There has been a lack of buzz about college basketball this season. Just a year ago, everyone wanted to tune in and watch Zion Williamson play, the eventual first overall pick in the 2019 NBA draft. The former Bluedevil was viewed as the most exciting player the sport has seen in a long time and he drew lots of attention paid to college basketball. However, college basketball has not generated nearly as much interest this season.

Four of the top seven teams currently ranked in college basketball are Baylor, San Diego State, Florida State and Dayton. Sorry if this offends anyone, but no one outside of Waco, Texas cares about Baylor basketball. The last time I ever thought about San Diego Basketball was when they had Kawhi Leonard all the way back in 2011. And, Florida State is a football school and no one considers Dayton a basketball powerhouse. Everyone says they like parity in sports but let's be real: you were far more likely to watch last year’s Duke team (with two of the top three NBA draft picks along with another top ten pick) than you are Baylor this season, a team devoid of a superstar.

Is there anyone currently in college basketball that can generate the attention that Zion Williamson did last season? LaMelo Ball, the younger brother of former UCLA star and current New Orleans Pelican Lonzo Ball could have been eligible to play college basketball this season but is currently playing professionally in Australia instead. LaMelo, perhaps the first overall pick in the upcoming NBA draft, would have certainly drawn lots of attention paid to the NCAA this season. North Carolina's Cole Anthony is another player that could have been the face of college basketball this season. Entering this season, Anthony was widely regarded as one of the best incoming freshman in college basketball. In his first ever game as a Tarheel, he had 34 points, 11 rebounds, and 5 assists while shooting 50% from the field. Unfortunately, the Cole Anthony hype train has stopped because he suffered a knee injury in December and it is unclear when he will be back on the court.

College basketball hasn’t been as entertaining this season because of the lack of storylines to follow. March Madness is and will probably always be my favorite postseason in all of sports, but I can’t say the same about the regular season. If you’re not a fan of the #1 ranked Baylor Bears, is there any incentive to watch them play? It’s a bad look for college basketball when the brawl between Kansas State and Kansas is the most attention the sport has received this entire season.