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Extreme Enthusiasts in Online and Offline Radio Control Helicopter Communities

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Abstract

The focus of this study is to explore the notion that it is possible to optimize a marketing plan for a specialized industry to leverage individuals that are addicted to specific products in specialized product communities. This study addresses the following research questions: Can individuals that are addicted to products be leveraged for marketing purposes in specialized online and offline communities? The study is conducted with respect to the Radio Control Hobby Industry, and incorporates qualitative personal interviews at local RC clubs in the Greater Boston Area. The aim of the interviews is to help define people who are addicted to Radio Control Helicopters as extreme enthusiasts. Based on the definitions established by the interviews, a quantitative study in Radio Control online and offline communities identifies the correlation between the usage levels of extreme enthusiasts with respect to their Personality, Value, community Usage, and specific brand Devotion traits. The findings of this study suggest that there are Personality, Value, and Devotion differences that account for higher extreme enthusiast usage levels of online and offline environments, and that extreme enthusiast influence levels are high in both online and offline communities. These findings are valuable for marketers and companies who strive to optimize their marketing efforts and utilize brand communities. These findings also provide insights on isolating and targeting the influential extreme enthusiast segment in the Radio Control Hobby Industry.

I. Introduction

In today's fast pace and ever more technologically advanced world, the relationships between the common customer and the brand, the customer and the product in use, and among fellow customers are shared not only by physical interactions, it is also communicated instantly on internet based communities such as forums and social media. This web based communication is used to supplement physical social groups such as clubs and enthusiast meetings. The rapidly growing popularity of online social networking and communications media resources such as Facebook, MySpace, Twitter, Specialized Brand Forums, and review sites is enabling marketers and consumers to build and promote consumer/brand relationships with a disconnect from physical interaction. The purpose of this research paper is to: (a) Define and clarify the concept of an "extreme" enthusiast. (b) To differentiate the usage of "extreme" enthusiasts from a normal product user. (c) To explain the Usage of "extreme" enthusiasts in respect to their Personality, Values, and Devotion traits. (d) Relate these findings to the notion that it is possible to optimize a marketing plan for a specialized industry to leverage individuals that are addicted to the products in specialized product communities. In this study, the focus is on exploring the nature of Extreme Enthusiasts in Radio Control Helicopter online and offline communities. In this study, personal interviews of about one hour were conducted with 6 New England Heli Crew club members (NEHC). Questions were asked about their general behavior in a club environment, their usage of the club facilities, and their motivation, values, and devotion to the hobby. Questions were then asked to talk about their experience with people who are addicted to their helicopter products and define what in their mind was an extreme enthusiast, and what his/her personality would be like online and offline. The results of the qualitative pre study were then used to develop two questionnaires for quantitative surveys about the Personality, Values, Usage, and Devotion traits of extreme enthusiasts. The offline version of the survey had usage

questions directed towards clubs in the greater Boston area and was administered by posting

links to it on the NEHC website. The online version of the survey had usage questions regarding

online brand community forums and was posted on two Radio Control Helicopter forums:

RunRyder.com and HeliFreak.com.

II. Literature Review

The rapidly growing popularity of online social networking Web sites such as Facebook,

MySpace, Twitter, etc. has enabled both marketers and consumers to build and promote

consumer-brand relationships through online brand communities. "In such online brand

communities, marketers can facilitate the online brand communities as a versatile brand-building

tool so that they can create, customize, and distribute persuasive advertising messages for

products and services." (Lee, Kim, & Kim 2009). At the same time, consumers can also build

and manage many successful online brand communities in which they can lead other members to

engage voluntarily in various community behaviors such as membership interaction,

recommendation, and active participation. Brand communities are a form of social groups of

people that share an interest, a view or affection of a specific brand or product. Brand

communities are viewed as "having a profound effect on the people who are part of the

community." (Algesheimer, Dholakia, Herrmann 2005) as a direct result of the activities and

interactions among members to fortify the relationships with the brands and products they like.

However, the effects brand communities have on the consumers may be positive in the sense that

it helps consumers to further express their positive relationships with brand and product identity.

The effects can also be negative in the aspect that brand communities can create or force an

acceptance of a brand or product based on the interactions with the brand community. This is in

direct relation to "the strength of the consumer's relationship with the brand community, which

is characterized through brand community identification, whereby the person construes himself or herself to be a member— that is, as "belonging" to the brand community." (Algesheimer, Dholakia, Herrmann 2005)

Brand communities can be infiltrated by brands and manufacturers of products to leverage "consumer creativity, identification with the brand community, and brand-specific emotions and attitudes (passion and trust) as well as brand knowledge are important determinants of consumers' willingness to share their knowledge with producers." (Füller, Matzler, and Hoppe 2008). The most knowledgeable and experienced end users of brands and products can be found in brand communities. Appealing to brand enthusiasts and extreme brand enthusiasts for existing product improvements and the need for new products can be a powerful tool available to today's business managers and marketers. It is also essential for manufactures and brand to understand that "a brand community from a customer-experiential perspective is a fabric of relationships in which the customer is situated" (McAlexander, Schouten, & Koenig 2002). Fostering brand communities and perhaps the providing of resources or an environment, if you will, for brand communities to exist is an essential practice. "Through communities, people share essential resources that may be cognitive, emotional, or material in nature." (McAlexander, Schouten, & Koenig 2002). Furthermore, "a brand community is a specialized, non-geographically bound community, based on a structured set of social relations among admirers of a brand." (Schau, Muñiz, and Arnould 2009). This information is taken into consideration by manufacturers and brands when making decisions on the resources and environments they provide for brand communities. This explains the growing trend of online based brand communities and the utilization of social media to promote these communities. The creation of a forum based website

is quick and inexpensive; opening the forum to the world allows not only a domestic or geographically localized snap shot of the brand, but a view that is worldwide.

Even though brand communities are moving towards being online based "Consumers' intrinsic motives of altruism motivated them to identify themselves socially with the online communities they join" (Lee, Kim, & Kim 2009) therefore, consumers who choose to go on line to express themselves and the affection for the brands they choose has no ill effect on the lack of physical interactions with other customers. In contrast, "The intrinsic motives of altruism and social identification motivations provided strong social incentives to motivate consumers to engage in subsequent online brand community behaviors." (Lee, Kim, & Kim 2009). Moving brand communities online pushes consumers to further increase the interactions with the brand communities and explore what other communities they may want to interact with. Allowing the brand communities to be accessible 24/7 from any part of the world fosters relationships. It allows consumers to interact more frequently and at a time convenient to them. In a forum based website, communication is not live and is documented, unlike the short, frequently unmemorable in person interactions. This device allows conversations and interactions to last hours, days, and months requiring frequent and constant visits to the brand community increasing the affects the communities may have on the consumers. The rise of social computing and online communities has ushered in a new era of content delivery, where information can be easily shared and accessed. A large number of applications have emerged that facilitate collective actions for content generation and knowledge sharing. Brand communities have been cited for their potential not only to enhance the loyalty of customers but also to engender a sense of oppositional loyalty toward competing brands. "Brand-loyal consumers may be willing to pay more for a brand because they perceive some unique value in the brand that no alternative can

provide" (Chaudhuri & Hoibrook 2001). These consumers are also willing to pay more if the supports of the brand, or the ability to generate value from this brand is increased. Brand communities serve foster the generation of greater value from the brand by enabling consumers to interact in an environment that facilitates all the consumers' needs, from how two questions, to troubleshooting, to tips and tricks. The ability of a strong brand community to help differentiate brands also generates uniqueness, "This uniqueness may derive greater trust in the reliability of a brand or from greater customers use the brand. Similarly, brand loyalty leads to greater market share when the same brand is repeatedly purchased by loyal consumers, irrespective of situational constraints" (Chaudhuri & Hoibrook 2001).

"Online communities provide a social sphere for people to share information and knowledge. While information sharing is becoming a ubiquitous online phenomenon, how to ensure information quality or induce quality content remains a challenge because of the anonymity of commentators." (Chen, Xu, &Whinston 2011). This raises the need for questioning the motivation of consumers who use or participate in brand communities. Since the person providing information on an online community is usually sight unseen, and unknown to the recipient of information, some form of moderation, or monitoring of information needs to be implemented. "We find that when being moderated with different probabilities based on their reputations, commentators might display a pattern of reputation oscillation, in which they generate useful content to build up high reputation and then exploit their reputation." (Chen, Xu, &Whinston 2011). These facts open the door for the need to explore the consumer behavior and motivation for using online communities. Is it the "reputation" that consumers are looking for when they accept the help they are being given, or is it the content of the answer that fits their need. What motivates community members to help other community members? these are all

questions that need to be explored and analyzed. For the online community moderation, Chen, Xu, and Whinston collected longitudinal data on the participation behavior, membership duration, and adoption behavior of 7506 community members spanning four brand communities and two product categories. Using a hazard modeling approach, the authors find that higher levels of participation and longer-term membership in a brand community not only increase the likelihood of higher quality information but also decrease the likelihood of accepting members who did not provide credible information or have a negative approach to the topics.

