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ROLE OF CURIOSITY AND OPENNESS TO EXPERIENCE THE BIG FIVE TRAITS ON SPORT MEDIA CONSUMPTION BEHAVIOURS

Seong-Hee PARK[1], Yukyoum KIM[2] & Won-Jae SEO[3]
[1] *Division of International Sport and Leisure, Hankuk University of Foreign Studies, Gyeonggi, Republic of Korea*
[2] *Department of Physical Education, Seoul National University, Seoul, Republic of Korea*
[3] *Department of Sports & Outdoors, Eulji University, Gyeonggi, Republic of Korea*

ABSTRACT

The purpose of this study was to examine the mediation effect of curiosity on the relationship between Openness to Experience (OE) and media consumption behaviours. A total of 657 participants were recruited. Structural Equation Modelling (*SEM) analyses were conducted to test the hypothesised relationships and to evaluate the amount of variance captured by a set of observed variables in latent factors corresponding to measurement error. This study found that OE was related inversely to media consumption behaviours of individuals. The negative relationship was mediated by the role of curiosity in generating a positive relationship between OE and media consumption behaviour. The findings of this study are relevant for several considerations, like for novel sport to become successful in the sport industry.*

Key words: Curiosity; Big five traits; Openness to experience (OE); Sport media consumption.

INTRODUCTION

Behaviour to 'explore' new knowledge and information is a characteristic of contemporary people (Harvey *et al*., 2007). It has been recognised in the literature for some length of time that psychological traits, such as Openness to Experience (OE) and curiosity, play a major role in inducing exploratory behaviour towards learning and information searching by individuals (Berlyne, 1954, 1960; Rossing & Long, 1981; Day, 1982, Alberti & Witryol, 1994; Driscoll, 1994; Loewenstein, 1994; Reio, 1997; Collins, 2000). OE is the inclination of individuals to pursue a variety of novel and intellectual ideas, and to experience named intelligence, intellectual interests and curious intellect (Farsides & Woodfield, 2003; Lounsbury *et al*., 2003). Curiosity is a critical and prerequisite motive for human exploratory behaviours (Voss & Keller, 1983; Loewenstein, 1994). Sport media consumers are no exception. Recently, the significance of OE and curiosity has been recognised in sport media consumer research (Park & Kim, 2008). Understanding how sport fans collect and learn information is deemed an essential and prerequisite process for any sport team, organisation, or equipment manufacturer. This is because sport consumers first seek out new information about a certain product in order to learn its attributes and benefits, before they actually purchase the product (Lehmann, 1994; Urban *et al*., 1996).

Despite the importance of psychological traits, such as OE and curiosity, little attention has been focused on the effect of such traits on sport media consumer behaviour in the context of mediated sport. A few empirical studies on the psychological traits have been conducted in the field of mediated sport (Fisher, 2005; Park & Kim, 2008), spectator sport (Park *et al*., 2008), and participant sport (Géczi *et al*., 2008). These works provide insightful rationales concerning how OE, curiosity, or both, function in facilitating sport consumption behaviour. However, there is still a lack of knowledge on the inner workings of OE and curiosity, as well as the various roles they play in the consumption of television and the Internet (Park & Kim, 2008).

PURPOSE OF RESEARCH

The investigation of how media is consumed, and the factors influencing sport media consumption, would facilitate an understanding of the unique behaviours in sport. This may provide logical clues, for both researchers and practitioners, to understand how and why sport fans are generated and transformed from non-fans to sport fans and to create new sport fans by understanding and expanding the fan base (Park *et al*., 2010). In this sense, comprehensive research is required regarding which roles the psychological traits play in sport media consumer behaviour. The purpose of this study was to explore how the psychological traits of sport media consumers influence their behaviour. Specifically, the study empirically investigates the relationships between OE and curiosity, and their effects on sport media consumption.

LITERATURE REVIEW AND RESEARCH HYPOTHESES

Openness to Experience (OE) and sport media consumption

OE is defined as an individual's inclination to pursue a variety of novel and intellectual ideas, and to experience named intelligence, intellectual interests and curious intellect (Farsides & Woodfield, 2003; Lounsbury *et al*., 2003). The unique personality of individuals, represented by enduring or iterative ways of how they feel, think and act, is composed of several traits (Park *et al*., 2008). The Big Five model of personality is one of the most widely used and succinct frameworks for classifying and describing personality traits found through empirical research (Goldberg, 1992). The framework consists of five general personality traits: Extraversion; Agreeableness; Conscientiousness; Neuroticism; and OE (John *et al*., 1991). The desire for intellectual stimulation and exposure to various experiences is one of the key facets of OE that fosters academic performance, learning and intrinsic motivation (Kraaykamp & Van Eijck, 2005; Komarraju *et al*., 2009).

