

## **Barry Bonds – The Race for 71**

As of Sunday evening, September 9<sup>th</sup>, 2001, Barry Bonds has hit 63 home runs and is on pace to break Mark McGuire's single season record of 70 home runs.

However, there just doesn't seem to be the excitement that surrounded McGuire's attempt to break Roger Maris's record?

What factor(s) might explain public reaction to Barry Bonds' attempt to break Mark McGuire's record?

**Explanation 1:** Older Americans remember the “good ole days” when Babe Ruth’s record of 60 stood for more than 30 years and Roger Maris’s record of 61 stood more than 30 more. Now the record seems less important if it is going to be broken every 3 or 4 year.

**Hypothesis 1:** Older R’s are less likely to be supportive of Barry Bonds than younger R’s.

Independent Variable: Age

Dependent Variable: Attitude toward Bonds

**Explanation 2:** Barry Bonds is a black American. Mark McGuire is white. White Americans like white American heroes.

**Hypothesis 2:** If R is white, then R will rank Barry Bonds less favorably. (If R is black, then R will rank Barry Bonds more favorably.)

Independent Variable: Age

Dependent Variable: Attitude toward Bonds

**Explanation 3:** The public reaction has been muted because media coverage has been less frequent and less exuberant than during McGuire's record setting season.

**Hypothesis 3: (COMPLEX)** As media coverage increases, public attention increases. As public attention increases, reaction becomes more favorable.

Independent Variable: Media Coverage  
(frequency/tone)

Dependent Variable: Attitude toward Bonds