



OKLAHOMA NIL ORGANIZATION

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EXECUTIVE SUMMARY

The following research is an all-encompassing body of work demonstrating the importance of increasing awareness about non-revenue generating sports to increase donor support through 1Oklahoma. Additionally, this research will illustrate how respondents celebrate athletic activities, choose merchandise, and are familiar with 1Oklahoma and the 1Oklahoma website. Results from the survey were acquired to capture how much involvement would occur between fans and non-revenue sports.

Students, faculty, community members, alums, local business owners and people in the surrounding areas participated in the survey to gauge the support 1Oklahoma would receive for less popular or non-revenue generating sports. Details in the survey were the outlook on apparel, specifically what type of sports fans are interested in, the feeling from sports, and the way people celebrate during the sports season.

Overall, the survey demonstrated what people thought of sports and how people interact with sports. Understanding the previously stated data is essential to foster participation in the name, image, and likeness of athletes. Examining the best way to reach sports fans is vital to continue to create an environment where sports fans are drawn to and will support athletes. The results of the survey showcased who sports fans are and the thought patterns associated with sports, allowing the ability to tailor marketing to targeted audiences or key publics.



SECONDARY RESEARCH I **SITUATION AND ORGANIZATION RESEARCH**

Situation

The situation we will be addressing for 10Klahoma is whether or not there is interest in non-rev sports from OU students and if so how to get donors to donate money to these sports. The OU Athletics Department has 21 varsity sports and over 600 student-athletes. When 10Klahoma was first created, the owners announced a \$50k NIL Collective for student-athletes (Hoover, 2022). However, the plan was only to pay OU football, basketball, and softball players \$40-50k a year (Hoover, 2022), leaving other student-athletes behind. The 10Klahoma website does say that they provide NIL opportunities to all OU sports, and when someone subscribes to the website they can decide to which sport they donate their money.

10Klahoma's mission is to redefine the NIL landscape through collaboration and innovation to create enduring value for the fans of OU athletics. Additionally, 10Klahoma strives to create an inclusive environment. They are committed to ensuring all OU athletes have equal access to NIL opportunities. However, a quick Google search reveals that OU football players receive a lot more in NIL money than other student-athletes at OU. Quarterback Jackson Arnold alone is said to make over \$900k in NIL (On3, 2024). Additionally, OU softball players make between \$40-60k on average through NIL (Huang, 2023). There is no data provided to estimate what non-rev student-athletes at OU make through NIL. This implies that is likely not comparable to that of OU football and softball players.

This issue should be seen as an opportunity for 10Klahoma. They should consider ways in which to encourage attendance of non-rev sports so that the athletes have opportunities that are comparable to the student-athletes of the revenue sports. Increased participation and attendance of non-rev sports will overall help 10Klahoma. It will allow them more opportunities to get their name out there and receive donations. Additionally, a focus on non-rev sports could allow them to create relationships with potential donors who want to see specific sports thrive.

SECONDARY RESEARCH I **SITUATION AND ORGANIZATION RESEARCH**

Situation Cont.

Data shows that a lot of sports at OU could be considered non-revenue. Numerous sports end up with a loss in money after comparing how much they brought in to how much they spent on things like travel and uniforms (College Data Analytics Team, 2024). The first step to making the NIL space at OU equal across athletes is to shape all of the sports at OU into revenue-generating. This could be accomplished through encouragement of attendance. 10klahoma's best bet for following its mission in creating equal NIL opportunities would be to encourage student attendance of the non-rev sports and use the popularity that students generate to appeal to donors.

Organization Background

10klahoma allows fans to donate to the team organization of their choice. 10klahoma is the exclusive NIL program for the University of Oklahoma, offering opportunities to athletes across all sports. When joining 10klahoma, you have the opportunity to explicitly select the sports you want to impact, or can join the team for all Sooner sports. These do not include club sports organizations and students who participate in those. 10klahoma is rooted in market-based principles, allowing it to operate successfully without external funding sources. 10klahoma uses a subscription-driven model to provide sustainable support for student-athletes while maintaining financial independence. It remains open to partnerships aligning with its mission and values, ensuring that collaboration benefits athletes and supports their growth. Subscription content, events, merchandise, and partnerships allow athletes to monetize their NIL potential while providing the fanbase with valuable, exclusive content. Donors can make a one-time, monthly, or yearly donation at any amount of your choice.

SECONDARY RESEARCH II

PUBLICS RESEARCH

Primary Publics

1Oklahoma, according to its website, intends to be a platform for “one goal, one team, one Oklahoma”. In other words, “creating enduring value for Sooner Nation,” and whoever considers themselves an Oklahoma Sooners fan - a wide net encompassing a vast demography - through an effort to “redefine NIL”. Through interactions and transactions with said Sooner fans, who can be seen as customers, 1Oklahoma seeks to engage its key publics through “exclusive events, spectacular content, and unmatched access.”

Details are sparse as to who conducts regular daily affairs for 1Oklahoma, although the official website states that the organization is a continuation of Crimson and Cream, a similar NIL effort. LinkedIn reveals that Jeff Weber, an OU alumni, is the current CEO of 1Oklahoma. Furthermore, Joe Castiglione, OU Vice President and Director of Athletics, revealed to NIL Newsstand that, “1Oklahoma represents a natural next iteration of how we create opportunity for Student-Athletes at OU,” indicating full cooperation with the University of Oklahoma on NIL affairs.

Donors are a key enabler of the 1Oklahoma organization, through “member benefit” tiers, which unlock unique perks and opportunities to be involved with OU sports, such as tailgating exclusives, merchandise, and auctions.

Limiters could be considered to be the lack of social presence 1Oklahoma seems to have at the present moment, with total followers across all social media platforms only in the low thousands. Another factor in limiting involvement in the organization is how paywalled it is - which could prevent the younger publics and fans from being as enthusiastic, as they may have less disposable income to give away to concepts such as NILs.

SECONDARY RESEARCH II

PUBLICS RESEARCH

Key Publics

Fans are the general public of all demographics who enjoy sports content and lifestyle. They can engage with 1Oklahoma through subscription tiers. The alumni are an especially devoted group of the OU community who like to give back to the culture and future of athletes at the University of Oklahoma.

The demographics are all age groups and ethnic groups, but the emphasis is especially on an active older age group (late 20s - senior age) with disposable income to give back to a younger group of athletes that attend the university.

The key publics of 1Oklahoma could be considered intensely sports-oriented, in a position to invest in the future of athlete's potential at the University of Oklahoma. A combination of emotional nostalgic appeal to this demographic, along with a demonstration of an athlete's potential during sports season could be enough conviction for this audience to be involved in the actions of 1Oklahoma.

As sports is an intensely in-person activity (at least in this context) in-person activities are guaranteed through 1Oklahoma activities. The official website, along with active social media posts, can communicate to those involved how they can stay active in this community on an often weekly basis.

Awareness and involvement with 1Oklahoma, an NIL organization founded in 2024, is in its nascent stage, with social media and outreach efforts only months old. Key publics awareness can be considered to be in a mix between the latent and aware stages, with exponential potential for thousands of participants within years if proper outreach is used

The perception of the organization could be described as ambivalent. More outreach could sway key publics towards avid interest. Tiers of membership incentivize avid fans to invest in subscriptions in varying levels of devotion. More metrics provided by 1Oklahoma could show the amount of involvement that its key public has in the organization.

SITUATION ANALYSIS SUMMARY

Strengths

One Oklahoma's existence put the University of Oklahoma head and shoulders above universities that do not have an organized collaboration with the NIL and student-athletes. The organization has created a website detailing what it means for students to participate in the NIL and how 1Oklahoma can benefit students. 1Oklahoma does a good job at collaborating with students who are in prominent sports. Some Football and softball players make upwards of 60 K. A great strength of Oklahoma is having a CEO, a University of Oklahoma alumnus. This association allows the organization to have a community approach to donors and athletes. Donors have the option to choose what particular sport to donate to and, in return, receive exclusive benefits. Another strength that aids 1Oklahoma is the online atmosphere created with exclusive content and interviews from athletes after fans subscribe.

Developments

1Oklahoma is a young organization in a new world where student-athletes earn an income. With this newness comes a great deal of room for improvement. The subsequent research will address the best way for fans to donate to non-revenue sports. In detail, the study will demonstrate the atmosphere that fans enjoy. Some details showcase what respondents look forward to the most on game day, feelings about 1Oklahoma's website, and being a part of the OU athletic community as a fan or lover of sports.

Additionally, the research will discuss the way respondents get ready for games or celebrate before the game starts. An essential aspect of the study addresses generational differences in opinions about the NIL and 1Oklahoma. The research data highlights social media to help figure out the best way to reach fans. Furthermore, social media is discussed to compare the advantages and disadvantages of 1Oklahoma's social media presence in comparison to other NIL companies at different universities. Ways to improve non-revenue interaction and donation follows every aspect of the subsequent research.

METHOD I

IN-DEPTH INTERVIEWS

Overview

The problem we are addressing for 1Oklahoma is whether or not there is interest in non-rev sports from OU students, and if so, how to get donors to donate money to these sports. After completing the secondary research, we were able to discover what we needed to know. We aimed to discover what students' relationships are with the University of Oklahoma and the OU Athletics Department. Our interviews aimed to uncover specifics about what students think about NIL and those benefiting from it. Our end goal is to determine how athletes in non-revenue-generating sports can get more access to NIL deals and money. The questions we asked students helped to unveil their opinions on OU, NIL deals, influencers and non-rev sports, and athletes in those sports. Their responses will aid us in determining how to encourage attendance to non-rev sporting games to then encourage donors to donate money to those specific teams through the 1Oklahoma collective. The questions we asked are as follows:

RQ1: Can OU students be enticed to pay more attention to non-rev sports to broaden the appeal of OU sports more generally?

RQ2: How can we improve the appeal/buzz around non-rev/non-traditional sports among OU students?

RQ3: What are students' opinions and feelings regarding NIL?

RQ4: What aspect of game days do students most cherish and believe contributes to their game day experience?

METHOD I

IN-DEPTH INTERVIEWS

Data Collection Method

We found that interviews were a good method to use while conducting our research. Each group member interviewed a student outside of class, and we brought the answers together to gather what we could find. As we talked about in class, these interviews are loosely structured and flow as a conversation. This method helps form comfort and allows more information to flow between the students. Since the interviews were to find more information, it was important to guide it in a way that we would be able to build off of what was being given to us. Interviews were done in person or over Zoom, and we had about two weeks to get them scheduled with the individuals. Each person had different durations of interviews, as it depended on who you were asking questions to. Some people said a lot, and others did not say as much. Since our target audience was students, we interviewed other students at OU to get their opinions. This age range is between 18 and 24. The gender of our participants was a mix of males and females, which helped get perspectives from each side. This showed us that we also had a range of people who were more involved in sports and some who did not care for it. The race and ethnicities of our interviewees were also different and included some differences, which helped our readings and understanding as well. Each of these different demographics helped us retrieve different information to alter our findings and give us good points from students.

METHOD I

IN-DEPTH INTERVIEWS

Focus Group Guide

Each interview explored several key topics with a target audience of students. The main topics include personal sports memories, how sports influence university experiences, and personal engagement with sports fandom and influencers. For personal sports memories, interviewees were asked to describe significant sports experiences, specifically where such events happened and why they were special to them. As well as their ideal gameday experience, the setup, where it's occurring, what sport they are watching, and who they are doing so with. Moving into the students' relationship with university sports, interviewees discussed how long they have been fans, the degree of attachment to such, and how OU sports impacted their college decisions. They were then asked to discuss their feelings about OU moving into the SEC. Interviewees explained their favorite sports and the reason for such. They described their overall experience at the university, how they feel connected to the culture as a student, and whether or not "Soonerness" is an important part of their identity. Interviewees discussed their engagement with influencers, who their favorite online creators are, and what purchases they have made based on the recommendations from such influencers. They then explained their stance on athletes as influencers, whether or not they should promote products or services, and which athletes, if any, would be good influencers. The final topic discussed was the interviewees' personal team and sports preferences, as well as live or TV viewing preferences. They then described their individual opinion and involvement with fantasy sports, discussions of gamedays, and their weekly engagement with sports.

METHOD I

IN-DEPTH INTERVIEWS

Findings

Game Day Plans and Participants

A common theme expressed among respondents was the preliminary events, including tailgating, leading to gamedays. These were consistent in students' memories of sporting events. When asked about their ideal game day experience, one respondent explained, "Waking up and getting ready, um, tailgating and pregaming for a little bit, and then going to the game." For the OU vs Texas game, many students visited the fair or tailgates before. Most participants also described being accompanied by friends or family during these sports events, contributing to the fun memories. When asked who they would be with during their ideal gameday, one participant said, "All of my roommates and best friends. My parents live in Norman too so I will occasionally do gamedays with them too." Having a plan for game day organization was important to participants. They expressed their desire to know where everyone would be, and what activities would occur. The anticipation and excitement that led to gamedays influenced their feelings.

Gameday Participation

Participants voiced that their participation in gameday influenced their experience, whether they were attending, watching, or participating in the events. One student in particular described their memorable sports experience working with OU athletics saying, "Um I got to work the Field House, the student basketball game at the Field House uh last year. I think it was in the fall semester last year, uh and that was really cool. Uh, The Field House sits about 3000 people, I think, and it was like packed with students. They also had T-shirts for everybody. So that was really cool. Um, And I got to uh work for the athletics department on that. So it was cool to be on the other side of it but also get to kind of enjoy it and see like how fans interacted. So that was fun." Many participants also described a common shared memory of watching the OU vs Texas game. Some participants enjoyed being at the game while others enjoyed watching the game from home on television.

METHOD I

IN-DEPTH INTERVIEWS

Findings

Niche Sports Interests and Community

Many students mentioned a variety of niche or non-generating sports that interested them. “My dad has taught me pretty much every sport you can think of. He and I even watched curling. We had a curling phase at one point, uh but like wrestling, like small sports, like that, you don't think a lot about uh watching as, like a mainstream sport, my dad's taught me all of those, like, field hockey, lacrosse, uh that kind of stuff um. And then my dad played soccer, and tennis growing up.” One student discussed growing up with a country club membership and how playing golf was passed down from generation to generation. Students also explained that sports elicit a feeling of “you really feel like you're a part of something bigger,” whether that be baseball, football, or basketball. A “sense of community” is consistently present as a theme, denoting that a sense of camaraderie could be considered a highlight of sports experiences for fans and that plays a significant part in the enjoyment of said sport.

NIL Feelings

When questioned about the presence of NILs at the University of Oklahoma, opinions ranged from ambivalent to skeptical. One interviewee lamented the belief that NILs have changed the course of sports into “deals and business,” providing the example of a notable athlete at OU being lured away to another college solely on the incentive of a NIL deal. Another participant, while not as negative, pointed to organizations such as The Sooner Club, an official arm of the university, as “really looking for everybody to benefit” – not just athletes benefiting from NIL partnerships found through such independent organizations as One Oklahoma. Overall, participants agreed that NIL initiatives were “in the growing phase” and needed more regulation and thought put into the process.

METHOD I

IN-DEPTH INTERVIEWS

Conclusion

Overall, we were able to uncover students' feelings about OU's non-rev sports as well as NIL. The variety of participants we spoke to allowed us to gather a range of information and opinions. Whether the amount of familiarity with the topics was lacking or prevalent, we were able to better understand the minds of OU students. Students explained that preliminary events such as tailgating were an important aspect of their game day experience, as well as who they spent this time with. They wanted to know what activities would be occurring during the day and felt the anticipation and excitement that led up influenced their feelings. Participation in gamedays influenced experiences, particularly whether students were watching the game or involved in it, particularly with OU athletics. Many participants also expressed interest in niche sports and explained that sports bring a "sense of community." Finally, opinions on NIL ranged, and overall participants agreed that it needed more regulation as it was continuing to grow. With this knowledge, 10klahoma should focus more efforts towards non-revenue sports. This includes marketing efforts such as social media posts. They can also work to host events that students enjoy to encourage participation with 10klahoma.

