Social Media and Football in the Barclays Premier League: An investigation on the usage of Social Media within the changing relationship between Football and its Supporters

A dissertation submitted in partial fulfilment of the requirements for the degree of Bachelor of Science (Honours) in Business Information Systems

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DECLARATION

I hereby declare that this dissertation entitled: Social Media and Football in the Barclays Premier League: An investigation on the usage of Social Media within the changing relationship between Football and its Supporters is entirely my own work, and it has never been submitted nor is it currently being submitted for any other degree.

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Abstract

Social media and the Internet is becoming a norm where the growth has been directly aimed around people and how they interact in relation with football, the sport has always generated a big fan base throughout communities like a sub-culture. This dissertation researches how the changing relationship between supporters and football in the Premier League team affects with social media.

In order to understand this further, this study first aims to explore the relevant literature and critical evaluations to the topic including relationship between football and the media and the usage and impacts of socio-technology. Then the research methodology will be presented through primary research methods such as questionnaires and semi structured interviews where both qualitative and quantitative data will be gathered. The results and data will be analysed within the literature review to conclude whether both primary and secondary resources correlate with the investigation.

The findings suggests that although live television remains the main form of media for football, social media networks such as Twitter provide a strong correlation as an alternative platform for viewing highlights, updates and any club information ‘on-the-go’. The results shows that social media is easy and accessible to use and it allows supporters to express themselves more freely where younger fans tend to show their support. Despite football is dominated by males, there is a strong link and increase of younger female fans, suggesting a new breed of younger, female fans are being attracted to Premier League football with the use of social media.
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Chapter One: Introduction

1.0 Background and History

Although now social media seems to be used and recognised all over the current modern world, it is unlikely that many people know that it was first started through the creation of BBS (Bulletin Board System) by two computer hobbyists: Ward Christensen and Randy Suess in 1978. It was designed to inform friends of meetings, make announcements and share information. Nowadays, this is where Facebook and Twitter are the main sources of social media and networking.

Football is a sport that has become a norm in the society of the UK. First invented in England in 1863, it is now played all over the world by men and women and is superior to other sports in terms of its popularity. The first game that was broadcasted live on the radio in England was Arsenal vs Sheffield on the 22\textsuperscript{nd} of January 1927 (Donnelley, 2010) and the first football game to be seen on television is a specially-arranged match between Arsenal's first and the reserve team at Highbury on 16\textsuperscript{th} of September 1937. (BBC, 2002)

The media and popularity/status of football has always remained high, however the relationship and growth between Football and Social Media has increased intensely in over a decade. As a result of this, research will be conducted in which will explain how social media is being used and engaged within the fans of the footballing world.

Many football clubs and its player in the English Premier League now have their own social networking accounts such as Facebook and especially Twitter, this is where the clubs and the players recognition are shown as they have ‘certified ticks’ on their account for them to be known. It can provide communication to the fans more easily than before. However, the
reactions between fans and the players can have an impact positively and negatively. For instance, praise for winning the match or abuse to a targeted player (who may have played poorly) or at the opposition.

The research will look at the link between the usage and engagement of social media and sport, the impacts and effects between the two. This is where it will also involve the fans of football and analyse their changing views and attitudes towards the sport and its athletes with the media.
Chapter Two: Literature Review

Introduction 2.0

This chapter covers the applicable literature relating to the changing relationship between football and its supporters with the links and usage of the media and social media. To begin with, this chapter will explore the use of social media and the relationship between social media and football. Following that will be the explanation of connections between media and football supporters, along with the breakdown of the relationship between the sport itself with its fans. It will look at books, articles, journals, study’s and reports.

2.1 The Use of Social Media

Social media has allowed people to communicate, post and share pictures/videos in online societies and networks. Social media is defined as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content." (Kaplan & Haenlien 2010:61)

User-generated content is defined as any type of content such as blogs, forums, post, chats and tweets, images, videos, audio files and other forms that was created by users of an online system or service, often made by social media websites. (Chua, Li, & Moens 2014)

User-generated content of the social media such as social networking sites has emerged as one of the importance of its rise.

Social media content can either be under the form of text, picture, video and networks. (Berthon, et al, 2012) Therefore, Social media which is highly accessible, can be used to reach a large audience. (Brogan, 2010; Zarrella, 2010). This is where Blanchard and Sollis
(2011), states one of the main reason behind why social media has been quickly embraced by the general public is that it provides connection with people in ways that are valuable, meaningful and convenient.

Social media sites have become an important digital meeting place for friends and acquaintances, and their reach has grown significantly in the last few years (Halliday and Vrusias, 2011; Harrigan, 2011). Social media is a broad term often used to encapsulate the applications that enable increasingly popular social activities, such as blogging, microblogging, social networking, photo-sharing and video-sharing (Centeno et al., 2009). For example, the UK makes up 31 million of those users, with 60% of the population having a Facebook account as of January 2016 (Avocadosocial.com, 2016) meanwhile Twitter announced that it has 15 million active users in Britain, representing about a quarter of the country's population back in 2013. (Curtis, 2013)

Social media have garnered a great deal of attention from academics and practitioners due to their pervasiveness and cultural impacts. Social media use is an increasingly popular activity for Internet users (Filo, Lock and Karg, 2014). The use of the internet has dramatically risen and in recent years, according to Nielsen (2012), internet users continue to spend more time with social media sites than other type of website. Research shown in the US that time spent on social media using PC’s and mobile devices has ascended by 99 percent to 121 billion minutes in July 2012 compared to 66 billion minutes in July 2011.

Now, in 2015, 76% of American internet-using adults who use at least one social networking site where ten years ago in 2005, only 10% of internet-using adults used at least one social networking sites. (Perrin, 2015)
As mentioned before in the introduction, the media reputation with football has continuously been very high. For instance, generating from TV, press conferences, newspaper gossip/journalism, radio, internet websites, and now to Social Media.

“Football clubs across the globe are realizing that the use of social media is the future in terms of improving and expanding their business, whether this be for marketing purposes or as a medium for directly communicating with their fans.” (Kuzma et al., 2014)

2.2 Relationship between Social Media and Football

The relationship and growth between Football and Social Media has increased intensely in around a decade. This is because the constant use of Social Media over the recent years, social media has become a norm in the modern society. With the constant increasing amount of money in football, clubs are often accused of being out of touch with their fans. However with the emergence of social media, fans can connect with them in new ways than before. (Gadhia, 2015) Social media have become an essential element of sports fandom. (Kuper, 2014)

Twitter is making headlines as footballers and supporters use the social media platform to get their fix of football news or vent their views on the game, the relationships between football clubs, players, supporters and journalists have been transformed in recent decades. (Price et al, 2013) An increase in the scope and professionalism of public relations in sport has seen football clubs attempt to take ever tighter control over their public image (Andrews, 2005) while access to footballers in particular is monitored and restricted by clubs and agents, the better to increase that lack of value and assemble the right sort of exposure. (Steen, 2007)

Global fan following of the Premier League is 1.46 billion – or 70 per cent of the world’s estimated 2.08 billion football fans (Premier League, 2016) whilst the Premier League Twitter account has been active since 2011 and currently in 2016 it has amassed over 11.2
million followers. (Twitter, 2016) Each of the twenty Premier League teams have their own Twitter account where there is a total of over 34.5 million followers as of May 2015. (BBI International, 2015)

As a result of this, it is now easy for football clubs and players to get messages across to their fans (for instance the latest updates about their club, the transfer market and live commentary of the games) due to the high usage of social networking sites such as Twitter.