It is important to note that "when consumers choose between different products or services, they will not make their decisions by evaluating every alternative available to them and choosing the best." (Merwe, & Heerden 2009). This is true for customers walking into a brick and mortar store, looking to make a purchase. This is where the online communities factor in, the combined knowledge of the community and the global availability of the internet enable consumers to tap into this vast pool of knowledge and look for every single possible alternative. The combined experience of the multiple users in the community may also provide answers for questions one may not be capable of answering on his own in the sense of experience based knowledge, or alternatives that would have not been considered otherwise. This is where the opinion leader concept fits into the big picture of brand communities. The website Epinions was founded in May 1999 by executives of leading Internet companies such as Yahoo!, Netscape, and ExciteHome.net. They created Epinions to help consumers make informed buying decisions by providing them with unbiased reviews and advice that they can trust, and by doing comparison shopping to find the best prices available. "They nominate reviewers whose opinions can be trusted by the community, reviewers who influence the buying behavior of consumers significantly. They create opinion leaders." (Merwe, & Heerden 2009). To confirm this

statement, Merwe and Heerden developed a set of hypotheses and tested them via structural equations on data gathered from a field survey questioning of over 1,500 online community members regarding Epinions and its perceived value

The concept that brand communities have been described as a possible path to "the Holy Grail of brand loyalty" (McAlexander, Schouten, and Koenig 2002) is not too farfetched, taking into account that "Apple actively supports the formation of customer-run Macintosh user groups. Although these groups are founded by volunteers and enthusiasts, the company encourages customers to join and participate in them through the Apple Web site, in mailings to registered customers, and by hosting events at conferences" (Thompson, & Sinha 2008). The idea is that the Apple brand is good, but it is the availability of the brand community is what enables Apple to encourage customers to participate in "Apple" activities. Without Apple, there would not be a brand community, but without the brand community, Apple would not be the household name it is today. "Online communities represent a growing class of marketplace communities where participants can provide and exchange information on products, services, or common interests." (Kim, Choi, Qualls, & Han 2008). This is the main reason for new management and marketing campaigns where "Companies are increasingly using online communities to create value for the firm and their customers" (Kim, Choi, Qualls, & Han 2008)

III. Data

        The data for this study consisted of two parts, a qualitative pre study where personal interviews with New England Heli Crew members were conducted, and quantitative surveys administered via online RC Helicopter social communities to enable the analysis of the insights from the pre study.

        For the quantitative study: 6 New England Heli Crew members were interviewed for 30 minutes each, in order to come up with a definition for an extreme enthusiast, and get a general understanding of the Usage, Motivation, Personality, Devotion, and Values associated with the radio control helicopter hobby (Script of the interviews is in Appendix A).

        The quantitative surveys were then formulated based on the insights from the quantitative study to find out information about the Personality, Values, Usage, and Devotion traits of extreme enthusiasts. These surveys were constructed in Qualtrics and administered on two platforms: "offline" via the New England Heli Crew website, Club members were prompted in person at a New England Heli Crew club meeting that the link to the survey was hosted on the club website and requested to take the survey administered on line. The "online" survey was administered via two online RC Helicopter community forums: RunRyder.com and HeliFreak.com. The link to the surveys was posted under the main discussion page on each respective forum and users were prompted to click on the link to take the survey by posting that the surveys were up on the forums (Scripts for the offline and online qualitative surveys are in Appendix B and C respectively). In the three days that the quantitative surveys were live,166 people took the "online" survey hosted on RunRyder.com and HeliFreak.com. In comparison, 125 New England Heli Crew members took the "offline" survey that was hosted on the NEHC website.

IV. Preliminary Insights

The qualitative pre study results below point out that the club members interviewed think that extreme enthusiasts differ in their characteristics and values from normal brand users in the following aspects:
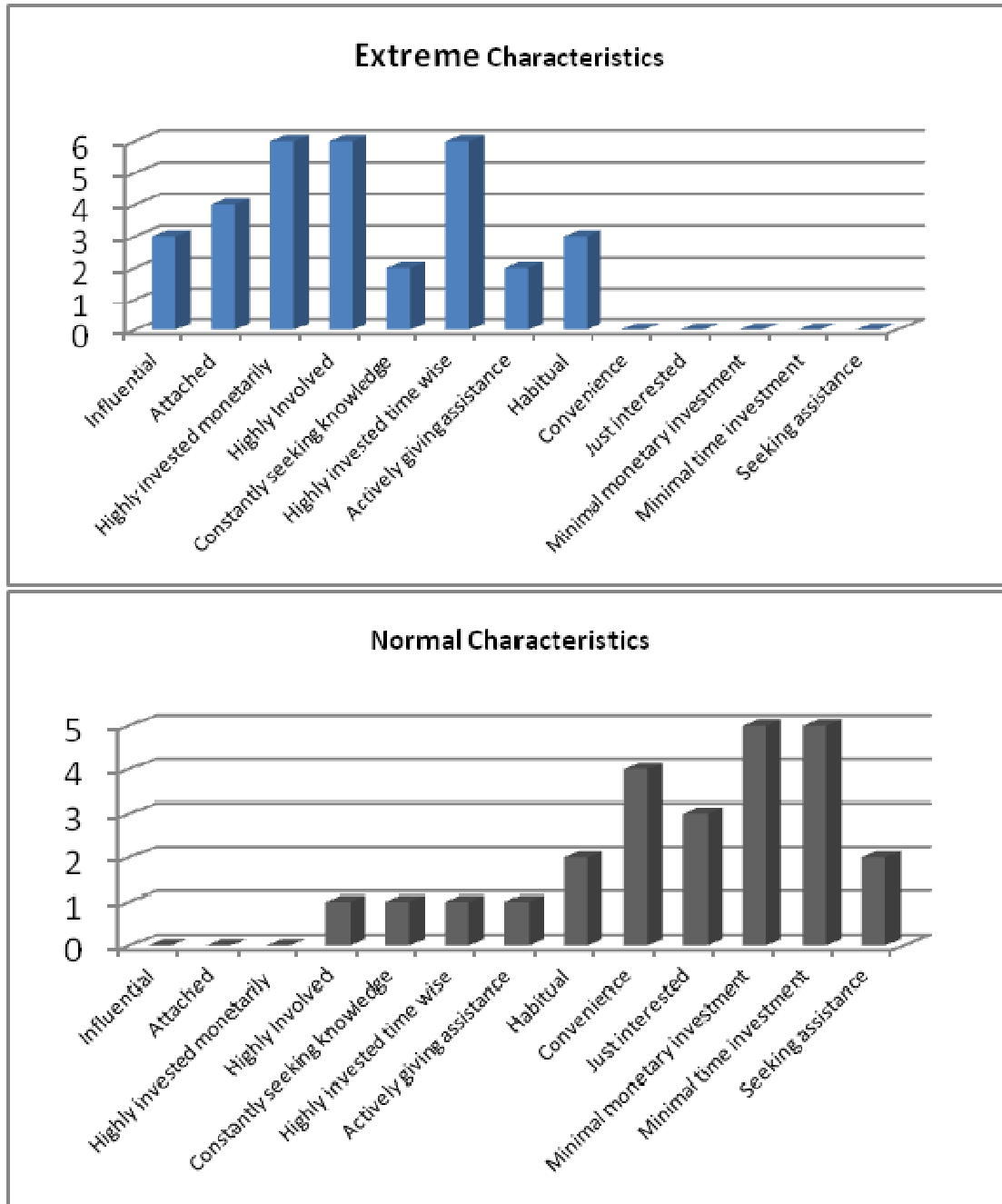
Examining the extreme enthusiasts characteristics above, extreme enthusiasts are individuals who like to be highly invested monetarily, high degrees of involvement, high time investments, and attachment to their brand in the Radio Control hobby. They also actively give assistance to others which goes hand in hand with the interest of being influential. In contrast, normal brand users are more interested in minimizing their time and monetary investment; they are just interested in the hobby and like the convenience of their brand of choice. They also choose to invest time in seeking assistance.
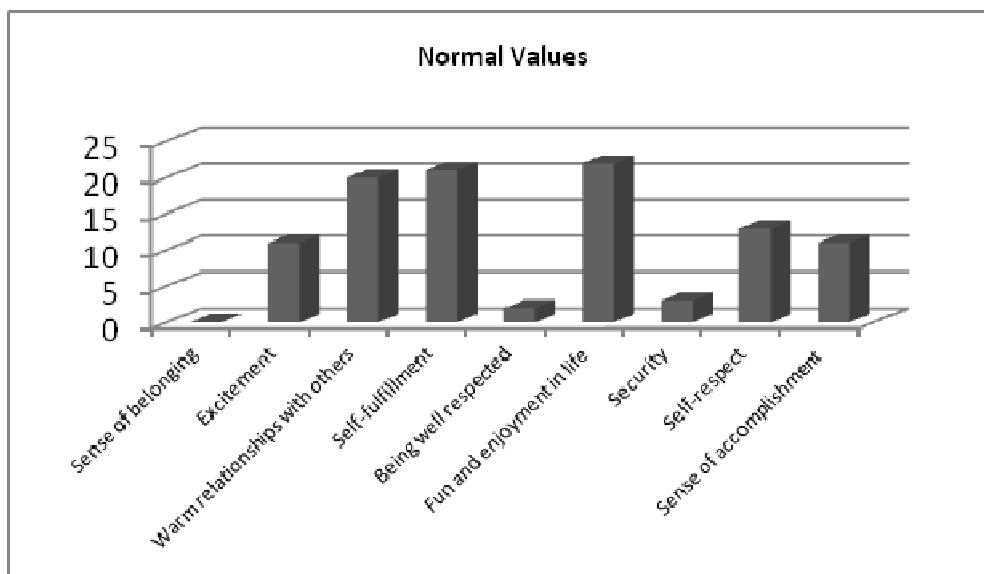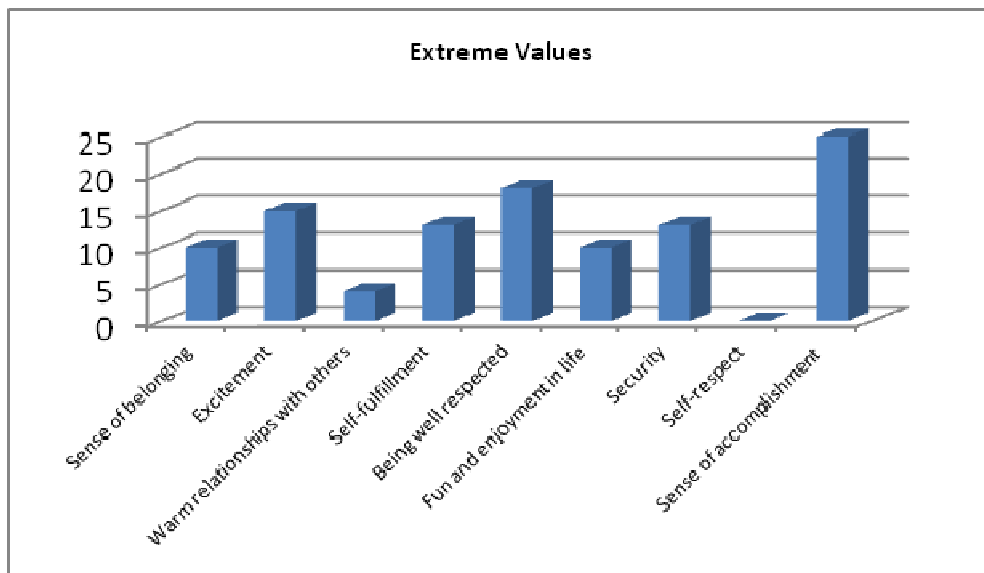
The values of extreme enthusiasts also differ from the normal brand users. Extreme enthusiasts put an emphasis on a sense of accomplishment, being well respected, excitement, and self fulfillment. In comparison, normal brand users put an emphasis on fun and enjoyment, and warm relationships with others. They also share the value of self fulfillment with the extreme brand enthusiasts, but it is likely that they derive this value from wanting to enjoy the hobby more, rather than proving that one has accomplished something, or is well respected. The sense of accomplishment, self respect, and excitement are also important to normal brand users, but not at the level of importance as these aspects are to the extreme brand enthusiast.