METHOD II

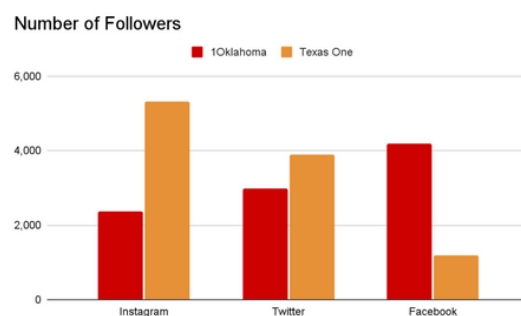
SOCIAL MEDIA ANALYTICS

Overview

Through conducting the social media audit, we aim to capture the engagement metrics including likes, comments, shares, and following in growth. As well as, identifying what types of posts resonate the most with target audiences, who are engaging with such posts, whether or not the organization is being consistent in branding, and completing a competitor analysis. The audit was completed over 10Klahoma, and compared to Texas One, a competitor NIL organization. This audit was examined within the last two months, ranging between mid-September to the present. Throughout this audit, we followed the overarching research question: Are OU students interested in non-revenue sports, and if so, how does 10Klahoma get donors to donate money to these sports? Regarding social media, 10Klahoma does not do a good job of achieving the goal of highlighting non-rev sports to encourage donations. Although they highlight some low-rev sports including women's basketball, it is very minimal, and they stick to highlighting high-rev sports primarily football.

Social Media Channel

10Klahoma and Texas One are active on a variety of social media platforms including Instagram, Twitter, and Facebook. 10Klahoma has 2,361 followers on Instagram, 2,990 followers on Twitter, and 4.2k followers on Facebook. They follow 222 people on Instagram and 93 on Twitter. Texas One has 5,325 followers on Instagram, 3,902 followers on Twitter, and 1.2k on Facebook. They follow 1,274 on Instagram and 1,357 on Twitter.



METHOD II

SOCIAL MEDIA ANALYTICS

Social Media Content and Strategy

After researching and evaluating the social media accounts for 1Oklahoma and Texas One, we were able to conclude the key messages, communication styles, and different kinds of content that each account was posting. We looked into the content posted in the last month on Instagram, Facebook, and X (Twitter) accounts from both 1Oklahoma and Texas One.

Key Messages

One of the most important steps of social media is the key message. While looking through the posts from Texas and Oklahoma, it was clear there was a consistent theme in messaging. Both accounts post about upcoming games or events, with the addition of something about subscribing or joining to help with the fund. Both accounts posted events that funded the NIL program, including restaurants and tailgates. We also saw a theme of posting specific athletes and content that would engage more viewers and keep them more interested. Another theme was the exclusive access to players, activities, and content to draw in more donors. The more popular the sport or player was, the more engagement it seemed to get.

Content

Along with the key messages, the content was similar in many aspects. Most of the accounts post graphics or photos. These posts also did better than the videos. Graphics and a single photo can convey information much easier than a video due to convenience. People may only sometimes be in a place where they can watch and listen to the video, so they skip over it. Most of these posts contain athletes, or a photo relating to what is being described in the post. On average, the 1Oklahoma Facebook account consists of about 32% videos, and 68% photos and graphics. The Texas One Fund was about 9% video and 91% photo on their Facebook account. For Instagram, the 1Oklahoma account had 31% video and 69% photo, and the Texas One Fund had 14% video and 86% photo. This is important to note because of engagement purposes. Since most of the content was original or collaborations with other accounts, it matters to the event or athletes that draw in the likes, comments, or shares.

METHOD II

SOCIAL MEDIA ANALYTICS

Social Media Content and Strategy

Communication Styles

Texas One Fund and 1Oklahoma have shown to be very consistent with posting. We noticed that many posts correlate with game days or big events within athletics. Both of these accounts have used these events and created a way for donors to be involved, whether it is a tailgate or a kick-off event. Since football is in season and most posts contain football games or players, it is tricky to determine how it is with other posts when other sports are in season. There were also ways that they had certain players collaborate to reach a certain audience. Most of these posts were seen as promotional and informative, with the occasional entertaining video with athletes. The main theme was the time of day most of the posts were posted. It was usually in the morning or evening, which is important to note. Most people will be on their phones, or social media, in the earlier hours of the day and closer to the later hours of the day.

Social Media Engagement

Followers

The 1Oklahoma and Texas One Fund social media accounts vary widely in the engagement that they receive. We chose to look at their Instagram and Facebook accounts when conducting this analysis. The first noticeable difference between the two NIL collectives' social media accounts is the amount of followers they each have. The 1Oklahoma Instagram currently has a little over 2,300 followers while the Texas One Fund Instagram has over 5,300. The difference in the Instagram following loses its extremity when considering 1Oklahoma only follows 222 accounts while the Texas One Fund follows 1,274. The ratio between following and followers makes it appear that 1Oklahoma is doing better in generating followers on its own as opposed to following others first. 1Oklahoma only follows about 9% of its follower count as opposed to the Texas One Fund's 24% which is an important consideration when determining the effectiveness of social media. The NIL Collectives X accounts follow a similar layout, with 1Oklahoma boasting nearly 3,000 followers while only following 93 accounts as opposed to the Texas One Fund's 3,900 followers and over 1,300 following. The 1Oklahoma Facebook has more followers than the Texas One Fund, with 4,200 as opposed to 1,200.

METHOD II

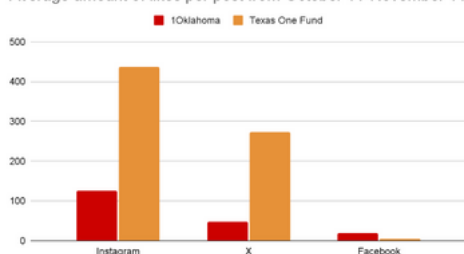
SOCIAL MEDIA ANALYTICS

Social Media Engagement

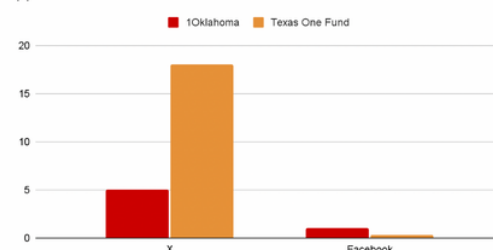
Average Amount of Post-Interaction

From October 11 to November 11, the 1Oklahoma Instagram averaged about 126 likes on its 37 posts within the time frame. The least amount of likes a post received in this time frame was 13, and the most was 1,026. The average amount of comments on Instagram posts is two per post. The most comments on a post in this time frame was 13, and the least was none. The Texas One Fund's Instagram averaged about 437 likes per post on its 27 posts in the same time frame. The highest number of likes on a post was 5,104, and the lowest was nine. The Texas One Fund's Instagram averaged about four comments per post. A post's lowest number of comments received was none and the most was 29. The 1Oklahoma X account averaged about 48 likes on posts during this time frame. The post with the most likes had 314, and the one with the least had one. The content on X generated by 1Oklahoma also averaged 0.36 comments, about five reposts, and about 3,362 views per post. The most comments on a post were four, and the least was none. The post with the most reposts had 27, and the least had none. The post with the most views had 14,700 while the post with the least had 368. The average views and interaction on 1Oklahoma's X posts are highly disproportionate. Their X is lacking in interaction. The Texas One Fund's X account averaged about 274 likes, two comments, 18 reposts, and 6,039 views on their nine posts from the given time frame. The post with the most likes had 2,000, and the least had 12. The post with the most comments had eight, and the one with the least had none. The post with the least amount of reposts had one and the one with the most had 134. The post with the most views had 39,100, and the one with the least had 1,281. Within the span of the given month, 1Oklahoma Facebook averaged about 20 likes, 0.69 comments, and one share on its 36 posts. The post with the most likes had 147, and the one with the least had one like. The largest amount of comments on a post was four, and the least was none. The most shares of a post was 18, and the least was none. The Texas One Fund's Facebook averaged about four likes, no comments, and 0.33 shares on its 21 posts. The post with the most likes on Facebook had 12, and the one with the least had none. No posts had a comment on it. The post with the most shares had five, and the least had none.

Average amount of likes per post from October 11-November 11



Average amount of shares per post from October 11-November 11



METHOD II

SOCIAL MEDIA ANALYTICS

Social Media Engagement

Successful Content

The most successful posts for 1Oklahoma include sports and athletes while their least successful posts are mostly promotional for the NIL Collective. The Texas One Fund experiences a similar trend with their media. The best posts for 1Oklahoma tend to come from the late afternoon and early evening, with the worst coming from the late evening. However, there is no obvious trend in the best time for 1Oklahoma's content to be shared. There is no real consistency between the time of a post and its success across platforms as a post from the 1Oklahoma Facebook received the least amount of interaction when posted at the same time as one of the more successful X posts. The Texas One Fund's social media experiences a similar trend in that there is no trend in their successful posts time of posting. 1Oklahoma's Instagram is more successful with its like count with posts that feature football and baseball. The Texas One Fund's Instagram has been most successful with football and women's soccer posts. 1Oklahoma's X account has had more interactions on its posts that feature football, softball, and volleyball. The Texas One Fund's X account has had the most interactions on their posts about football. The 1Oklahoma Facebook page has had the most interactions when a post revolved around football or softball. The Texas One Fund's Facebook performed best when football or women's soccer were featured. 1Oklahoma's most successful content tends to be entertaining content, while the least successful appears to be mostly informative posts. The Texas One Fund's content is most successful when it is entertaining in nature, and it is least successful when it is promotional.

Attitudes

The only negative comments on 1Oklahoma's Instagram are about the football program. There are some positive comments about football, but there are also more positive comments regarding other sports. The same goes for 1Oklahoma's X account, with someone even commenting they want to cancel their subscription to the NIL Collective because of the football team's performance. The 1Oklahoma Facebook account experiences similar interactions in the posts that are about football. However, they have also received other negative comments about their pricing to attend exclusive events. The Texas One Fund's Instagram experienced only positive comments in the past month. The same goes for their X account. Their Facebook had no comments, so it is not possible to determine attitudes toward the content on this site.

METHOD II

SOCIAL MEDIA ANALYTICS

Social Media Engagement

What's Working and What's Not

1Oklahoma's content tends to be the most successful and generate more positive comments when football is not featured in the post. To successfully reach and appease donors through social media, it might be worth considering straying away from football content in the near future. The end of football season and the soon start of softball season might help with social media interaction and attitudes. 1Oklahoma might benefit from expanding its following as the Texas One Fund has. The success on Instagram might relate to the amount of followers, which the Texas One Fund has increased by following more people. Additionally, this could allow donors and potential donors to be more inclined to donate and interact with 1Oklahoma if they feel they have a relationship with them. Entertaining content does the best for 1Oklahoma while informative does the worst. This [Google Sheet](#) explains all aspects of the two NIL collectives' social media accounts.

Website Analysis

TexasOneFund.com and Static.OkState.com are comparable websites to 1Oklahoma.com. All websites cater to the student NIL experience. 1Oklahoma's user interface is primarily commercial. This means the website features language and prompts to interact with the 1Oklahoma subscription and receive exclusive content. TexasOneFund.com and Static.OkState.com both have a student and community-focused approach. The language on both websites invites users to donate solely to aid students. 1Oklahoma hyper focuses on subscribing to the 1Oklahoma program. All websites have buttons for users to donate and/or subscribe.

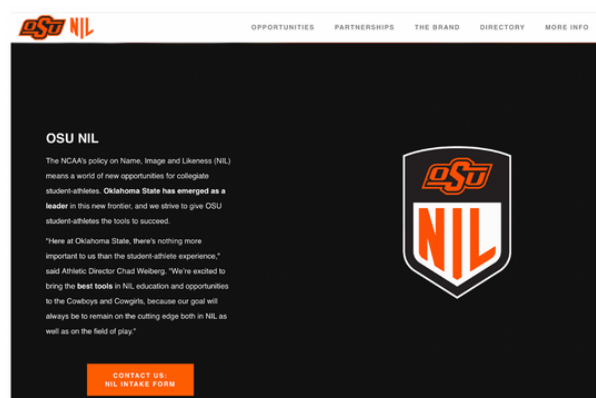
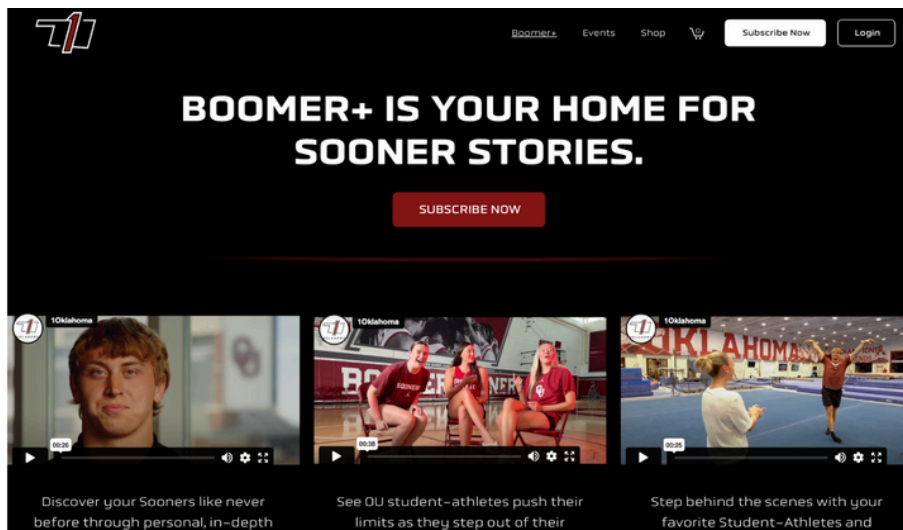
1Oklahoma has a dark aesthetic, whereas TexasOneFund.com has an inviting and brighter color. Static.OkState.com has a video and pictures in the background, then once users scroll, the website transitions to a darker color. Each website offers different tabs lined at the top of the website. Static.Ok.State provides information for players to enroll in the OSU NIL program. This differs from 1Oklahoma and TexasOneFund.com, where the websites are for fans and supporters. 1Oklahoma is a good website for fans and supporters who understand the NIL process. The website has a FAQ section that outlines a description of the NIL and its partnership with students. More information for clarity on how 1Oklahoma operates is available as well. All websites are easy to navigate, and contact, and have calls to action. Further, each website is updated frequently to feature different student-athletes.

METHOD II

SOCIAL MEDIA ANALYTICS

Website Analysis

All websites have great SEO; terms like “OU NIL,” OSU NIL, or UT NIL go directly to respective NIL websites. It’s worth considering whether listing the featured athlete’s name under the videos on the website would be beneficial to garner supporters interested in supporting particular players.



METHOD II

SOCIAL MEDIA ANALYTICS

Summary and Recommendations

Texas One, being a more established NIL brand (according to dates of joining social media), can offer 1Oklahoma a case study in growing its presence in the OU community, and beyond. As is mentioned earlier in this research document, the Texas One Fund seems to do best social media-wise when they post straightforward graphics with easy-to-digest information for their audience on what they are doing to further athletes' success through NIL. As well as how their followers can get involved in fun and entertaining ways. While Texas One on one social media platform lags behind 1Oklahoma in followers, this does not necessarily translate to less engagement. One crucial and prevailing key we found to getting attention for these respective NIL organizations is showcasing the athletes themselves - in other words, establishing a human connection between the brand and its cause. When followers understand that their involvement goes directly to benefitting specific individuals, engagement increases on posts. Additionally, Texas One dwarfs 1Oklahoma in the number of people related to the NIL it follows, which could lead to the forming of more than a superficial connection between brand and brand followers.

In terms of keywords to improve daily SEO results, to avoid a "bounce rate" in viewership, 1Oklahoma should focus as is noted on immediately drawing viewers attention to athletes by clearly denoting on each post with plain language, the athlete, or sport that is being highlighted. In this way, when supporters search these athletes and their activities with associated keywords, 1Oklahoma is more likely to garner attention.

