



Diehards: Why Fans Care So Much About Sports

Chip Scarinzi

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Diehard sports fans are arguably the beating heart of the sports industry. In good times and in bad, they file into stadiums and arenas of all shapes and sizes ready to expend financial and emotional currency on a hobby that goes horribly wrong half of the time.

Does the payoff from the good times - the thrilling victories, championship glory and miraculous performances - outweigh the trauma inflicted by the bad? Why do diehards invest so fully in sports teams and players when that commitment, love and adoration is seldom reciprocated - if ever?

Through the lens of baseball, *Diehards* unravels the mystery of sports fans and provides context for what fuels the evolution from casual fan to diehard. In *Diehards*, Chip Scarinzi canvasses experts about the impact of sports fandom on fan psyche, health, and family life while also sharing personal accounts of deep-seated sports passion from the most dedicated of fans.

PRAISE FOR DIEHARDS

"For the true fan of baseball, reading *Diehards* is like sitting in your season seats and trading stories of euphoria and defeat with the other fanatic regulars around you. Scarinzi is amusingly confessional and unapologetic about his own fandom as he explores the social and psychological causes and effects of loving a sport and a team. He is one of those overly informed, nostalgic and even romantic bleacher creatures that are the characteristics of baseball lovers everywhere, yet he cleverly couples anecdotes and historic moments with quantitative data and cultural analysis to make this a very smart and authentic take on baseball's place in the cultural fabric of America. *Diehards* confirms for every true baseball lover that they are not crazy, or at least not alone in their fanaticism for the game. If you list your bobblehead collection in your will, this book is for you.

- Heidi Watney, MLB Network

"Through this fine book - that is as lively and humorous as it is well researched and insightful - Chip Scarinzi has brought me to a deeper understanding of my own obsession. The author does a remarkable job deconstructing the excitement, joy, frustration, heartbreak, and range of other emotions sports bring into our lives."

- Josh Pahigian, author of *The Ultimate Baseball Road Trip* and *101 Baseball Places to See Before You Strike Out*

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Ladonna Warren:

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