their teams do poorly, fans complain all over the Internet, to people on public transportation, to co-workers, to friends and to family. Fans are encouraged in this by journalists, by columnists, by newspapers and by television.

Everyone is talking about how the Internet is changing the landscape. Social media is being seen as a tool to increase a company's brand awareness and improve their bottom line. Sports is no different than any other industry. Teams are live tweeting results, creating Facebook fan pages and hosting blogs for their players. Too many people treat as fact the idea that social media can do what the hype says it can. Before those assumptions can be proven, benchmarks need to be identified so that there is a starting point to later evaluate the effectiveness of these tools.

This paper looks at the relationship between team by team game attendance in Major League Baseball and the size of the social media community dedicated to specific teams. The focus is on not on individuals who are randomly commenting about a team, but rather on specific communities on social media networks. Groups are important, more important than individual actions, because the people who belong to them are taking active steps to be involved with that community, and are showing a dedication to the team that a random microblog comment or sole blog entry do not. This is the group of fans who are more likely to attend games, to buy merchandise, and to watch games on television. The focus is on groups of fans on niche networks that do not get as much mainstream attention as Facebook and Twitter.

Is there a correlation is found between home, road and combined attendance at games, the number of groups in these niche networks, and their total membership? Discovering this information will create benchmarks and determine if there is a relationship that may be of value to teams and their marketing departments. This paper is an attempt to set to those benchmarks, and determine that correlation.

Data Collection and Methodology

Data from this study includes two types: Social network data and Major League Baseball attendance records. Social network data was gathered by visiting specific social networking sites that host groups and communities that members can join. The social network sites in this sample were all visited between September 26 and October 1, 2009 and selected measurements were recorded.

Data for attendance by team in Major League Baseball was gathered from <http://espn.go.com/mlb/attendance> on September 26, 2009. It includes home, road and combined attendance by total attendance, average game attendance and percentage of field capacity. This analysis looks at correlation between average game attendance and percentage of total field capacity.

Correlation is short for Pearson's Correlation. To calculate correlation, the following equation is used:

$$r = \frac{\sum_{i=1}^n (X_i - \bar{X})(Y_i - \bar{Y})}{(n-1)S_x S_y}$$

For this paper, correlations are described as meaningful between .3000 and .4999. Correlations are described as very meaningful or strong when they are .5000 or above.

Social networking sites included in sample

There are nineteen networks represented by this study. These networks were primarily chosen for inclusion because they all groups. There were other popular networks that do not have group features. This includes Twitter, identi.ca, Plurk, Classmates.com, Draugiem.lv, Friendster, Xanga and Quizilla. Another criteria for inclusion was that they were not the first social networking sites that people thought of as there have been numerous case studies and are several tools that measure the size of groups and the number of mentions for specific terms on these sites. This excluded Facebook and MySpace. The last criterion for inclusion was that the sites in the sample represented several niches and represent a large cross section of the online population. When an appropriate number of sites was found to do that, finding sites to add to the list for inclusion ended.

bebo is a social networking site popular in the United Kingdom, New Zealand, Ireland and Australia. Quantcast ranks it at 220 and estimates monthly traffic at 4.8 million US based visitors a month. Alexa ranks bebo at 222 with a rank of 7 in Ireland, 11 in New Zealand and 19 in the United Kingdom. There are numerous groups dedicated to sports on bebo. Popular US based sporting leagues include the NHL, the NFL and the NBA. Groups display two types of measures beyond number of members. They are loves and profile views.

BIGADDA is a popular social networking site in India where, according to Alexa, the site ranks 203rd. Quantcast estimates the site gets approximately 7,600 US based visitors a month. The site calls its groups Addas. There are several measures that are easy to find for Addas. They include total photos, videos and scribbles. Sports are a popular focus for groups with domestic cricket leagues being one of the most popular. There are several Addas dedicated to American sports leagues including Formula One, the NBA and the WWE.

biip is a Norwegian based social networking site. According to Quantcast, the site has over 340,000 members and gets around 16,700 visitors a day. Alexa ranks it as the 97th most popular site in Norway. Groups have several features with easily accessible volume totals including guest book commenting and message boards. The community on the site is interested in many sports and has groups dedicated to American sporting leagues like the NHL and the WWE.

BlackPlanet is a social networking site focusing on an African American audience. Quantcast ranks the site at 825 and says the site gets over two million visitors a month. Alexa ranks the site 1,893 with a country rank for the United States of 577. The site is also popular in Ghana, where it ranks 56th, and Nigeria, where it ranks 901st. There are two easily accessible measures inside BlackPlanet's groups. They are total photos and total announcements. There are around 940 groups dedicated to sports. Popular American based leagues include the NFL, the NBA, and college sports.

Blurty is a LiveJournal clone that, according to Quantcast, gets about 15,000 American visitors a month. According to Alexa, its rank is 53,703 and is most popular in China where it ranks 8,706th. It has several things that, like all LiveJournal clones, are easily measurable. This includes total watched by, total posts and total comments. There are several communities dedicated to other professional leagues in the United States including the NBA, the NHL and the NFL. This site also has a small community dedicated to fan fiction and role play based on professional sports team. This is different than other social networks that are not LiveJournal or LiveJournal clones.

buzznet is a social network that focuses on music and popular culture. According to Quantcast, the size is ranked 743rd and gets about two million visitors a month. Alexa ranks the site 684th and says the site is most popular in the Philippines where it is ranked 292nd, Canada where it is ranked 357th and the United States where it is ranked 429th. There is no large, active community around professional sports teams on the network.

CafeMom is a social network for moms. According to Quantcast, the site 1,170th and gets 93,000 global visitors a month. Alexa ranks the site 4,387th with the site being most popular in the United States where it is ranked 1,265th. There is an active community dedicated to American sports leagues including the NFL and the NHL.

cloob.com is an Iranian based social network. The site uses Farsi. According to Quantcast, the site is ranked 585,117th and gets 1,300 US visitors a month. Alexa ranks the site at 747th and it is most popular in Iran, where the site is ranked 7th. There is an

international sports community on the site. It focuses on European soccer. American sports leagues are represented on the network and include the NBA, Formula One, WWE and TNA.

DeadJournal, like Blurty, is a LiveJournal clone. It was one of the earliest and requires an invitation to join. According to Quantcast, the site is ranked 116,302nd and gets 10,800 American visitors a month. Alexa ranks the site at 131,966th with the site being the most popular in Russia where it ranks 28,294th and the United States where it ranks 37,440th. The site has a number of sports related communities dedicated to college and high school teams.

