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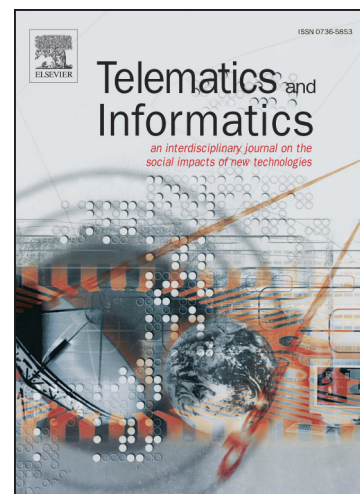
Facebook as a second screen: An influence on sport consumer satisfaction and behavioral intention

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Facebook as a second screen: An influence on sport consumer satisfaction and behavioral intention

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Abstract

Little research has examined the use of social media as people watch live sporting telecasts—an activity that has been referred to as the *second screen phenomenon*. The paper proposes and tests a second screen consumer engagement model that captures the actions of Facebook users (N=299) while watching a live sport telecast. Findings highlight the direct and indirect

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