People high in openness are "curious, imaginative, willing to entertain novel ideas and unconventional values" (Costa & Widiger, 1994:3). Openness mirrors individual needs to strengthen understanding of oneself, family, friends and society (Finn, 1997), as well as needs that are deemed best satisfied by the variety and richness of mediated experiences offered in film and books (Nell, 1988; Palmgreen *et al*., 1988). In support of this view, OE has been shown to uncover people's preferences for imaginative, as opposed to conventional, forms of entertainment (Dolliger *et al*., 1991). Sport sociologists have viewed sport as a set of specific competitive physical activities based on elements of play, games and contests.

Media reflect the reality of society (Bennett *et al*., 1982). From this perspective, sport media mirror a contemporary sport society, which is structured, goal-oriented, conventional, and expected (McPherson *et al*., 1989). Hence, it is expected that:

H_1: Higher levels of OE will predict a lesser amount of sport media use (television and Internet).

Curiosity and sport media consumption

Curiosity is defined as "a desire to acquire new knowledge and new sensory experience that motivates exploratory behaviour" (Litman & Spielberger, 2003:75). Curiosity is regarded as one of the major motivational factors facilitating human exploratory behaviours in seeking and acquiring new knowledge and novel stimuli in many domains, such as educational, occupational, organisational and recreational settings (Reio *et al*., 2006; Harvey *et al*., 2007; Park *et al*., 2008). Numerous studies in education, psychology and business have confirmed that curiosity is the prerequisite motivator that influences the learning process and information gathering. For example, Fire (1985:19) insisted, "studies that concern the role of curiosity in arousing conflict and its internal cognitive process, in encouraging inquiry, and in fostering motivation, indirectly imply that curiosity may be the factor that stimulates learning". Curiosity is evoked by the level of information or knowledge gap between what people want to know and what they know now (Park *et al*., 2015). Thus, curiosity stimulates individuals to explore various environments or sources of information and knowledge (television or the Internet) to satisfy their curiosity by filling in that gap with the information and knowledge they obtained.

In a sport context, it is believed that individuals would naturally be curious across a variety of situations because of their psychological traits. Therefore, they first examine the role of trait curiosity in the spectatorship of novel sport to depict the transformation of non-fans into sport fans (Park *et al*., 2008). Individuals who are non-fans of sport often develop an interest in or explore sport due to the significant influence of trait curiosity on their interests and behaviours (Park *et al*., 2011). Accordingly, it is plausible that having a high level of curiosity may result in an increase of knowledge and display more exploratory seeking behaviours for mediated sport-related information and knowledge, than those with low curiosity (Berlyne, 1954; Park, 2007; Park *et al*., 2011). Therefore, it is hypothesised that:

H_2: Curiosity will predict the amount of time spent using sport media (television and Internet).

Mediating role of curiosity

OE and curiosity have been identified as key variables affecting sport media consumption. This section examines potential relationships among the constructs, and derives additional hypotheses expecting their associations. According to Komarraju *et al*. (2009), OE refers to a desire for intellectual stimulation and exposure to various experiences. A number of studies have suggested that OE is an important desire in information seeking behaviour, and that it can be a precursor to curiosity (MacDonald, 1995, 1998; Olver & Mooradian, 2003; Kashdan *et al*., 2004; Jackson & Poulsen, 2005). To clarify, Costa and McCrae (1992) found that individuals with high scores on openness are curious about both inner and outer worlds,

and they are willing to entertain novel ideas and unconventional values. Hence, the following is proposed:

H_3: OE will positively influence the level of curiosity.