DontStayIn is a social network geared towards club goers in the United Kingdom. According to Quantcast, the site is ranked 35,373rd and gets about 37,000 American visitors a month. Alexa ranks the site 19,193 and is the most popular in the United Kingdom where it is ranked 955th. Sports groups are not particularly popular on this network. The few that exist tend to be dedicated to English football clubs.

Dreamwidth Studios is a LiveJournal clone that was created in response to changes in policy on LiveJournal in 2008. The site initially attracted a large audience from media fandom and the fan fiction community. According to Quantcast, the site is ranked 44,984th and gets about 28,000 American visitors a month. Alexa ranks the site at 21,375th and indicates the site is most popular in New Zealand where it is ranked 1,804. There are several communities dedicated to American sports team, several of which allow fan fiction to be posted on them.

Eons.com is a social network aimed at baby boomers. According to Quantcast, the site is ranked 7,056th and gets 17,000 global visitors a day. Alexa ranks the site 23,372nd and is most popular in the United States where it is ranked 6,396th. There are around 260 groups dedicated to sports on the network. There are several for United States based professional leagues including the NFL, and NASCAR.

Inksome is a LiveJournal clone that was aimed at media fandom and the fan fiction community created in response to LiveJournal policy changes. Unlike Dreamwidth Studios, it never took off. It has 29,000 registered users. Quantcast ranks the site at 965,925 with no measurable traffic. Alexa ranks the 385,447th and is most popular in Venezuela where it ranks 4,603rd. The sports community is not very active on this service.

InsaneJournal is a LiveJournal clone that people flocked to after people became unhappy with LiveJournal's actions regarding content hosted on the site in July 2007. This changed the population to be more media fandom centric. Quantcast ranks the site at 24,437 and estimates it gets 55,000 American visitors a month. Alexa ranks the site 11,908th and says it is most popular in Estonia where it ranks 1,427th. American sports leagues are represented on the site and include the NFL, the MLS, the NHL and the NBA. Many in the sports community on InsaneJournal are participating in role-playing and fan fiction related groups.

JournalFen is also a LiveJournal clone. Its major traffic source is from groups that document online drama. Much of its audience comes out of media fandom and the fan fiction community. It has 19,844 members. Quantcast ranks the site at 141,775th and estimates the number of American visitors at 8,600 per month. Alexa ranks JournalFen 40,326th and indicates that site is most popular in Australia where it ranks 4,054th. There are very few communities dedicated to sports on the network.

LinkedIn is a social network for professionals. There are many groups dedicated to American professional sports leagues. In many cases, these groups are created so people can find other professionals to attend games with them in order to network and enjoy games with other sports fans. Quantcast ranks the site 51st and says the LinkedIn gets about 2.9 million visitors a day. Alexa ranks the site 59th and claims it is most popular in the United States where it is ranked 26th, the Netherlands where it is ranked 17th and India where it is ranked 18th.

LiveJournal is one of the earliest blogging networks. According to Quantcast, the site “appeals to a slightly more female than male, young adult audience. The typical visitor subscribes to Entertainment Weekly, uses wikiquote.org, and visits allmoviephoto.com.” Quantcast ranks the site at 220th and estimates that LiveJournal gets over five million American visitors a month. Alexa ranks LiveJournal the 76th most popular site on the Internet and indicates the site is most popular in Belarus where it is ranked 9th, Russia and Singapore where it is ranked 10th, the United States where it is ranked 58th and Australia where it is ranked 61st.

orkut is a social network known for its popularity in Brazil, India and Pakistan. Quantcast ranks the site 3,922nd and estimates orkut gets 422,000 American visitors a month. Alexa ranks the site 130th. Alexa shows orkut being most popular in Paraguay where it is ranked 3rd, Estonia where it is ranked 6th, Qatar where it is ranked 13th, Pakistan where it is ranked 15th, Angola where it is ranked 20th and Brazil where it is ranked 22nd. The site has a large community dedicated to many sports leagues, including the NBA, the NHL, the NFL, the MLS, the Australian Football League and the Premiere League. Some of these communities are based around team related merchandise as a form of urban wear.

VampireFreaks.com is a social network that focuses on gothic/industrial subculture, and surrounding topics. Quantcast estimates that the site gets about 383,000 American visitors a month. Alexa ranks VampireFreaks.com 6,688th and indicates the site is most popular in Lithuania, Denmark and the Czech Republic. Inside the United States, the site is ranked 3,681st. American sports leagues outside the WWE are not represented on this network.

Social network data gathering methodology

In identifying groups, only groups dedicated specifically to a team were included. These groups could be fan groups, professional groups for employees connected to the team, hate groups dedicated to the team, groups dedicated to finding merchandise for a team, and players where the team they played for was included in the name or description. Groups for a city with an MLB team, for the MLB in general, dedicated to a player where the team is not mentioned were not included as the goal was to avoid mixed content; the goal was to make sure all groups and related activity were specifically connected to a team.

bebo data was collected on October 1, 2009. Groups were found by searching for various keywords including team name, MLB and baseball. In cases where the mascot name was too common, a search was done for variations of the full team name. This was the case for the Angels and Nationals. Groups that were included hate groups. When a community was found in search, the profile page was then viewed. The number of members, profile views and loves was then recorded. If a community was private, the total members was recorded and other profile measures were listed as zero.

BIGADDA data was collected on September 29, 2009. The number of Addas (groups) on the site was small so each page in the sports category was looked at to see if there was a community. To make sure no Addas were missed, searches using team names were conducted. There were no Addas found dedicated to MLB teams.

biip data was gathered on September 29, 2009. The sports section was small enough that all pages listing related groups could be viewed to see if they related to Major League Baseball teams. To make sure no groups were missed, searches using team names, baseball, MLB and the Norwegian word for baseball were conducted. The groups were then viewed and variables such as total members, total guestbook comments and total board posts were then recorded.

BlackPlanet data was gathered on September 28, 2009. Each page of the sports section was looked at to identify groups dedicated to specific teams. In addition, the team mascot, MLB and baseball were searched for to identify groups that were missed. Profile pages for groups identified as being about specific teams were then looked at. Data about how many members, total photos and total announcements was then recorded.

Blurty is a LiveJournal clone. LiveJournal clones require that interest searches match completely; interest search does not allow partial matches. To combat that and make sure all communities dedicated to a team were included, searches were done for the full team name, for variations of the team name, for just the mascot, for the city, for MLB and baseball. When a group was found, the profile was viewed. Total members, total watched by, total posts and total comments were then recorded. Data for this social network was gathered on September 27, 2009.

buzznet data was gathered on September 29, 2009. Searches for MLB, baseball and team mascots were conducted on the group search page. No groups for MLB teams appeared on the network.