Using the above preliminary pre study findings describing the differences between extreme enthusiasts and normal brand users, an "Extremeness" scale was constructed for the qualitative surveys (Question 9 in the online and offline surveys, Appendix B, and C) in order to be able and differentiate "extreme" enthusiasts from normal brand users who would participate in the study.

The following 4 hypotheses were formed to be tested in the quantitative study:

Hypothesis 1: Extreme enthusiasts will have a positive correlation between their personality and the degree of their extremeness.

Hypothesis 2: Extreme enthusiasts will have a positive correlation between their values and the degree of their extremeness.

Hypothesis 3: Extreme enthusiasts will have a positive correlation between their degree of extremeness and their usage of the Radio Control Communities.

Hypothesis 4: Extreme enthusiasts will have a positive correlation between their degree of extremeness and their devotion to their respective Radio Control helicopter brand.

Also valuable to marketers, but difficult if not impossible to measure via a quantitative survey, is the insight gained from the personal interviews regarding the influence that extreme enthusiasts have on normal brand users:

Influence

	On-Line	Off-Line
18		
17		
16		
15		

Trust Level

	On-Line	Off-Line
20		
15		
10		
5		
0		
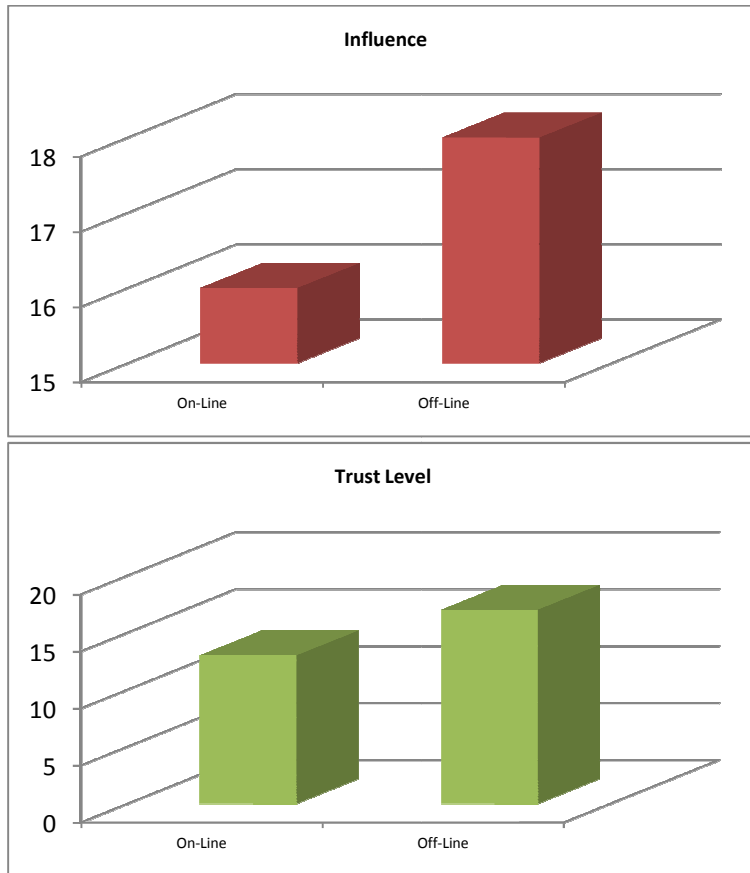
The above graphs represent the results gathered from the personal interviews regarding questions that were asked on the degree of influence that an extreme enthusiast has on a normal brand user, and the degree of trust that the normal brand user will develop in the extreme enthusiast. The results show that it is slightly more advantageous for marketers to reach out to the extreme brand enthusiasts that are active in offline (i.e. club) Radio Control Helicopter communities.

