

Article abstarct 04

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Article 04 The of the article that this paper will critique is Location and Attendance in Major League Baseball by Jason A. Winfree, Jill J. McCluskey, Ron C. Mittelhammer and Rodney Fort. The article was published at the Applied Economics Journal, in 2004. The research question that Winfree and his team wanted to address was how the attendance of a game or match of baseball was affected with regards to the closeness of location of the two the teams. The mode of research used in this study was both empirical and theoretical. The authors used calculations from previous games, as well as attended actual games to come up with their findings. The authors also had interview with actual stakeholders of the baseball games to come up with their findings.

The team concluded that the nearer two teams are, the lesser the turnout is of both teams when compared to two teams whose locations are farther apart. They also discovered that, when a new team shifts into the region of an already existing team, then there is a further initial drop in turnout for the current team. The biggest contribution of the paper was to advise baseball teams of where they should set their grounds if they want people to attend their games. The fans are the main driving force of a team, and they authors did well to show the teams how they could attract them. They gave numerical evidence, which is always 99.9%, for the teams to consider.

However, the authors went wrong advising teams not to set up shop in area where other teams are settled. This might bring rivalry because the already-settled team would not want to experience a drop in its fan base. They forgot to advise these teams just how far they should set up their grounds in order to attract people. They should have gone to the actual fans to ask them just

how far they are willing to travel in order to attend their favorite team's match. At least this would give the teams a rough idea of where they should set up their grounds.