All in all, as an emerging voice for a variety of athletes at the University of Oklahoma, 1Oklahoma has the potential by pushing a grassroots, easy-to-digest approach that uses a subscription-based service and regular posting on social media with relevant keywords to invite consumers of sports at the university to feel like they are having an aggregate impact on athletes they enjoy, not exclusively contained to the most popular sports.

METHOD III

SURVEYS

Overview

The survey's intended purpose was to capture how much involvement would take place with niche sports. We surveyed students, faculty, community members, and the surrounding areas to gauge the support One Oklahoma would receive for less popular sports such as football, men's basketball, and softball. Details in the survey were the outlook on apparel, the use of the interest in sports, specifically what type of sports, the feeling from sports, and the way people celebrate during the sports season. Overall, the survey needed to show what people thought of sports and how people interact with sports. This was important because One Oklahoma's job is to foster participation in the name, image, and likeness of athletes. To accomplish this, understanding the best way to reach sports fans is vital to further creating an environment where sports fans are drawn to and will support athletes. This can be accomplished via a survey like the one completed in class. The survey demonstrated who sports fans are and how respondents think, allowing the ability to tailor marketing to targeted audiences.

Design

The survey's intended purpose was to capture how much involvement would take place with niche sports. We surveyed students, faculty, community members, and the surrounding areas to gauge the support One Oklahoma would receive for less popular sports such as football, men's basketball, and softball. Details in the survey were the outlook on apparel, the use of the interest in sports, specifically what type of sports, the feeling from sports, and the way people celebrate during the sports season. Overall, the survey needed to show what people thought of sports and how people interact with sports. This was important because One Oklahoma's job is to foster participation in the name, image, and likeness of athletes. To accomplish this, understanding the best way to reach sports fans is vital to further creating an environment where sports fans are drawn to and will support athletes. This can be accomplished via a survey like the one completed in class. The survey demonstrated who sports fans are and how respondents think, allowing the ability to tailor marketing to targeted audiences. Research Questions Does gender influence sports preferences, ticket purchases, or donation amounts? Does income influence ticket purchases, donation amounts, or product purchases? Does ethnicity and race influence sports preferences, ticket purchases, or donation amounts?

METHOD III

SURVEYS

Participant Demographics

Survey participants ranged from 18 to 81 years old, with the mean age being 29 years old. The majority of the participants were between 18-22 years old, as many of the surveyed individuals were college students.

The majority, approximately 67% of participants, were female. Approximately 30% were male and around 2% non-binary. Leaving 2% who “preferred not to say” their gender.

The majority of individuals, approximately 74%, identified as White or Caucasian. Approximately 12% identified as Spanish, Hispanic, or Latino origin. Approximately 3% identified as Black or African American. Approximately 7% identified as American Indian/Native American or Alaska Native. Approximately 3% identified as Asian. Approximately 1% identified as Native Hawaiian or Other Pacific Islander. Approximately 2% identified as other, and approximately 3% preferred not to say.

Approximately 24% of individuals reported earning \$150,000 or more annually. Approximately 7% reported earning between \$100,000 and \$149,000 annually. Approximately 6% reported earning between \$75,000 and \$99,999 annually. Approximately 5% reported earning between \$50,000 and \$74,999 annually. Approximately 4% reported earning between \$25,000 and \$49,999 annually. Approximately 17% reported earning less than \$25,000 annually. Approximately 24% of individuals preferred not to say.

METHOD III

SURVEYS

Findings

Understanding what drives student engagement and merchandise sales is key to increasing revenue for 1Oklahoma. Our survey questions were developed to explore whether the perceived *soonerness* (authenticity) of merchandise influences students' willingness to spend and if the atmosphere influences the want to attend games. Results showed a weak but significant relationship between the perceived authenticity of merchandise and students' price/value perceptions, suggesting that students are willing to pay more for items they see as more aligned with the university's identity. A lot of our results proved that individuals were unsatisfied with the merchandise that 1Oklahoma was offering and would rather purchase something else. While the research examines whether the overall gameday atmosphere affects students' decisions to attend games, we were able to conclude that the overall atmosphere does affect whether or not people want to attend athletic events at OU. By identifying the most important elements of the gameday experience, this study provides insights that can help 1Oklahoma improve both merchandise sales and student engagement. We also wanted to test to see if 1Oklahoma were to delegate more money to niche sports, would they increase or decrease revenue? This relationship was marked by ambivalence. The respondents were asked a series of questions regarding their attitudes towards NIL more broadly on 5-point scales ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Students expressed particular concern about OU's ability to compete in the NIL era ($M = 2.49$, $sd = 1.15$) but support for the idea that pre-NIL sports unfairly profited from student-athletes ($M = 3.31$, $sd = 1.01$). Student respondents also slightly (but not significantly) agreed with the idea that NIL created important opportunities for fans to engage with and support their favorite athletes ($M = 3.16$, $sd = .933$). A lot of these sports and opportunities stem from more popular sports and athletes, like football and softball and athletes from these sports.

Overall, we were able to gather several findings for 1Oklahoma. We were able to conclude that multiple things can be fixed to increase their revenue and be more of a resource to these non-revenue sports. Many people would rather have different merchandise options. While a small variety is offered on the 1Oklahoma website, different designs could increase sales, as well as more things to offer. Right now, 1Oklahoma offers a couple of different hats, shirts, cups, and items like a beverage dispenser. 1Oklahoma needs to recognize what its audience is reporting. The behaviors and how the audience perceives the organization do not seem to be productive and taken seriously. To create the best organization possible for athletes, once these issues are recognized, then more revenue can be generated.

METHOD III

SURVEYS

Summary & Recommendations

Interviews, social media analytics, and survey results highlight several key insights for 1Oklahoma's brand. The importance of atmosphere emerged as a dominant theme in the survey, as over half of the respondents identified it as the most crucial factor in their game day experience. This finding is supported by in-person interviews that emphasized the unique energy of live events. Opinions on NIL were mixed; while some respondents appreciated the opportunities NIL creates for athletes, others expressed concerns about fairness and its impact on college sports. Non-revenue sports also show promising potential as an untapped market, with students expressing interest in more promotional content and NIL deals for athletes in sports like volleyball, golf, and tennis. Social media analytics confirmed this interest, with increased engagement for non-rev sports content, suggesting an area for growth and audience connection. Overall, the opinions of students were revealed through the survey findings and in-person interviews. The most dominant findings were of the importance of atmosphere, thoughts on NIL as a whole, and desires to see more NIL deals and content from athletes competing in non-revenue sports.

The common consensus from the above quantitative survey and qualitative person-on-person interviews serves to create a large, holistic picture that can be beneficial to the future of 1Oklahoma, and NIL organizations in general. We believe that a focus on gameday atmosphere/exclusive activities combined with more appealing and better-quality merchandise will be a significant factor in bolstering the positive image of 1Oklahoma. Respondents with a plurality (55%) indicated that “Soonerness” is encapsulated in time spent with family and friends at the sports venue in question on a game day, regardless of the sport, so it is strongly suggested that fostering this kind of atmosphere through exclusive live events should be curated more. Curiously, 24% of respondents, a whole fourth of the pool, were of larger earning margin (<\$150,000/year), with roughly another fourth deciding not to say and roughly half of respondents falling somewhere in between. If accurate, this indicates that these findings host a variety of different income ranges that can be appealed to, although it should be noted that concurrently, the mean age is 29 years old, a post-grad age. Overall, this is a healthy and wide-ranging group of respondents with different outlooks and backgrounds, suggesting that if given these results, 1Oklahoma can accurately go forward with attempting to adopt the aforementioned suggestions.

DISCUSSIONS

Major findings from interviews, social media analytics, and survey results include the importance of atmosphere, overall opinions on NIL, and the importance of non-rev sports. Additionally, many of these findings indicate a slight interest in OU's non-rev sports, and some students interviewed mentioned a desire to see more content and NIL deals featuring athletes from these sports.

Importance of Atmosphere

Survey participants were asked what is the most important when attending an Oklahoma sporting event. The options were overall atmosphere, services available, team performance, merchandise, and time spent with friends or family. 55.5% of the survey's respondents indicated that the overall atmosphere is the most important aspect to them when it comes to an Oklahoma game day experience. Additionally, 108 respondents indicated that exclusive access at live events is appealing to them, highlighting the importance of live events and atmosphere.

The in-person interviews conducted revealed the impact the atmosphere has on students and their enjoyment of OU athletics. One student mentioned their favorite gameday experience being from the OU vs. Texas game in 2023, describing it as unique. "I was really close to the field, so that made it really unique, having such good seats," they said. "And like the crowd and the atmosphere. We were right behind the band, so it was just, it was really fun." Another student felt that attending sporting events in person was enjoyable because of the atmosphere. "I just love, like, the atmosphere of live sports, um," they said. "There's literally nothing that I've ever been involved in that is like OU-Texas, and you just can't mimic it, no matter how hard you try with the drone shots and College GameDay uh at OU-Texas. Like there's just nothing like being physically there."

Opinions on NIL

This relationship was marked by ambivalence. Respondents were asked a series of questions regarding their attitudes towards NIL more broadly on 5-point scales ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Students expressed particular concern about OU's ability to compete in the NIL era ($M = 2.49$, $sd = 1.15$) but support for the idea that pre-NIL sports unfairly profited from student-athletes ($M = 3.31$, $sd = 1.01$).

Student respondents also slightly (but not significantly) agreed with the idea that NIL created important opportunities for fans to engage with and support their favorite athletes ($M = 3.16$, $sd = .933$).

DISCUSSIONS

Opinions on NIL

The in-person interviews also resulted in opinions towards NIL being ambivalent, with some thinking of it positively and others being skeptical. One student even mentioned they felt NIL has ruined some aspects of college sports with athletes making decisions on where to compete based on money and business as opposed to being there for the team. Another student felt it was simply interesting. “I think it's fascinating, um, because it has kind of flipped college sports on its head in a lot of ways,” they said, “I mean, I the most prominent example is football. Football players are making millions of dollars as college students, and that's a great opportunity for them. But then it's also uh like considerable that there are other athletes working just as hard that don't have the same magnitude of opportunities, I guess. Um, So I it's nothing more than I think that's interesting, like I think it's interesting how that's going to continue to play out as it grows. It's such a new thing. In relation to college sports as a whole, it's very new, and they're still figuring it out, but, um, and just like the ever, it's so ever-changing like it's so new, there's going to be changes made to it, and there are currently changes being made to it.” This same student mentioned the desire to see equal opportunities among athletes for generating revenue from NIL and endorsements. Other students mentioned they find NIL to be a helpful asset for athletes, allowing them to grow their brand and experience the business side of sports before entering a professional league.

Non-Rev Sports

During the in-person interviews, it was revealed that some students associate some of their favorite sports memories with non-rev sports. There was interest expressed in seeing more content promoting these athletes. One student mentioned a desire to see more NIL deals and social media influence from athletes participating in non-rev sports, particularly foreign athletes who came to the States because of their desire to compete at this level. Students expressed their desire to see more influence from athletes on non-revenue sports, such as women's sports, soccer, and golf. One student specifically stated the desire to see more NIL deals and social media influence from the “smaller” (non-revenue) sports. “I think, like smaller sports, and I mean by that, I just mean like volleyball, like those girls are awesome,” they said. “They almost beat three ranked teams in a row, like they're killing it. And so, you know, girls like that deserve recognition. I'm biased because I work for one of the tennis teams, but they've got a bunch of foreign players that come to the US to play college tennis, and I think they would add a lot of value to the NIL space or influencing space.”

DISCUSSIONS

Non-Rev Sports

The survey results indicated that 15% of the respondents' favorite OU sport is one that does not generate revenue. These sports include tennis, baseball, and golf, among others. This is a large, mostly untapped market that 1Oklahoma has not done a lot with in regards to including in their content comparable to the revenue-generating sports such as football and softball.

Based on the social media analytics, 1Oklahoma is predominantly successful when featuring non-rev sports. The Instagram account tends to do better when it shares content about the baseball team. The X account tends to do better when it shares content about the volleyball team. The engagement on 1Oklahoma's social media accounts does tend to increase when sharing posts about football, but these posts are also met with large amounts of negativity in the comments. On multiple posts about football, there were comments left from 1Oklahoma subscribers discussing their desire to stop donating money to them.

Summary

Interviews, social media analytics, and survey results highlight several key insights for 1Oklahoma's brand. The importance of atmosphere emerged as a dominant theme in the survey, as over half of the respondents identified it as the most crucial factor in their game day experience. This finding is supported by in-person interviews that emphasized the unique energy of live events. Opinions on NIL were mixed; while some respondents appreciated the opportunities NIL creates for athletes, others expressed concerns about fairness and its impact on college sports. Non-revenue sports also show promising potential as an untapped market, with students expressing interest in more promotional content and NIL deals for athletes in sports like volleyball, golf, and tennis. Social media analytics confirmed this interest, with increased engagement for non-rev sports content, suggesting an area for growth and audience connection. Overall, the opinions of students were revealed through the survey findings and in-person interviews. The most dominant findings were of the importance of atmosphere, thoughts on NIL as a whole, and desires to see more NIL deals and content from athletes competing in non-revenue sports.

SUGGESTIONS

1Oklahoma has the potential to push a grassroots, easy-to-digest approach that uses a subscription-based service and regular posting on social media with relevant keywords to invite consumers of sports at the university to feel like they are having an aggregate impact on athletes they enjoy, not exclusively contained to the most popular sports. We believe that a focus on gameday atmosphere/exclusive activities combined with more appealing and better-quality merchandise will be a significant factor in bolstering the positive image of 1Oklahoma. Respondents with a plurality (55%) indicated that “Soonerness” is encapsulated in time spent with family and friends at the sports venue in question on a game day, regardless of the sport, so it is strongly suggested that fostering this kind of atmosphere through exclusive live events should be curated more. We noted that an over-emphasis on promoting football on social media is met with negativity as 1Oklahoma followers have seemed to catch the general trend that this “heavy-hitting” sport is one that 1Oklahoma seems to believe deserves to have a majority of the limelight. As is discovered in our interviews conducted especially with students, respondents were emphatic that non-rev sports should receive significantly more attention, and additionally the athletes in said sports should see more NIL attention and sponsorship. We would suggest that on social media posts and live events, these athletes and sports are highlighted more, which would generate a more genuine response from sports-goers. Additionally, 1Oklahoma could conduct in-house surveys of their own to determine what subscribers deem to be “authentic” merchandise to spark more sales and involvement.

Consistent posting and diversified focal content (not just rev sports) gives potential subscribers an incentive to stay involved and not just subscribe for specific times in the year or specific sports. In other words, an “umbrella” approach that gives credence and appreciation to each sport will generate a more diverse and passionate group of subscribers.

1Oklahoma has the potential by pushing a grassroots, easy-to-digest approach that uses a subscription-based service and regular posting on social media with relevant keywords to invite consumers of sports at the university to feel like they are having an aggregate impact on athletes they enjoy, not exclusively contained to the most popular sports.

Across their social media platforms and their website, 1Oklahoma’s slogan is “1Goal. 1Team. 1Oklahoma.” With this as the banner head for the organization, messaging, and execution should reflect this idea, bringing more athletes and sports that are typically thought of as “NIL” into the fold through branding, exposure, and compensation. Respondents expressed a desire through personal experience that non-rev sports have the potential to serve as exceptional gameday experiences to add on to ones such as Saturday football or weekly basketball games. Using their new platform of outreach to curate involvement in these sports could go a significant way to generating goodwill for 1Oklahoma and turning respondents from ambivalence to positivity on the nature of NIL organizations.