V. Methods

In order to test the validity of hypotheses, IBM's SPSS was used to conduct a series of statistical analyses consisting of correlation, regression, and ANOVA tests. The first step was to export and prepare the quantitative offline and online survey results from Qualtrics. The aim was to prepare the data in such a way that the survey contents would broken down to the individual scales constructed in order to validate the constructs. Then, there was a need to eliminate all incomplete survey data if specific construct responses were missing in order to not skew the data. Once a complete data set was achieved, the survey responses were tested according to the criteria specified in the initial hypotheses. Based on these criteria, and working around the issue that there were a significant amount of surveys that were missing responses in the required construct scales, the resulting survey reply list shrunk down from the initial 125 offline responses and 166 online responses, to 63 valid offline surveys and 103 valid online surveys. A 50.4% completed survey return rate on offline surveys that were filled out, and a 62.0% completed survey return rate on the online surveys that were filled out. In order to make recommendations for marketing efforts, the sample of the offline and online survey takers was combined. The new "master" sample if you will consists of 166 Radio Control Helicopter community users. In order to make marketing recommendations, the demographics of the survey takers need to be analyzed with descriptive statistics (i.e. what % Male/Female, what is there age) also, the extreme scale was used to differentiate extreme brand enthusiast survey takers from normal brand users, the interest was to find out if there is a majority of extreme users present in the communities in comparison to normal brand users. The focus of this study is on extreme brand enthusiasts. Therefore, the correlation between personality scores and brand extremeness were compared and a regression equation was created to confirm the correlation. The personality scale was constructed using the Mini IPIP Scales for measuring Personality. The

correlation between value scores and brand extremeness were compared and a regression equation was created to confirm that there is a correlation. The values scale was constructed from the Multi Item Measures of Values (MILOV). The correlation between self reported usage and brand extremeness was compared, and regression equations were created to confirm that there is a correlation. The correlation between brand devotion and brand extremeness was compared and a regression equation was created to confirm the correlation.

VI. Results

The first step in analyzing the survey data was to perform some demographic analysis on the survey takers, the aim is to see if marketing efforts should be optimized to a specific age group, and to see if the survey of this hobby showed a significant tendency to be dominated by a specific gender:

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Your Age (in years)?	166	15	90	42.40	13.815
Valid N (listwise)	166				

Gender:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	164	55.3	98.8	98.8
	Female	2	.7	1.2	100.0
	Total	166	56.0	100.0	
Missing	System	125	44.0		
Total		291	100.0		

The results above show that the individuals who completed the surveys on the offline and online

Radio Control Helicopter communities were on average in their early 40's and were almost

exclusively males.

To find out if there is a majority of extreme or normal users present in these

samples, the means of the extremeness scale offline and online were combined and compared via

a one sample T test:

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Extremeness	166	5.4187	.98308	.07630

One-Sample Test

	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Extremeness	18.593	165	.000	1.41867	1.2680	1.5693

Above, the means of the degree of extremeness of both online and offline survey takers is

computed. The scale in question 9 of the surveys (representing the extremeness construct) ranges

from 1-8, both groups have slightly more extreme brand enthusiasts present as members (which

is concluded as both groups have a mean that is higher than 4, which would indicate a 50/50

split). For the purpose of demographics, it is not relevant to know the exact number of extreme

enthusiasts or normal brand users that are present in either the offline or online samples. Also,

the above T-Test has a significance of .000 (or 100%), therefore it is concluded that the presence

of more extreme brand users in the total sample of offline and online Radio Control Helicopter

community users is not caused by chance.

For the first hypothesis, the correlation between the personality traits and the degree of extremeness needs to be examined. This analysis was done using a Bivariate Correlation test in SPSS:

Correlations

		Extremeness	Personality
Extremeness	Pearson Correlation	1	.122
	Sig. (2-tailed)		.117
	N	166	166
Personality	Pearson Correlation	.122	1
	Sig. (2-tailed)	.117	
	N	166	189

As can be seen above, there is no significant correlation between the overall personality means of the sample of Radio Control Helicopter Community users and their respective degree of brand extremeness (when considering the overall mean of question 7 in both surveys).

However, looking at the individual personality traits that were present in the personality scale, a correlation does emerge between the degrees of extremeness and Intellect/Imagination:

Correlations

		Extremeness	Personality Extraversion	Personality Agreeableness	Personality Conscientiousness	Personality Neuroticism	Personality Intellect Imagination
Extremeness	Pearson Correlation	1	.081	.106	.063	-.101	.176[*]
	Sig. (2-tailed)		.302	.175	.423	.194	.023
	N	166	166	166	166	166	166
Personality Extraversion	Pearson Correlation	.081	1	.313[**]	.080	-.101	.289[**]
	Sig. (2-tailed)	.302		.000	.277	.169	.000
	N	166	189	189	189	189	189
Personality Agreeableness	Pearson Correlation	.106	.313[**]	1	-.017	-.177[*]	.368[**]

	Sig. (2-tailed)	.175	.000		.815	.015	.000
	N	166	189	189	189	189	189
Personality Conscientiousness	Pearson Correlation	.063	.080	-.017	1	-.194**	.170*
	Sig. (2-tailed)	.423	.277	.815		.007	.019
	N	166	189	189	189	189	189
Personality Neuroticism	Pearson Correlation	-.101	-.101	-.177*	-.194**	1	-.199**
	Sig. (2-tailed)	.194	.169	.015	.007		.006
	N	166	189	189	189	189	189
Personality Intellect Imagination	Pearson Correlation	.176*	.289**	.368**	.170*	-.199**	1
	Sig. (2-tailed)	.023	.000	.000	.019	.006	
	N	166	189	189	189	189	189

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

But it is not enough to say that there simply is a correlation between Imagination/Intellect and the degree of extremeness. Further analysis is required to find out what this correlation actually means. For this, a linear regression was performed to better understand the correlation:

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.510	.403		11.193	.000
	Personality Intellect Imagination	.168	.073	.176	2.294	.023

a. Dependent Variable: Extremeness

The above regression analysis shows that the higher the perceived intellect and imagination of the respective survey taker, the higher the survey taker rates on the extremeness scale. It is only a slight correlation (as indicated by a slope of .168) with a significance of only .023 (or 97.7 percent). But this result, as small as it may be, is significant for marketers who want to position

their brands to appeal to the more imaginative/intellectual brand users in the Radio Control

Helicopter community. Also, this result allows us to accept the first hypothesis that claims that

there is a positive correlation between the personality traits of extreme enthusiasts and their

degree of extremeness.

To validate the second hypothesis, the correlation between the different value

aspects of the sample is examined in relation to the degree of extremeness. This analysis was

done using a Bivariate Correlation test in SPSS:

Correlations

		Extremeness	Values
Extremeness	Pearson Correlation	1	.238**
	Sig. (2-tailed)		.002
	N	166	166
Values	Pearson Correlation	.238**	1
	Sig. (2-tailed)	.002	
	N	166	167

**. Correlation is significant at the 0.01 level (2-tailed).

As can be seen above, there is a significant correlation (.002, or 99.8%) between the overall

value means of the sample of Radio Control Helicopter Community users and their respective

degree of extremeness (as an overall mean of question 8 in both surveys).

Looking deeper into the individual value traits that were present in the values scale, multiple

correlations emerge between the degrees of extremeness and the different value measures:

Correlations

		Extremeness	Values Security	Values SelfRespect	Values BeingWellRespected	Values SelfFulfillment	Values SenseofBelonging	Values Excitment	Values FunandEnjoyment	Values WarmRelationshipsWithOthers	Values SenseofAccomplishment
Extremeness	Pearson Correlation	1	.112	.006	.159*	.081	.194*	.123	.287**	.118	.195*
	Sig. (2-tailed)		.151	.935	.040	.299	.012	.114	.000	.130	.012
	N	166	166	166	166	166	166	166	166	166	166
Values Security	Pearson Correlation	.112	1	.165*	.240**	.239**	.317**	.080	.112	.126	.181*
	Sig. (2-tailed)	.151		.034	.002	.002	.000	.304	.148	.105	.020
	N	166	167	167	167	167	167	167	167	167	167
Values Self Respect	Pearson Correlation	.006	.165*	1	.259**	.201**	.294**	.112	.160*	.236**	.112
	Sig. (2-tailed)	.935	.034		.001	.009	.000	.150	.039	.002	.151
	N	166	167	167	167	167	167	167	167	167	167
Values **Being Well Respected**	Pearson Correlation	.159*	.240**	.259**	1	.235**	.594**	.139	.257**	.463**	.366**
	Sig. (2-tailed)	**.040**	.002	.001		.002	.000	.074	.001	.000	.000
	N	166	167	167	167	167	167	167	167	167	167
Values Self Fulfillment	Pearson Correlation	.081	.239**	.201**	.235**	1	.148	.272**	.371**	.076	.277**
	Sig. (2-tailed)	.299	.002	.009	.002		.056	.000	.000	.326	.000
	N	166	167	167	167	167	167	167	167	167	167
Values **Sense of Belonging**	Pearson Correlation	.194*	.317**	.294**	.594**	.148	1	.259**	.281**	.536**	.380**
	Sig. (2-tailed)	**.012**	.000	.000	.000	.056		.001	.000	.000	.000