Given the previous work indicating conceptual relationships amongst OE, curiosity and information and knowledge seeking, it is necessary to examine the inner workings of OE and curiosity, as well as the various roles they play in the consumption of television and the Internet (Park & Kim, 2008). In general, prior literature appears to support the notion that there is a negative relationship between OE and media consumption behaviours and a positive relationship between curiosity and media consumption behaviours (Park & Kim, 2008; Park *et al*., 2010). If OE is positively associated with sport media consumption (television and Internet uses), it is conceivable that the association is mediated by curiosity. Taken together, curiosity may mediate the influence of OE. For example, OE is expected to exert a direct effect, as well as an indirect effect on sport media consumption. Thus, a mediation effect is anticipated in the current model:

H_4: Curiosity will mediate the relationship between OE and sport media consumption (television and Internet).

METHODOLOGY

Participants

A total of 657 undergraduate and graduate students from 3 large urban universities were recruited to participate in this study. Given that, this study utilised Structural Equation Modelling (SEM), which demands a large sample size (Devellis, 2003; Netemeyer *et al*., 2003), 3 universities were chosen to find enough participants. This allowed the opportunity to pursue a more diversified participant pool. Additionally, as sport media consumption behaviours with the use of television (sport network channels) and the Internet were to be measured, university students were deemed appropriate for this study. Students are usually regarded as the generation most sensitive to using the Internet to follow up sport-related information and watch sport networks. The participants included 205 women and 452 men, and the mean age for the total sample was 20.97±3.39 with a range of 37.00.

Instruments

To examine the relationships between OE, curiosity and sport media consumption behaviours, the participants were asked to complete 2 different inventories, as well as media consumption and demographic questionnaires. The following instruments were utilised for this study.

Sport Fan Specific Curiosity Scale (SFSCS)

Park (2007) argued that sport fan-specific curiosity allows individuals to seek out specific situational and intellectual information in order to learn or obtain knowledge about sport, players, sport teams, sport-related products (equipment) or facilities. Park (2007) also insisted that this curiosity would lead people to become involved in various sport fan

behaviours and consumption. Park (2007) developed the SFSCS, encompassing various psychological constructs and curiosity theories, to measure cognitive types of sport curiosity with a 3-factor model (specific and general information about sport and sport facilities).

The scale employed questions about media consumption to identify the relationship between sport fans' cognitive curiosity and their behaviours ('When I miss games, I often search for the final results on television, the Internet and/or in newspapers'). Thus, the usage of SFSCS for this study is deemed sound, in that, those having high scores for sport fan-specific curiosity would be more likely to pursue more in-depth cognitive information and knowledge about sport through various media. As shown previously, the aroused curiosity via knowledge gaps would be satisfied by media consumption, such as the internet and television (Park, 2007; Park *et al*., 2015). The items of the scale were rated from 1 (strongly disagree) to 7 (strongly agree), and the SFSCS demonstrated satisfactory levels of reliability and validity (Park, 2007; Park & Kim, 2008).

Openness to Experience (OE) of the Big Five Inventory (BFI)

The BFI was developed to measure efficiently and flexibly the Big Five traits with short phrases. The BFI has been regarded as a valid and good psychometric scale while using comparatively short items, rather than other scales assessing the 5 dimensions (John & Srivastava, 1999). The Cronbach's alphas (a) for the overall BFI ranged from 0.75 to 0.90 (John & Srivastava, 1999). Among the 44-item BFI measure, the 5-item OE is included to examine the relationship between OE and curiosity (John *et al*., 1991). The 5-item OE scale measures the breadth or depth of intellectual interests (John & Srivastava, 1999). The items were measured on a 7-point Likert-type scale.

Sport Media Consumption

To examine sport media consumption, the authors used the duration of television watching (sport network channels) and Internet use, as these 2 have been the most popular media platforms in the literature on sport fan behaviour (Wann *et al*., 2001; Park, 2007; Park & Kim, 2008), for obtaining and measuring information about sport. Duration of watching sport on TV and use of the Internet for sport-related information will represent the level of sport media consumption.

Analysis of data

Before conducting the main analyses, the data was *screened* to establish whether the data reasonably met the critical assumptions for Structural Equation Modelling (SEM), such as normality, linearity and singularity. To assess missing data patterns, cases with missing and non-missing values on each variable were examined to determine if mean differences in other variables were significant. Next, randomly selected pairs of scatterplots using SPSS Graphs were examined to evaluate the linearity of the variables. Furthermore, the determinant of the input matrix was used to detect extreme multi-collinearity or singularity in the data. Finally, multivariate skewness and kurtosis coefficients, to assess the multivariate normality, were applied (Mardia, 1985). These tests were available through PRELIS 2.80 (Jöreskog & Sörbom, 2006).