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APPENDIX

Interview #1

Interviewer:	<p>Hi! Thank you for your time today! My name is Grace, and I am hoping to get your opinions on a few topics related to OU sports. None of these questions have “right” or “wrong” answers, so just answer them to the best of your ability.</p> <p>At times some of these may feel a little repetitive, but just bear with me and it will all make sense! If at any point we encounter something you’d rather not talk about or a question you don’t feel comfortable answering, just let me know! We can skip to the next one.</p> <p>We’re just hoping to learn a little bit about you and your preferences and how you interact with OU sports.</p> <p>Overall, what would you say is your single favorite sports memory?</p>
Anonymous:	<p>Uhm, I would say watching the OU/TX game in 2023. Uhm, cause our seats were really good and we just got to be a part of such a special time in OU’s history.</p>
Interviewer	<p>Where were you and what made it so unique?</p>
Anonymous:	<p>I was really close to the feel, so that made it really unique, having such good seats. And like the crowd and the atmosphere. We were right behind the band, so it was just, it was really fun.</p>
Interviewer:	<p>Talk me through the ideal gameday experience. What’s the sport, where are you, and who are you with?</p>
Anonymous:	<p>I would be at a football game and I’d be with all my friends. We’d probably be having some fun beforehand, taking fun pictures, getting dressed up, and just having a good time with my friends.</p>
Interviewer:	<p>Did you grow up in a “sports” home? Who was your team and who did you watch growing up and who were you rooting for?</p>
Anonymous:	<p>I did grow up in a sports home, uhm, I always did sports when I was younger and football was a big part of my growing up because my older brother played football. So like getting to watch him play, like, was really cool and my team was just always like my family. I also ran track my whole life so being apart of a team was a really big part of my life.</p>
Interviewer:	<p>Where there any professional teams that you grew up watching?</p>
Anonymous	<p>Uhm, I mean I watched a lot of women’s track, but not necessarily.</p>
Interviewer:	<p>How long have you been a fan of OU sports?</p>
Anonymous:	<p>Honestly not until I came to school here. My dad is a UT fan so I really didn’t pay attention to like college football or sports until I became a student.</p>

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Interviewer:	Did sports affect your decision on where to go to college? If so, how?
Anonymous:	Yes because I wanted that big atmosphere and like student life and student involvement. I think it kinda makes the school what it is.
Interviewer:	How would you rank your top 3 favorite sports?
Anonymous:	I would say to watch football, basketball and women's gymnastics.
Interviewer:	What is it about football that makes it special or your favorite?
Anonymous:	Just the comradorary that comes and like OU has a really like strong fan base, like I love the competitiveness and like the-the pride people take in OU football.
Interviewer:	OU changed conferences from the Big 12 to the SEC this year, how are you feeling about that?
Anonymous:	Oh uh, it's exciting like watching kind of like our boys grow up some and like just being apart of something bigger is always good for the school and always good for you know overall growth of the football team and I think that's exciting.
Interviewer:	Do you have any fears about that change? If so, what are they?
Anonymous:	Not really fears, I think it's gonna take the football team a couple years to adjust to like the big SEC, you know conference and how competitive and it's different but it's not scary. It's growth, it's good.
Interviewer:	These questions hope to learn a little bit more about your relationship with OU, not as a sport's person but as a student. What is your major?
Anonymous:	I am a nursing major.
Interviewer:	What drew you to the University of Oklahoma?
Anonymous:	Uhm, I really love the campus a lot and when i cam and visited all the people I would run into on campus were so nice and that was weird. So, just kind of like friendliness with people here and how beautiful and homey it felt.
Interviewer:	Overall, how would you say that Oklahoma ranks as a university experience? There is no wrong or right answer just for you personally, was it the right choice, and would you do it again?
Anonymous:	I would choose OU over and over again. It's been such a good experience for me. I'm a transfer student so I went to another university before and coming to OU was the best decision I ever made and I would do it over and over again everytime.
Interviewer:	How important is "soonerness" to your sense of self? Is it an important part of who you are and how does it compare to your other things?
Anonymous:	I would say it is important like I like to show up for things and like be apart of

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Interviewer:	something. It's not like my whole life, but it is an important thing for me to show up and be a part of something big. When you graduate, how motivated are you to try to stay connected to your OU identity?
Anonymous:	I'm very motivated. I want my kids to come to OU. I want to be involved as an alumni, through my sorority and through sports and kind of give back to the future students.
Interviewer:	Will you stay in the OKC metro?
Anonymous:	Uhm, thats kind of undecided it just kinda depends where life pans out, but I would like to stay close.
Interviewer:	OU license plates or bumper stickers after you graduate? Horns up or horns down?
Anonymous:	Horns down.
Interviewer:	Alright moving on. Are you a fan of online influencers/streamers?
Anonymous:	Yes.
Interviewer:	If so, who would you say is your favorite content creator?
Anonymous:	Hmm, that's tough. I'm just gonna go with something easy and say Alix Earle because I probably see her the most often. I'm not like attached to her, I'm not attached to any influencers like super bad, but I would say I probably see Alix Earle the most.
Interviewer:	Is there a genre of influencer or streamer you prefer to others and why?
Anonymous:	Uhm, I love watching kind of like girl related stuff like makeup and outfits, lifestyle, nutrition, gym stuff and I think I like that because it like I relate to it and it pertains to me and what I like personally.
Interviewer:	Can you think of a time you made a purchase decision, bought something or chose a specific restaurant based on the recommendation of an online influencer? What was it and how did it go?
Anonymous:	Uh, I definitely bought some stuff off Tik Tok shop and it was like workout wear that I had seen an influencer post and it was a great purchase. Like it really was, I wear them all the time and yeah it went great.
Interviewer:	If an athlete were to recommend a product or service like a particular restaurant in Campus Corner or Norman how likely would you be to try it out?
Anonymous:	Uhm if it's something I like I mean, yeah, I would probably try it out. And especially if it was Campus Corner, I mean it's right there, it's convenient. So, I'd probably try it out.

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Interviewer:	Is there a particular athlete or sport that you'd like to see do more influencing. Why? And what would make an athlete a good influencer?
Anonymous:	Uhm, I don't specifically have an athlete I would wanna watch. But, I think what would make a good influencer from an athlete would just kind of be like, being relatable and showing kind of a day-to-day like what they do and maybe how they manage school and practice and the pressure of it all.
Interviewer:	Is there a particular sport you want to see this from?
Anonymous:	I mean, I would probably say like women's gymnastics would be cool, anything women's sports because I just don't think I would like relate as much to like a football player, like a make football player or a male athlete as much just because my interest and hobbies aren't really the same.
Interviewer:	What would you say is your favorite, single favorite sport? What is it that makes it unique or special to you?
Anonymous:	My favorite sport is probably football just because I grew up watching my brother play and so that makes it special to me. It just makes me think about the memories I have and getting to watch my brother and watch him grow up through that sport.
Interviewer:	Any favorite team or teams?
Anonymous:	The Oklahoma Sooners.
Interviewer:	What is your preferred way of watching sports? Live/in person or on TV and what is it that makes that way preferable to the other?
Anonymous:	I prefer watching it live/in person just because I think it is like an environment that you can't recreate anywhere and it makes it really special and you really feel like your apart of something bigger.
Interviewer:	Do you have a preference on which sports you like to see live and are there any preferred televised?
Anonymous:	I think all sports are kind of better live just because you get like the environment and like the atmosphere from it. I wouldn't care to watch golf live though I feel like I can watch that at home, not really missing much.
Interviewer:	Outside of gamedays do you spend any time thinking or talking about sports during the week? Who do you talk with and what do you talk about?
Anonymous:	Uhm, I would say most of my sports talk comes from my dad or my boyfriend. I know enough about sports but kind of getting to hear from them and they're a lot more into it and know kind of the details. It's kind of fun to listen and learn some of that.
Interviewer:	Any opinions on fantasy sports?
Anonymous:	I think it's cool. It is pretty cool. It's a good opportunity to kind of like get people

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	involved and I like when my boyfriend wins money so he can take me out places. But it is cool, it is a cool concept. It's very new, which is cool and like I personally wouldn't do it cause I don't know anything about sports. But it is kind of like a cool way for people who are super involved to project that.
Interviewer:	How often do you wear clothing themed with your favorite teams brand or related to your favorite sports?
Anonymous:	Probably a couple times a week I rep my OU t-shirts and hoodies and stuff like that, just going to class.
Interviewer:	Do you watch or consume any kinds of sports content besides games? For example sports talk shows, chats, forums, fan communities, streamers/influencers, etc.
Anonymous:	Yeah, I'll watch some of like the podcasts or like uh sports broadcasters kind of talking and like reviewing the games. I think that can be interesting sometimes.
Interviewer:	Thank you very much for your time today! I have a few more questions about you, personally, then we should be good. Name, gender, age and your affiliation with OU.
Anonymous:	My name is Claire, I am 21 years old, I'm a female and I'm an OU student.
Interviewer:	Overall, how would you say you feel about NIL and it's impact on college sports? Has it changed the way you feel about being a fan?
Anonymous:	It doesn't necessarily change, actually it kind of does. I think NIL is interesting and I think it's kind of ruined some of the, like, parts of college sports just because people should be there because they want to show up and they want the team, but it's kind of turned into a money thing and that's made you know, it's more about deals and business. Which is like, it's college, which is, I don't feel like it should be that way. And we just lost Dylan Gabriel to a NIL deal at Oregon so like as a fan that kind of is disappointing. Like I understand people have better opportunities and no hate to him for it, but it definitely kind of makes me question motives and like the athletes willingness to be there and show up for the team.
Interviewer:	Is there something that you wish I had asked you today but didn't?
Anonymous:	No.
Interviewer:	Thank you for your time today.

APPENDIX

Interview #2

0:01 Interviewer:

Okay, I'm going to read over the consent form. Would you like to be involved in research at the University of Oklahoma? I am Jenna Burress from the OU PR department, and I invite you to participate in some class research on changes in OU and college sports student NIL. You were selected as a possible participant because as a student, your opinion is worth hearing. You must be at least 18 years of age to participate in this research. Please read this document and contact me to ask any questions you may have before agreeing to participate in my research. What is the purpose of this research? This research aims to better understand public perceptions of and attitudes towards the rise of NIL as a factor in college sports. How many participants will be in this research? About 30 people will participate in this research, including student athletes, local businesses and sponsors, boosters, students and alumni. What will I be asked to do? If you agree to be in this research, you will be asked a few questions about your attitudes, experiences and preferences when it comes to NILs, as well as their effect on the college sports experience. Your responses will be recorded, however, these recordings will be kept strictly confidential and not shared with anyone outside of me and the professor I am working with. How long will this take? Your participation will take approximately 30 minutes to one hour. What are the risks and benefits if I participate? We don't anticipate this research posing any specific risks to you. The questions entirely revolve around sports experiences and attitudes and avoid anything that could be too personal, prying or embarrassing. All of your responses will be kept strictly confidential, and your name and personal identifiers will be removed from all data for final reporting. Questions that could be emotionally distressing, while we don't expect to, it is possible that we may ask you to answer questions that may make you distressed or trigger strong emotional reactions. If these questions make you feel uncomfortable, you do not have to provide an answer, or you can stop our discussion or discontinue participation in the research. If the researcher sees signs that you are distressed, they will pause the discussion and ask if you would like to continue. Audio or video recorded data collection, there is a risk of accidental data release if we collect your data using audio and video recordings. If this occurred, your identity and statements you make would become known to people who are not on the research team. To minimize this risk, the researchers will transfer data to and store your data on a secure platform approved by the university's Information Technology Office. Collection of demographic or geographic location data that could lead to deductive re identification. You will be asked to provide demographic information that describes you. We may also gather information about your geographic location in this research, different combinations of personal and geographic information may make it possible for your identity to be guessed by someone who was given or gained access to our research records. To minimize the risk of deductive reidentification, we will not combine identified variables nor analyze and report results for small groups of people with specific demographic characteristics. What are the benefits if I participate? We do not anticipate any direct benefits to you as a result of participation in this study. However, your responses will be used to better understand how NIL has changed the relationship between athletics departments, students, fans, boosters and student athletes. By better understanding these relationships, it is

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	<p>hoped that we can improve the NIL process and impact for everyone involved. Will I be compensated for participating? Unfortunately, as a class project, we cannot offer any direct compensation to thank you for your time. Who will see my information? There will be no information in research reports that will make it possible to identify you. Other than the initial recording, all data will be de identified and rendered anonymous with pseudonyms used for you and any institutions that may be mentioned as part of the process. Research records will be stored securely and only approved researchers in the OU Institutional Review Board will have access to the records you have the right to access the research data that has been collected about you as a part of this research. However, you may not access this information until the entire research has been finished, and you consent to this temporary restriction. Do I have to participate? No, if you do not participate, you will not be penalized or lose benefits or services unrelated to the research. If you decide to participate, you don't have to answer any questions, and can stop participating at any time. Audio recording of research activities, to assist with accurate recording of your responses the interview will be recorded on an audio recording device. You have the right to refuse to allow such recording without penalty. Do you consent? Will I be contacted again? The researcher might contact you to gather additional data or recruit you for new research. I give permission. Do you give permission for the researcher to contact you again?</p>
5:54 Anonymous:	Wait, do I do this one too?
5:55 Interviewer:	That's the one I read. Oh wait.
5:57 Anonymous:	It just says for Zoom.
5:59 Interviewer:	Sorry.
6:00 Anonymous:	No that's okay.
6:07 Interviewer:	Um. Who do I contact with questions, concerns or complaints? If you have questions, concerns or complaints about the research or have experienced a research related injury, you can contact Dr Jonathan Borden at at Jborden@ou.edu or 941-626-9390. You can also contact the University of Oklahoma Norman campus Institutional Review Board. OUNC IRB at 405-325-8110, or irb@ou.edu if you have questions about your rights as a research participant, concerns or complaints about the research and wish to talk to someone other than the researchers, or if you cannot reach the researchers. And will you sign that?
6:50 Anonymous:	Yeah.
6:51 Interviewer:	Thank you.
7:19 Interviewer:	Thanks. Hi. Thank you for your time today. My name is Jenna Burress, and I am hoping to get your opinions on a few topics related to OU sports. None of these questions have a right or wrong answer, so just answer them to the best

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	<p>of your ability. At times, some of these may feel a little repetitive, but just bear with me, and it will all make sense. If at any point we encounter something you'd rather not talk about, or a question you don't feel comfortable answering, let just let me know we can skip to the next one. We're just hoping to learn a little bit about you and your preferences and how you interact with OU sports. Okay, overall, what would you say is your single favorite sports memory?</p>
8:06 Anonymous:	<p>Um I got to work the Field House, the student basketball game at the Field House uh last year. I think it was in the fall semester last year, uh and that was really cool. Uh The Field House sits about 3000 people, I think, and it was like packed with students. They also had T-shirts for everybody. So that was really cool. Um And I got to uh work for the athletics department on that. So it was cool to be on the other side of it, but also get to kind of enjoy it and see like how fans interacted. So that was fun.</p>
8:39 Interviewer:	<p>Cool. I also worked that game.</p>
8:41 Anonymous:	<p>Did you photograph it?</p>
8:42 Interviewer:	<p>Yeah.</p>
8:43 Anonymous:	<p>Nice. It was so fun.</p>
8:46 Interviewer:	<p>It was. Um talk me through the ideal game day experience, the sport, where you are, who you're with.</p>
8:52 Anonymous:	<p>Um I'm gonna steer OU Texas on this one. um That's just another favorite sports memory of mine, but um OU Texas last year was awesome. It was like, weather was really nice. It wasn't too hot. We did game day, College Game Day in the morning, um fair in between, and then went to the game stayed till the end um. So that was fun. I just think, like, I love having an organized plan of what my game is gonna look like. A lot of people are very different in that aspect, but thankfully, my friends agree uh that they like to have a plan on what we're doing. So uh I don't know, but game day was a really cool experience there and then when they hosted here it was, really awesome again. So.</p>
9:36 Interviewer:	<p>Yeah, it was fun. Did you grow up in a sports home?</p>
9:40 Anonymous:	<p>Uh Yes, I did. Um I, my dad was really big into sports. My mom has a really good understanding of sports um. My dad has taught me pretty much every sport you can think of. He and I even watched curling. We had a curling phase at one point, uh but like wrestling, like small sports, like that, you don't really think a lot about uh watching as, like a mainstream sport, my dad's taught me all of those, like, field hockey, lacrosse, uh that kind of stuff um. And then my dad played soccer, tennis growing up. So I played soccer and tennis growing up um. And then, yeah, so I mean, I have a pretty strong surrounding of sports in my family.</p>

