# Economics 399: Research Reports

Dr. Roger Graves. Director, Writing Across the Curriculum

**Determinants of Attendance at Major League Baseball games**

**One of the ways in which baseball teams generate revenue is through the sales of tickets for home games. What is the best way to get people to come to the ball park? In your model, you should incorporate at least four factors that may influence ticket sales.**

**Case study:**

**I attended a Blue Jays game in August**

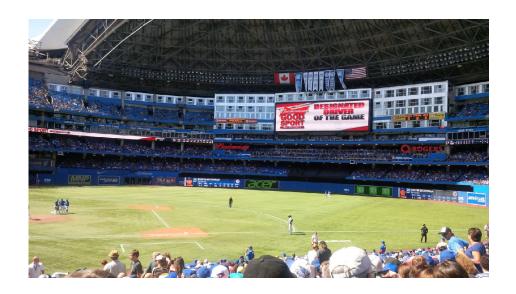**Used the trip as a way to connect my family with my sister's family**

**Trip involved airfare, hotels, meals (try the Loose Moose on Front St. before the game!), car rental**

**Mark Buerhle bobble-head day**

# How did they get me to come to the stadium?

**An introduction that provides an economic motivation for the topic of your report.**

**What is the economic motivation for a report on generating revenues for a baseball team?**

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**A brief review of a selection of the relevant literature pertaining to your topic (from textbooks or journal articles or the popular press).**

**Literature review: provides a narrative or story of what has been written about this**

**An explanation of the economic theory or theories that you will be using as the basis for your 'economic' model.**

**What are some choices for theories?**

**What makes one theory more appropriate than another?**

**Presentation (and explanation) of one or more appropriate 'econometric' models (i.e., versions of your economic model with a specific functional form, dependent variable, set of explanatory variables, parameters, and a random error term) that will be used to examine your 'economic' model.**

**Choices?**

**DEFINITION OF 'ECONOMETRICS'**

The application of statistical and mathematical theories to economics for the purpose of testing hypotheses and forecasting future trends. Econometrics takes economic models and tests them through statistical trials. The results are then compared and contrasted against real-life examples.

http://www.investopedia.com/terms/e/econometrics.asp

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A **brief description** of your data set, including references to the **exact source**(s) of your data and a presentation of summary statistics (which can be generated using the stat command in Shazam).***

**What should this description include?**

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A **brief discussion** of the particular procedures selected for estimation and model evaluation as well as **summary of the results** of diagnostic tests (for autocorrelation, heteroskedasticity and functional form, as appropriate for your particular model and data set).

**Presentation of your final results, including an economic <span style="color:green">analysis / evaluation</span> of these results, and possibly forecasts (if you are using time series data).**

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**How do you end a report like this?**

- **Discuss implications of your findings**

- **Explain the applications of your findings**

- **Make recommendations**

- **End with an anecdote that reinforces your findings**

- **Ask a rhetorical question: would this knowledge have saved the Expos?**

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