	N	166	167	167	167	167	167	167	167	167	167
Values Excitement	Pearson Correlation	.123	.080	.112	.139	.272**	.259**	1	.429**	.184*	.393**
	Sig. (2-tailed)	.114	.304	.150	.074	.000	.001		.000	.018	.000
	N	166	167	167	167	167	167	167	167	167	167
Values Fun and Enjoyment	Pearson Correlation	.287**	.112	.160*	.257**	.371**	.281**	.429**	1	.299**	.322**
	Sig. (2-tailed)	.000	.148	.039	.001	.000	.000	.000		.000	.000
	N	166	167	167	167	167	167	167	167	167	167
Values Warm Relationships With Others	Pearson Correlation	.118	.126	.236**	.463**	.076	.536**	.184*	.299**	1	.337**
	Sig. (2-tailed)	.130	.105	.002	.000	.326	.000	.018	.000		.000
	N	166	167	167	167	167	167	167	167	167	167
Values Sense of Accomplishment	Pearson Correlation	.195*	.181*	.112	.366**	.277**	.380**	.393**	.322**	.337**	1
	Sig. (2-tailed)	.012	.020	.151	.000	.000	.000	.000	.000	.000	
	N	166	167	167	167	167	167	167	167	167	167

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

As seen above, four correlations emerge between the degree of extremeness and specific values. To be exact, correlations emerge between Being Well Respected, Sense of Belonging, Fun and Enjoyment, and Sense of Accomplishment. Further analysis of the correlation between the degree of extremeness and these values is necessary to isolate the relevant information with regards to optimizing marketers approach to extreme enthusiasts. For this, linear regression analyses were performed to better understand the correlations:

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.807	.306		15.731	.000
	Values Being Well Respected	.129	.062	.159	2.065	.040

a. Dependent Variable: Extremeness

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.376	.418		10.458	.000
	Values Sense of Belonging	.200	.079	.194	2.532	.012

a. Dependent Variable: Extremeness

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.319	.552		6.010	.000
	Values Fun and Enjoyment	.350	.091	.287	3.836	.000

a. Dependent Variable: Extremeness

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.270	.456		9.361	.000
	Values Sense of Accomplishment	.210	.082	.195	2.552	.012

a. Dependent Variable: Extremeness

The above regression analyses show several results of interest to marketers. The higher the "B" value in the linear regression analysis, the higher the correlation between the associated values and the degree of extremeness, also, if the "B" value is positive, the correlation is positive, or in other words, the more the potential customer has the associated value, the higher the customer's degree of extremeness. In all four correlation cases, marketers have an advantage if they target the specific values. However, not all values have the same effect on the degree of extremeness, from the regression analysis above, marketers should focus their efforts on appealing to potential customers who have a strong emphasis on a Sense of Belonging, Fun and Enjoyment, and want a Sense of Accomplishment. The latter three traits have the strongest correlations (.2, .35, and .21 respectively) and the strongest statistical significance (98.8, 100, and 98.8% respectively). The results from the data above validate the second hypothesis that claims that there is a positive correlation between the different values of extreme enthusiasts and their degree of extremeness.

For the third hypothesis, the correlation between the degree of extremeness and the usage of the Radio Control Counties needs to be examined. This analysis was done using a Bivariate Correlation test in SPSS:

Correlations

		Extremeness	Usage
	Pearson Correlation	1	.216[**]
Extremeness	Sig. (2-tailed)		.005
	N	166	166
	Pearson Correlation	.216[**]	1
Usage	Sig. (2-tailed)	.005	
	N	166	216

**. Correlation is significant at the 0.01 level (2-tailed).

As can be seen above, there is a significant correlation between the overall degree of extremeness of the survey participants, and the degree of their usage of Radio Control Helicopter Communities (as prompted by questions 2-5 in both surveys).

But it is not enough to say that there simply is a correlation between the degree of extremeness and the usage of the usage of the Radio Control communities. Further analysis is required to find out what this correlation actually means and its relevance to marketers. For this, a linear regression was performed to better understand the correlation:

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.115	.802		5.132	.000
	Extremeness	.413	.146	.216	2.835	.005

a. Dependent Variable: Usage

The above regression analysis shows that the more extreme the survey participant is, the more the participant is likely to use a given Radio Control community. This is significant to marketers as this correlation is stronger than any other correlation analyzed so far (.413 with a significance of 99.5%). Marketers can use this information to support the argument to use Radio Control communities to reach extreme enthusiasts with their marketing efforts. This data also supports the third hypothesis that there is a positive correlation between the degree of extremeness and the usage of Radio Control communities.

For the fourth hypothesis, the correlation between the degree of extremeness and the degree of brand devotion needs to be examined. This analysis was done using a Bivariate Correlation test in SPSS:

Correlations

		Extremeness	Devotion
Extremeness	Pearson Correlation	1	.089
	Sig. (2-tailed)		.253
	N	166	166
Devotion	Pearson Correlation	.089	1
	Sig. (2-tailed)	.253	
	N	166	166

The results above show that there is no significant correlation between the overall degree of extremeness of the survey participants, and their degree of dedication to their respective brands as shown by significance of 74.7%, much smaller than the 95% threshold (as prompted by questions 10 in both surveys). This information is relevant to marketers as it will save them time on focusing on a specific group of extreme enthusiasts to promote their brand. The low degree of brand devotion (or the likelihood that extreme brand enthusiasts will jump ship to another brand) is quite realistic in the Radio Control Hobby industry.

VII. Limitations to This Study

There are several limitations to this study that need to be considered. The first is the relatively small number of New England Heli Crew club members that were interviewed in the qualitative part of the study to formulate the criteria and values to define an extreme enthusiast. The limited time allowed for conducting this study made it so that only 6 people were interviewed for this purpose. It is probable that if more time was allocated, and a significantly larger amount of people were interviewed, as well as members from other clubs in the Greater Boston Area, the criteria and values formulated to define extreme enthusiasts would have been slightly different.

The second limitation to this study was the relatively small sample of participants in the quantitative surveys of offline and online Radio Control Helicopter communities. Realistically, there are tens of thousands of Radio Control Helicopter enthusiasts in America alone, having 166 valid surveys to represent the entire community is likely to paint a skewed picture of the actual relationship between the degree of extremeness and the personality, values, usage, and devotion measures represented by this study.

Third, the quantitative surveys were only administered for a period of three days using only two online Radio control Helicopter communities. The short time of survey expositor and the limited channels of exposure most likely had an adverse effect on the sample size had more channels of exposure been utilized for a longer period of time. Also, administering the offline survey to only one Radio Control Helicopter club most likely skewed the data as people in the same club most likely tend to share the same opinions.

VIII. Conclusion

Although there are some limitations to this study as explained above, in general the results of this study should prove useful to marketers aiming to promote their brands in the Radio Control Helicopter communities. The information described in this study provides marketers with tools to target extreme enthusiasts with their marketing campaigns. It is also shown that extreme enthusiasts are more likely to be present in online and offline Radio Control communities, therefore marketing efforts targeted for forum usage, or fun flys at local clubs (big helicopter enthusiast meets) will end up reaching the target extreme enthusiasts. The positive correlation between the degree of extremeness, and the degree of usage of Radio Control Helicopter communities exhibited by extreme enthusiasts serve to further illustrate the latter point. Lastly, the lack of a correlation between the degree of extremeness of extreme enthusiasts and their respective devotion to a brand paints the picture that they are likely to change brands as they see fit to make sure they are up to date on the latest and newest helicopter designs. For marketers this means that less attention needs to be placed on extreme enthusiast retention (i.e. keeping them loyal to ones brand) and more attention needs to be put on reaching out to more extreme enthusiasts' since they have an influence on normal brand users as shown by the qualitative interview results.

IX. Further Research

Further research into the correlation between extreme enthusiasts and their respective degree of extremeness to Personality, Values, Usage, and Devotion needs to be performed in a larger segment of the Radio Control Helicopter market. To accomplish this, a significantly greater number of people involved in the Radio Control Hobby Industry need to be interviewed on their opinions regarding the notion of extreme enthusiasts. To accomplish this, it is proposed to travel to different clubs in the Greater Boston Area, and perhaps even expand the region to the United States as a whole, in order to procure more concrete interview data. Once the new criteria and values for extreme enthusiasts are formed, new quantitative surveys need to be formulated, and administered on more than two online Radio Control Helicopter communities, and more than one Radio Control Helicopter club to reach a greater slice of the population. This is the only way one can obtain a more accurate picture of the correlation between extreme enthusiasts and their respective degree of extremeness to Personality, Values, Usage, and Devotion.