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10:24 Interviewer:	Who did you grow up watching and rooting for?
10:29 Anonymous:	Um College wise OU. Ryan Broyles is, like one of my favorite players of all time. Kenny Stills is awesome. um So that, like, 2008 ish team is like the first team I ever really understood and paid attention to um. And then professionally, I love the US women's soccer team. That was a really big phase for me um. So like Alex Morgan, like Abby Wambach, Hope Solo, that kind of team, the 2015 national team, was a big one that I really like, hyper focused on for a good bit. And then I'd say, like, single athlete I love, Mesut Özil, who plays for Ars or played for Arsenal while I was growing up. And he's just awesome. I have his jersey so.
11:20 Interviewer:	I didn't know who that was.
11:23 Anonymous:	He's German. He plays for the German team.
11:24 Interviewer:	Like soccer?
11:25 Anonymous:	Mhm.
11:26 Interviewer:	Yeah, um, yeah, I don't watch soccer.
11:30 Anonymous:	Not a lot of people do. It's not a huge focus sport in the US, but it's one of the sports I grew up watching. So.
11:37 Interviewer:	Um how long have you been a fan of OU sports?
11:41 Anonymous:	Uh since 2008 is my earliest recollection um, and it was mainly because I didn't want to go to bed and there was an OU football game on. And my dad said, Well, if you sit still and watch this, then you can stay up. And so I did, and I actually started to kind of like apply myself and try to understand the game so that my parents watching football wasn't a chore. It was like, Oh, I want to watch football too. So makes it enjoyable. 2008 I would have been like five. Had just turned five that season. So.
12:11 Interviewer:	So a while?
12:13 Anonymous:	Most of my life, that I remember, yes.
12:16 Interviewer:	Um, did sports affect your decision on where to go to college? And if so, how?
12:21 Anonymous:	Uh I think, subconsciously, yeah, um my whole family, like a good bit of my family went to OU, um all of my immediate family did, and so I wanted to be different go somewhere.
12:32 Interviewer:	Sorry got a phone call from my mom.
12:35 Anonymous:	You're good. So I applied to, like, I believe it was eight different schools um. And, I mean, yeah, all of them did have really good sports programs. But, OU has my major program and is really well known for that. So I chose ou, but

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	um, I mean, yeah, subconsciously, honestly, I don't, I wouldn't. I didn't consider any schools that had um, like, anything less than a power five uh football school. So.
13:04 Interviewer:	Same. Um how would you rank your top three favorite sports?
13:11 Anonymous:	Um I'd rank soccer one, tennis two, and I honestly would probably put football three.
13:19 Interviewer:	Um what is it about soccer that makes it special or your favorite?
13:24 Anonymous:	Uh It's just like the association of it with my dad and my uncle and me, like every Saturday Sunday, we would watch Premier League Soccer Saturday or Sunday. uh Like I said, Arsenal's our team, that's not a common favorite. I've learned growing up in the US. I'll see people with, like, a Chelsea jersey. I'll be like, Oh, an Arsenal fan. They're like, ew. But, I mean, I don't know it's, it's like, one of those teams, like, they'll have a really bad rough patch, and then you just still love them to death. Like, I will never not be an Arsenal fan. Um It's just the association of like, the positive memories of like. That's how my uncle and I got so close when I was little was He bonded with sports with me, same with my dad. So.
14:14 Interviewer:	Valid. Um OU changed conferences from the Big 12 to the SEC this year. How are you feeling about that?
14:23 Anonymous:	Oh, I think it's great um. Obviously, when it was first, like, introduced as an idea a couple years ago, I feel like I was a little bit more torn on it then, because I just generally, in life, I'm not a big fan of change, but I, like, you know, since that you pay more attention to the SEC, like coming into it uh, and so my awareness around the conference changed. And it truly is just like it's elite on all sides, like their media coverage, their like inside business operations, like, I mean, even just stuff that you don't see day to day on game days, is like, just they have it down pat, and it's one of the best things to be a part of. And I think OU was, I wouldn't say, idle in the big 12, they were still incredibly dominant and really, like competitive with those teams. But I think, like every organization has to have a big step at some point. And you know, for like Arizona that was them moving to the Big 12, it looks different for every school. Uh And so for OU, I think our big move uh and what needed to happen for all of our athletics program, you know, like football, it's huge, yes, absolutely. But like tennis, it's huge. Soccer, it's huge. Volleyball, it's huge uh. So just all around it was great for our athletics programs.
15:46 Interviewer:	Do you have any fears about that change? And if so, what might they be?
15:50 Anonymous:	Like I mentioned, I think change is hard for a lot of people to approach, uh especially when it's like, such a far off idea. I mean, like, essentially, we were told, I don't know how many years ago now, but like when I was in high school, it was brought up, and it was said, you know, won't be till 2025 so it's like, okay, it's got time to grow on us. Then they moved it up to 2024 that still seemed pretty far off. We still had plenty of time in the Big 12. But I mean, I

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	just think the idea of the change, without really researching how powerful it really could be, was what held a lot of people back. But I honestly think the reception of it has been great, and it's been, you know, a couple months, and it's already a really positive change. So.
16:32 Interviewer:	Yeah, I'd agree. I was scared about it at first.
16:35 Anonymous:	Yeah, I think it's daunting for sure.
16:37 Interviewer:	Yeah, I agree.
16:40 Anonymous:	Okay, these next questions hope to learn a little bit more about your relationship with OU not as a sports person, but as a student. What is your major?
16:52 Interviewer:	I am a public relations major.
16:55 Anonymous:	Um A lot of people say it's because their family went here and they're comfortable here. And while that's true for me, it kind of pushed me away because I wanted to do something different and kind of make my own path and prove mainly to myself, that like I didn't have to have my parents help, going to school and having that comfort of them knowing what the environment's like. But for PR, uh I looked at other schools, and as close as it got to being PR was like marketing or advertising, and advertising and PR, while they work hand-in-hand they're different, and I wanted PR like that. I was dead set on that, and I'm very glad I was adamant, because that's like a passion that I have, and I'm glad I focused on that. And OU has the number two PR program in the nation, and so that, like, truly, like, campus tour did nothing for me. I've been here a million times. It was just another tour to me um, which I know is tough to hear, but this place does feel like home now, but it's because I, I made the choice for, like, my professional life. I guess, at an early age.
18:04 Interviewer:	Same.
18:05 Anonymous:	I didn't want to be like my mom and dad. I wanted to do my own thing, but it just ended up being the best for me, and thankfully, it's been no comparison to their experience. Mine's been my own, and that's all I could ask for.
18:16 Interviewer:	Yeah, that's how I feel with my brother.
18:18 Anonymous:	Did he go here?
18:18 Interviewer:	Mhm.
18:19 Anonymous:	I didn't know that.
18:19 Interviewer:	He graduated the year we graduated high school so didn't, weren't here together. I came up and visited him a lot.

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18:31 Anonymous:	I know that's how I, like all my cousins, go here. Currently, there's six of us here. Currently.
18:35 Interviewer:	I didn't even know that. That's crazy.
18:38 Anonymous:	Yep.
18:40 Interviewer:	Um Overall, how would you say that Oklahoma ranks as a university experience? There's no right or wrong answer just for you personally. Was it the right choice, and would you do it again?
18:50 Anonymous:	Yeah, it was absolutely the right choice. I've had the perfect mix of, like, all of the academic accomplishments I could have ever wanted, academic opportunities I could have ever wanted um, job opportunities, internship opportunities, everything has pretty much played out exactly like, made better than I could have ever hoped for. But I think that's kind of how you hope for it to go, is like you have an expectation. But you hope to overachieve that, and that's what OU has done for me, and then, as an experience. I had really no expectations for a college experience. I grew up really sheltered, not really sheltered, but like, I was very much like, school oriented. Growing up like that was my priority. That's what I loved. I loved going going to school, and I still do. So I didn't really have an expectation for, like, a crazy party school or anything like that. So I think my like criteria, I guess, for like, what, what I consider a college experience is very different than uh a lot of people around me, but it's been awesome. I'm in a sorority, so I feel like that like contradicts what I just said, but my sorority surrounds me with people that are very like minded um. You know, there's everybody from every walk of life in there, in that environment, but it's the same around campus. You meet people that are just like you, who have never been to a fraternity before, frat party before, and then you meet people who like that is their jam, and it's so I think that that's kind of all I could have hoped for, was having an array of options so that I could choose how I want my college experience to go.
20:24 Interviewer:	That was good.
20:25 Anonymous:	Thanks.
20:26 Interviewer:	Um how important is "soonerness" to your sense of self? Is it an important part of who you are? How does it compare to other things?
20:36 Anonymous:	I, I think it's a really important part of my professional career, because OU has given me a huge step in where I want to go professionally. But I don't think that like when I'm first meeting somebody, the first three minutes, they're gonna find out that I'm, like, a die hard OU athletics fan. They might if we have, like, similar interests in that way. But it's not typically something I lead with. It just is, you know, part of this phase of my life, and it it will be part of, like, you know, my larger life story, obviously, because it's four years of my life. But um professionally, that's different, like it has given me the biggest, like, sense of passion for my potential career, and it's like I could talk

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21:36 Interviewer:	about it all day, but it's it's been the greatest thing I've probably ever done for myself is taking the job I currently hold. So yeah.
21:42 Anonymous:	Um when you graduate, how motivated are you to try to stay connected to your OU identity?
	I'm I'm, yeah, very. It's going to be a huge asset. I think, I guess, is the best way to put it to when I'm applying to jobs uh for post grad. Um I may or may not stay here. I don't know that's something that is kind of a later consideration or decision, but I'm, I'm very content where I am, and I feel like I'm growing where I am, and that's all I can ask for. But um you know, if I I if I continue here and I hold a job here, I will be, like, more than happy, but if this is a stepping stone to somewhere else, I'll also be more than happy. But like, this job is always going to be where I started and where I got my passion for what I do. So.
22:26 Interviewer:	Will you have an OU alumni license plate cover?
22:30 Anonymous:	Ooh, probably because both my parents do so, like, it's kind of a given, so yeah, probably.
22:36 Interviewer:	That's valid.
22:37 Anonymous:	And I'm proud of it. I mean, why not.
22:40 Interviewer:	Exactly. Horns up or horns down?
22:41 Anonymous:	Uh that's a silly question. As I mentioned earlier, OU-TX is awesome. So horns down haha.
22:49 Interviewer:	Um are you a fan of online influencers or streamers?
22:54 Anonymous:	Streamers I have absolutely no knowledge of. I would say, um influencers, I'd say 5050, I it's very easy to um turn me away. If you're an influencer and I'm your public it's very easy to turn me away because I don't want anything fake or ingenuine or trying to sell me something uh. My favorite influencer has like, one partnership she's focused on right now, and that company is, like, helping Hurricane Helene victims and so. But she posts about, like, you know, like, they just moved to North Carolina, like, not that long ago, and it's a beautiful state. So she focuses on, like, the community she's in, like, how to help small businesses like that stuff is, like, just, it's my interest, so I think that's why it's important to me. But typical influencers that are really famous uh, the top ones you think of, like Alix Earle um, Alexandra Cooper, um trying to think of other big ones right now, like, I don't really interact with them all that much, and that's not anything against them. It's just, you know, we've got different interests. So.
24:03 Interviewer:	Who is your favorite one? Like what's her name?
24:06 Anonymous:	Her name is Madison Mealy. Yeah, she's awesome haha.

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24:10 Interviewer:	Is there a genre of influencer you prefer to others? Kind of sounds like you do.
24:15 Anonymous:	Yeah. Uh I'd say like, probably lifestyle, I guess is the short answer. But ones that aren't like, every Tiktok they post has like a this earns commission, yeah, this earns commission tag at the bottom, or a Tiktok shop tag at the bottom, uh everything is an Amazon storefront link, I guess is kind of what I tend to steer away from. So whatever the opposite of that is what I like.
24:43 Interviewer:	Um, speaking of that, can you think of a time you made a purchase decision based on the recommendation of an online influencer?
24:51 Anonymous:	Uh I bought like a coffee once that like was the influencer's order, and she recommended it, and I tried it, but I've never bought like from an influencer's link before, and that's not on purpose. It's just like, Yeah, I hate online shopping in all senses, so that is honestly a big part of why I say I stay away from influencers with links and stuff, because, like, I don't even do that in my own time. I don't even look for clothes online myself. So I'm not gonna buy what somebody told me to buy online.
25:18 Interviewer:	What was the coffee you got?
25:21 Anonymous:	Um It was something from Starbucks um, and it was essentially, like, the brown sugar oat milk shaken espresso. But it had, like, it's really bitter at first, if it's not shaken right. And so she just had, like, certain flavors she added in.
25:36 Interviewer:	Was it good?
25:38 Anonymous:	It was good. I never got it again. It was too complicated. Like, if I'm gonna have to go out of my way and be like, add this, add this, add this Like, I don't know, I just I get it plain.
25:49 Interviewer:	Valid. Um If an athlete were to recommend a product or service, like a particular restaurant in campus corner or Norman, how likely would you be to go and try it?
26:00 Anonymous:	Uh It might increase my awareness of it, but I, I don't think that it would particularly like, make me go out of my way to try it. Maybe it would be like, oh, there's two places I don't know of, but you know, a basketball player posted that he ate at one one time. So it increases my awareness of it. But I don't know that it would really influence me, like going out of my way to go there. If that makes sense.
26:27 Interviewer:	Yeah that makes sense. Yeah, I get that. Um Is there a particular athlete or sport you'd like to see do more influencing?
26:40 Anonymous:	I, hmm. I feel like football's got it covered pretty well. Um, a couple of the women's basketball players I've seen have done well with it. Um, I don't, I just think, like smaller sports in general, ooh, you know, who could really do

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	well is women's gymnastics and women's softball. I bet women's softball, softball. I bet softball probably does it, because they've got really strong um like reputation, even their players alone, aside from the program, have really good uh reputation and, like, recognizability. But I think, like smaller sports, and I mean by that, I just mean like volleyball, like those girls are awesome. They almost beat three ranked teams in a row, like they're killing it. And so, you know, girls like that deserve recognition. I'm biased because I work for one of the tennis teams, but Im they've got a bunch of foreign players that come to the US to play college tennis, and I think they would add a lot of value to the NIL space or influencing space, I guess, if you're going to be more general. But.
27:50 Interviewer:	What would you say makes an athlete a good influencer?
27:54 Anonymous:	Uh being personable, uh making themselves a personality, aside from being a football player or being a tennis player or volleyball player, gymnast. Um making, making themselves like easy, like approachable, like easy to understand, relatable, because there's so many students on campus that are not athletes, and how are they going to connect with somebody whose entire personality is they're an athlete? You know, that's not something they have in common. So, uh and you know, those athletes have really awesome interests, like a lot of them, play video games or whatever. And there's other people that are not athletes that do that, so finding ways to bond with, I guess their peers and connect with their peers be really impactful, I think, for them.
28:49 Interviewer:	Yeah, um what would you say is your single favorite sport?
28:56 Anonymous:	My single favorite sport? I'm going to split it into professional and college. College is football, professional is soccer. Because I don't watch much NFL, I watch it, but I don't. I'm not like a die hard NFL Fan. I watch it for like, the stats, the players, the individual players, I guess, rather than a team. Whereas professional soccer, I watch it for the team.
29:19 Interviewer:	What makes those sports unique or special to you?
29:25 Anonymous:	Uh I would say again, like the just the association I have with them growing up um. like I was talking to a group of friends the other day, and they were talking about how, like, it's so hard to make you turn away from a team you grew up watching. Like, if you're a lifelong Dallas Cowboys fan, they're bad, and you're still gonna wear your CeeDee Lamb jersey every Sunday. Like, it's just, it's just how it is. And like, OU football, we had a rough season my freshman year. And guess what, I still went to every game and stayed the whole time. So it's like, rough patches are, like, you know, a temporary thing, at least you would hope for most teams they are. And so, but I think it starts with the association of like, you know, I grew up watching this team. It's how my dad and I bonded. It's, you know, my mom and I used to watch women's basketball together, stuff like that. Just the association, the memories, the personal stories behind it.
30:34 Interviewer:	Okay, cool, favorite team or teams?