Since football clubs intend to talk at their fans rather than with them, several studies have shown that there is generally no engagement between football clubs and fans. (Ugaz, 2011; Hamill, 2011). However, a website and mobile app called Klout, uses social media analytics to rank users to online social influence via the “Klout Score”, in which the highest value being 100 and the lowest being 0, measures how other users interact with that content. This is where Klout evidentially shows how a football club of the BPL with Twitter do communicate and engage with their fans as well as becoming a broadcasting channel.

For instance, a Klout score taken from October 21st 2014 shows a list of a number of BPL clubs that recorded a high percentage of responses and communicates with Manchester City, Liverpool, Arsenal, Chelsea, Southampton and Everton all recorded a rating of 95 out of 100.

Another example is a study conducted in August 4th 2015 by social scores network ‘CrowdScores’, looked at the fan’s engagement and interaction with their club’s official Twitter accounts in the Premier League. It provided tweets per fan with all of the 20 Premier League clubs and compared how many followers each club’s official Twitter account had to the number of mentions of each of the specific handle. The study also explored and examined the sentiment of each tweet, whether it was positive or negative.
Below, this is Figure 2.1 which displays the fan’s interaction on Twitter from the 20 official club accounts, it shows that Everton has the most vocal fans.

**Figure 2.1 – Fan’s interaction on Twitter**

<table>
<thead>
<tr>
<th>Club</th>
<th>Tweets per fan</th>
</tr>
</thead>
<tbody>
<tr>
<td>20. Norwich</td>
<td>0.52</td>
</tr>
<tr>
<td>19. Swansea</td>
<td>0.58</td>
</tr>
<tr>
<td>18. Sunderland</td>
<td>0.60</td>
</tr>
<tr>
<td>17. West Brom</td>
<td>0.661</td>
</tr>
<tr>
<td>16. Stoke City</td>
<td>0.662</td>
</tr>
<tr>
<td>15. Tottenham Hotspur</td>
<td>0.75</td>
</tr>
<tr>
<td>14. Southampton</td>
<td>0.87</td>
</tr>
<tr>
<td>13. West Ham</td>
<td>0.89</td>
</tr>
<tr>
<td>12. Chelsea</td>
<td>0.95</td>
</tr>
<tr>
<td>11. Aston Villa</td>
<td>1.01</td>
</tr>
<tr>
<td>10. Leicester City</td>
<td>1.23</td>
</tr>
<tr>
<td>9. Manchester City</td>
<td>1.32</td>
</tr>
<tr>
<td>8. Newcastle United</td>
<td>1.57</td>
</tr>
<tr>
<td>7. Watford</td>
<td>1.61</td>
</tr>
<tr>
<td>6. Manchester United</td>
<td>1.80</td>
</tr>
<tr>
<td>5. Liverpool</td>
<td>2.51</td>
</tr>
<tr>
<td>4. Crystal Palace</td>
<td>3.00</td>
</tr>
<tr>
<td>3. Bournemouth</td>
<td>3.74</td>
</tr>
<tr>
<td>2. Arsenal</td>
<td>4.70</td>
</tr>
<tr>
<td>1. Everton</td>
<td>6.28</td>
</tr>
</tbody>
</table>

Social media are increasingly being viewed as an additional marketing channel through which businesses can communicate or interact with their customers and prospective customers (Gummerus et al., 2011) in which Sports fans have been found to have extremely high product involvement (Mullin et al., 2007), and may be particularly likely to exhibit signs of tribal behaviour, centred on consumption-related interests (Kozinets, 1999). For example, as McCarthy et al (2014) states football is a big business, both nationally and often internationally and identifies UK football clubs as businesses with committed fans. The latest report of football finance (Deloitte, 2015) saw the twenty clubs of the highest tier in English football reach the combined revenues of £3 billion for the very first time (2013/2014), which is an increase from the previous season (2012/2013) of £735m (29%) mainly due to broadcast rights packages. The reason behind this, is that football clubs have strong fan bases which
contribute to their success through brand support and commercial transactions (McCarthy et al, 2014). In addition to this, fan bases embed a wealth of complex community relationships, often demonstrating enduring loyalty to the club (Substance Research Team, 2010).

A statement by Shergul Arshad (told to delegates at the Soccerex football business convention in Manchester), who is the digital business director at AC Milan declared that “social media is opening up international communication strands that did not exist before” and adding that, the club has brought in e-commerce and social media strategies which provides the supporters insights. In relation to this, Giuliano Giorgetti who is the head of digital, web and media at AC Milan quotes “Our audience has this passion, this is something that sponsors noticed and wanted to be involved with. It has generated a lot of money for us.”

Sport takes top spot, where football-related content is a major driver in the growth of online discussion; in 2014, worldwide a record 672 million tweets were sent about the world cup and in the UK, football was one of the dominant UK Twitter trends where eight of the UK’s top ten most-tweeted about moments were about the World cup and the Champions League (Twitter, 2014)

Furthermore, football clubs are no longer content to sit back and take their fans for grated in which this global digital age allows teams in other countries to become both sporting and commercial rivals. (Wilson, 2013)

2.3 Relationship between the Media and Fans of Football

The relationship between the media and fans of football began and ever existed with local newspapers providing limited opportunities for fans to air and give their views and opinions through a letters page (Haynes, 1995). Steers (2013) states that “the changing face of the media presents opportunities and risks to football clubs. It allows more direct conversation
and influence over supporters, but it also means that supporters can be and will want to be heard.” With the introduction of radio and television, it has helped the relationship during the 20th century, where BBC’s football highlights show Match of the Day has been running since 1964. This allowed the audience and supporters to keep up to date with the results by the games being recorded and televised in the evening of the Saturday afternoon kick offs had they not gone or unable to attend the fixtures live (Motson, 1994) but, the level of supporter involvement remained limited for a long period of time. However, the diversity of the media has altered where it improved their communication and industry strategies towards the fans to increase the numbers of sales or readers, viewers and listeners (Cleland, 2011) and the changes within media have led and provided greater opportunities for fans to engage in two-way dialogue with an increasing number of sources. (Fiske, 1989; Abercrombie and Longhurst, 1998)