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Appendix A

-Please describe in your own words your opinion of what a Normal Brand Enthusiast is:

-Please describe in your own words your opinion of what an Extreme Brand Enthusiast is:

-Please choose all the characteristics you would associate with a Normal Brand Enthusiast from the list below:

___Influential

___Attached

___Highly invested monetarily

___Highly Involved

___Constantly seeking knowledge

___Highly invested time wise

___Actively giving assistance

___Habitual

___Convenience

___Just interested

___Minimal monetary investment

___Minimal time investment

___Seeking assistance

 -Please choose all the characteristics you would associate with an Extreme Brand Enthusiast from the list below:

 ___Influential

___Attached

___Highly invested monetarily

___Highly Involved

___Constantly seeking knowledge

___Highly invested time wise

___Actively giving assistance

___Habitual

___Convenience

___Just interested

___Minimal monetary investment

___Minimal time investment

___Seeking assistance

-If you were asked to describe the motivation of an individual you deem as a "Normal" Brand Enthusiast, please rank the order of importance the following values would have to such an individual:

___Sense of belonging
___Excitement
___Warm relationships with others
___Self-fulfillment
___Being well respected
___Fun and enjoyment in life
___Security
___Self-respect
___Sense of accomplishment

-If you were asked to describe the motivation of an individual you deem as an "Extreme" Brand Enthusiast, please rank the order of importance the following values would have to such an individual's:

___Sense of belonging
___Excitement
___Warm relationships with others
___Self-fulfillment
___Being well respected
___Fun and enjoyment in life
___Security
___Self-respect
___Sense of accomplishment

-In an Online brand community such as RunRyder or HeliFreak, please describe how you would be able to classify an individual as either a "Normal" or an "Extreme" Brand Enthusiast.

For the next question, please choose a number 1-5 and write it next to each statement to indicate how much you agree with that statement.

1	2	3	4	5
NotAt All/Slow				Extremely/Fast

 -How likely are you to be influenced by an "Extreme" Brand Enthusiast in an Online environment?

 -How quickly would you build trust in an "Extreme" Brand Enthusiast in an Online environment?

 -What would be your level of trust in an "Extreme" Brand Enthusiast while in a Online environment?

-In a physical brand community such as the New England Heli Crew or the Lazy Loopers, please describe how you would be able to classify an individual as either a "Normal" or an "Extreme" Brand Enthusiast.

 For the next question, please choose a number 1-5 and write it next to each statement to indicate how much you agree with that statement.

1	2	3	4	5
NotAt All/Slow				Extremely/Fast

 -How likely are you to be influenced by an "Extreme" Brand Enthusiast in a physical environment?

 -How quickly would you build trust in an "Extreme" Brand Enthusiast in a physical environment?

 -What would be your level of trust in an "Extreme" Brand Enthusiast while in a a physical environment?

Appendix B

Extreme Hobbiest-OffLine

You are invited to participate in a research study conducted both by undergraduate student Eyal Stein (under guidance of Prof. Werner Kunz) from the University of Massachusetts Boston, Department of Management and Marketing. The purpose of this study is to explore the nature of Extreme Brand Enthusiasts in online and offline RC Online Community. You were randomly selected as a possible participant in this study because your response will help to address the research topic. If you decide to participate, we will E-Mail you a link to a questionnaire regarding your general behavior in a club environment, your motivation, and experience with Extreme Brand enthusiasts online and offline. The survey may take about 15 minutes. No risks are anticipated during this study. If you do decide to take part in this study, you may terminate participation at any time without consequence. Whatever you decide will in no way affect your relationship with the researcher, and Umass Boston or its affiliate department faculty members. This study is designed to be confidential. The information collected will not include information that specifically identifies you such as your name or telephone number. After you return the research materials, there will be no way of linking your identity to the data collected. The decision whether or not to take part in this research study is voluntary. If you do decide to take part in this study, you may terminate participation at any time without consequence. If you wish to terminate participation, you should close the survey browser and directly tell the researcher. Whatever you decide will in no way affect your relationship with the researcher, and Umass Boston or its affiliate department faculty members. You have the right to ask questions about this research before you sign this form and at any time during the study. You can reach Prof. Werner Kunz at his office phone (617-287-7709) or email (werner.kunz@umb.edu). If you have any questions or concerns about your rights as a research participant, please contact a representative of the Institutional Review Board (IRB), at the University of Massachusetts, Boston, which oversees research involving human participants. The Institutional Review Board may be reached at the following address: IRB, Quinn Administration Building-2-080, University of Massachusetts Boston, 100 Morrissey Boulevard, Boston, MA 02125-3393. You can also contact the Board by telephone or e-mail at (617) 287-5374 or at human.subjects@umb.edu. I HAVE READ THE CONSENT FORM. MY QUESTIONS HAVE BEEN ANSWERED. BY CHECKING YES, I AGREE THAT I CONSENT TO PARTICIPATE IN THIS STUDY. I ALSO CERTIFY THAT I AM 18 YEARS OF AGE OR OLDER

- ⭕ Yes, I agree to participate
- ⭕ No, I don't want to participate and want to quite here.

Please read the following questions carefully and answer them intuitively. Please continue to answer questions although they may sound similar to previous ones.

Please imagine now that you are at your favorite R/C flying club. Which site would this be? (If you don't like any of the clubs on the list, check "other". On the next question please indicate which club you like. Try to answer the following question regarding R/C clubs as authentically as possible)

❍ New England Heli Crew
❍ Lazy Loopers
❍ Other

If other, which club?

How long have you belonged to your R/C flying club?

❍ less than 1 year
❍ 1 - 2 years
❍ 2 - 3 years
❍ 3 - 4 years
❍ 4 - 5 years
❍ 5 - 6 years
❍ more than 6 years

How much time per outing do you spend at your R/C Club?

❍ less than 10 min
❍ 10 - 20 min
❍ 20 - 40 min
❍ 40 min - 1 hr
❍ 1 - 2 hr
❍ 2 - 3 hr
❍ more than 3 hours

How often do you use your R/C club?

❍ Never
❍ once per week
❍ two times per week
❍ three times per week
❍ four times per week
❍ five times per week
❍ six times a per week
❍ seven times per week
❍ twice per day
❍ I live there

How much experience do you have with your local R/C club?

- ○ 1: Very inexperienced
- ○ 2
- ○ 3
- ○ 4
- ○ 5
- ○ 6
- ○ 7
- ○ 8
- ○ 9
- ○ 10: Very experienced

Using the scale below, please indicate the extent to which you agree or disagree with the following statements.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
My local R/C club is part of my everyday activity	○	○	○	○	○	○	○
I am proud to tell people I'm part of a local R/C club	○	○	○	○	○	○	○
My local R/C club has become part of my daily routine	○	○	○	○	○	○	○
I feel out of touch when I haven't been to my local R/C club for a while	○	○	○	○	○	○	○
I feel I am part of the local R/C club comunity	○	○	○	○	○	○	○

Please read the following questions carefully and answer them intuitively. Please continue to answer questions even though they may sound similar to previous ones.

7. How would you describe yourself?

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I am the life of the party.	❍	❍	❍	❍	❍	❍	❍
I sympathize with others' feelings	❍	❍	❍	❍	❍	❍	❍
I get chores done right away.	❍	❍	❍	❍	❍	❍	❍
I have frequent mood swings.	❍	❍	❍	❍	❍	❍	❍
I have a vivid imagination.	❍	❍	❍	❍	❍	❍	❍
I don't talk a lot.	❍	❍	❍	❍	❍	❍	❍
I am not interested in other people's problems.	❍	❍	❍	❍	❍	❍	❍
I often forget to put things back in their proper place.	❍	❍	❍	❍	❍	❍	❍
I am relaxed most of the time.	❍	❍	❍	❍	❍	❍	❍
I am not interested in abstract ideas.	❍	❍	❍	❍	❍	❍	❍
I talk to a lot of different people at parties.	❍	❍	❍	❍	❍	❍	❍
I feel others' emotions.	❍	❍	❍	❍	❍	❍	❍
I like order.	❍	❍	❍	❍	❍	❍	❍
I get upset easily.	❍	❍	❍	❍	❍	❍	❍
I have difficulty understanding	❍	❍	❍	❍	❍	❍	❍

abstract ideas.							
I keep in the background.	❍	❍	❍	❍	❍	❍	❍
I am not really interested in others.	❍	❍	❍	❍	❍	❍	❍
I make a mess of things.	❍	❍	❍	❍	❍	❍	❍
I seldom feel blue.	❍	❍	❍	❍	❍	❍	❍
I do not have a good imagination.	❍	❍	❍	❍	❍	❍	❍