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30:41 Anonymous:	Uh, professional, Arsenal. College, OU.
30:47 Interviewer:	Um What's your preferred way of watching sports, live in person on the TV?
30:56 Anonymous:	I love, I love live sports. Pretty much any sport live, I'm gonna be more tuned in and attentive than watching one, either live or highlights uh. But I mean, like Arsenal plays in England. So I have never been to the game in person Unfortunately, the time will come. But, but also, like, the perk of watching it live on TV is you see stats you have interesting like, player personal stories that are, you know, mentioned by broadcasters. So each one has its perks, but I just love, like, the atmosphere of live sports um. There's literally nothing that I've ever been involved in that is like OU Texas, and you just can't mimic it, no matter how hard you try with the drone shots and call it Game Day uh at OU Texas. Like there's just nothing like being physically there. So there's perks, I guess, to both.
32:00 Interviewer:	Yeah. Okay, this one's sort of similar in a way. But do you have a preference on which sports you like to see live and which ones you prefer televised?
32:10 Anonymous:	Uh, I would say, if I'm less familiar with a sport, I want to watch it televised, um like base- I'm familiar with baseball, but the stats that are recorded for that sport are insane. The stat sheets, individually and as a team, are miles long um. It's it's pretty awesome, like when you understand what the stats are, but you know, if you're just at an entry level understanding of the sport, it's better to have a broadcaster kind of break it down for you. And you know, this guy has an insanely great RBI. Why is it so great um? What are his notable plays? That's something that in person, you don't really get. Baseball games are really fun to go to. But I would say, like if you have a base level understanding of the sport. It's probably better to watch it televised. Um, tennis. A lot of people don't understand tennis and why Coco Gauff is so remarkable. Watching her in person, you'll be able to see just how hard she hits the ball. But like, um, televised you're able to see that, you know, she just won her first title in Beijing. Nobody's done that since Serena Williams, and I believe it was like 2004 and so Coco's making these, like, incredible moves in the tennis world, and you don't catch those little tidbits of information in person like you would watching it on TV. So.
33:38 Interviewer:	Outside of game days, do you spend any time thinking or talking about sports during the week?
33:44 Anonymous:	An insane amount, given my job, yes, I do. Um, talked a lot about basketball today in the office. Uh I mean, I mean, literally, every day is different. But yes, I talk about sports far more than I care to admit, um, with friends, with family, with co-workers. It's a very prevalent topic of conversation in my life.
34:10 Interviewer:	What do y'all talk about when you talk about sports?
34:15 Anonymous:	I'd say typically it's like um standout, like player instances. So whether that's like a player story I learned about or uh like a player making a really

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	<p>remarkable play um, like, I don't know it's typically, like player focused. I mean, if like, like Baker Mayfield, having a great game repeatedly is something that hasn't been a theme for him since, like, really, his OU days. So having him that resurgence, and then having Sterling Shepard, who they connected a lot at OU now, connecting in the NFL, that storyline is really cool. So that's like something that goes outside the game, you know, Evans having, you know, a couple touchdowns is great, but more personable stories is what you tend to carry further than just watching the game as the game's going.</p>
35:09 Interviewer:	Um Side note, have you seen the stuff with Malachi Moore at Alabama?
35:14 Anonymous:	<p>Well see Yeah. So that's being talked about after the game is long gone, two days ago, like, and we're still talking about that, and probably will be talking about that until this weekend, when we see if he plays again or not uh. Because, like, I couldn't tell you any of his stats from the game, none of that's being taken, but his attitude and his behavior during the game, you know, if it was great behavior, then, yeah, that would also be still talked about right now, but it was unfortunately negative, so it's going to be dragged out longer than how he actually performed in the game.</p>
35:45 Interviewer:	Do you have any opinions on fantasy sports?
35:51 Anonymous:	<p>Uh, I mean, not particularly one way or the other. I know enough about them to have a basic understanding. I don't partake. I don't really pay all that much attention. I know, like on red zone for NFL, there's like, whole fantasy like sidebar with fantasy points for each player and like, all that stuff. And I understand that, but like, it doesn't really have any like relevance to me. I guess</p>
36:14 Interviewer:	Valid, same.
36:18 Anonymous:	It's kind of something I'm aware of that I'm not like a part of, I guess.
36:23 Interviewer:	Yeah, um, how often do you wear clothing themed with your favorite teams, brand or related to your favorite sports?
36:31 Anonymous:	<p>Uh I wear OU stuff pretty often. I wear it into the office uh. And that's typically, like, where I'm wearing it the most um. But then, of course, like, I go to class, work, and then back to class. So you know, I'm also wearing it while I'm in class. And then I have a couple really awesome Arsenal sweatshirts, jerseys, stuff like that, I love to wear on whenever Arsenal is playing, typically, it's like, really odd hours on Saturday or Sunday, like, you know, 7:30am throw it on while I'm, making breakfast, anything like that. But I don't know, I'd say, like, on average, at least once, twice a week, I'm wearing something for some team.</p>
37:13 Interviewer:	Do you watch or consume any kinds of sports content besides games, like talk shows, chats, forums, fan communities, streamers, influencers?

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37:23 Anonymous:	Yeah, I watch a lot of, uh, so there's like, a blog called Arseblog, and it's an Arsenal blog. It talks all about Arsenal and what each player's up to their international breaks. Like any details about those players, I watch that, follow them on Twitter, I guess is more specific, see a lot of that information um. Like players when they're featured on podcasts. I'll go out of my way. I'm not a podcast listener, but like, you know, I want to support those players by listening to what they have to say and their input on, you know, anything they want to yap about. I'll listen to it um. Teddy Lehman's podcast is awesome. Him and Gabe Ikard talking about anything I'll listen to. Toby Rowland, I'll listen to him um. There's another guy that covers Arsenal. He literally, like tears apart those games and just dissects them and analyzes them, like up and down, side to side, flip them over, back front, like literally everything about that game. So I listen to him if I miss a game. But So yes, I guess Yes, I do hahah.
38:36 Interviewer:	um, which one's your favorite?
38:39 Anonymous:	Um, probably, probably Arseblog. His tweets, because I don't catch, uh, all the Arsenal games. I'll catch, like highlights or like parts of games, here and there, but like, you know, when they're playing in FA Cup, I don't watch that like I would a regular Premier League game, so I'll catch Arseblog's thoughts on that on Twitter.
39:04 Interviewer:	Thank you very much for your time today. I have a few more questions about you, personally.
39:10 Anonymous:	Oh, okay.
39:10 Interviewer:	then we should be good to go.
39:12 Anonymous:	Okay.
39:13 Interviewer:	What's your name, first only?
39:18 Anonymous:	Kate.
39:18 Interviewer:	Gender?
39:20 Anonymous:	Female
39:20 Interviewer:	Age?
39:22 Anonymous:	21, ah that's so weird.
39:28 Interviewer:	Affiliation with OU?
39:31 Anonymous:	I mean, I'm a student, and then I also work for the University Athletics Department.
39:36 Interviewer:	What is your occupation?

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39:38 Anonymous:	I work for the University Athletics Department. I'm a part time employee through the communications department, and I'm a sports information director.
39:46 Interviewer:	Overall, how would you say you feel about NIL and its impact on college sports?
39:50 Anonymous:	Oh, man, this is going to be a good answer. So I I think it's fascinating um, because it has kind of flipped college sports on its head in a lot of ways. I mean, I the most prominent example is football. Football players are making millions of dollars as college students, and that's a great opportunity for them. But then it's also uh like considerable that there are other athletes working just as hard that don't have the same magnitude of opportunities, I guess. Um So I it's nothing more than I think that's interesting, like I think it's interesting how that's going to continue to play out as it grows. It's such a new thing. In relation to college sports as a whole, it's very new, and they're still figuring it out, but, um and just like the ever it's so ever changing, like it's so new, there's going to be changes made to it, and there are currently changes being made to it. I guess it all comes down to like, if they have same opportunities, like, even, even if you just take it down to the football team, certain players are getting incredible opportunities, and others aren't getting as many. I'm sure their time will come, like, later on as they make their mark on campus and on the football team and in the community and other stuff like that. But like, I don't know, I just think it's interesting. I think there's still changes that need to be made, that are necessary. I couldn't name exactly what, but like, I feel like it's still in a growing phase right now, and it's cool to kind of see it as a college student, because it's like, some of the sums of money are, like, incomprehensible to us as like, having that money for us as college I don't know. It's just, I think we have a cool perspective of it um. It's new. We get to be on campus as it's evolving and happening in front of us. So.
40:49 Interviewer:	Has it changed the way you feel or like be a fan?
40:54 Anonymous:	No, I No. I haven't like become a fan of somebody because of their NIL opportunities or left, not left, but like, yeah, quit supporting an athlete because their NIL opportunities or lack thereof, I guess so. No.
41:04 Interviewer:	Um, is there something that you wish I had asked you today but didn't?
41:10 Anonymous:	Hmmhmm, like you covered it, and if you didn't cover I tried to expand my answers and have plenty of like background and information and context.
41:18 Interviewer:	Okay, well Thank you.

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Interview #3

0:03 Interviewer:	just taking a look at my questionnaires here for a second. So I'm here today, with [anonymous]. [Anonymous], can you tell me a little bit well, actually, first off, let's just make sure that get your consent about that you're okay with with us recording this and using this for research purposes. Is that okay?
0:50 Anonymous:	It's okay.
0:51 Interviewer:	All right. Thank you so much. [Anonymous], can you tell me just a little bit about yourself, if you could state like your full name, and then just a little bit about what your occupation is at the University of Oklahoma?
1:05 Anonymous:	My name is [anonymous]. I'm a junior at OU and currently I work with the University of Oklahoma baseball team as a student equipment manager. I guess I've been doing that for this is going to be my third year now doing that. So I've been doing it since the beginning of my time at OU I work, I work with the coaching staff and with the team, along with various other roles and responsibilities.
1:41 Interviewer:	Oh yes, I do need to say some of these questions at times may seem a little bit repetitive, but that's just because it has, like, a questionnaire kind of format. So if you keep on repeating yourself, I apologize, that's just helps us to kind of collate all the data together. Yeah, okay, so let's get into some questions. So before your time at the University of Oklahoma, what kind of inspired you to take this path? Like, do you see it as, like, a long term career? Are you expecting to, like, go like, you know, work for like a professional baseball team in the capacity that you're in right now. What's the goal, and what was the inspiration for that?
2:48 Anonymous:	Yeah, so prior to OU, I played sports all throughout high school. I wanted to play college baseball, but things just didn't work out. So I look toward kind of getting a head start on the possibility. I know I wanted to work in sports forever, so I figured, you know, finding a job somewhere in sports, and University of Oklahoma had that with the student equipment managers. As far as it goes, for the long term outlook, I don't know if I would necessarily want to work in sports. I don't know how long I gotta work in equipment. It. I do like the job. I like all the things that come with it. I like to travel. I like the people. I like everything, but I'm more or less like the business end of sports. I currently am a sports business major.
3:50 Interviewer:	I guess you know, the long term outlook would be somewhere in the operations area. I would love to work in professional baseball, more or less, so something in the front office dealing with day-to-day team operations that would, I would say, is the overall goal. And you know, where I am now, I feel is as at least a good starting point for the future.
4:20 Anonymous:	Absolutely. So would you say that you are very familiar with, like, NILs how that's affecting, I guess, like, you're the people that you're working with on the baseball team. I guess my first official question would be, overall, what would you say is your probably single favorite sports memory? Do you have

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	one? What happened? Where were you? What made it so unique? Did it like help you kind of inform your future, I guess in baseball or business
5:12 Interviewer:	I mean, I would say it's, I don't know. It's hard to, I guess I I am, uh, I'm from New Jersey, so I'm a New York sports fan. Okay, so unfortunately, speaking, while New York is what would many would consider like the city of champions that haven't really won a lot in the 21st century. So I guess the Giants winning a Super Bowl in 2011 kind of that was exciting. But I mean, right now, I'm hoping to for the Yankees to continue their run to the World Series and hopefully win it all. So I guess that will overtake it, because I'll be 21 when I hopefully watch the Yankees and I was eight when the Giants won Super Bowl, 46 or 48.
6:30 Interviewer:	That's amazing. I don't know if anybody I mean, is there any other team that has done that?
6:35 Anonymous:	I think no, not in baseball. The only closest team to that number, I believe, is the Montreal Canadians in hockey with 23.
7:08 Interviewer:	So second question would be, if this is just for recreation. So like, for instance, back when you were in New Jersey and you would just go to a game, I uh, what would that look like, like? What's, what is it about the game, and what is it about the experience of you going to the game that that is, that is so appealing to you?
11:46 Anonymous:	So. I think I first fell in love with basketball first, and I just love the idea that the watching on the professional level. I think they kind of, I originally found it to be so exciting, because it wasn't more or less the game, it was the whole atmosphere. It was the it was the people getting fans into the game. And, you know, I, I've always just been kind of like, transcended by the fact that, like, it's a sporting event isn't necessarily like you you see so many people go to these games, and it's whether it's, you know, your average fan or celebrity, it's a oftentimes, sports nowadays is so much more than just the game itself, right? Um, you know, these teams build like the the exquisite boxes and super high end things, and it's like, well, sometimes the people that are sitting there aren't even watching the game. They're socializing, um, so I like the fact that sports can be a little bit more than just the game itself, but I love the game. So, being here, I think I just kind of, I like the I like the fact that I'm now involved. I like the fact that like it, some stuff relies on me. I've had multiple cases over my two full years now, being the third of players, you know, players have had cleats the shoelaces, like just snap on them in game or before they went up to bat. And then it's, you know, relies on me to swap the laces and the shoes. And maybe it's both shoes, or sometimes belts somehow break or, or there's a we, we have a system with the pictures called Pitchcom, and sometimes Pitchcom is broken. Normally, that's my boss. But you know stuff like that. You know knowing that what you're a part of matters, and not everybody recognizes it unfortunately, but knowing like that, not while, not while, the outcome of the game isn't necessarily my hand, my hand, but small things are and sometimes those small things add up, I think really makes it exciting to be a part of.