A Confirmatory Factor Analysis (CFA) was conducted to *evaluate the measurement model* using Mplus 5.2 (Muthén & Muthén, 2008). Following the recommendations of Weston and

Gore (2006), χ^2/df, Hu and Bentler's (1999) Comparative Fit Index (CFI), Standardised Root Mean Square Residual (SRMR) and Steiger's (1990) Root Mean Square Error of Approximation (RMSEA) were applied to assess the goodness of fit of the model to the data. Average Variance Extracted (AVE) values were computed to evaluate the amount of variance captured by a set of observed variables in latent factors corresponding to measurement error (Hair *et al*., 2006). For an estimation of scale reliability, a Structural Equation Modelling (SEM) method suggested by Raykov (1997, 2001) was employed to offset limitations of Cronbach's coefficient alpha (Cronbach, 1951). Discriminant validity was assessed by testing χ^2-differences between 2 nested models for each pair of latent factors in which the researchers either constrained the correlation between 2 factors to be 1.0 or allowed the correlation to be free (Anderson & Gerbing, 1988).

Using Mplus 5.2 (Muthén & Muthén, 2008), simultaneous equations to test the *hypothesised model* were performed. The model specified direct paths from OE to second-order Sport Fan Specific Curiosity Scale (SFSCS), the duration of television watching and Internet use. The model specified the indirect paths from OE through SFSCS, to intention, to the duration of watching television and using the Internet as well.

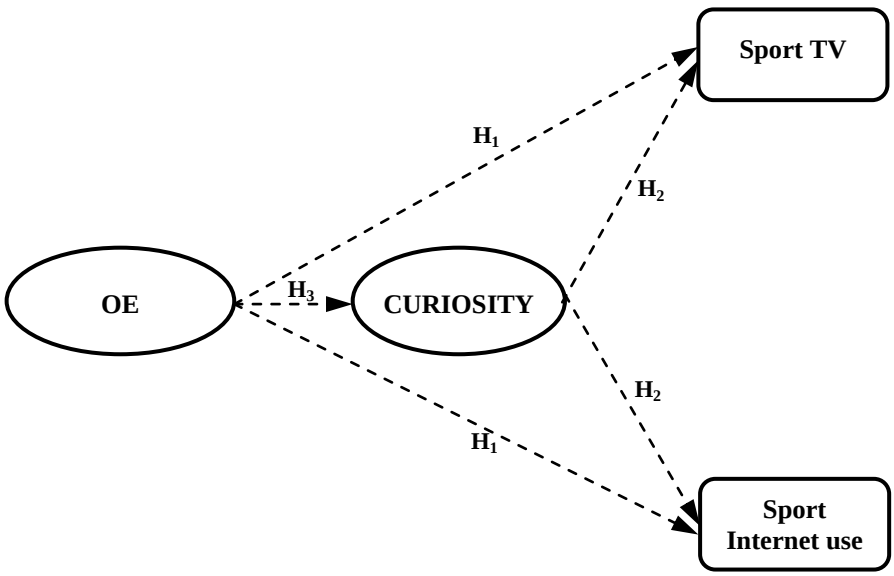

FIGURE 1. **HYPOTHETICAL MODEL**

RESULTS

Evaluation of assumptions

The total of 657 cases was greater than the generally suggested minimum sample size of 200 (Weston & Gore, 2006), and the ratio of cases to observed variables were 55:1, which was adequate for the SEM analyses conducted in this study (Bollen, 1989; Kline, 2005). The data reasonably met all of the assumptions for SEM analyses except the normality assumption.

Scatterplots of randomly selected pairs of variables had a linear shape, which indicated the linearity assumption was reasonably met. Severe multi-collinearity, or singularity, did not exist based on the positive sign of determinant of the input matrix. In addition, group comparisons of observations, with and without missing data, for each variable on the other variables showed significant mean difference ($p<0.05$). However, all observed variables were significantly skewed ($p<0.01$), and 10 of the 12 observed variables revealed significant kurtosis ($p<0.01$). In addition, Mardia's (1985) Normalised Coefficients of both skewness ($z= 49.73$) and kurtosis ($z= 22.54$) were significant ($p<0.01$). Therefore, Satorra-Bentler's (1994) scaling method was applied to reduce the potential problems associated with non-normality.