CafeMom groups were found by searching for team mascots, city name, MLB and baseball. Once a group was found, the total number of members was recorded. The site had no other categories that could be measured. Data for CafeMom was gathered on September 29, 2009.

cloob.com groups were searched for using team mascots, MLB and baseball in English. Another set of searches was conducted using team mascots and baseball with those terms in Farsi. The pages listing sports groups were gone through one by one, looking for logos that related to baseball. No groups were found. Data was looked for on September 29, 2009.

DeadJournal data was gathered on September 27, 2009. The same procedure was used that was done for Blurty.

DontStayIn was searched by searching on the list of all clubs on the site. The list is only accessible after registering on the site. No clubs were found to be dedicated to MLB teams. This information was gathered on September 29, 2009.

Dreamwidth Studios is a LiveJournal clone. The collection procedure mirrored the procedure done for Blurty. Data was collected on September 27, 2009.

Eons.com data was gathered on September 29, 2009. Groups were searched for based on mascot, and using the keywords MLB and baseball. After a group was identified, the page for the group was viewed to determine the number of members, number of posts, number of files, number of photos and number of calendar entries. This information was then recorded.

Inksome data was gathered on September 27, 2009. The same procedure was used that was done for Blurty. There were no communities found dedicated to MLB teams.

InsaneJournal is a LiveJournal clone. The collection procedure mirrored the procedure done for Blurty. Data was collected on September 27, 2009.

JournalFen is data was gathered on September 27, 2009. The same procedure was used that was done for Blurty. There were no communities found dedicated to MLB teams.

LinkedIn groups were found by searching groups using team full teams and mascots. In addition, the keywords MLB and baseball were searched for. When a group was found, the number of members was recorded based on the search results page. Subgroups were not included in this data set. The data was collected on September 29, 2009.

LiveJournal data was gathered on September 26, 2009. Data was gathered using the same procedure as Blurty.

orkut groups were identified using mascot based keyword searches. When a keyword was too popular, the search was changed to a variation of a team's full name. In addition, groups were identified by using the keyterms MLB and baseball. All searches were conducted with the adult filter on. When a group was identified, the total number of members was recorded.

VampireFreaks.com data was gathered on October 1, 2009. Groups were sought out by looking through pages dedicated to sports and entertainment Cults. In addition, searches were completed using mascots as the keywords. No MLB team specific groups were found.

Results

Number of communities

The correlation between the total number of all communities across all networks and average home attendance is .5758. For average percentage home attendance, the correlation is .3651. The networks sampled include LiveJournal, Blurty, DeadJournal, Dreamwidth, Inksome, InsaneJournal, JournalFen, Bebo, BIGADDA, Biip, buzznet, BlackPlanet, CafeMom, cloob.com, DontStayIn, Eons.com, LinkedIn, Orkut, and VampireFreaks.com.¹ The correlation between the total number of all communities across all networks and average road attendance is .5792 with percentage of the ballpark filled correlation being .5223. Combined, the correlation is .6210. Average percentage combined attendance is .5745. The top four teams for average home attendance all have sixteen or more groups dedicated to them. The bottom four teams have nine or fewer groups dedicated to them.

When broken down by social network, these numbers change with the size of some communities on a social network being a more reliable predictor of average game attendance than others.

Of the three attendance types, home games by average attendance and percentage attendance are the least predictive of the total number of groups by network. However, this does not mean that the correlations are not meaningful. Several are and have strong meaningful correlations. These include LiveJournal, bebo, BlackPlanet, LinkedIn, and orkut for average attendance and LiveJournal, Eons.com and LinkedIn for percentage attendance. Other networks have meaningful correlations, including InsaneJournal, biip, CafeMom, and Eons.com for average attendance and Blurty, Dreamwidth, InsaneJournal, bebo, BlackPlanet, CafeMom or orkut for percentage attendance.

Road games are the second most predictive of the three categories of attendance, with three networks having this category having the best correlation on that network for average attendance and percentage. These networks are Blurty, Dreamwidth Studios, and CafeMom for average and Dreamwidth, biip and BlackPlanet for percentage.

There are a number of very meaningful and meaningful correlations for road game attendance and the number of communities dedicated to a team. The very meaningful correlations are for LiveJournal, bebo, BlackPlanet, LinkedIn and orkut for average and Bebo and BlackPlanet for percentage attendance. Meaningful correlations exist for Blurty, Dreamwidth Studios, InsaneJournal, CafeMom, Eons.com with average attendance and for LiveJournal, Dreamwidth, InsaneJournal, biip, CafeMom, Eons.com, LinkedIn and orkut.

The correlation between combined attendance and number of groups dedicated to a team has the most correlations across networks when compared to other attendance types. These networks where this category has the strongest correlation include LiveJournal,

¹ Inksome, JournalFen, BIGADDA, buzznet, cloob.com, DontStayIn and VampireFreaks.com are null across all categories so they will not be mentioned in the rest of the results section.

DeadJournal, InsaneJournal, bebo, biip, BlackPlanet, Eons.com, LinkedIn and orkut for average attendance and LiveJournal, DeadJournal, InsaneJournal, bebo, CafeMom and Eons.com for percentage attendance.

For combined attendance, strong meaningful correlations exist on LiveJournal, bebo, BlackPlanted, LinkedIn and orkut for average attendance and LiveJournal, bebo, BlackPlanet, Eons.com and linked in for percentage attendance. Meaningful correlations exist for Dreamwidth Studios, InsaneJournal, biip, CafeMom and Eons.com for average attendance and Blurty, Dreamwidth, InsaneJournal, CafeMom and orkut for percentage attendance.

Total members of communities

The correlation between the total number of community members and the average home attendance is .4840 for average attendance and .3651 for percentage attendance. The correlation between the total number of all community members across all networks and average road attendance is .5181 for average attendance and .4669 for percentage attendance. Combined, the correlation is .5323 for average attendance and .4327 for percentage attendance. These correlations are weaker than the ones for total number of communities. The top four teams for combined attendance have more than 2,100 total members. The bottom four teams 920 or fewer members.

The results are similar to that of the total number of communities, in that there are differences in correlation when it comes to different social networks. On the whole, social network group total community member size for individual networks has less of a correlation than when they are all grouped together.

For home game attendance, no social network has a very meaningful correlation for average attendance and only LinkedIn has very meaningful for percentage attendance. Eight networks have a meaningful correlation for average attendance and seven for percentage attendance. They are LiveJournal, InsaneJournal, bebo, biip, BlackPlanet, CafeMom, LinkedIn and orkut for average attendance. For percentage home attendance, meaningful correlations exist on LiveJournal, Blurty, Dreamwidth, InsaneJournal, bebo, CafeMom and Eons.com.