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14:19 Interviewer:	<p>So for you, you would say it's definitely, like a sense of community. I mean, of course there is the game itself, but like, you know, the amount of people that it brings together, like, you know, sports all over the world, including, you know, like, especially, like soccer, you know, some of the world is united through that. So, yeah. I like that insight.</p>
14:51 Anonymous:	<p>So I guess my third question would be, did you grow up in a sports home? Was it or was it you? Who was your team and who did you grow up like watching and rooting for?</p> <p>Yeah, so yes, I would more or less consider my house a "sports home". Nobody in my family really played sports past high school, but my dad has always been a huge sports watcher, but I have a younger brother, so me and him, growing up, played, played very the same sports, football, basketball and baseball, and I played a little bit of soccer. I don't think he did, but I so, yeah, so we were pretty involved a lot growing up. There was a lot of movement, and it got, you know, eventually got older, turned into a lot of travel, going places to play. I'm from New Jersey, so I'm a New York sports fan, so I'm a Brooklyn Nets, New York Giants, New York Yankees and New Jersey Devils hockey fan. So they've all had their bright spots in my lifetime. The Giants and Yankees have both won championships. I was super young when they happened. I was four when the Giants won in 2007.</p>
16:43 Interviewer:	<p>It's always been a big deal. Like, it's always exciting when it's like a Friday night and I'm done with middle school or elementary school, and I'm so young and it's like, Oh, I get to go to a devil game. And it's, you know, sometimes we always get to get these, like, great seats, and we all sometimes just get sent, like, a box or somewhere. So it's like, free food, and I get to stuff my face with garbage. So, you know, it's so that kind of stuff is, uh, so those games have always been, like, super fun to just be a part of, yeah.</p> <p>Absolutely, there's a there's something novel about it. I guess, you know, where it's just just a unique experience every single time you do it, because you don't know what's going to happen. So yeah, I really appreciate that. So in terms of we're going to transition from talking about like that your childhood experiences to like, what has influenced you specifically. Was it their baseball team? Did you get a scholarship? Like, well, what drew you here in the first place?</p>
17:59 Anonymous:	<p>Um, so I mentioned earlier, so I wanted to play college baseball forever. I was not good enough, and I was I was okay. I definitely wasn't good enough to play at a place like here I was more along the track of division two or division three, but eventually it kind of just fizzled out. You know, forever you kind of think yourself growing up that you love the game, but as you get closer and closer to taking the next level, you start to realize it's like, maybe I don't love it as much as well as playing it.</p> <p>But, I would train at a place called Dbat. And the owner of this Dbat in New Jersey went to the University of Oklahoma. He played baseball here in the early and mid 80s. So he he's a good friend of my dad, so they would always</p>

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	<p>bicker. My dad went to University of Missouri. He went to Oklahoma, so Missouri, Oklahoma did not mesh in the Big Eight back in the 80s when they both went to those colleges. So when my kind of time fell through on playing I looked more toward the big stuff. I knew I wanted to work in baseball. I didn't quite have that set mindset yet, but I knew I wanted big time. I knew I wanted a bigger school. So I looked at bigger schools. I looked from New Jersey, I looked at Rutgers. But Oklahoma was kind of like the first kind of, actually, kind of the farthest school I ever looked at. We kind of did it as a joke in the first place to but I came here in 2021 for Oklahoma vs. Iowa State. And that was kind of just getting to see everything I met a lot of people down here, a lot of people that are now very close to me. And they kind of and just seeing the overall atmosphere and everything that was, oh, you kind of made it fun. And this person who kind of got me to consider Oklahoma the first place, had an inside connection to the Sooner Club and which then I was kind of slowly worked down to a recommendation for the job, and eventually, kind of, you know, learned that it's a real possibility to get to do it. And so decided that, you know what, I want to go here, and ended up getting the job in September of 2022.</p>
21:43 Interviewer:	<p>Interesting, that that it took really only one time coming like, you know, and going to a game and like that, to kind of like, more or less convinced you. So kind of in that vein, I guess, I guess my next question would be, how important is "Soonerness" to your sense of self? Is it an important part of you, who you are, like, kind of like, the question is, like, how is do you have a sense of school spirit, and how is that reflect in your life in general?</p>
22:19 Anonymous:	<p>I mean, I would like to think that I kind of aligned with the school and and kind of this soonerness, as you put it, I don't. I think I lack like it a little bit more than some other people do. I think that mainly just has to do with the fact that I'm not from around here. You know, I, I have, I am yet to actually meet another person, really, even from the northeast. So I think a lot of like the suit, I think a lot of the pseudonyms that I lack just mainly comes from people growing up in Oklahoma, in Texas, and it's kind of just like their parents went here, their grandparents went here, even their maybe even their great grandparents went here. So don't really have that family connection to it as much as some other people do, but I, you know, I do feel like I, you know, 30 years down the road I'll never find myself rooting for another college, football, baseball, basketball team. You know, I will be a sooner for the rest of my life. But, you know, I, I maintain like I get in the spirit on, like a football game day, like I'm not, I've never, I feel like I'm never against the Sooners, you know, even if, even if the outcome doesn't look good, versus, you know, Texas or or Tennessee, you know, I always try to feel like I have the positive outlook. So, you know, you can never say never, right?</p>
24:12 Interviewer:	<p>That's interesting, though, because, like, you have, like, the perspective of coming from, like, an outside source. I guess not many people can say that. I would love to take some sort of poll of, like, how many people that go to the university are from Texas, because we get so many people from Texas.</p>

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	<p>Okay, so I kind of have a different topic to cover with you. And so you interact with plenty of, you know, baseball team members, right? You repair their gear sometimes, you know. So I'm sure you've struck up plenty of conversations with them, maybe even hang out with them. So for instance, if one of those people, one of those athletes, were to, like, recommend a product, product of service in the Norman area or whatever, would you be willing to go check out that product or service just because they said it's good? For instance, sports equipment?</p>
27:06 Anonymous:	<p>I do have interactions with players often, both at the field and off the field. So as far as it goes there, like I'm I am interested in what they have to say, and stuff they and stuff they talk about, and stuff they may, you know, recommend.</p>
27:42 Interviewer:	<p>Next question. Do you currently subscribe to any like sports streaming services like ESPN or I'm not too familiar with any of the other platforms? Do you keep up to date on your phone, I guess, through apps like ESPN or something like that?</p>
27:59 Anonymous:	<p>I guess, funny enough, you can basically call any streaming service nowadays a sports streaming service, because Amazon Prime has Thursday night football. So my family subscribes to Amazon Prime or Amazon so we watch, so I can watch, so we can watch. You know, they do a lot more than just watching football on there. But you know, I do have ESPN. I have ESPN Plus. I subscribe to d1 baseball.com who does, who basically covers, who's the main cover for all college baseball. I have a whole folder in my phone dedicated to sports apps, whether it's ESPN, MLB, NFL, fantasy football, Fox Sports, NBA. You know, my team at the the nets, the Yankees app, the Giants app, Bleacher Report.</p>
29:43 Interviewer:	<p>I do not know if you're familiar or not with One Oklahoma, which is, like, I think it's an NIL-based organization here at the the university, and they have a subscription service. And I was wondering if ever, if you've ever looked at that, seeing if it was appealing. But like, you know, they have like subscriptions, especially for like, football, and I don't know if are you, do you be interested in that subscription service? Or is it appealing? Non appealing?</p>
30:21 Anonymous:	<p>I haven't really looked into it. I, as you spoke, I kind of pulled it up right here I am, you know, I'm familiar with the kind of the NILs and stuff for I guess I would, I could consider, you know, looking, looking into it. I'm not, I'm not super interested in it, per se, kind of my, my side of working with baseball kind of does. It doesn't necessarily stem away from NILs, but that's kind of its own piece and its own area. So, you know, I kind of just hear about, you know, Oh, this guy's getting \$30,000 this guy's getting five, right? This guy's getting this, or this guy's getting that.</p>
31:26 Interviewer:	<p>okay, yeah, that was essentially my next question was that, have you seen NIL influence, or just like NIL activity really reach into the baseball sector at OU like, for instance, it's like, even when I was investigating, like One Oklahoma, like, it seemed like it was kind of vague. So I guess I just wanted</p>

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	to get your insight. If you know, how is, how are Nils, like, affecting baseball, for instance, compared to, like the other bigger sports.
31:58 Anonymous:	So as far as I know, baseball doesn't nearly receive the amount of money that these football guys get. And it's purely all popularity of sport. You know, we sit in a, not necessarily a one on one area, but Oklahoma City in Oklahoma in general, is very much subject to one professional sports team, which is obviously being the thunder and, you know, I guess, depending on where you go, you know, I feel like Oklahoma football is a "pro" sport. I mean 88,000 people every game day for however many straight games, you know, is kind of really speaks to how big it is. And you know that just, you know, stuff like that, people want to see the same thing over and over, and they want to see the best product on the field, which means they want to give money to the school. And so as far as baseball goes, I've heard, I've heard things of players receiving certain amount of money, but I know, I know they're compensated. Well, you know, \$5,000 going into your pocket, as opposed to \$0 is, is something is good? Yeah, who wouldn't take that bond? Well, you know, so you may believe that one guy is more undeserving than the other to because one guy doesn't play, but he's receiving more than the guy that does. I don't really know anything about that. It's kind of just like I said earlier, it's kind of just something that's not really relayed to me. I know certain players last year participated in something with a dog shelter of some sort, I believe, or some something, partner with dogs that some players received compensation for. Um, I'm sure there's a bunch of other things, um, but I just don't, yeah, I really don't know.
34:13 Interviewer:	So baseball does receive a little attention when it comes to just like athletes getting Nils, but just not near to the same magnitude, I guess, as like football or basketball?
34:26 Anonymous:	Yeah, yeah, it's just, it's, it's mainly just, I believe, simply has to do with the fact that baseball is just lower on the totem pole. Sure. I think that, however, I do believe that baseball has, at least in my time here, has had a consistent upward success rate. My freshman year, we went to a regional, but we lost. Last year, we hosted a regional, unfortunately, lost. But obviously a step up this year we enter the SEC which then, once again, is a best caliber of college baseball. And I'm hoping to see, I hope to be a part of and witness another leap and do positively another hosting a regional and winning it, or advancing to a super even the College World Series.
35:29 Interviewer:	So do you think being part of the SEC will open up more awareness of OU baseball to help that upward trend like you talked about?
36:24 Anonymous:	As long as I can remember, the SEC has been the premier baseball league. You know, everybody knows about Vanderbilt baseball. Everybody knows about LSU baseball. So, you know, I think once a lot of people start to hear that, oh, Vanderbilt's coming into town, or LSU is coming into town. Or, you know, once, once people start to hear that these people, that these teams are coming in, I think the and hopefully baseball wins, they're gonna have to start to realize that, like baseball is a is the real deal. You know, it's hard to get

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	<p>people attracted to something when it's just maybe not that appealing. And especially in sports, it's just hard to get people attracted something when they're not good and they're not winning. Oh, yeah. And, you know, I think skip Johnson at the head baseball coach OU has built, built something really special now, and I think that he's and I think that with the with the movement into the SEC that it's really going to become, you know, something big.</p>
37:26 Interviewer:	<p>Okay, so I guess one of my final questions would be kind of along those lines, is that, what kind of what can like subscription services, or Nils or things like one of Oklahoma, how can they take advantage of of of that, where they can bring more awareness to baseball, like, what's your personal opinion on what can be done through subscription services, or, you know, etc, etc. What can they do to kind of bring more awareness to baseball? And what would make those subscription services appealing to like somebody like you?</p>
38:15 Anonymous:	<p>My biggest thing is the SEC is huge, and the SEC has the most money, and the biggest thing for baseball is baseball severity lacks in its facilities. Unfortunately, to say, while it's nice, it's not up to the standard that every other division one sec baseball program has. And the biggest thing is, I know the I know the university, a few years ago, started the whole like the \$2 billion collective to upgrade the facilities around the university, whether it was, I know they want to put a lot of money back into football. They're currently doing it to gymnastics. I think the biggest step forward is upgrading the facilities.</p> <p>For one we lack outfield seating, and I believe that's a big thing for I think the more stands, the more people, the more openness. I think more people just show up in general. So I think just overall, improving the facility is the biggest first step to make. I believe that's where it starts. And I believe just, just starting from there, you know, once that stuff is done, I think it just begins, it's just a roller coaster, and it or it's just a it's just a roller coaster effect of next thing happens, this thing's gonna happen, this thing's gonna happen. I think just once people start to see it's like, oh, look at the new stuff at baseball. Look how good they've been recently. I think that just the combination of that stuff makes people want to. To continuously go back to baseball and watch baseball and see this. Because I think while baseball is considered, there's a lot a boring game when you can just and I think also the facility, adding to it goes back to my sense of community. You can go to baseball, you don't have to watch the game. Just the idea of building something around baseball and making it a more of a community in Oklahoma thing and going back to what used to be when they were really good, um, only, not only just benefits the the university itself, but also benefits, you know, the players. It's a big deal to play in front of 50 people and 5000 people, right?</p> <p>Gotcha. And do you know our baseball tickets at the moment? Are they free? Can people just walk in, or do they have to pay something?</p> <p>I believe students can get, I think students can get in free. They do sell season ticket packages. The stadium is made up in kind of two areas, where there is</p>
40:47 Interviewer:	
40:56 Anonymous:	

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	actual seating and then there's bleacher seating. So the bleacher seating is its own thing, but then the green seats, or the actual seats around the behind the dugout and in the behind home plate are a little bit more extensive. So I don't know what the I don't know pricing. I don't know all that stuff, but I know it's kind of I know they're, they're probably getting ready to put stuff on on sale soon, I would imagine.
41:44 Interviewer:	gotcha, um, and you did say that they, it is confirmed that they're, like, trying to upgrade the baseball facilities?
41:53 Anonymous:	Uh, as far as I've seen, they have had big posters outside showing the renderings of the facility. I don't know what it's called, what the whole project I'm blanking on the product. You know, softball got theirs, and it's like, now it's time for, you know, hopefully, and I know the Sooner Club, I think you can go to the Sooner Club website and kind of see what, the renderings of what they want to do.
42:35 Interviewer:	I was not aware of the Sooner Club, but you said that you went to, like, a meeting there while you were here, you know, for the game between Idaho State and OU, yeah, what is kind of their like? What do they do?
43:03 Anonymous:	The Sooner Club, as far as kind of my idea behind it is, I think they're kind of labeled as like the inner circle of athletics here. I think they're kind of, like the foundation to, like, they supply student athletes with, like, the resources to kind of be where they are.
43:35 Interviewer:	I'm kind of surprised that, you know, there's so many different like organizations at OU that do that kind of thing, like, it's not one big organization, because, like, I said, there's One Oklahoma, and then I'm pretty sure there's another organization too that deals with NILs and stuff like that. So, yeah, I'm surprised that it's not one big unified project or initiative.
43:56 Anonymous:	Yeah, I'm surprised by that too. I think the sooner club is kind of the, it's kind of where a lot of people, I think they're really their big thing is, is direct-to-student, to the programs and the athletes themselves. I think the N i L, kind of, you know, it takes while they are, you know, in direct contact towards student athletes. And I think the Sooner Club, it's really about the whole program itself too. It's really looking for everybody to benefit. And it starts with not just like the players, and it starts with the staff that you know, the coaches. It starts with everybody. And they want to put, you know, they want to make sure that the product that's going out there, that's going on court, that's going on the field, that's going that they're just. Putting out there is the best possible.
45:03 Interviewer:	Okay, so to me, that makes me see it almost as like, NILs being a lot more of like the Wild West when it comes to, like, you know, getting players compensated for being at OU, you know, or any other, you know, place in the NCAA, or anything like that, right? So that's interesting, that there is a kind of a more, I guess, unified front through the sooner club, compared to like Nils. And I am kind of interested in what kind of, I guess, regulations there

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45:44 Anonymous:	are on the NILs compared to like things like the sooner club, because the sooner club, because the sooner club sounds like it's actually sponsored by OU.
45:48 Interviewer:	Yeah, I believe it's. It is a direct affiliate too. Okay, gotcha cool. Well, honestly, [anonymous], I think that's it. So I guess I'll wrap up with you is, I guess, my final question would be, is there anything that you want to add, anything that you wish I could ask about, like the awareness of baseball in general at the University of Oklahoma, anything like you wish people would know about the team, or, you know, just like you know what they're doing for the future?
46:27 Anonymous:	I guess you know, I really hope to see the continued support through my two years now three of course, being here. Attendance records have been set every year for the whole for home games. So I hope to, once again, break last year's record. I just hope to see more people involved and getting aware of you know what baseball is. I think the product on the field this year is the best it's been, even considering last year's team, I think, I think right now we, right now, we have several guys that you will see their names called in the MLB draft come July of next year. So I really hope to see people being there and wanting to watch baseball and just getting involved.
47:27 Interviewer:	Great great. Well, thanks, [anonymous] for your time today.