Modern media fan relationship first featured where it concentrated on the communication strategy of the media to remain competitive. (Cleland, 2011) In 1992, that year marked the turning point of the televised coverage of English football (which formed into the Premier League) by the successful bid of Sky, bringing a lavish range of fresh production techniques, wall-to-wall coverage and instant reaction from players and managers (Motson, 2010). This led to the previous effects such as the traditional television-fan relationship. The supporters that could afford the cost of contracts and subscriptions, not only just for the English Premier League but regular football across the world became available to the ‘armchair viewer’ (Williams, 1999, 2006). Nowadays, football clubs such as Arsenal are still in the game of pioneering in terms of the media-sports nexus via its involvement in the first ever ‘3D live television’ public broadcasting of a sport event (Cortsen, 2013) where on January 31, 2010, Arsenal’s home game against Manchester United was broadcasted live in 3D by Sky Sports in over 9 pubs in five cities in England. (The Guardian, 2010) In relation to this, sports
fanatics in the UK that choose or can afford to pay for satellite and cable television have many sport channels and options to select from including Sky Sports News which enables and improves television-fan relationship as supporters can participate and engage with sport polls, stories and opinions almost immediately with the studio members and discussions via phone, text, or email. (Cleland, 2011)

Social Trends (2004) reported that 45 percent of households had both a satellite receiver and internet access during 2002/3. This was in comparison to 1999/2000, when only 20 percent of households had internet access and 30 percent had a satellite receiver.

‘New media channels’ such as podcast and YouTube open up a whole new world for the media landscape as well for bloggers. An example of a successful podcast is called ‘The Anfield Wrap’ for football fans and typically for Liverpool supporters. With over thirty thousand listens a week and 100,000 downloads a week, ‘The Anfield Wrap’ podcast shows how it ‘fan sites’ and new media channels can quickly develop real influence. (The Anfield Wrap, 2016) According to Steers (2013), ‘new media channels will continue to evolve and complement Twitter and fan sites as alternative channels to the mainstream media.’

While the relationship between television and football fans has changed, other ‘traditional’ media such as the newspaper were still intact, by 1998 football was unequivocally the driving force behind the increase in newspaper sports coverage, (Domeneghetti, 2014) meanwhile Gunter et al. (1994) found when researching local news, 40 percent of the public received this through newspapers, compared to 35 percent through television. Also, O’Sullivan et al. (2003) found that in the late 1990s, sources of local news were gathered first through newspapers, then television followed by radio with the possibility that the local newspaper can reach over 80 percent of most ‘local’ households, with the internet providing an opportunity for all local households to access local news online.
2.4 Relationships between football and fans

It is important to point out that football fans are not considered as the typical customers. When football becomes the subject of a conversation, it could escalate into a sensitive topic. The relationship involves much more than transaction-based customer relationships. (Healy and McDonagh, 2012).

Supporters do not like to think of their club being sullied by commercialism. Many are appalled at the thought of their club (and all it represents) being reduced to no more than a brand. (Abosag et al., 2012). This is because of the extremely close relationship that the fan has with his/her club (Jones, 1997) while the importance of local identity and family history in the decision of which club to support, is usually related with the relationship between the football club and the supporter’s identity and self-image (Westerbeek and Smith, 2003).

As well as this, fans like to identify themselves with other fans, where this leads to a strong sense of community amongst sports and football fans (Sweeney, 2010; Underwood et al., 2001) with many sports fans having a unique and distinctive relationship with the team they support with the club’s brand. (Buhler and Nufer, 2010; Chadwick and Beech, 2007)

In both physical match day environments and online communities, fans co-create their experiences through utilising flags, banners and songs (Healy and McDonagh, 2012). With technology enhancing, majority of fans like to express their feelings by posting videos and images or even edit extravagant themes or ‘memes’ of players.

Being a fan involves “doing” something such as evoking a shared sense of emotional attachment to their club (Abosag et al., 2012). This shows how it can provoke varies of reactions and arguments between opposing fans through social media and it is often
prolonged as it is carried on with different points and opinions across all the users that have access to any social media sites.

For example, fans do not tend to switch allegiance. (Richardson, 2007; Sandvoss, 2003) This also states that fans are loyal and do not become a ‘traitor’. An example of loyalty would be addressing the quality of the sports services and goods offered by Arsenal FC, the management is encouraging loyalty by offering rewards and possibilities for the fans to express themselves in connection with their common passion. (Corsten, 2013) The loyalty in fans shows, for instance, in the season 2013/2014, Manchester United has 19 home games in the Premier League in which the stadium had the maximum capacity of 76,350 and averaging 75,316 fans watching the game. (Fupa, 2015) Additionally in that season, Manchester United fans were filling up 98.6% of the seats at the Old Trafford stadium.

This shows how relationships between fans and football club/players are so strong, therefore if a player moves or acts inappropriately, this can cause a bad reception or a bad image towards the club and the player overall. (Franklin, 2015)

Not only footballers can receive fan abuse, managers of football clubs such as Arsene Wenger of Arsenal FC has been a victim and declares that social media is quickly becoming a ‘growing problem’ in modern football which is helping to fuel aggressive fan behaviour. Wenger also suggested that the growth of social media platforms especially Twitter, will now make it easier for fans to turn on their own team. (Davis, 2016) An example of this, would be the 3-2 defeat at Stoke in 2014-15 season in the Barclays Premier League. Wenger and the Arsenal team were booed and jeered at a train station after the game and the Arsenal manager was the target of viscous abuse from the club’s fan, with a number of the supporters yelling at Wenger to get out of the club.
However, Arsenal FC has a strong club brand strength and assurance where the managerial stability (Arsene Wenger has been the manager since 1996), Arsenal creates a credible atmosphere and through its continuous development ensures the loyalty of the fan database (Corsten, 2013) and the loyalty of the fans can be seen where the club has one of the biggest membership schemes in the game with more than 200,000 members. (Arsenal, 2013)

The following chapter will review the research methodology that was adopted in order to explore whether social media had an effect on the changing relationship between football and its supporters.

**Chapter Three: Methodology**

**Introduction 3.0**

This chapter will explain and identify the different research methods in which will explain what the specific research strategies were chosen and how it will be used to carry out the findings. It also identifies what is the main intentions for the methodology in the research paper with how the data was analysed to ensure that the information are precise and accurate from the gathered results.

For this research task, the information will be from both primary and secondary data which will provide a generalised and defined understanding from different viewpoints. Mixed methodology in both quantitative and qualitative research methods are considered which both forms of research are both factual and detailed.

Donald Campbell states "All research ultimately has a qualitative grounding" where he argues qualitative method aims are complete and provide detailed description whereas Fred Kerlinger states "There's no such thing as qualitative data. Everything is either 1 or 0" in
which quantitative method aims are to classify features, count them, and construct statistical models in an attempt to explain what is observed. (Miles and Huberman, 1994)

The research is used for data analysis of football clubs and questionnaires as well as semi-structured interviews for footballing fans in the Barclays Premier League. For the secondary research, data statistics were used such as social media on Twitter where it would undertake the growth of clubs and players in the social media. And for the primary research, questionnaires and semi-structured interviews were used so there would be a mixture of qualitative and quantitative data.