8. Please consider the extent to which the following statements describe typical values that you have.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
My security is a high priority to me	❍	❍	❍	❍	❍	❍	❍
If an individuals' self respect is lost, nothing can compensate for that loss.	❍	❍	❍	❍	❍	❍	❍
I strive to retain a high status among my friends.	❍	❍	❍	❍	❍	❍	❍
The opinions of others are important to me.	❍	❍	❍	❍	❍	❍	❍
I care what others think of me.	❍	❍	❍	❍	❍	❍	❍
I treat myself well.	❍	❍	❍	❍	❍	❍	❍
I like to buy the best of everything when I go shopping.	❍	❍	❍	❍	❍	❍	❍
I need to feel	❍	❍	❍	❍	❍	❍	❍

there is a place that I can call "home".							
I need to feel appreciated and needed by my closest relatives and friends.	❍	❍	❍	❍	❍	❍	❍
Being a part of the lives of those with whom I am close is a high priority for me.	❍	❍	❍	❍	❍	❍	❍
I consider myself a thrill-seeker.	❍	❍	❍	❍	❍	❍	❍
I enjoy doing things out of the ordinary.	❍	❍	❍	❍	❍	❍	❍
I strive to fill my life with exciting activities.	❍	❍	❍	❍	❍	❍	❍
Having fun is important to me.	❍	❍	❍	❍	❍	❍	❍
Recreation is an integral part of my life.	❍	❍	❍	❍	❍	❍	❍
I value warm relationships with my friends highly.	❍	❍	❍	❍	❍	❍	❍
I often commend others on their efforts, even when they fail.	❍	❍	❍	❍	❍	❍	❍
I usually reassure others that their presence is welcomed and appreciated	❍	❍	❍	❍	❍	❍	❍
"Getting things done" is always high on my "to-do" list.	❍	❍	❍	❍	❍	❍	❍
I tend to set and strive to reach	❍	❍	❍	❍	❍	❍	❍

my goals.						
I need to feel a sense of accomplishment from my job.	○	○	○	○	○	○	○

Please read the following questions regarding RC the RC Helicopter Hobby carefully and answer them intuitively. Please continue to answer questions even though they may sound similar to previous ones.

9. Please consider the extent to which the following statements describe typical values that you have.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I am highly invested monetarily in this hobby.	○	○	○	○	○	○	○
I see myself as highly involved in this hobby.	○	○	○	○	○	○	○
I consider myself as highly invested time wise in this hobby.	○	○	○	○	○	○	○
I see myself as highly attached in this hobby.	○	○	○	○	○	○	○
I consider myself habitual in this hobby.	○	○	○	○	○	○	○
I am actively giving assistance in this hobby.	○	○	○	○	○	○	○
I minimize my time investment in this hobby.	○	○	○	○	○	○	○
I minimize	○	○	○	○	○	○	○

my monetary investment in this hobby.							

You are almost through the survey! Keep on going.

Please think about your favorite brand in the hobby

- ○ Align
- ○ Outrage
- ○ Thunder Tiger
- ○ Mikado
- ○ Goblin
- ○ E-Flite
- ○ Other

If other, which Brand?

10. Considering your relationship to your choice of brand(s) in the hobby. Using the scale below, please indicate the extent to which you agree or disagree with the following statements.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I am passionate about my brand.	○	○	○	○	○	○	○
I'm devoted to my brand.	○	○	○	○	○	○	○
I'm dedicated to my brand.	○	○	○	○	○	○	○
I feel my relationship with my brand is special.	○	○	○	○	○	○	○
I'm very attached to my brand.	○	○	○	○	○	○	○

11. Using the scale below, please indicate the extent to which you agree or disagree with the following statements.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
It is difficult for me to imagine my life without my brand.	❍	❍	❍	❍	❍	❍	❍
I would be distressed if the company that makes my brand would disappear.	❍	❍	❍	❍	❍	❍	❍
Without my brand, I feel like I'm missing something.	❍	❍	❍	❍	❍	❍	❍
I would be sorry if my brand doesn't exist anymore	❍	❍	❍	❍	❍	❍	❍

12. Using the scale below, please indicate to what extent you agree or disagree with the following statements regarding the brand you indicated before.

	Strongly disagree	disagree	somewhat disagree	neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I feel bad that I spend so much time on my helicopter brand, but I can't seem to stop.	❍	❍	❍	❍	❍	❍	❍
I find myself neglecting some of my work responsibilities because of the time I spend	❍	❍	❍	❍	❍	❍	❍

on my helicopter brand.							
I have been told that I spend too much time on my helicopter brand.	○	○	○	○	○	○	○
I spend so much time with my helicopter brand products that I lose track of time.	○	○	○	○	○	○	○
I neglected household chores or job duties to spend more time with my helicopter brand products.	○	○	○	○	○	○	○
I often think that I should cut down the amount of time and money I am spending for my helicopter brand.	○	○	○	○	○	○	○
I find myself hiding how much time and money I spend on my helicopter brand.	○	○	○	○	○	○	○
I would be more productive, if I didn't spend so much time with my helicopter brand products.	○	○	○	○	○	○	○
I feel preoccupied with my	○	○	○	○	○	○	○

helicopter brand (i.e. I think about it all the time).							
I feel restless when I can't use my helicopter brand.	○	○	○	○	○	○	○
I use my helicopter brand as a way of escaping from problems or when I feel depressed.	○	○	○	○	○	○	○

Your Age (in years)?

Gender:

○ Male
○ Female

Ethnic Background:

○ African American
○ Asian American
○ Asian
○ Caucasian
○ Hispanic
○ Indian
○ Native American
○ Other

What do you think is the purpose of this study?

Appendix C

Extreme Hobbiest-OnLine

You are invited to participate in a research study conducted both by undergraduate student Eyal Stein (under guidance of Prof. Werner Kunz) from the University of Massachusetts Boston, Department of Management and Marketing. The purpose of this study is to explore the nature of Extreme Brand Enthusiasts in online and offline RC Communities. You were randomly selected as a possible participant in this study because your response will help to address the research topic. If you decide to participate, we will provide you with a link to a questionnaire regarding your general behavior in a club environment, your motivation, and experience with Extreme Brand enthusiasts online and offline. The survey may take about 15 minutes. No risks are anticipated during this study. If you do decide to take part in this study, you may terminate participation at any time without consequence. Whatever you decide will in no way affect your relationship with the researcher, and Umass Boston or its affiliate department faculty members. This study is designed to be confidential. The information collected will not include information that specifically identifies you such as your name or telephone number. After you return the research materials, there will be no way of linking your identity to the data collected. The decision whether or not to take part in this research study is voluntary. If you do decide to take part in this study, you may terminate participation at any time without consequence. If you wish to terminate participation, you should close the survey browser and directly tell the researcher. Whatever you decide will in no way affect your relationship with the researcher, and Umass Boston or its affiliate department faculty members. You have the right to ask questions about this research before you sign this form and at any time during the study. You can reach Prof. Werner Kunz at his office phone (617-287-7709) or email (werner.kunz@umb.edu). If you have any questions or concerns about your rights as a research participant, please contact a representative of the Institutional Review Board (IRB), at the University of Massachusetts, Boston, which oversees research involving human participants. The Institutional Review Board may be reached at the following address: IRB, Quinn Administration Building-2-080, University of Massachusetts Boston, 100 Morrissey Boulevard, Boston, MA 02125-3393. You can also contact the Board by telephone or e-mail at (617) 287-5374 or at human.subjects@umb.edu. I HAVE READ THE CONSENT FORM. MY QUESTIONS HAVE BEEN ANSWERED. BY CHECKING YES, I AGREE THAT I CONSENT TO PARTICIPATE IN THIS STUDY. I ALSO CERTIFY THAT I AM 18 YEARS OF AGE OR OLDER

- ❍ Yes, I agree to participate
- ❍ No, I don't want to participate and want to quite here.

Please read the following questions carefully and answer them intuitively. Please continue to answer questions although they may sound similar to previous ones.

Please imagine now that you have logged into your favorite RC Online Community site. Which sites would you log on to? (If you don't have an account on the listed RC online community sites, please check "other". On the next question please indicate a website that you regularly check. Try to answer the following question regarding this website as authentically as possible)

❍ HeliFreak
❍ RunRyder
❍ RC Groups
❍ CrackRoll
❍ Other

If other, which website?

How long have you belonged to your RC online community site?

