



JIM C'S QUIZ OF THE WEEK

MONDAY – 3/26/2007

March or Hoop Madness includes rabid fans using their own form of bracketology to pick the NCAA Basketball Tournament winners.

HOW DID THE TERM “*BRACKETOLOGY*” ORIGINATE?

The NCAA Selection Committee uses a Ratings Percentage Index each year in March to seed teams into the college basketball tournament field by ranking all teams from 1st through 65th.

Per the NCAA, “the tournament bracket is based on the subjectivity of each individual committee member to select the best at-large teams available and to create a nationally balanced championship.”

Wikipedia: “*Bracketology* is the process of predicting the field of the NCAA Basketball Tournament, named as such because it is commonly used to fill in tournament brackets for the postseason.”

Origin: The inventor of the term is Joe Lunardi, who has picked correctly 64 of 65 teams every year since 1998. From 1994 to 1996 he was the owner and editor of the Blue Ribbon College Basketball Yearbook. He is now the resident bracketologist on ESPN.

Due to the increasing number of office/internet betting pools, the meaning of “*bracketology*” has expanded to include the method of correctly picking the winners all the way through the tournament.

Conventional Wisdom: Bracketology = A basketball playoff technique

M of Z: The college football BCS is a candidate for bracketology