3.1 Questionnaire

Questionnaires tend to be used for explanatory research such as that undertaken using attitude or opinions that will enable to identify and describe the variability in different phenomena (Saunders et al, 2012). To answer the question, the student will need to conduct a questionnaire based on what a fan of football expectations should or would feel and the usage of social media within football purposes. For instance, to focus on the concept of their views of idols and their different opinions of the use of social media from the clubs and the players. And how media and social media plays a role for supporters on football and so forth.

To examine this, the student have decided to use self-administered questionnaires as it will enable the student to produce qualitative data. The self-administered questionnaire term refers it where a questionnaire has been specifically designed to be completed by a respondent without intervention of the researchers collecting the data. (E.g. through the internet, web surveys) As it is self-administered, this is where the respondent can complete the
questionnaire in an area and location where they would be most comfortable in, in their own
time and duration they would like to take it with no pressure.

3.1.1 Questionnaire Design

Brancato et al (2006) states “Questionnaire’s main purpose is to operationalise the user’s
information demand into a format which allows a statistical measurement. The concepts of
“reality” must be operationalised in a way that enables the subject-matter specialists and
users to carry out the necessary analyses.”

A valid and reliable questionnaire will enable accurate and consistency when collecting data,
in terms of the questions making sense to the answers, which Foddy (1994:17), confers how
the researcher must be able to create and understand the question in the same way as a
respondent would answer and understand the question set by the researcher in the way
intended by the respondent.

The questionnaire can be viewed, (See Appendix A) where there are in total 21 questions in
which most were multiple choice questions, some involved check boxes where it provided
numerous selections, for instance the question “which forms of social media do you use?”
check boxes allowed more than one option to choose from. In addition to this, there are also
skip logic and ‘display this question’ functions where applicable to specific questions in
which will be appropriate to each respondent (Questionnaire Layout – See Appendix F).
Firstly, this made it more suitable to the respondent by not requiring to answer any questions
that were not valid to them and secondly, this allowed the researcher to analyse and collect
data a lot easier and made it much more efficient while evaluating the data. And thirdly, the
questions that were created and selected made it easier and quicker for the respondent to react
and respond and would reduce any human error which could influence the understanding of
their response.
3.1.2 Questionnaire Advantages

The advantage of using quantitative method is that the student would be able to have a sample that would be geographically dispersed in a short amount of time (Bachmann & Elfrink, 1996) in which the student would be able to gather data from all over the world that follow the English football. Also the student would be able to conduct the study in both Bristol and Cardiff, in big cities that will have a variety of supporters from different clubs in the Barclays Premier League, this means that the student will be able to get more of a general outcome. The chosen sample size for the student’s quantitative study will be around 80 respondents, as the student feels that this is likely to make the sample more precise.

Another benefit of this method is that it is less expensive than structured or group interview and can save a lot of money moving from paper format to electronic medium. (Couper, 2000)

3.1.3 Questionnaire Disadvantages

However, everything has its own flaws in which in this case questionnaires is argued that they are inadequate to understand some forms of information such as changes of emotions, behaviour and feelings (Popper, 2014). Phenomenologists state that quantitative research is simply an artificial creation by the researcher, as it is asking only a limited amount of information without explanation (Ackroyd & Hughes, 1981).

In addition to this, there is no way of telling if or how truthful a respondent with their answer and whether the respondent has put any real thought or meaning to the answers. (Milne, 1999)

3.2 Semi-structured interview

“An interview is a purposeful discussion between two or more people.” (Kahn and Cannell 1957).
Semi-structured interviews and unstructured interviews (in-depth) can be seen as ‘non-standardised’ where they are often referred as ‘quantitative research interviews’ (King, 2004). In this research for the semi structured interviews, the student have chosen to undertake qualitative semi structured interviews, aiming to interview fans from a variety of BPL clubs, one important point that the student would need to include is to interview specific fans in which the size/ambition of the clubs vary. This is vital as different fans from different clubs opinion will differ. For instance, big clubs will aim to win trophies and smaller clubs would like to avoid relegation etc. In relation to this, this is where the researcher interlinked the usage of social media with how it has affected the participant (fans) with their clubs, for example, has it improved the relationship between clubs/players and fans in terms of communication and loyalty etc.

3.2.1 Semi-structured interview layout

As mentioned before, the researcher will be using semi-structured interviews, these interviews would provide the student with in-depth data as an interviewer will have a great leeway in terms of how to respond and reply, as the questions will differ with each respondent. The process of the interview will be very flexible as it would depend on how the interviewee will respond and answer on each question etc. The topics will include issues about expectations of fans, football culture, reactions through social media in football and the use of social media.

In total (See Appendix B), there were 4 interviews that were carried out, with the participant’s age range were selected in a random process, as there was no specific age for the researcher to study, the answers from each the respondents were recorded and then analysed later.
During the interview process, the researcher would be aiming around 10-15 minutes for each interviewee where the interviews were conducted on a one to one basis and should be no longer than 20 minutes should it need to. The researcher believes that they will be able to cover specific and enough topics and information during that period. The reason behind the time scale/limit for the interview would be for the benefit of both the interviewer and interviewee, this is because the participant may lose focus or become uninterested which may not be correct or precise in which may also jeopardise the answers given to the researcher and vice versa to the interviewer becoming bored themselves. This made the researcher more aware to provide an accurate and efficient interview process. Furthermore, the interviewer will ensure that the anonymity of the interviewees is maintained.

3.3 Mixed methods studies

Questionnaires and interviews are often used and put together in mixed method studies investigating assessments (Brookhart & Durkin, 2003). This is where Harris & Brown (2010) states that the protocols for data collection and analysis developed for questionnaires and interviews may have been advanced, in terms of viewing the world in a different perspective and making it possible that method effects exists.

Both of these methods provide their own strengths and weaknesses therefore it is beneficial and favourable to the study and to the researcher for their unique purposes. For example, this is where conducting interviews can provide specific questions in which you could not in a
questionnaire as interviews offer more insightful and detailed discussions where questionnaires deliver a simpler and quicker approach.

This approach can also be called triangulation where it is the use of two or more independent sources of data or collection methods to validate and certify research findings within a particular field of study (Bryman, 2006) and Perone (2003) states that triangulation “addresses a different dimension of the topic”. The advantage of triangulation is that it decreases the levels or any bias influences or flaws that may have or suggest in some research.

3.4 Ethics

Ethical issues and procedures were needed to be applied before undertaking and recording any research. This is where they were applied to the research methods (questionnaires and interviews).

As the researcher collected data from individuals using the questionnaires and semi-structured interviews, they were made sure that the principles of the Data Protection Act (1998) is provided. This is where participant’s names will not be asked/available to the researcher.