Road game attendance has the second greatest correlation in terms of categories with the highest correlation compared to other attendance types. Road games has five correlations for average attendance and four for percentage where they have the highest correlation for a social network. The networks for average road attendance are LiveJournal, Blurty, Dreamwidth Studios, CafeMom, and Eons.com. The networks for percentage attendance are bebo, biip, BlackPlanet and orkut. For road game attendance and total membership, there two networks with very meaningful correlations for average attendance and zero for percentage attendance. These networks are LiveJournal and LinkedIn. There are nine networks for both attendance measures with meaningful correlations. For average attendance, they are Blurty, Dreamwidth Studios, InsaneJournal, bebo, biip, BlackPlanet, CafeMom, Eons.com and orkut. For percentage of ballpark capacity, they are LiveJournal, Dreamwidth, InsaneJournal, bebo, biip, BlackPlanet, CafeMom, LinkedIn and orkut.

Combined attendance has the greatest number of highest correlations amongst the specific social networks for number of community members for attendance types. There are five networks where this exists for average attendance and those networks include DeadJournal, InsaneJournal, bebo, biip, BlackPlanet, LinkedIn and orkut. There are five where this exists for percentage attendance and they include LiveJournal, DeadJournal, Dreamwidth, InsaneJournal and CafeMom. Very meaningful correlations for this attendance type are LiveJournal for percentage, bebo for average attendance, and LinkedIn for both.

LiveJournal clones: Total watched by, total posts, total comments

The overall correlation between the number of people watching team specific communities and home attendance is .4089 for average attendance and .5038 for percentage ballpark capacity filled. The correlation for road attendance is at .4996 average attendance and .3936 for percentage attendance. The correlation for combined attendance is .4630 for average attendance and .3936 for percentage attendance. These correlations are all meaningful with the exception of percentage home attendance, which is very meaningful.

The overall correlation for total posts and home average attendance is .5159. The correlation between total posts and average percentage attendance is more meaningful at .6126. The correlation between road average attendance and total posts is .5713 with percentage average attendance having a correlation of .4867. The correlation between combined average attendance and total posts is .5721. For percentage attendance, the correlation is .6270. These correlations are all very meaningful predictors of game attendance, with percentage of capacity being the more predictive of the attendance types.

LiveJournal clones have only one very meaningful correlation for total posts. That was for Blurty and combined attendance by percentage of stadium occupancy with a correlation of .5058. LiveJournal had very meaningful correlations for total posts in all categories except for road attendance for percentage of stadium occupancy.

For total comments, there is a very meaningful relationship for all attendance categories on LiveJournal except home average attendance, where the correlation is meaningful. Meaningful correlation for total comments on LiveJournal clones exist for InsaneJournal in every attendance category, and Blurty and Dreamwidth for home attendance by percentage.

Bebo: Total profile views and total loves

For profiles views on bebo, there is a very meaningful correlation for road games and combined attendance. Home attendance has a meaningful correlation at .4804.

Loves on bebo generally have a very meaningful correlation, which is the case for road games and combined attendance. Total loves for home games has a meaningful correlation at .4641.

biip: Total guestbook comments and total board posts

On biip, there is a meaningful correlation for all attendance categories. For total board posts, there is a divide by zero error as there were zero board posts made to Major League Baseball related communities.

BlackPlanet: Total photos and total announcements

On BlackPlanet, there is a very meaningful correlation between all attendance categories and total photos. The more photos that were posted, the higher the attendance was. There was also a very meaningful correlation between home and combined attendance for the total of announcements. There was a meaningful correlation for road attendance and total announcement at .4765.

Eons.com: Total messages, photos, files and calendar entries

On Eons.com, there is a meaningful correlation for total messages and total photos. There are no more meaningful correlations for Eons.com for messages, photos, files and calendar.

Conclusion

Baseball communities dedicated to Major League Baseball teams are large and well established on several social networks like bebo, LiveJournal, LinkedIn and orkut. There is a community presence on other networks including biip, BlackPlanet, Blurty, CafeMom, DeadJournal, Dreamwidth, Eons.com and InsaneJournal. Community does not exist on BIGADDA, buzznet, cloob.com, DontStayIn, Inksome, JournalFen and VampireFreaks.com.

Where communities exist on a network, so does a correlation between the size of that community by team using the average number of people attending games featuring that team and using the percentage average game attendance. In general, the more people on average attending a team's games, the larger and more active social network community around that team. There is a predictive value where you can determine the size of a community or average attendance based on the other variables.

While important benchmarks have been set by this data set, the results create several additional questions that cannot be easily explained. First and foremost: Overall, why is there a stronger correlation between average per person attendance and social network variables than there is for average ballpark percentage attendance? All variables have fixed ranges so this cannot be a reason. A team's appearance in the playoffs did not appear to explain this aberration, as two of the top four teams for percentage attendance did not make the playoffs. The best possible explanation is that ballpark attendance correlates with financial data like 2009 valuation and earnings. When that data, provided by Forbes at http://www.forbes.com/lists/2009/33/baseball-values-09_The-Business-Of-Baseball_Revenue.html, is correlated with attendance, a correlation of .6856 between average total attendance and 2009 evaluation, .5952 between percentage of filled field capacity and 2009 evaluations, .7534 between average total attendance and 2009 revenues, and .6710 between average percentage attendance and 2009 revenues.² The only problem is that percentage attendance has a smaller correlation. No easy answers exist to explain what seems like it would be obvious is not and is patently wrong.

Despite the primary intent of this paper to be providing benchmarks, this information still has several potential uses. It can be used by teams to identify where their audience is in order to track a team's reputation and to try to develop a social media strategy based around the community that exists there in order to try to increase at ballpark attendance. The data can be used to determine the past effectiveness of campaigns to target certain audiences like African Americans, teenagers and non-Americans; if people did not create communities on networks, then the campaign was not that successful. The data demonstrates a relationship between social network community size on networks and attendance. Companies involved with merchandising around a team or that sponsor teams can use this data to identify key demographic groups for a team based on networks used. This will allow more effective targeting of those populations, and incentivize them to create communities connecting the two on those networks.³ This data can help in the decision making process.

² When revenue & evaluation are correlated to social media, relationship is stronger than attendance.

³ This strategy is used by several companies selling hats and urban wear related to specific teams on orkut.

