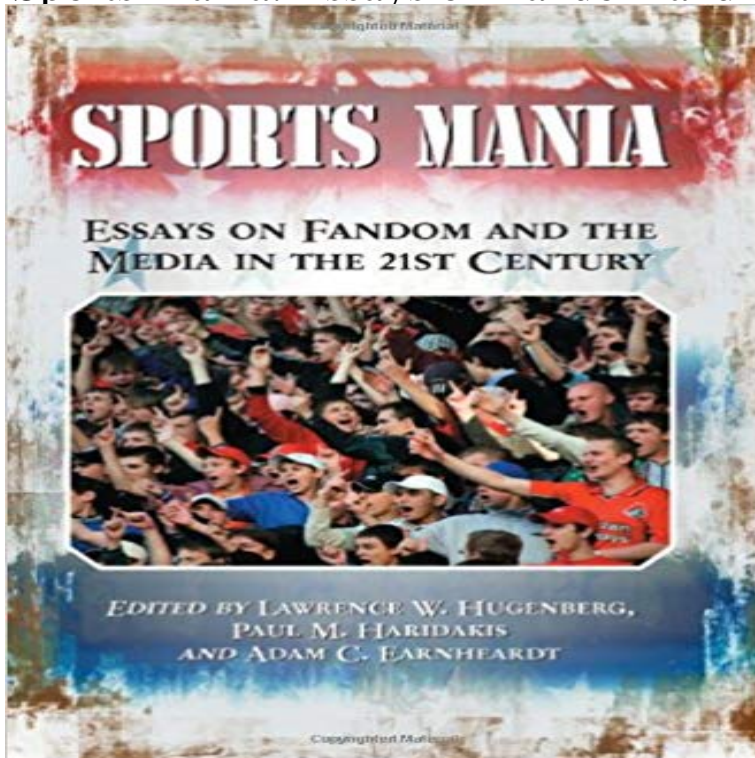


Sports Mania: Essays on Fandom and the Media in the 21st Century



Leading scholars in sports communication tackle a wide range of subjects in these essays, including the ways in which people root for their teams, the consumption of sports information, and the uses of technology to cultivate fan communities. Taking an interdisciplinary approach through the fields of communication, psychology and telecommunications, this collection explores modern fans, their motives and culture, and their identification with sports and individual teams.

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