

## **“The (ill-fated) Pursuit of Enjoyment in Watching Televised Sports Events and other Competitions”**

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Why do consumers prefer to watch sports events live, even when tape-delayed broadcasts provide the same sensory experience? Does knowing the outcome of a game in advance really spoil the viewing experience? Do consumers enjoy watching sports more when they have a stake in the outcome, such as when their favorite team is playing? These issues are investigated in a series of experiments. It is shown that consumers enjoy watching sports more when they think it is broadcast live, but they are wrong in believing that knowing the outcome in advance spoils the viewing experience. Viewers with a stake in the outcome enjoy process uncertainty (i.e. how the game unfolds), but viewers without a stake in the outcome enjoy process certainty. Together, the findings show that consumers are often bad predictors of their enjoyment in a domain where they have ample opportunity to correct their faulty beliefs, and demonstrate when and why they enjoy uncertainty.