Measurement model

TABLE 1. **RESULTS FOR CONFIRMATORY FACTOR ANALYSIS (CFA)**

Factors and items	**λ**	**SE**	**ρ**	**AVE**
Specific			0.84	0.67
I often spend time examining statistics about my favourite team.	0.77	0.02		
When I miss games, I often search for final results on television, Internet and/or in newspapers.	0.83	0.02		
I enjoy discussing sport players, teams, games and events with friends.	0.86	0.02		
General			0.89	0.73
I want to know more about sport.	0.83	0.02		
I am intrigued by what is happening in sport.	0.87	0.02		
I am curious about sport.	0.86	0.02		
Facility			0.77	0.51
I would enjoy visiting a sporting goods factory related to my favourite sport to see how their products are made.	0.56	0.03		
Figuring out how much it would cost to construct a brand new stadium interests me.	0.79	0.02		
I am curious about how big a sport stadium is.	0.77	0.03		
Openness			0.85	0.53
BFI1	0.82	0.02		
BFI2	0.66	0.03		
BFI3	0.65	0.03		
BFI4	0.75	0.02		
BFI5	0.75	0.02		

AVE= Average Variance Extracted SE= Standard Error

As indicated by the Satorra-Bentler scale $\chi 2$: (S-B$\chi 2$)/df= 195.50/71= 2.75; CFI= 0.97; SRMR= 0.04; and RMSEA= 0.05, the measurement model fits the data well, according to

the recommended criteria (Hu & Bentler, 1999). Loadings, reliability coefficients and AVE values are displayed in Table 1.

All factor loadings were positive and significant ($p<0.01$) ranging from 0.77 to 9.89. All reliability coefficients were higher than the recommended criteria of 9.70 (Kline, 2005), and all AVE (Average Variance Extracted) values were higher than the suggested cut-off criteria of 0.50 (Hair *et al*., 2005). Finally, all pairs of constructs showed correlation coefficients that were significantly different from 1.0, indicating discriminant validity (Anderson & Gerbing, 1988). Altogether, these results provide evidence that the instrument was a reliable and valid measure of the constructs of interest.

Hypothesised model

The hypothesised model was analysed to examine the relationship between OE, curiosity and media consumption variables. The hypothesised model specifying the structural relationship among OE, second-order curiosity and media consumption variables fit the data well, χ^2(S-Bχ^2)/*df*= 314.36/98= 3.21; CFI= 0.95; SRMR= 0.04; and RMSEA= 0.06). All loadings for the first-order curiosity factors on the second-order curiosity factors were significantly different from zero and all standardised loadings were greater than or close to 0.70 (Specific= 0.88; General= 0.80; Facility= 0.69). Path coefficient estimates of the model are shown in Table 2.

TABLE 2. **PARAMETER ESTIMATES FOR HYPOTHESISED MODEL**

Parameters	**Unstandardised**	**Standardised**	**SE**	**t**
Direct effects				
Openness → 2nd-Order Curiosity	0.39	0.29*	0.05	6.34
Openness → TV	-0.24	-0.18*	0.03	-5.21
Openness → Internet	-0.28	-0.13*	0.03	-3.74
2nd-Order Curiosity → TV	0.77	0.75*	0.03	28.92
2nd-Order Curiosity → Internet	1.33	0.81*	0.03	30.21
Indirect effects				
Openness → 2nd-Order Curiosity → Intention to watch TV	0.30	0.22*	0.04	5.82
Openness → 2nd-Order Curiosity → Intention to use Internet	0.51	0.24*	0.04	5.86

The direct path from OE to second-order curiosity was significant (standardised γ= 0.29; SE= 0.05), and the direct path from curiosity to the duration of television watching was also significant (standardised β= 0.75; SE= 0.03). In addition, the direct path from OE to the duration of television watching was partially significant, while only controlling for curiosity (standardised γ=-0.18; SE= 0.03). The indirect path from OE through curiosity to the duration of television watching was significant (standardised γ= 0.22; SE= 0.04). This indicates that the strength of the indirect path from OE through curiosity to the duration of

television watching was significantly greater than the direct path from OE to the duration of television watching in the model.

