Social Power: Does Social Media Influence Impact NBA Players' Salaries?

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Abstract

The National Basketball Association (NBA) has a salary cap implemented for all its players, where each team is given a limit for their players' salaries and their contracts are based off their performance. However, with the rise of social media and online fan interaction has become a norm in the world of sports. There is very little empirical information to inform teams just how much their social impact should impact their base salary and if there is any need to consider that at all. To investigate how much social media influence can determine a contract, 329 NBA players who played in the 2017-2018 season and who had twitter accounts from the same season were examined. The analysis revealed social media statistics did not have any significant impacted on their base salary ($p > .001$).

Keywords: NBA, social media, salary, twitter, statistics