Appendix

Attendance and the number of groups on specific social networks

Team	Home	Home	Road	Road	Combined	Combined	LiveJournal	Blury	DeadJournal	Dreamwidth	InsaneJournal	Bebo	Bijp	BlackPlanet	Cafemom	Eons.com	LinkedIn	Orkut	Total
LA Dodgers	46,174	82.5	34,034	76.6	40,183	79.9	6	0	0	0	0	4	0	2	0	0	2	17	31
NY Yankees	45,866	87.7	34,756	78.1	40,239	83.2	16	0	0	1	1	43	1	2	1	0	7	54	126
Philadelphia	44,390	102	30,556	68.9	37,291	84.9	4	0	0	0	0	3	0	1	0	1	3	4	16
St. Louis	41,172	87.9	32,255	76	36,771	82.3	3	0	0	0	0	17	0	0	0	1	4	4	29
LA Angels	40,032	88.9	27,155	58.7	33,508	73.4	3	0	0	0	0	0	0	0	0	0	4	7	14
Chicago Cubs	39,916	97.1	34,876	79.9	37,313	87.9	3	0	0	1	0	11	0	2	0	1	5	11	34
NY Mets	38,986	92.8	32,205	72.9	35,640	82.7	7	0	1	0	1	4	0	2	0	1	7	7	30
Boston	37,840	101.5	33,506	72.4	35,602	85	18	1	0	1	0	24	0	0	1	1	11	24	81
Milwaukee	37,469	88.4	29,507	68.7	33,592	78.7	2	0	0	0	0	3	0	0	0	0	2	4	11
San Francisco	35,545	85.6	32,485	70.6	34,005	77.6	2	1	0	0	0	0	0	0	0	0	2	5	10
Colorado	32,324	64.1	30,065	67.7	31,187	65.8	3	0	0	0	0	3	0	0	0	0	3	2	11
Detroit	31,360	78.2	29,185	66.1	30,237	71.6	5	0	0	0	0	6	0	0	0	0	2	6	19
Houston	30,936	75.5	29,597	66.5	30,289	71	3	0	0	0	0	4	0	0	0	0	1	4	12
Atlanta	29,087	58.1	31,692	73.6	30,432	65.5	2	0	0	0	0	3	0	0	0	0	1	7	13
Minnesota	28,488	58.5	27,355	62.1	27,933	60.2	2	0	0	0	0	5	0	0	0	0	1	5	13
Chicago White Sox	28,036	69	28,552	64.4	28,287	66.7	3	0	0	0	0	2	0	0	0	0	5	10	20
Seattle	27,453	57.5	27,449	60.6	27,451	59	2	0	0	0	0	1	0	0	0	0	2	4	9
Texas	27,450	55.9	26,951	60.1	27,206	57.9	1	0	0	0	0	1	0	0	0	0	3	4	9
Arizona	26,073	53.2	30,257	67.1	28,097	59.6	2	0	0	0	0	3	0	0	0	0	1	2	8
Baltimore	23,705	49.2	28,972	65.1	26,287	56.7	1	0	0	0	0	2	0	1	0	0	1	3	8
Tampa Bay	23,668	54.1	28,622	63	26,226	58.8	3	0	0	0	0	1	0	0	0	0	1	4	9
San Diego	23,608	55.5	31,449	68.6	27,604	62.4	1	0	0	0	0	0	0	0	0	0	2	3	6
Toronto	22,877	45.3	27,408	60.8	25,068	52.4	1	0	0	1	0	2	0	0	0	0	1	8	13
Washington	22,642	54.1	31,207	71.5	26,981	63.1	3	0	0	0	0	2	0	0	0	0	2	4	11
Kansas City	22,288	58.4	26,328	60.2	24,268	59.3	4	0	0	0	0	4	0	0	0	0	2	2	12
Cleveland	22,194	51.2	27,341	62.3	24,801	56.8	2	0	0	0	0	1	0	0	0	1	3	5	12
Cincinnati	22,004	52.3	31,314	71.8	26,780	62.5	1	0	0	0	0	1	0	0	0	0	1	4	7
Pittsburgh	19,214	50.1	30,780	69.4	24,845	60.2	2	0	0	0	0	1	0	0	0	0	3	3	9
Florida	18,385	50.6	29,873	67.5	24,091	59.8	1	0	0	0	0	2	0	0	0	0	1	4	8
Oakland	17,449	40	29,392	65	23,304	52.4	2	0	0	0	0	1	0	0	0	0	1	4	8
Correlation					Home	Average	0.5372	0.2051	0.1930	0.2978	0.3868	0.5251	0.3445	0.6092	0.3686	0.4266	0.5406	0.5115	0.5717
					Percentage	0.5676	0.3682	0.2483	0.3136	0.3204	0.4741	0.1969	0.4909	0.3835	0.5586	0.6562	0.4027	0.5248	
					Road	Average	0.5145	0.3229	0.1616	0.4136	0.3783	0.5524	0.3641	0.6027	0.4527	0.3462	0.4584	0.5289	0.5792
					Percentage	0.4245	0.1733	0.1669	0.3464	0.3643	0.5342	0.3395	0.4988	0.3524	0.3748	0.3950	0.4649	0.5223	
					Combined	Average	0.5763	0.2494	0.2047	0.3464	0.4187	0.5752	0.3772	0.6596	0.4177	0.4430	0.5657	0.5583	0.6210
					Percentage	0.5776	0.3331	0.2556	0.3364	0.3742	0.5371	0.2643	0.5764	0.4028	0.5596	0.6414	0.4606	0.5745	