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Interview #4

Interviewer:	Hi, thank you for your time today. My name is Macie West, and I am hoping to get your opinions on a few topics related to OU and OU sports. None of these questions have right or wrong answers, so just answer them to the best of your ability.
Interviewer:	Overall, what would you say is your single favorite sports memory?
Anonymous:	Probably OU vs. Texas last year
Interviewer:	Can you explain what happened at that game to make it your favorite?
Anonymous:	We actually won the game and, um, the atmosphere during the whole game made it enjoyable to be there.
Interviewer:	Where was the game held?
Anonymous:	We were in Dallas, Texas for the weekend and it was played at Cotton Bowl Stadium
Interviewer:	What feelings did you have that made the game so unique?
Anonymous:	We haven't had the best few years in football, like we just have not been consistent in a good way, so it made it fun to experience. With it also being, um, against Texas, it made it even better.
Interviewer:	Okay, so, talk me through your ideal game day experience?
Anonymous:	Waking up and getting ready, um, tailgating and pregaming for a little bit, and then going to the game
Interviewer:	Just for football? Or any other sport?
Anonymous:	Just football. I don't think I have ever like tailgated for any other sport.
Interviewer:	Who are you usually with on game days?
Anonymous:	All of my roommates and best friends. My parents live in Norman too so I will occasionally do game days with them too.
Interviewer:	Did you grow up in a sports home?
Anonymous:	Yes big time.
Interviewer:	And who was like your team that you rooted for?
Anonymous:	Really just OU, and a couple of NFL teams that my dad would usually root for.
Interviewer:	And who did you grow up watching and rooting for?

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Anonymous:	It's always been OU, just because I grew up like in Norman so it would have been weird if I didn't.
Interviewer:	How long have you been a fan of OU sports?
Anonymous:	I was kind of born into being an OU fan because of my parents and since we lived in Norman.
Interviewer:	Did sports affect your decision on where to go to college?
Anonymous:	No, not really. Since I was born in Norman it was kind of given that I would probably end up at OU even though I did explore other options.
Interviewer:	What would you say your top three favorite sports are?
Anonymous:	Hockey, football, and softball.
Interviewer:	What is it about hockey that makes it your favorite?
Anonymous:	I just like the idea of skating while doing a sport. I obviously didn't grow up around the sport but, like, it's just fascinating to me for some reason.
Interviewer:	OU has changed conferences from the Big 12 to the SEC this year. How do you feel about that?
Anonymous:	I think that it is a big change for us, and we're gonna have to get some adjustments going, for football at least. This season has literally been so bad this far.
Interviewer:	Do you have any fears about these changes?
Anonymous:	No, I think they are possible with the right, um, people.
Interviewer:	What is your major?
Anonymous:	Business marketing
Interviewer:	What drew you to the University of Oklahoma?
Anonymous:	I'm from Norman, Oklahoma so it was given that I would come to OU
Interviewer:	Overall, how would you say that Oklahoma ranks as a university experience?
Anonymous:	I would say a 7 out of 10. It is always pretty fun and always a lot to be involved in
Interviewer:	How important is being a Sooner to your sense of self? Is it an important part of who you are? Do you take any pride in being a Sooner?
Anonymous:	

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Interviewer:	Yes, I love the Sooners and always have. I have always cheered for OU and always show my support when I can.
Anonymous:	When you graduate, how motivated are you to try to stay connected to your OU identity?
Interviewer:	I'm not sure. I will try to stay connected as much as I can and support OU during games when I am able to.
Anonymous:	Horns up or horns down after you graduate?
Interviewer:	Horns down always. That is not even a question.
Anonymous:	Are you a fan of online influencers?
Interviewer:	Yes.
Anonymous:	Who would you say your favorite content creator is?
Interviewer:	Alix Earle.
Anonymous:	Is there a certain genre of influencer you prefer?
Interviewer:	I usually watch beauty and fashion influencers, or people who travel.
Anonymous:	If an athlete were to recommend a product or service, like a restaurant in Norman, how likely would you be to try it out?
Interviewer:	Probably very likely if I would have never heard of it.
Anonymous:	Is there a particular athlete or sport you'd like to see do more influencing?
Interviewer:	I would like to see stuff from different sports like soccer or something
Anonymous:	Why do you think this sport would make a good influencer?
Interviewer:	We never see much promotion from other sports. Like we always see football and softball promoting things.
Anonymous:	Any opinions on fantasy sports?
Interviewer:	No.
Anonymous:	Outside of game days, do you spend any time thinking or talking about sports during the week?
Interviewer:	Yes sometimes
Anonymous:	Who do you talk with?

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Interviewer:	My boyfriend usually.
Anonymous:	What do you talk about?
Interviewer:	Um that his team could probably do a lot better in football and what else he thinks needs to happen.
Anonymous:	What's your preferred way of watching sports? In person or on TV?
Interviewer:	I like watching either way. If it's too hot, then I like to be inside, but other than that it is fun to be in person.
Anonymous:	How often do you wear clothing themed with your favorite teams?
Interviewer:	Multiple times a week
Anonymous:	Do you watch any kinds of sports content besides games, like talk shows?
Interviewer:	All I watch is College Gameday sometimes but that is about it.
Anonymous:	I have a few more questions about you personally, then we should be good to go.
Interviewer:	What is your name, gender, age, and affiliation with OU.
Anonymous:	My name is ____ and I am 20 years old, a female, and a student at OU
Interviewer:	What is your occupation?
Anonymous:	A student
Interviewer:	Overall, how would you say you feel about NIL and its impact on college sports?
Anonymous:	I think it is a huge help to athletes and allows them to do more for their own brand.
Interviewer:	Thank you for your time today.
Anonymous:	Thank you.

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Interview #5

0:01 Interviewer:	Okay, there we go. Pretty cool, pretty cool. So first things first, can you say your name and spell it for me?
0:10 Anonymous:	My name is ...
0:15 Interviewer:	Okay. And then this is the consent to participate in the research. One copy is for you and one copy is for me. Okay, you can sign both and keep one okay on the last page.
0:33 Anonymous:	Oh, and then here are some.
1:13 Interviewer:	Okay, and there are a couple of questions, okay, it's just saying, like, yeah Can I record you? Thank you for taking the time to do this with me today. My name is Artra. I'm hoping to get your opinions related to OU sports and how you feel about them. There are no right or wrong answers. Okay, um, sometimes the questions may feel a little repetitive, but that's just the nature of the interview. Okay, so overall, what would you say your single most favorite sports memory is, if you have one, and it can just be about sports in general.
2:17 Anonymous:	Okay, it doesn't have to be OU sports, okay, um, I will say, my freshman year, I went to lots of football games, and that was fun. I went to Texas Tech vs OU the first year I was here, traveled to Lubbock. I have friends there and stuff. So that was just a lot of fun. So that's probably it.
2:42 Interviewer:	So what would you say about, like, the atmosphere, or what part of it made it fun for you?
2:50 Anonymous:	Probably just connecting with people I haven't seen in a while, and then like, OU atmosphere, OU sports, like, it's just crazy, you know, like, flyovers, the fireworks, just the crowd, all of that. It's pretty cool.
3:03 Interviewer:	Awesome. Okay, so talk me through your ideal game day experience. Like, are you going to tailgates before? Are you with friends?
3:17 Anonymous:	Yeah, usually both, oh, like, like, tailgates, all
3:21 Interviewer:	Right? And then it's always football. Do you like niche favorite sports?
3:26 Anonymous:	Year, love golf. I don't really follow football, like, that big if people invite me to stuff or, you know, I'll, I'll watch footballs, but I don't really watch it much on my own. I love golf, um, play golf in high school, so I'll watch that, um, kind of in the rodeo sports, a little bit like roping contest, that kind of thing. But that's about it. Okay,
3:45 Interviewer:	Yeah. And then what's your favorite? Can you describe to me your favorite

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	golf experience, either watching or playing?
3:55 Anonymous:	It's alot more fun to play it. I had a really good round a few months ago, probably my best in a few years. So that was really fun. It was at my country club. I hadn't played there in a while, and it was just really nice, really nice day. I walked. I usually don't walk, so just nice being outside.
4:15 Interviewer:	Yeah, and then is that where your country club is?
4:19 Anonymous:	No, it's in Dallas. I'm from Dallas, nice, yeah.
4:23 Interviewer:	And then is it like a home I mean, not a home thing, is it a family thing? Like, do you play golf with your family?
4:29 Anonymous:	I play with my dad, yeah, and my cousins too. They also play. Okay, yeah? Nice, yeah. Um.
4:37 Interviewer:	And then aside, like, far as growing up, were there any other important sports in your household?
4:44 Anonymous:	Yeah, I played basketball for a little bit like a church team kind of deal, and then I played not select but league or whatever, for baseball until like middle school.
4:55 Interviewer:	Okay, yeah. And then for each sport, for golf, who's your favorite? Favorite player.
5:03 Anonymous:	Scotty Scheffler, probably, he's a member of my country club, so it's like a home team kind of thing you know, for baseball, basketball, I don't really follow them enough to know, so I don't know.
5:22 Interviewer:	Did sports affect your decision on where you'd like to go to college? What made you come to OU?
5:28 Anonymous:	No, not at all. Um, you know, I transferred here from UH and I was just kind of dissatisfied with my education at UH, and I wanted, like, a more tradition college, feel nice campus, college town, that kind of thing. So that's what led me here.
5:43 Interviewer:	Okay, and then I know the answer to this already. But would you tell me, how would you rank your top three sports? And it'll be golf, yeah
5:54 Anonymous:	Golf, um, and then I would probably say football and then rodeo sports. But there's a big difference, big distance between golf and then the other two, right? I just like off a lot that makes it, yeah, okay.
6:12 Interviewer:	And then, what is it about golf that makes it special to you?
6:18 Anonymous:	Um, it's really just an activity you can do with other guys, you know? It's it's

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	just a fun thing to do, you know? It's like, let's hang out, let's play golf, that's what you do. And I love spending time outdoors. So, okay, it can be casual or competitive, you know?
6:38 Interviewer:	And it sounds like it's a family activities, yeah, makes it even more special. Are you aware of the conference change, from the Big 12 to the SEC, yes. How do you feel about that?
6:50 Anonymous:	I feel good. I mean, again, I'm not big on football, but I think the SEC is pretty cool. Lots of you know big teams, so it's cool to be a part of that. Okay,
7:00 Interviewer:	And then, do you have any fears about changing, to the SEC, about the university changing?
7:08 Anonymous:	Um, I guess as far as the university, there could be like, a big influx of students, which could be good or bad, and maybe, like, higher prices, tuition, stuff like that.
7:21 Interviewer:	Okay, so I'm going to transition into some questions about you personally. Okay, What is your major?
7:30 Anonymous:	Public Relations
7:30 Interviewer:	Right on what drew you to the University of Oklahoma?
7:35 Anonymous:	Like I said, just transferring and looking for a more traditional college feel, and then Gaylord has a great reputation that was part of it.
7:44 Interviewer:	Okay, overall. How would you say Oklahoma rates as a university experience, no, right or wrong? I'd
7:51 Anonymous:	Say it's great
7:52 Interviewer:	Okay, how important is sooner this or like university culture to your sense of self, is it an important part of who you are? How does it compare to other things?
8:06 Anonymous:	I mean, yeah, definitely, very proud to be a sooner. So I'd say it's important to me. I just think it's a cool culture. And then I think like tradition and like history and stuff like that is so important too.
8:20 Interviewer:	When you graduate, how motivated are you to try and stay connected to your OU identity?
8:27 Anonymous:	Probably pretty motivated. I think there's a good chance I'll live and work in Oklahoma post grad. So if that's the case, I think I might try to make an effort to come down here for football games and stuff like that.

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8:43 Interviewer:	Okay, will you have things like a OU license plate or bumper stickers after you graduate?
8:53 Anonymous:	Probably not, but not, not too opposed to it, you know.
9:08 Interviewer:	Okay, so now we're going to transition to ways to consumer sports media like streamers and if you follow any influencers, are you a fan of online influencers or streamers?
9:08 Anonymous:	Like in general? Or yeah, I say so.
9:16 Interviewer:	Who would you say is your favorite online content creator.
9:28 Anonymous:	Again, like in general, it's hard to answer. I follow some political stuff, I guess, and video games. So Luke Stevens, he's pretty good video game guy.
9:43 Interviewer:	Okay, and then for golf?
9:51 Anonymous:	Bryson deshambo, he like plays games and stuff like he tries to get, like, under 50 with a teammate and stuff like that. So he just makes it. Fine. Yeah. On Youtube.
10:02 Interviewer:	Is there a genre or an influencer or stream that you prefer to others?
10:12 Anonymous:	Not really.
10:14 Interviewer:	Can you think of a time you made a purchase decision, bought something or chose a specific restaurant experience based on the recommendation of an online influencer?
10:28 Anonymous:	I can't think of a time.
10:32 Interviewer:	If an athlete were to recommend a product or service, how likely would you be to try it out, in this case, a golf athlete.
10:42 Anonymous:	Um, I mean, if it's like something that helps your game, or something like shoes or a shirt brand, I think maybe pretty likely.
10:49 Interviewer:	Okay, is there a particular athlete or sport you like to see do more influencing, a sport that could do more influencing, um
11:05 Anonymous:	I mean, maybe golf, it's, uh, I think it's pretty mainstream with guys, but it's like, there's just not a ton of influencers. There's a lot, but maybe they could do more.
11:16 Interviewer:	What would make an athlete a good influencer?
11:26 Anonymous:	They have to be, I guess, entertaining and funny, because anyone could be, like, good at the sport, that doesn't mean they have a good personality for

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	influencing. So I think just that kind of charisma. And
11:41 Interviewer:	Then what would you say is your single most favorite sport?
11:41 Anonymous:	Golf.
11:47 Interviewer:	Favorite team?
11:53 Anonymous:	Can I say the Oklahoma Sooners?
11:53 Interviewer:	Yes.
	What is your preferred way of watching sports, live in person or on TV. What is it that makes that way preferable to the other?
12:08 Anonymous:	Probably TV because you can, you know, sit on the couch, have a beer or whatever. So yeah.
12:15 Interviewer:	Do you have a preference on which sports you like to see live?
12:20 Anonymous:	Yeah, um, basketball is fun to see live. Been a few baseball games definitely like that.
12:27 Interviewer:	Are there any sports that you would only watch on TV?
12:36 Anonymous:	No.
12:38 Interviewer:	Outside of game days. Do you spend any time thinking talking about sports during the week.
12:45 Anonymous:	Not too much. I mean, a lot of people do like small talk with football and stuff. It's like kind of hard for me to engage because I don't follow it that closely. But if I know something, I might add to the conversation. Okay.
12:57 Interviewer:	And then when you do add to the conversation, who do you talk with?
13:02 Anonymous:	Guys in my class or just wherever I'm at.
13:05 Interviewer:	Do you have any opinions on fantasy sports?
13:05 Anonymous:	Nope.
13:07 Interviewer:	If they play fantasy sports, no. How often do you wear clothing themed with your favorite team's brand or related to your post favorites?
13:18 Anonymous:	I mean, I'll wear OU gear a lot when I'm off campus, especially, and I have a few like Texas Rangers hats and stuff like that.
13:27 Interviewer:	Okay. Do you watch or consume any kinds of sports content besides games, like talk shows, chats, forums, community, streamers, influencers?

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13:38 Anonymous:	Not really.
13:38 Interviewer:	Okay. Do you currently subscribe to any streaming services?
13:51 Anonymous:	Nope. Spotify, maybe I don't know if that counts or not. Yeah, like that's for sure.
13:58 Interviewer:	How important are OU sports in helping maintain a sense of student pride or connection to the university?
14:06 Anonymous:	I mean, it's not the most important thing to me. I would say,
14:09 Interviewer:	Okay, all right, and then we're getting ready to wrap it up. Okay, I appreciate your patience.
14:28 Anonymous:	Overall, how would you say you feel about the NIL and its impact one college sport, the NIL is the name, image, and likeness that's new for players to be able to make a profit form who they are as a person.
14:46 Anonymous:	What was the question?
14:49 Interviewer:	How would you say you feel about the NIL and its impact on the college sports?
14:54 Anonymous:	I don't know much about its impact, but it seems fair. It seems like it should be allowed. What.
15:01 Interviewer:	Okay, has it changed the way you feel, or changed the way that you are a fan of sports?
15:09 Anonymous:	No.
15:13 Interviewer:	Is there something that you wish I had asked you today but did not?
15:13 Anonymous:	Nope.
15:13 Interviewer:	Alright. Thank you. Okay, that's all.