Sullivan (2000) states “ethics is the study of what is proper and improper behaviour, of moral duty and obligation”. This is where a consent form and information sheet was created by the researcher (See Appendix C & D) and the documents were signed to confirm that the researcher is under the Data Protection Act in which participants are reassured their answers are safe and anonymous. Another action of Data Protection Act will be involved where before respondents take part in the questionnaires there would be a form for the respondents to agree/sign to say they are willing to take part. The participant or respondent could choose
to whether to drop out or leave from the research if they wanted, for example, if they did not feel comfortable on answering particular questions. Finally, the participant could also have an option whether they would like their responses to be recorded or not for the research in which they have the right to retain and disallow any information to be released.

The next chapter will be the analysis of all the information and data gathered from the questionnaires and the semi-structured interviews. This was then discussed to see if any possible patterns or linkage emerge and how the researcher would use the examples and findings to clarify and support between the data and the research.

Chapter Four: Findings and Discussions

4.0 Introduction

This chapter contains the findings and discussions from the primary qualitative and quantitative research where firstly the data and analysis will be from the questionnaires and secondly the information from the semi-structured interviews. This is where it will provide the justification and overview of the results and why particular results occurred as they were.
The data and information retrieved will be then conferred and discussed with relatable literature as well as some secondary data linked to this specific topic to summarise the findings.

4.0.1 Questionnaire

This survey was conducted during the start of February to the beginning of April. In total there were 72 questionnaires that were complete in which all were completed online, through Cardiff Metropolitan University’s “Qualitrics Survey Software”. The questionnaire first began with general information about the respondent such as age and gender, then secondly the questionnaire was based more specifically about social media, for instance what social media do they use and how long they are on social media for. Thirdly, the questionnaire was based more towards football clubs and the expectation of fans. And lastly, the rest of the questionnaire was about the how social media and football link and relate with each other.

Below shows Figure 4.0.1, where it displays all of the questions that were asked to the respondents, the results were specified as a percentage. The data that are highlighted in red provided the answer that were selected the most from the respondents.

Figure 4.0.1 – Shows all the questions asked in the questionnaire

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is your age?</td>
<td>18-24</td>
<td>54%</td>
</tr>
<tr>
<td></td>
<td>25-34</td>
<td>22%</td>
</tr>
<tr>
<td></td>
<td>35-44</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td>45-54</td>
<td>8%</td>
</tr>
<tr>
<td></td>
<td>55+</td>
<td>6%</td>
</tr>
<tr>
<td>What is your gender?</td>
<td>Male</td>
<td>74%</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>26%</td>
</tr>
<tr>
<td>Which forms of media do you use specifically for football?</td>
<td>Live TV broadcast</td>
<td>87%</td>
</tr>
<tr>
<td></td>
<td>TV programmes such as Match of the Day, Final Score, Sky Sport News</td>
<td>77%</td>
</tr>
<tr>
<td></td>
<td>Radio</td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td>Newspaper</td>
<td>24%</td>
</tr>
<tr>
<td></td>
<td>Magazines</td>
<td>3%</td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td>11%</td>
</tr>
<tr>
<td></td>
<td>None of the above</td>
<td>6%</td>
</tr>
<tr>
<td>Do you use social media?</td>
<td>Yes</td>
<td>94%</td>
</tr>
<tr>
<td>Question</td>
<td>Yes (%)</td>
<td>No (%)</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
<td>---------</td>
<td>--------</td>
</tr>
<tr>
<td>Which forms of social media do you use?</td>
<td>100%</td>
<td>6%</td>
</tr>
<tr>
<td>Facebook</td>
<td>59%</td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td>74%</td>
<td></td>
</tr>
<tr>
<td>Snapchat</td>
<td>72%</td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>YouTube</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>LinkedIn</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>How many hours a week do you spend on social media?</td>
<td>44%</td>
<td>19%</td>
</tr>
<tr>
<td>0 hours</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>1-4 hours</td>
<td>26%</td>
<td></td>
</tr>
<tr>
<td>5-10 hours</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>11-15 hours</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>16+ hours</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>Do you use social media for football?</td>
<td>81%</td>
<td>19%</td>
</tr>
<tr>
<td>In what way do you use social media for football purposes?</td>
<td>85%</td>
<td>67%</td>
</tr>
<tr>
<td>Look at live scores</td>
<td>60%</td>
<td></td>
</tr>
<tr>
<td>Checking breaking news, updates and gossip</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>Follow professional footballers and clubs</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Interact with football clubs and footballers</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>Which football club do you support or interested in?</td>
<td>36%</td>
<td>29%</td>
</tr>
<tr>
<td>Arsenal</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Man United</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Liverpool</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Chelsea</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>Man City</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>33%</td>
<td></td>
</tr>
<tr>
<td>What is your expectation of your club in terms of the Barclays Premier League table?</td>
<td>29%</td>
<td>36%</td>
</tr>
<tr>
<td>Champions</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Top 4 (Champions League)</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Europa League</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Top half of the table</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Avoid relegation</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Do not support a club</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>Do you follow Barclays Premier League clubs on any form of social media?</td>
<td>75%</td>
<td>25%</td>
</tr>
<tr>
<td>Never</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>Rarely</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>Occasionally</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Frequently</td>
<td>61%</td>
<td></td>
</tr>
<tr>
<td>Always</td>
<td>29%</td>
<td></td>
</tr>
<tr>
<td>How often do the clubs offer up to date, accurate and consistent news via social media?</td>
<td>29%</td>
<td>0%</td>
</tr>
<tr>
<td>Never</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Sometimes</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Occasionally</td>
<td>24%</td>
<td></td>
</tr>
<tr>
<td>Frequently</td>
<td>29%</td>
<td></td>
</tr>
<tr>
<td>Always</td>
<td>24%</td>
<td></td>
</tr>
<tr>
<td>How often do you check scores and news specifically from the clubs you follow on any form of social media?</td>
<td>45%</td>
<td>29%</td>
</tr>
<tr>
<td>Never</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>Sometimes</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Occasionally</td>
<td>33%</td>
<td></td>
</tr>
<tr>
<td>Frequently</td>
<td>45%</td>
<td></td>
</tr>
<tr>
<td>Always</td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>How good do you think the relationship is between the clubs and its supporters on your team you like?</td>
<td>93%</td>
<td>7%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>Below Average</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Average</td>
<td>33%</td>
<td></td>
</tr>
<tr>
<td>Above Average</td>
<td>45%</td>
<td></td>
</tr>
<tr>
<td>Excellent</td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>Do you follow any players from Barclays Premier League on any form of social media?</td>
<td>78%</td>
<td>22%</td>
</tr>
<tr>
<td>Yes</td>
<td>78%</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>22%</td>
<td></td>
</tr>
<tr>
<td>Do you believe the relationship between fans and professional</td>
<td>93%</td>
<td>7%</td>
</tr>
<tr>
<td>Yes</td>
<td>93%</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>7%</td>
<td></td>
</tr>
</tbody>
</table>
footballers has changed since the emergence of social media?