❍ less than 1 year
❍ 1 - 2 years
❍ 2 - 3 years
❍ 3 - 4 years
❍ 4 - 5 years
❍ 5 - 6 years
❍ more than 6 years

How much time per day on average do you spend on your RC online community site?

❍ less than 10 min
❍ 10 - 20 min
❍ 20 - 40 min
❍ 40 min - 1 hr
❍ 1 - 2 hr
❍ 2 - 3 hr
❍ more than 3 hours

How often do you use your RC online community site?

❍ less than once per week
❍ once per week
❍ two times per week
❍ three times per week
❍ once a day
❍ twice a day
❍ three times a day
❍ every second hour
❍ once per hour
❍ more than once per hour

How much experience do you have with using your RC online community site?

○ 1: Very inexperienced
○ 2
○ 3
○ 4
○ 5
○ 6
○ 7
○ 8
○ 9
○ 10: Very experienced

Using the scale below, please indicate the extent to which you agree or disagree with the following statements.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
My RC online community is part of my everyday activity	○	○	○	○	○	○	○
I am proud to tell people I'm on my RC online community	○	○	○	○	○	○	○
My RC online community has become part of my daily routine	○	○	○	○	○	○	○
I feel out of touch when I haven't logged onto my RC online community for a while	○	○	○	○	○	○	○
I feel I am part of the RC online community	○	○	○	○	○	○	○

Please read the following questions carefully and answer them intuitively. Please continue to answer questions even though they may sound similar to previous ones.

7. How would you describe yourself?

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I am the life of the party.	❍	❍	❍	❍	❍	❍	❍
I sympathize with others' feelings	❍	❍	❍	❍	❍	❍	❍
I get chores done right away.	❍	❍	❍	❍	❍	❍	❍
I have frequent mood swings.	❍	❍	❍	❍	❍	❍	❍
I have a vivid imagination.	❍	❍	❍	❍	❍	❍	❍
I don't talk a lot.	❍	❍	❍	❍	❍	❍	❍
I am not interested in other people's problems.	❍	❍	❍	❍	❍	❍	❍
I often forget to put things back in their proper place.	❍	❍	❍	❍	❍	❍	❍
I am relaxed most of the time.	❍	❍	❍	❍	❍	❍	❍
I am not interested in abstract ideas.	❍	❍	❍	❍	❍	❍	❍
I talk to a lot of different people at parties.	❍	❍	❍	❍	❍	❍	❍
I feel others' emotions.	❍	❍	❍	❍	❍	❍	❍
I like order.	❍	❍	❍	❍	❍	❍	❍
I get upset easily.	❍	❍	❍	❍	❍	❍	❍
I have difficulty understanding	❍	❍	❍	❍	❍	❍	❍

abstract ideas.							
I keep in the background.	❍	❍	❍	❍	❍	❍	❍
I am not really interested in others.	❍	❍	❍	❍	❍	❍	❍
I make a mess of things.	❍	❍	❍	❍	❍	❍	❍
I seldom feel blue.	❍	❍	❍	❍	❍	❍	❍
I do not have a good imagination.	❍	❍	❍	❍	❍	❍	❍

8. Please consider the extent to which the following statements describe typical values that you have.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
My security is a high priority to me	❍	❍	❍	❍	❍	❍	❍
If an individuals' self respect is lost, nothing can compensate for that loss.	❍	❍	❍	❍	❍	❍	❍
I strive to retain a high status among my friends.	❍	❍	❍	❍	❍	❍	❍
The opinions of others are important to me.	❍	❍	❍	❍	❍	❍	❍
I care what others think of me.	❍	❍	❍	❍	❍	❍	❍
I treat myself well.	❍	❍	❍	❍	❍	❍	❍
I like to buy the best of everything when I go shopping.	❍	❍	❍	❍	❍	❍	❍
I need to feel	❍	❍	❍	❍	❍	❍	❍

there is a place that I can call "home".							
I need to feel appreciated and needed by my closest relatives and friends.	○	○	○	○	○	○	○
Being a part of the lives of those with whom I am close is a high priority for me.	○	○	○	○	○	○	○
I consider myself a thrill-seeker.	○	○	○	○	○	○	○
I enjoy doing things out of the ordinary.	○	○	○	○	○	○	○
I strive to fill my life with exciting activities.	○	○	○	○	○	○	○
Having fun is important to me.	○	○	○	○	○	○	○
Recreation is an integral part of my life.	○	○	○	○	○	○	○
I value warm relationships with my friends highly.	○	○	○	○	○	○	○
I often commend others on their efforts, even when they fail.	○	○	○	○	○	○	○
I usually reassure others that their presence is welcomed and appreciated	○	○	○	○	○	○	○
"Getting things done" is always high on my "to-do" list.	○	○	○	○	○	○	○
I tend to set and strive to reach	○	○	○	○	○	○	○

my goals.							
I need to feel a sense of accomplishment from my job.	❍	❍	❍	❍	❍	❍	❍

Please read the following questions carefully regarding the Radio Control Helicopter Hobby and answer them intuitively. Please continue to answer questions even though they may sound similar to previous ones.

9. Please consider the extent to which the following statements describe typical values that you have.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I am highly invested monetarily in this hobby.	❍	❍	❍	❍	❍	❍	❍
I see myself as highly involved in this hobby.	❍	❍	❍	❍	❍	❍	❍
I consider myself as highly invested time wise in this hobby.	❍	❍	❍	❍	❍	❍	❍
I see myself as highly attached in this hobby.	❍	❍	❍	❍	❍	❍	❍
I consider myself habitual in this hobby.	❍	❍	❍	❍	❍	❍	❍
I am actively giving assistance in this hobby.	❍	❍	❍	❍	❍	❍	❍
I minimize my time investment in this hobby.	❍	❍	❍	❍	❍	❍	❍
I minimize	❍	❍	❍	❍	❍	❍	❍

my monetary investment in this hobby.							

You are almost through the survey! Keep on going.

Please think about your favorite brand in the hobby

- ○ Align
- ○ Outrage
- ○ Thunder Tiger
- ○ Mikado
- ○ E-Flite
- ○ Goblin
- ○ Other

If other, which Brand?

10. Considering your relationship to your choice of brand(s) in the hobby. Using the scale below, please indicate the extent to which you agree or disagree with the following statements.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I am passionate about my brand.	○	○	○	○	○	○	○
I'm devoted to my brand.	○	○	○	○	○	○	○
I'm dedicated to my brand.	○	○	○	○	○	○	○
I feel my relationship with my brand is special.	○	○	○	○	○	○	○
I'm very attached to my brand.	○	○	○	○	○	○	○

11. Using the scale below, please indicate the extent to which you agree or disagree with the following statements.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
It is difficult for me to imagine my life without my brand.	❍	❍	❍	❍	❍	❍	❍
I would be distressed if the company that makes my brand would disappear.	❍	❍	❍	❍	❍	❍	❍
Without my brand, I feel like I'm missing something.	❍	❍	❍	❍	❍	❍	❍
I would be sorry if my brand doesn't exist anymore	❍	❍	❍	❍	❍	❍	❍

12. Using the scale below, please indicate to what extent you agree or disagree with the following statements   the brand you indicated before.

	Strongly disagree	disagree	somewhat disagree	neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I feel bad that I spend so much time and money on my helicopter brand, but I can't seem to stop.	❍	❍	❍	❍	❍	❍	❍
I find myself neglecting some of my work responsibilities because of the	❍	❍	❍	❍	❍	❍	❍

time I spend on my helicopter brand.							
I have been told that I spend too much time and money on my helicopter brand.	○	○	○	○	○	○	○
I spend so much time with my helicopter brand products that I lose track of time.	○	○	○	○	○	○	○
I neglected household chores or job duties to spend more time with my helicopter brand products.	○	○	○	○	○	○	○
I often think that I should cut down the amount of time and money I am spending for my helicopter brand.	○	○	○	○	○	○	○
I find myself hiding how much time and money I spend on my helicopter brand.	○	○	○	○	○	○	○
I would be more productive, if I didn't spend so much time with my helicopter brand products.	○	○	○	○	○	○	○
I feel	○	○	○	○	○	○	○

preoccupied with my helicopter brand (i.e. I think about it all the time).						
I feel restless when I can't use my helicopter brand.	○	○	○	○	○	○	○
I use my helicopter brand as a way of escaping from problems or when I feel depressed.	○	○	○	○	○	○	○

Your Age (in years)?

Gender:

○   Male
○   Female

Ethnic Background:

○   African American
○   Asian American
○   Asian
○   Caucasian
○   Hispanic
○   Indian
○   Native American
○   Other

What do you think is the purpose of this study?