The Boston Celtics

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The Boston Celtics Culture

Abstract – In this research that I preformed I was looking at three different main eras of one of the greatest franchises of all time. The 1965, 1985, and the 2008 Boston Celtics were the eras of choice. I wanted to see if there was a connection between the performance of the team and the positivity/negativity of the crowd, players and coaches of the team. In many sports they claim that the team feeds off of these three main factors for energy and guidance throughout the game. I coded the games with an app called iCoda which gave me the raw data from the codes I took and in the end helped me view the data for connections. Although there is still some questions that have not been answer, the results I found and pretty interesting!
Research Question –

Does the positivity/ negativity of the players, coaches, and crowd have an effect on the game that the Celtics play? Do they add to the energy of the game or does it take away from the game that is in progress at that time?

Background –

The reason that I chose this to research is not only the fact that I love basketball but I was wondering what made this team so successful. When you think of a great team, there is always some great fans, coaches, and fellow players with them through it all. I wanted to see if there were actually some numbers that could back up these thoughts to prove that the culture surrounding these amazing teams actually had an impact on the way that they played. The significance behind this research can actually have a huge impact if proven that these factors do actually change the way they play the game. The coaches could benefit a lot from this research due to the fact that if any of these play a positive role in their success then they will want to increase that specific factor to make their team more successful. Another person that could benefit from this research is the GM of the team. For example, if he found out that his team played better when his crowd was more positive in the game, then he would make changes so that he would fill his stands more often so that his team could play to their full potential and in result they would win more games. Another example is if the results came back and they see that their team plays better when the players are more positive with each other. You could share this information with the coach so that he preaches more teamwork and positivity in practice so that maybe they would realize that this will pay off more in the long run according to the research that was done.

Methods –

To begin I had to make my codes that I was going to use for this specific project, it sounds a lot easier than it really it. You have to make sure that you are being consistent when making the codes so that they all make sense. Another thing you have to keep in mind is that they all need to have a purpose and add to what you are researching, if they don’t then they are purposeless to have. After about 20 different variations of codes, I finally got down to the 6 that would fit my project the best and stuck with those. The next step is the most important and also the most time consuming of them all. I now began to codes my series, I tried my best to break it up to different days so that I would not get bored and become sloppy when coding. It was very important to keep consistent when taking my codes so that my data would be as clean as possible and wouldn’t have any variations in them. After getting all the data into my iCoda app, the next step was to email them to a computer and begin to analyze them. I did each game with them broken down into quarters, this made analyzing them a little tough but after breaking them down and viewing them as a whole it was a lot better. The next step was to export this images that you’ll see below so that I can use them a visual not only on this paper but for the presentation as well.
Results –

Here are some of the results that I got, as you can see here that the crowd positivity is pretty much there consistently throughout the whole game. But one thing you can add that most people don’t see is that the timeline shows that there isn’t a time where any other positivity comes alone. The crowd seems to have an impact on all of the other elements. You can see this where the green, blue, and pink all line up in a vertical line. This proves that the crowd does have an impact on the game because without it, there isn’t any cases where positivity just comes out of nowhere alone. Another thing you can take from this data is that there was next to none negativity from any of the three main factors. I knew when beginning this project that these were some of the best teams of all time. Could it be from the fact that no negativity was given? I think this shows what culture surrounds this franchise. It starts with the crowd and it goes down all the way to the players and coaches to create the positive atmosphere that in the end results with wins. Yes, the positivity has an effect on the game and yes they add a huge amount of energy to the game. You can see/hear it when viewing the games but you can also see it in the data as well.

Discussion –

The main limitations that I came across was the fact that these games where so far apart. The generation gap in technology had a tremendous impact on the games that I watched. The fact that some of my codes were based off sound was sort of hard to tell in the 1965 game compared to the 2008 game that was much farther in technology at that point when the game took place. Another limitation I had was the fact that I couldn’t find the 1985 game at the Boston Garden. I believe that this might have had any impact on the data due to
the fact that fans are present more at the home games and seem to be a lot more actively watching the game. Future work that should be done is looking at another team and see how they fit into the research. See if the results are the same, if they are then someone could really look into showing this to a team GM and see what they would like to change so that they can get the best out of their players every game of the season.
References –

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