<table>
<thead>
<tr>
<th>If so, how do you think the relationship between fans and professional footballers has changed?</th>
<th>Much better</th>
<th>Moderately better</th>
<th>Not much</th>
<th>About the same</th>
<th>Slightly worse</th>
<th>Much worse</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>14%</td>
<td>39%</td>
<td>14%</td>
<td>16%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Have you ever seen social media used in the wrong way by professional footballers?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>62%</td>
<td>38%</td>
</tr>
</tbody>
</table>

Have you ever seen users of social media abuse or mistreat professional footballers, managers and clubs in the wrong way?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>95%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Have you used social media to express your feelings both positive and negative towards footballing fixtures and events/activities?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>78%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Do you agree that social media will continue to expand and rise within football over the upcoming years?

<table>
<thead>
<tr>
<th></th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Undecided</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0%</td>
<td>0%</td>
<td>6%</td>
<td>50%</td>
<td>44%</td>
</tr>
</tbody>
</table>

### 4.0.2 Semi-structured interview

The semi-structured interview will interlink with any information and data gathered from the questionnaire. The interview were informally structured and were carried out with four participants. The answers from each respondent were very detailed therefore analysing the supporting data relating to the topic was very important. The semi-structured interview will also be conferred in the discussion where it will be supported with the corresponding literature and analysis.

### 4.1 Questionnaire Analysis

The questionnaire was completed by 72 respondents, 74% were male while 26% were female.

<table>
<thead>
<tr>
<th>Gender</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>53</td>
</tr>
<tr>
<td>Female</td>
<td>19</td>
</tr>
</tbody>
</table>
This displays the questionnaires results of the respondents’ gender, showing a significant gender divide with nearly three quarters (74%) of that being male, which may indicate the male influence of this particular research topic of football.
Figure 4.2 – The Percentages of Age Range of Respondents

Figure 4.1 above shows a bar chart representing the age of all of the 72 respondents that participated in the survey. This shows that the majority age of the respondents lied under the category of 18-24 which made up 54% of the total respondents meanwhile only as little as 6% of the respondents (4 out of 72 respondents), were 55 and over.

Figure 4.3 – The Numbers of Age categories in relation with Gender
The bar chart above indicates a larger male population in each of the age ranges. Particularly in the 18-24 category whereas the ages 55+ was split even with two respondents each.

**Forms of Media used for Football by Respondents**

![Bar chart showing media usage percentages](image)

**Figure 4.4 – Percentage of Media used by Respondents for Football**

Statistics shown above provides that Live TV broadcast is still main source for football leading with 87% while TV programmes such as highlights programme Match of the Day and Sky Sports News were placed second with 77%. Radio and Newspaper source were much lower, recorded at 20% and 24%. ‘Other forms of media’ consisted of the Internet, Streaming and the BBC sport website.
Figure 4.5 – The Number of Respondents Age in Correlation with Media used with Football

Above, Figure 4.5 shows a bar chart presenting the age of the respondents in relation with the Media used with football. Live TV broadcast and TV programmes are still dominant within the ages.

<table>
<thead>
<tr>
<th></th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live TV broadcast</td>
<td>92%</td>
<td>88%</td>
<td>86%</td>
<td>83%</td>
<td>50%</td>
</tr>
<tr>
<td>TV programmes such as MOTD...</td>
<td>82%</td>
<td>81%</td>
<td>86%</td>
<td>67%</td>
<td>25%</td>
</tr>
<tr>
<td>Radio</td>
<td>11%</td>
<td>31%</td>
<td>43%</td>
<td>0%</td>
<td>50%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>26%</td>
<td>25%</td>
<td>14%</td>
<td>0%</td>
<td>50%</td>
</tr>
<tr>
<td>Magazines</td>
<td>5%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>11%</td>
<td>0%</td>
<td>0%</td>
<td>67%</td>
<td>0%</td>
</tr>
<tr>
<td>None of the above</td>
<td>0%</td>
<td>6%</td>
<td>14%</td>
<td>0%</td>
<td>50%</td>
</tr>
</tbody>
</table>

- **Table 4c – Percentage of Media used in comparison with Age**

However above in Table 4c represent a table showing the percentages of each age categories in comparison with the media used. Despite Live TV broadcast and TV programmes generating the most selected answer, in the age range 35-44, almost half (43%) in that category showed that Radio still provided as a use for football. In the age range of 45-54, 67% of the respondents selected ‘Other’ use of media which was either the BBC sport website or internet streaming for football. Meanwhile, half of the 55 and over range either
used Live TV broadcast, Radio and Newspaper or did not use any media for football at all. This may have resulted from respondents who do not watch football.

- **Table 4d – Use of Social Media by Respondents**

![Pie chart showing social media usage]  

**Figure 4.6 – Percentage of Whether Respondents use Social Media**

The statistics indicate that almost entire of the questionnaire respondents use social media (94%). From the 72 respondents that took part only 4 do not use social media.

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>68</td>
<td>4</td>
</tr>
<tr>
<td>Twitter</td>
<td>40</td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td>40</td>
<td></td>
</tr>
<tr>
<td>YouTube</td>
<td>49</td>
<td></td>
</tr>
<tr>
<td>LinkedIn</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Snapchat</td>
<td>50</td>
<td></td>
</tr>
</tbody>
</table>

- **Table 4e – Social Media used by Respondents**


Figure 4.7 shows which forms of social media used by the respondents, out of the 68 respondents who answered this certain question, every single one of the participant use Facebook (100%), while both Twitter and Instagram recorded 59% with the usage of YouTube was 72% and Snapchat with 74%. Meanwhile, LinkedIn was used a mere 13%.

- Table 4f – Hours on Social Media within a week

<table>
<thead>
<tr>
<th>Hours on Social Media within a week</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 hours</td>
<td>0</td>
</tr>
<tr>
<td>1-4 hours</td>
<td>7</td>
</tr>
<tr>
<td>5-10 hours</td>
<td>30</td>
</tr>
<tr>
<td>11-15 hours</td>
<td>18</td>
</tr>
<tr>
<td>16+ hours</td>
<td>13</td>
</tr>
</tbody>
</table>
Figure 4.8 – Hours on Social Media in Percentage by Respondents in a week
The majority of the respondents (44%) spend around 5-10 hours on social media in a week, suggesting that each respondents spend an average of just under an hour and a half on social media each day. While 26% of respondents spend up to 11-15 hours on social media in a week, meaning that those respondents could spend just over 2 hours on social media each day. 19% of the respondents spend 16 hours or more on social media in a week which shows that they spend at least over 2 hours on social media each day. Meanwhile only 10% of the respondents use social media in a week for 1-4 meaning that they spend around 34 minutes per day.

Figure 4.9 – Percentage of Hours of Social Media use in a week by Respondents in comparison with Age

All of 55+ respondents spend around 1-4 hours on social media with ages 35-44 featuring the least. While interestingly, 35-44 year olds dominate the hours of social media use in 5-10 hours and the age range of 25-34 found the highest percentage in 11-15 hours (38%) and 16+ hours (31%) however this may have resulted with lower respondents in those age categories.
For example, 39 out of the 68 respondents in this question were in the age range of 18-24, with 20 (51%) of those using 5-10 hours for social media and 10 of the respondents (26%) used social media for 11-15 hours, meanwhile 7 (18%) of 18-24 year olds used 16 or more hours during a week. This should be noted that more responses were collected and gained for 18-24 year olds compared to the other age ranges therefore results were much diverse and denser. If an equal amount of results from each of the age ranges, the findings and an average would differ.