Attendance and the number of members on specific social networks

Team	Home	Home	Road	Road	Combined	Combined	LiveJournal	Blury	DeadJournal	Dreamwidth	InsaneJournal	Bebo	Bijp	BlackPlanet	Cafemom	Eons.com	LinkedIn	Orkut	Total
LA Dodgers	46,174	82.5	34,034	76.6	40,183	79.9	250	0	0	0	0	40	0	43	0	0	344	9,674	10,351
NY Yankees	45,866	87.7	34,756	78.1	40,239	83.2	2,574	0	0	1	1	2,066	10	464	120	0	1,840	49,015	56,091
Philadelphia	44,390	102	30,556	68.9	37,291	84.9	252	0	0	0	0	7	0	8	0	1	1,279	557	2,104
St. Louis	41,172	87.9	32,255	76	36,771	82.3	313	0	0	0	0	614	0	0	0	4	1,188	292	2,411
LA Angels	40,032	88.9	27,155	58.7	33,508	73.4	180	0	0	0	0	0	0	0	0	0	259	401	840
Chicago Cubs	39,916	97.1	34,876	79.9	37,313	87.9	910	0	0	10	0	191	0	19	0	29	3,048	1,446	5,653
NY Mets	38,986	92.8	32,205	72.9	35,640	82.7	634	0	2	0	1	18	0	48	0	6	946	1,102	2,757
Boston	37,840	101.5	33,506	72.4	35,602	85	4,193	8	0	12	0	702	0	0	69	145	5,660	6,380	17,169
Milwaukee	37,469	88.4	29,507	68.7	33,592	78.7	158	0	0	0	0	14	0	0	0	0	741	91	1,004
San Francisco	35,545	85.6	32,485	70.6	34,005	77.6	273	11	0	0	0	0	0	0	0	0	392	552	1,228
Colorado	32,324	64.1	30,065	67.7	31,187	65.8	47	0	0	0	0	440	0	0	0	0	99	72	658
Detroit	31,360	78.2	29,185	66.1	30,237	71.6	398	0	0	0	0	53	0	0	0	0	443	163	1,057
Houston	30,936	75.5	29,597	66.5	30,289	71	129	0	0	0	0	93	0	0	0	0	394	336	952
Atlanta	29,087	58.1	31,692	73.6	30,432	65.5	427	0	0	0	0	59	0	0	0	0	64	2,036	2,686
Minnesota	28,488	58.5	27,355	62.1	27,933	60.2	167	0	0	0	0	66	0	0	0	0	5	292	580
Chicago White Sox	28,036	69	28,552	64.4	28,287	66.7	421	0	0	0	0	13	0	0	0	0	1,038	2,940	4,412
Seattle	27,453	57.5	27,449	60.6	27,451	59	393	0	0	0	0	1	0	0	0	0	102	93	579
Texas	27,450	55.9	26,951	60.1	27,206	57.9	86	0	0	0	0	23	0	0	0	0	108	278	495
Arizona	26,073	53.2	30,257	67.1	28,097	59.6	11	0	0	0	0	0	0	0	0	0	184	83	278
Baltimore	23,705	49.2	28,972	65.1	26,287	56.7	168	0	0	0	0	2	0	1	0	0	255	94	520
Tampa Bay	23,668	54.1	28,622	63	26,226	58.8	69	0	0	0	0	28	0	0	0	0	327	137	561
San Diego	23,608	55.5	31,449	68.6	27,604	62.4	125	0	0	0	0	0	0	0	0	0	85	238	448
Toronto	22,877	45.3	27,408	60.8	25,068	52.4	114	0	0	1	0	4	0	0	0	0	3	812	934
Washington	22,642	54.1	31,207	71.5	26,981	63.1	101	0	0	0	0	5	0	0	0	0	91	101	298
Kansas City	22,288	58.4	26,328	60.2	24,268	59.3	29	0	0	0	0	76	0	0	0	0	272	176	553
Cleveland	22,194	51.2	27,341	62.3	24,801	56.8	128	0	0	0	0	14	0	0	0	13	534	480	1,169
Cincinnati	22,004	52.3	31,314	71.8	26,780	62.5	61	0	0	0	0	9	0	0	0	0	298	178	546
Pittsburgh	19,214	50.1	30,780	69.4	24,845	60.2	44	0	0	0	0	10	0	0	0	0	119	64	237
Florida	18,385	50.6	29,873	67.5	24,091	59.8	157	0	0	0	0	79	0	0	0	0	40	171	447
Oakland	17,449	40	29,392	65	23,304	52.4	343	0	0	0	0	3	0	0	0	0	129	439	914
Correlation					Home	Average	0.4116	0.1967	0.1930	0.2827	0.3868	0.4587	0.3445	0.4104	0.3881	0.2091	0.4787	0.4365	0.4840
					Percentage	0.4963	0.3454	0.2483	0.4514	0.3204	0.3545	0.1969	0.2531	0.3433	0.3927	0.6462	0.2747	0.3651	
					Road	Average	0.5065	0.3095	0.1616	0.4609	0.3783	0.4845	0.3641	0.4245	0.4545	0.3273	0.5277	0.4591	0.5181
					Percentage	0.4024	0.1643	0.1669	0.3852	0.3543	0.4623	0.3395	0.3999	0.3748	0.2256	0.4583	0.4200	0.4669	
					Combined	Average	0.4669	0.2394	0.2047	0.3459	0.4187								

LiveJournal Clones: Total watched by, total posts and total comments by attendance type

Correlation		Total communities	Total members	Total watched by	Total posts	Total comments
Home Attendance	LiveJournal	0.5372	0.4116	0.4092	0.5159	0.4696
Home Attendance	Blurty	0.2051	0.1967	0.2076	0.1989	0.1781
Home Attendance	DeadJournal	0.1930	0.1930	0.1930	#DIV/0!	#DIV/0!
Home Attendance	Dreamwidth	0.2978	0.2827	0.2822	0.3272	0.1678
Home Attendance	InsaneJournal	0.3868	0.3868	0.3868	0.3868	0.3868
Road Attendance	LiveJournal	0.5145	0.5065	0.4992	0.5713	0.6081
Road Attendance	Blurty	0.3229	0.3095	0.3271	0.3130	0.2799
Road Attendance	DeadJournal	0.1616	0.1616	0.1616	#DIV/0!	#DIV/0!
Road Attendance	Dreamwidth	0.4136	0.4609	0.4611	0.4725	0.2649
Road Attendance	InsaneJournal	0.3783	0.3783	0.3783	0.3783	0.3783
Combined Attendance	LiveJournal	0.5763	0.4669	0.4631	0.5721	0.5405
Combined Attendance	Blurty	0.2494	0.2394	0.2523	0.2420	0.2169
Combined Attendance	DeadJournal	0.2047	0.2047	0.2047	#DIV/0!	#DIV/0!
Combined Attendance	Dreamwidth	0.3464	0.3459	0.3456	0.3868	0.2033
Combined Attendance	InsaneJournal	0.4187	0.4187	0.4187	0.4187	0.4187
Home Percentage	LiveJournal	0.5676	0.4963	0.5033	0.6126	0.5741
Home Percentage	Blurty	0.3682	0.3454	0.3841	0.3509	0.3020
Home Percentage	DeadJournal	0.2483	0.2483	0.2483	#DIV/0!	#DIV/0!
Home Percentage	Dreamwidth	0.3136	0.4514	0.4518	0.4615	0.3360
Home Percentage	InsaneJournal	0.3204	0.3204	0.3204	0.3204	0.3204
Road Percentage	LiveJournal	0.4245	0.4024	0.3933	0.4876	0.5252
Road Percentage	Blurty	0.1733	0.1643	0.1782	0.1665	0.1461
Road Percentage	DeadJournal	0.1669	0.1669	0.1669	#DIV/0!	#DIV/0!
Road Percentage	Dreamwidth	0.3454	0.3852	0.3863	0.3668	0.1503
Road Percentage	InsaneJournal	0.3643	0.3643	0.3643	0.3643	0.3643
Combined Percentage	LiveJournal	0.5776	0.5041	0.5067	0.6270	0.6032
Combined Percentage	Blurty	0.3331	0.3509	0.6984	0.5058	0.2794
Combined Percentage	DeadJournal	0.2556	0.2556	0.2556	#DIV/0!	#DIV/0!
Combined Percentage	Dreamwidth	0.3364	0.4568	0.4574	0.4613	0.2954
Combined Percentage	InsaneJournal	0.3742	0.3742	0.3742	0.3742	0.3742