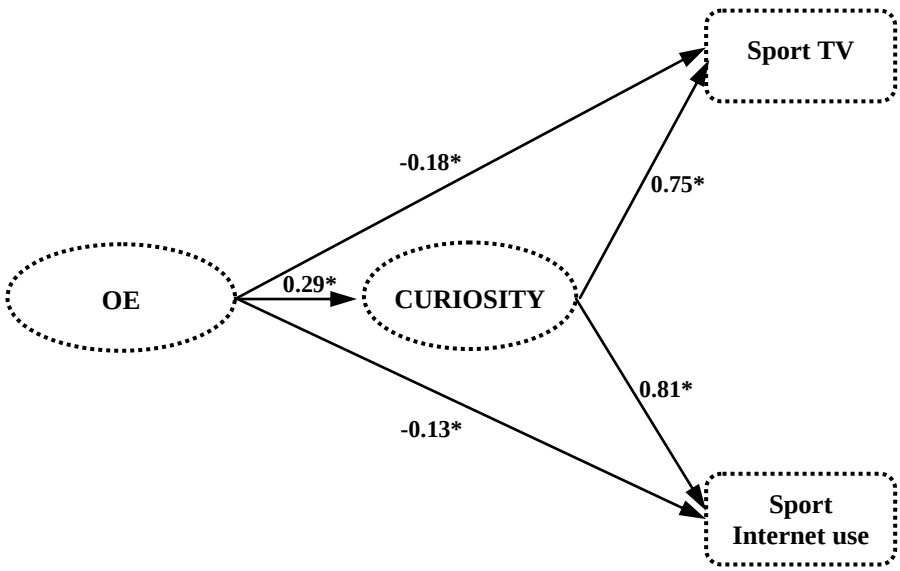

FIGURE 2. **RESULTS OF STRUCTURAL EQUATION MODELLING**

Similarly, the direct path from OE to second-order curiosity, was significant (standardised γ= 0.29; SE= 0.05), and the direct path from curiosity to Internet use was significant (standardized β= 0.81; SE= 0.03). In addition, the direct path from OE to Internet use was partially significant (standardized γ=-0.13; SE= 0.03), while only controlling for curiosity. The indirect path from OE, through curiosity to Internet use was significant (standardised γ= 0.24; SE= 0.04). Therefore, the results supports research indicating that curiosity mediates the relationship between OE and media consumption behaviours for both television watching and using the Internet (Iacobucci *et al*., 2007). The results of the current study show that OE has a significant influence on curiosity, and curiosity has significant impact on both the duration of watching sports on television and using the internet for sport-related information.

The results from the analyses supported the hypothesis that curiosity mediates the effect of OE on media consumption behaviours. Although a direct path from OE to the duration of watching sport on television, and using the internet for sport-related information, were negatively significant, this should not be interpreted as OE and sport media consumption were negatively related. This indicates that the relationship between OE and media consumption is largely explained by the mediator of curiosity, and the unexplained relationships between OE and media consumption are negative after controlling for this mediator. Furthermore, the magnitude of the unexplained negative relationship was marginal, in that, it explains only about 1% of variance in the duration of watching sport on television and using the internet for sport, respectively.

DISCUSSION

The primary purpose of this study was to investigate the mediation effect of curiosity on the relationship between OE and media consumption behaviours, to understand better, how curiosity influences the consumption of knowledge associated with OE. The research found that OE was inversely related to both television viewing and Internet usage. However, these negative relationships were mediated by the role of curiosity in generating positive relationships between OE and media consumption behaviours. The findings of this study are relevant in several regards.

Firstly, consistent with previous studies, this study provides further confirmation of the negative relationship between OE of the Big Five traits and television viewing. While some researchers reported negative effects of OE on television viewing (Finn, 1997; Persegani *et al*., 2002; Kraaykamp & Van Eijck, 2005), the literature has been quite limited. Research on the relationships is still in its early stage and the results are mixed. Thus, the findings of this study supported the literature regarding the negative relationship and they provide a foundation for subsequent examination of the relationship between OE and media consumption behaviours.

Secondly, this study extended the research on information or knowledge consumption within a new media platform of individuals. While the Internet usage has been a major trend in obtaining information and knowledge during recent years, there have been a limited number of studies that attempt to understand information or knowledge consumption behaviours through the Internet, associated with OE and curiosity (Park, 2007; Park & Kim, 2008). Therefore, it is believed that the findings of this study did not only support the findings of Park and Kim (2008) on the role of curiosity in predicting the media consumptions of individuals, but also expanded the scope of the study on the relationship between OE and curiosity and media consumption.