![Table 4g – Respondents Social Media Use for Football](image)

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>55</td>
</tr>
<tr>
<td>No</td>
<td>13</td>
</tr>
</tbody>
</table>

![Figure 4.10 Whether Respondents use Social Media for Football in Percentage](image)

This displays a pie chart showing if the respondents use social media for football. In total, the majority (81%) all said that they do use social media for football with the others (19%) saying that they do not. From 68 respondents, 55 of them used specifically for football.
Social Media Use for Football in relation with Gender

In Figure 4.11, it shows the major difference on how the gender of sex determines the use of social media for football. For instance, the entire male respondents that took part in this question (100%) all suggested that they used social media for football whereas for females, there was only 28% said that they did use social media for football while the rest (72%) said that they did not. This states that the majority of females could have used social media but not specifically for football in which could also mean that they do not follow football in particular.

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>50</td>
<td>5</td>
</tr>
<tr>
<td>No</td>
<td>0</td>
<td>13</td>
</tr>
</tbody>
</table>

Table 4h – Respondents

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Look at live scores</td>
<td>47</td>
</tr>
<tr>
<td>Check breaking news, updates and gossip</td>
<td>37</td>
</tr>
<tr>
<td>Follow professional footballers and club</td>
<td>33</td>
</tr>
<tr>
<td>Interact with football clubs and footballers</td>
<td>9</td>
</tr>
</tbody>
</table>
Figure 4.12 shows what specific footballing purposes are used in social media by the respondents, each respondent was allowed to mark multiple answers in this question. From the questionnaire, the highest percentage of the footballing purpose in social media was to regularly check and look at live scores which totted up at 85%, with checking breaking news, updates and gossip at 67%. Only 16% of the respondents said that they would interact with football clubs and footballers. ‘Other’ footballing purposes in social media were emphasised as ‘Highlights’, ‘Replays’ and ‘Goal Replays’ with 7%. This could indicate short clips and videos which were uploaded by accounts that the users had liked or followed etc.

- Table 4j – Respondents supported Football Clubs
This shows the percentage of the football clubs supported/interested by the respondents, it states that ‘Other’ leads with the highest percentage of supported football clubs, but it is noted that there are deceptive (shown and explained in Table 4k below). Liverpool and Man United are the clubs that are supported/interested the most with 20% and 19% while Arsenal with 13% and Chelsea and Man City both with 7% each respectively.

- **Table 4k – ‘Other’ clubs supported/interested by Respondents**
This table represents the ‘other’ clubs that were recorded by the respondents with 13 different selection and options in which the most was a total of 3 (None, did not support/interested in a club), while Spurs, Newcastle and West Ham were recorded at 2 respondents for each club. Meanwhile, the rest were only selected once.

![Bar chart showing supported teams from respondents in relation with gender]

**Figure 4.14 – Supported teams from Respondents in relation with Gender**

This represents the teams supported by the respondents in which shows the comparison between both genders, for instance, the male respondents generates a diversity where the clubs they support differ whereas for the females, there is a strong link between the clubs they support or like, where Liverpool is the most supported club by the respondents with 40% while Chelsea, Manchester City and Other (in this case, Leeds) are split with 20% each.

**Table 4I – Respondents Expectations of their Football club**

<table>
<thead>
<tr>
<th>Expectation</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Champions</td>
<td>20</td>
</tr>
<tr>
<td>Top 4 (Champions League)</td>
<td>16</td>
</tr>
<tr>
<td>Europa League</td>
<td>3</td>
</tr>
<tr>
<td>Top half of the table</td>
<td>5</td>
</tr>
<tr>
<td>Avoid relegation</td>
<td>3</td>
</tr>
<tr>
<td>Do not support a club</td>
<td>8</td>
</tr>
</tbody>
</table>
Figure 4.15 displays the respondent’s expectations of their football club within the Barclays Premier League table, the majority of the respondent’s expectations of their football clubs were to be champions with 36% and to be in the top 4 which qualifies for the prestigious and elite of the Champions League (29%). Meanwhile, the lowest percentage of the expectations were both 5% in which resulted with to be in the Europa League and to avoid relegation.
Figure 4.16 – Expectation of Football clubs in Relation with Football clubs supported/interested in Percentage

This graph was cross referenced with the Figures 4.13 and 4.15 where it was created to show links between which shows the specific clubs with the expectation levels from the respondents. For example, all Manchester City fans in the questionnaire expect their clubs to be champions whereas Chelsea supporters had quite the opposite, the results in which their expectation levels were very much scattered. For instance, 50% of the supporters expected Chelsea to become champions, while the other 50% were split evenly with ‘top half of the table’ (25%) and avoid relegation (25%).

- Table

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>41</td>
</tr>
<tr>
<td>No</td>
<td>14</td>
</tr>
</tbody>
</table>

that follow Barclays Premier clubs on Social Media
Figure 4.17 – Percentage of Respondents that follow Premier League clubs on Social Media

- Table 4n – Respondents that follow Barclays Premier League players on Social Media

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>43</td>
</tr>
<tr>
<td>No</td>
<td>12</td>
</tr>
</tbody>
</table>

Figure 4.18 – Percentage of Respondents that follow Premier League players on Social Media
Figure 4.17 and Figure 4.18 represent the percentages of the respondents that follow Premier League clubs and players on social media. The data collected are very similar in terms that the majority both do follow football clubs (75%) and players (78%) on social media. However the statistics show that respondents would not necessarily follow a club or support a club in order to follow a football player of the Barclays Premier League.

![Graph showing percentage of respondents following football clubs and players on social media.](image)

**Figure 4.19 – Respondents answer from how often clubs offer news and updates from social media**

The majority of the respondents said that football clubs do often offer accurate and consistent news from social media platforms, with 90% responding that football clubs either frequently (61%) or always (29%) provide up-to-date information. Only 10% said that clubs occasionally offer consistent news while 0% said clubs rarely or never offer information on their social media accounts.
Figure 4.20 – Clubs offering up-to-date news on social media in relation to the Clubs supported by the Respondents

This graph shows a unique level where it displays which clubs offer specific clubs offer up-to-date and consistent news. Respondents who support Liverpool all said that their club either ‘frequently’ (70%) and ‘always’ (30%) offered updated news, while Man City respondents presented a three-way split of 33% between ‘occasionally’, ‘frequently’ and ‘always’.
Figure 4.21 – Respondents checking scores and news of football from clubs on social media

However, despite respondents suggesting that football clubs do regularly offer up-to-date news on social media displayed in Figure 4.19 and 4.20, the results differ substantially in terms of the respondents checking the scores and news. The outcome of this line graph is quite evenly spread, with the highest percentage go towards with the respondents ‘frequently’ (29%) checking the scores and news from clubs on social media while only 2% of the respondents ‘never’ check football scores on social media.