	Home	Home	Road	Road	Combined	Combined	Watched	Posts	Comments
LA Dodgers	46,174	82.5	34,034	76.6	40,183	79.9	208	2,261	12,029
NY Yankees	45,866	87.7	34,756	78.1	40,239	83.2	1,714	10,652	136,086
Philadelphia	44,390	102.0	30,556	68.9	37,291	84.9	196	2,314	1,298
St. Louis	41,172	87.9	32,255	76.0	36,771	82.3	242	2,385	18,118
LA Angels	40,032	88.9	27,155	58.7	33,508	73.4	138	1,410	3,736
Chicago Cubs	39,916	97.1	34,876	79.9	37,313	87.9	669	5,396	122,347
NY Mets	38,986	92.8	32,205	72.9	35,640	82.7	505	8,524	88,648
Boston	37,840	101.5	33,506	72.4	35,602	85.0	3,083	17,285	216,542
Milwaukee	37,469	88.4	29,507	68.7	33,592	78.7	123	1,913	5,529
San Francisco	35,545	85.6	32,485	70.6	34,005	77.6	216	1,717	15,881
Colorado	32,324	64.1	30,065	67.7	31,187	65.8	45	579	421
Detroit	31,360	78.2	29,185	66.1	30,237	71.6	334	2,313	17,544
Houston	30,936	75.5	29,597	66.5	30,289	71.0	106	444	2,079
Atlanta	29,087	58.1	31,692	73.6	30,432	65.5	278	2,676	16,063
Minnesota	28,488	58.5	27,355	62.1	27,933	60.2	147	462	1,956
Chicago White Sox	28,036	69.0	28,552	64.4	28,287	66.7	293	3,674	22,253
Seattle	27,453	57.5	27,449	60.6	27,451	59.0	269	1,690	8,699
Texas	27,450	55.9	26,951	60.1	27,206	57.9	64	369	1,235
Arizona	26,073	53.2	30,257	67.1	28,097	59.6	7	25	6
Baltimore	23,705	49.2	28,972	65.1	26,287	56.7	128	1,491	23,919
Tampa Bay	23,668	54.1	28,622	63.0	26,226	58.8	56	191	237
San Diego	23,608	55.5	31,449	68.6	27,604	62.4	93	820	2,790
Toronto	22,877	45.3	27,408	60.8	25,068	52.4	97	593	2,603
Washington	22,642	54.1	31,207	71.5	26,981	63.1	73	293	1,029
Kansas City	22,288	58.4	26,328	60.2	24,268	59.3	24	90	181
Cleveland	22,194	51.2	27,341	62.3	24,801	56.8	112	1,073	3,342
Cincinnati	22,004	52.3	31,314	71.8	26,780	62.5	46	1,296	2,423
Pittsburgh	19,214	50.1	30,780	69.4	24,845	60.2	33	45	179
Florida	18,385	50.6	29,873	67.5	24,091	59.8	105	926	2,921
Oakland	17,449	40.0	29,392	65.0	23,304	52.4	281	1,287	7,915
				Home	Average		0.4089	0.5159	0.4696
					Percentage		0.5038	0.6126	0.5741
				Road	Average		0.4996	0.5713	0.6081
					Percentage		0.3936	0.4876	0.5252
				Combined	Average		0.4630	0.5721	0.5406
					Percentage		0.3936	0.6270	0.6032

Bebo: Total profile views and total loves

Team	Home	Home	Road	Road	Combined	Combined	Profile views	Loves
LA Dodgers	46,174	82.5	34,034	76.6	40,183	79.9	206	5
NY Yankees	45,866	87.7	34,756	78.1	40,239	83.2	10,317	59
Philadelphia	44,390	102.0	30,556	68.9	37,291	84.9	46	0
St. Louis	41,172	87.9	32,255	76.0	36,771	82.3	2,744	10
LA Angels	40,032	88.9	27,155	58.7	33,508	73.4	0	0
Chicago Cubs	39,916	97.1	34,876	79.9	37,313	87.9	2,150	10
NY Mets	38,986	92.8	32,205	72.9	35,640	82.7	172	1
Boston	37,840	101.5	33,506	72.4	35,602	85.0	3,799	27
Milwaukee	37,469	88.4	29,507	68.7	33,592	78.7	57	0
San Francisco	35,545	85.6	32,485	70.6	34,005	77.6	0	0
Colorado	32,324	64.1	30,065	67.7	31,187	65.8	222	2
Detroit	31,360	78.2	29,185	66.1	30,237	71.6	442	1
Houston	30,936	75.5	29,597	66.5	30,289	71.0	900	0
Atlanta	29,087	58.1	31,692	73.6	30,432	65.5	396	2
Minnesota	28,488	58.5	27,355	62.1	27,933	60.2	159	4
Chicago White Sox	28,036	69.0	28,552	64.4	28,287	66.7	104	2
Seattle	27,453	57.5	27,449	60.6	27,451	59.0	1	0
Texas	27,450	55.9	26,951	60.1	27,206	57.9	150	0
Arizona	26,073	53.2	30,257	67.1	28,097	59.6	128	1
Baltimore	23,705	49.2	28,972	65.1	26,287	56.7	36	0
Tampa Bay	23,668	54.1	28,622	63.0	26,226	58.8	139	4
San Diego	23,608	55.5	31,449	68.6	27,604	62.4	0	0
Toronto	22,877	45.3	27,408	60.8	25,068	52.4	125	0
Washington	22,642	54.1	31,207	71.5	26,981	63.1	48	1
Kansas City	22,288	58.4	26,328	60.2	24,268	59.3	102	0
Cleveland	22,194	51.2	27,341	62.3	24,801	56.8	92	2
Cincinnati	22,004	52.3	31,314	71.8	26,780	62.5	37	0
Pittsburgh	19,214	50.1	30,780	69.4	24,845	60.2	55	1
Florida	18,385	50.6	29,873	67.5	24,091	59.8	123	1
Oakland	17,449	40.0	29,392	65.0	23,304	52.4	20	0
			Correlation	Home	Attendance		0.4804	0.4641
					Percentage		0.4049	0.3849
				Road	Attendance		0.5359	0.5336
					Percentage		0.5083	0.4852
				Combined	Attendance		0.5333	0.5189
					Percentage		0.4756	0.4506