Thirdly, the main and most interesting finding of this study is that the inverse relationships between OE and both media platforms (television and Internet) became positive through the mediator, curiosity (Table 2). The literature shows that those having a high level of OE would display low television viewing (Finn, 1997; Persegani *et al*., 2002; Kraaykamp & Van Eijck, 2005). However, the findings of this study demonstrated that if any interesting and informative cues are included that trigger curiosity, participants would be likely to consume or explore media in more detail to gather information and knowledge. Thus, the findings also successfully confirmed that curiosity could be the key for consumers to change their decision-making in non-motivated or even negative situations (Harvey *et al*., 2007).

By confirming the significant relationships between variables, a useful foundation for practitioners and sport professionals have been provided on which practical implications and new marketing strategies can be based. For example, the findings could be used to argue for sport teams or professionals to trim back their advertising funds spent in traditional mediums, and use those funds to better develop their own promotional materials that are readily visible on team websites and social networking sites. The content can be adapted constantly to organisational changes and trends. Highly identified fans could be targeted separately through the Internet medium much more effectively than an advertisement on a traditional

medium, which is targeted to a wider segment of the market. Additionally, curiosity-arousing Internet content is simple to produce and the message can be controlled exclusively by the organisation. This study suggests that every type of fan, even those with high OE, could be targeted through television and Internet content that stimulates their curiosity.

Furthermore, the function of curiosity as a positive mediator in inverse relationships between OE and both media platforms, also suggests that sport teams and professionals should be as engaging as possible in their advertising efforts. For example, the use of visual cues should be emphasised and focused on any campaign or promotion in which they are present. This is because the results suggest that curiosity is a positive mediator between OE and television and Internet viewing. It would be possible for them to attract the same consumer to both their broadcasts and live game action. If they can trigger the curiosity of a game attendee, the attendee will be more likely to consume the products and televised or internet-based contents, because curiosity would help the consumer overcome the newness of the products or contents about sport teams (Park *et al*., 2011). The ability to attract a consumer with high OE to these television broadcasts is something that has not been presented in past literature. It could be a very profitable concept for sport organisations who also sell/own the television rights to their team games.

Finally, this mediation effect of curiosity could also be effective in sport education. For example, policy makers in sport and physical education could allow individuals, who are not fans of sport, to experience or learn sport by strengthening their curiosity. Given that those who embrace sport are willing to become sport consumers (Wann *et al*., 2001), they would voluntarily consume various sport-related information with diverse media platforms, such as television and the Internet to satisfy their wants and needs for sport. Therefore, policy makers and/or physical educators need to help individuals learn or experience sport by offering curiosity-arousing media contents that would promote their growth as sport consumers.

Although this study advances sport consumer research, it is not without limitations, which yield opportunities for future research. A key limitation pertains to the generalizability of the student sample. Given that strong effects of curiosity on sport media consumption intentions and a strong predictive capability of the hypothesised antecedents of curiosity were found, the potential for the theoretical and practical application of the framework seems promising. However, the hypothesised framework was examined with a sample consisting of only students. Thus, the current findings can be generalised most validly to the university context. However, the context tested here and the findings are not necessarily generalizable to many other contexts, such as some spectators at professional sport events. Therefore, it would be worthwhile to examine whether the findings presented with this research can be replicated in the context of various types of participant and spectator sport entities.

In summary, this study is the first attempt to investigate a relationship between Openness to Experience (OE) (one of the Big Five traits), and sport media consumption behaviours, and how curiosity, as a mediator, works in this relationship. The current study replicated the findings of previous studies in that OE was negatively associated with both television viewing and Internet use. However, these negative relationships were transformed significantly into positive relationships when curiosity was a mediator. For future research, it

would be meaningful to look at the relationship between the different traits of the Big Five and the behaviour of individuals to shed light on how psychological traits work in the transformation of a non-fan into a sport-fan and her/his other sport consumption behaviours (purchases of sport goods or sport event participation).

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Prof Won Jae SEO: Department of Sports and Outdoors, Eulji University, 553 Sanseongdaero, Sujeong-gu, seongnam, Gyeonggi, 461-713, Republic of Korea. Tel.: 82-31-740-7131, E-mail: wonjaeseo@eulji.ac.kr

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