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REPRESENTATIVENESS IN FANTASY SPORT

Abstract:

Conclusions of behavioral economics show that an individual may not act optimally and rationally in his decision-making. However, those findings, coming mainly from laboratory conditions, need to be verified in the real environment. This paper examines the presence of the representativeness heuristic in the environment of fantasy sport. The data come from a fantasy league according to National Hockey League in season 2015-16. Its users come mainly from the Czech Republic. The results show a moderately strong presence of representativeness. Nevertheless, the irrationality manifests for example by higher demand for the same nationality hockey players. However, the main influence of demand is still the athletes' performance.

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Czechs; fantasy sport; National Hockey League; representativeness

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