biip: Total guestbook comments and total board posts

Team	Home	Road	Combined	Total guestbook comments	Total board posts
LA Dodgers	46,174	34,034	40,183	0	0
NY Yankees	45,866	34,756	40,239	2	0
Philadelphia	44,390	30,556	37,291	0	0
St. Louis	41,172	32,255	36,771	0	0
LA Angels	40,032	27,155	33,508	0	0
Chicago Cubs	39,916	34,876	37,313	0	0
NY Mets	38,986	32,205	35,640	0	0
Boston	37,840	33,506	35,602	0	0
Milwaukee	37,469	29,507	33,592	0	0
San Francisco	35,545	32,485	34,005	0	0
Colorado	32,324	30,065	31,187	0	0
Detroit	31,360	29,185	30,237	0	0
Houston	30,936	29,597	30,289	0	0
Atlanta	29,087	31,692	30,432	0	0
Minnesota	28,488	27,355	27,933	0	0
Chicago White Sox	28,036	28,552	28,287	0	0
Seattle	27,453	27,449	27,451	0	0
Texas	27,450	26,951	27,206	0	0
Arizona	26,073	30,257	28,097	0	0
Baltimore	23,705	28,972	26,287	0	0
Tampa Bay	23,668	28,622	26,226	0	0
San Diego	23,608	31,449	27,604	0	0
Toronto	22,877	27,408	25,068	0	0
Washington	22,642	31,207	26,981	0	0
Kansas City	22,288	26,328	24,268	0	0
Cleveland	22,194	27,341	24,801	0	0
Cincinnati	22,004	31,314	26,780	0	0
Pittsburgh	19,214	30,780	24,845	0	0
Florida	18,385	29,873	24,091	0	0
Oakland	17,449	29,392	23,304	0	0
	Correlation	Home		0.3445	#DIV/0!
		Road		0.3641	#DIV/0!
		Combined		0.3772	#DIV/0!

BlackPlanet: Total photos and total announcements

Team	Home	Road	Combined	Total photos	Total announcements
LA Dodgers	46,174	34,034	40,183	34	10
NY Yankees	45,866	34,756	40,239	49	3
Philadelphia	44,390	30,556	37,291	3	2
St. Louis	41,172	32,255	36,771	0	0
LA Angels	40,032	27,155	33,508	0	0
Chicago Cubs	39,916	34,876	37,313	0	1
NY Mets	38,986	32,205	35,640	12	5
Boston	37,840	33,506	35,602	0	0
Milwaukee	37,469	29,507	33,592	0	0
San Francisco	35,545	32,485	34,005	0	0
Colorado	32,324	30,065	31,187	0	0
Detroit	31,360	29,185	30,237	0	0
Houston	30,936	29,597	30,289	0	0
Atlanta	29,087	31,692	30,432	0	0
Minnesota	28,488	27,355	27,933	0	0
Chicago White Sox	28,036	28,552	28,287	0	0
Seattle	27,453	27,449	27,451	0	0
Texas	27,450	26,951	27,206	0	0
Arizona	26,073	30,257	28,097	0	0
Baltimore	23,705	28,972	26,287	0	0
Tampa Bay	23,668	28,622	26,226	0	0
San Diego	23,608	31,449	27,604	0	0
Toronto	22,877	27,408	25,068	0	0
Washington	22,642	31,207	26,981	0	0
Kansas City	22,288	26,328	24,268	0	0
Cleveland	22,194	27,341	24,801	0	0
Cincinnati	22,004	31,314	26,780	0	0
Pittsburgh	19,214	30,780	24,845	0	0
Florida	18,385	29,873	24,091	0	0
Oakland	17,449	29,392	23,304	0	0
	Correlation	Home		0.5417	0.5599
		Road		0.5118	0.4765
		Combined		0.5825	0.5914

Eons.com: Total messages, photos, files and calendar

Team	Home	Road	Combined	Messages	Photos	Files	Calender
LA Dodgers	46,174	34,034	40,183	0	0	0	0
NY Yankees	45,866	34,756	40,239	0	0	0	0
Philadelphia	44,390	30,556	37,291	2	0	0	0
St. Louis	41,172	32,255	36,771	94	2	0	0
LA Angels	40,032	27,155	33,508	0	0	0	0
Chicago Cubs	39,916	34,876	37,313	303	40	0	0
NY Mets	38,986	32,205	35,640	18	0	0	0
Boston	37,840	33,506	35,602	988	80	2	0
Milwaukee	37,469	29,507	33,592	0	0	0	0
San Francisco	35,545	32,485	34,005	0	0	0	0
Colorado	32,324	30,065	31,187	0	0	0	0
Detroit	31,360	29,185	30,237	0	0	0	0
Houston	30,936	29,597	30,289	0	0	0	0
Atlanta	29,087	31,692	30,432	0	0	0	0
Minnesota	28,488	27,355	27,933	0	0	0	0
Chicago White Sox	28,036	28,552	28,287	0	0	0	0
Seattle	27,453	27,449	27,451	0	0	0	0
Texas	27,450	26,951	27,206	0	0	0	0
Arizona	26,073	30,257	28,097	0	0	0	0
Baltimore	23,705	28,972	26,287	0	0	0	0
Tampa Bay	23,668	28,622	26,226	0	0	0	0
San Diego	23,608	31,449	27,604	0	0	0	0
Toronto	22,877	27,408	25,068	0	0	0	0
Washington	22,642	31,207	26,981	0	0	0	0
Kansas City	22,288	26,328	24,268	0	0	0	0
Cleveland	22,194	27,341	24,801	25	0	0	0
Cincinnati	22,004	31,314	26,780	0	0	0	0
Pittsburgh	19,214	30,780	24,845	0	0	0	0
Florida	18,385	29,873	24,091	0	0	0	0
Oakland	17,449	29,392	23,304	0	0	0	0
	Correlation	Home		0.247353	0.25466	0.1678	#DIV/0!
		Road		0.379499	0.4138	0.2649	#DIV/0!
		Combined		0.247353	0.25466	0.1678	#DIV/0!