<table>
<thead>
<tr>
<th>View</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poor</td>
<td>0</td>
</tr>
<tr>
<td>Below Average</td>
<td>2</td>
</tr>
<tr>
<td>Average</td>
<td>18</td>
</tr>
<tr>
<td>Above Average</td>
<td>25</td>
</tr>
<tr>
<td>Excellent</td>
<td>10</td>
</tr>
</tbody>
</table>

Table 4o – Respondents view of the relationship between clubs and supporters

Figure 4.22 – The percentage of what the respondents think of the relationships between the clubs and supporters of their team
The statistics show that the majority of the respondents believe that the relationship between clubs and supporters are ‘above average’ (45%). Meanwhile, a third (33%) of the respondents believe that the relationship are ‘below average’.

**Figure 4.23 – Respondents’ view of the relationship between clubs and supporters in relation with the specific clubs they support in Percentage**

From the data constructed, the results show that Manchester United supporters have the highest percentage of ‘above average’ relationship with club and supporters from the view of the respondents (80%). Meanwhile, Liverpool fans from the respondents have the highest percentage by a significance in the category of ‘Excellent’ with 45% compared to the second highest within that category with 17% (‘Other’ clubs’).

- **Table 4p – Whether the emergence of social media has changed the relationship between fans and footballers**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>51</td>
</tr>
<tr>
<td>No</td>
<td>4</td>
</tr>
</tbody>
</table>
When asked whether the relationship between fans and professional footballers has changed since the emergence of social media, 93% of the respondents agreed that the relationship did in fact change.

- **Table 4q** – Respondents opinion on how the relationship between fans and footballers has changed

<table>
<thead>
<tr>
<th>Opinion</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Much better</td>
<td>7</td>
</tr>
<tr>
<td>Moderately better</td>
<td>19</td>
</tr>
<tr>
<td>Not much</td>
<td>7</td>
</tr>
<tr>
<td>About the same</td>
<td>8</td>
</tr>
</tbody>
</table>
Figure 4.25 – Respondents opinion on how the relationship between fans and footballers has changed in Percentage

Corresponding with Figure 4.24 where Figure 4.25 relates how the relationship between fans
and footballers has changed, with the majority of respondents (53%) do believe it has changed in a positive way, 39% also think it has moderately gotten better.

**Figure 4.26 – How relationship between fans and footballers has changed in relation with Respondents supported clubs**

Figure 4.26 shows similarity with Figure 4.23, where it displays the dominance of Liverpool and Manchester United supporters in terms of positive relationship between the clubs and fans and between the fans and the professional footballers. There is a strong correlation where Liverpool supporters lead in the category of ‘moderately better’ with 55% ahead of Arsenal and Chelsea fans whereas Manchester United fans from the respondents considerably lead the highest percentage in ‘much better’ with 38%.

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<tbody>
<tr>
<td>Yes</td>
<td>34</td>
</tr>
<tr>
<td>No</td>
<td>21</td>
</tr>
</tbody>
</table>

- **Table 4r – Whether social media been used in the wrong way by footballers**

**Figure 4.27 – Whether social media has been used in the wrong way by professional footballers in Percentage**
As Figure 4.27 shows, the majority of respondents (62%) find that they have seen professional footballers use social media in the wrong way.

- **Table 4s** – If respondents have seen other users of social media abuse or mistreat professional footballers, managers and clubs in the wrong way

<p>| | |</p>
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Yes</td>
<td>52</td>
</tr>
<tr>
<td>No</td>
<td>3</td>
</tr>
</tbody>
</table>

Almost universally the respondents have seen other users of social media mistreat footballers, managers and clubs in the wrong way, suggesting the ease of access and misuse from social media.

- **Table 4t** – If respondents used social media to express your feelings both positive and negative towards

<p>| | |</p>
<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>43</td>
</tr>
<tr>
<td>No</td>
<td>12</td>
</tr>
</tbody>
</table>
footballing fixtures and events/activities

Figure 4.29 – Whether Respondents used social media to express positive and negative feelings towards footballing fixtures and events/activities

Figure 4.29 suggests that respondents do tend to social media to express their emotions (78%) providing the ideology of the expression and use for social media is very assessable and available for a particular scenario in a footballing situation.

- Table 4u – Do respondents agree whether social media will continue to expand and rise within football over the upcoming years

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
<td>0</td>
</tr>
<tr>
<td>Disagree</td>
<td>0</td>
</tr>
<tr>
<td>Undecided</td>
<td>3</td>
</tr>
<tr>
<td>Agree</td>
<td>27</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>24</td>
</tr>
</tbody>
</table>
The majority of respondents do agree that social media will continue to expand and rise within football over the upcoming years, with 94% responding in this nature, with 44% also strongly agreeing with this thought.

### Discussion

The questionnaire was completed by a total of 72 respondents, where 53 of them were males and only 19 were females.
female, with the majority of them (54%) being the average of 18-24. This provides a range of data and information to analyse between the genders. For example, the ‘National Fan Survey’ (2008) states that younger fans tend to show their support in other areas, (season tickets are most likely to be older than non-ticker holder counterparts and fans) which may indicate the use of the internet and social media, with 29% of 16-24 years olds supporters compared to 18% of those aged 65 and over. In Figure 4.2.1, it shows the Fan Gender by Age where although the majority of fans were male throughout the age range, there is a significant difference where the female fans are more likely to be younger than older (18% in the 16-24 age category and only 10% of those in 65+). This suggest a ‘new breed of younger, female fans are being attracted to Premier League football.’

Figure 4.2.1 Fan Gender by Age (National Fan Survey 07/08)
Also, the Gender/Club analysis findings from the ‘National Fan Survey’ (2008) in Figure 4.2.2 confirms that specifically on average, 85% of the Premier League fans is most likely to be male as to female with 15% (as well as from the last two Premier League National Fan Surveys, which shows a consistent theme). In comparison with sourced quantitative primary data, it suggests that the correlation of higher ratio of male to female fans is evident with that 74% are males to 26% are females.

Figure 4.2.2 Fan Gender by Clubs supported (National Fan Survey 07/08)

Figure 4.2.2 also shows the results of the National Fan Survey 07/08 fan gender by clubs supported where the statistics show that generally over clubs in the Barclays Premier League tend to have a male dominance of football supporters. In relation to the primary data findings, there are more Liverpool fans overall with 20% and 40% of the females that took part in the questionnaire were Liverpool fans as well. Chelsea and Manchester City numbers and statistics link with Figure 4.2.2 and on Figure 4.13 and 4.14 with the fan gender average the same, Arsenal and Manchester United fans of the respondents do not correlate, for instance
both clubs did not record any female fans from the primary research despite from the National Fan Survey, Manchester United have more female fans than the other clubs stated above.

However, Toffoletti and Mewett (2012) stated that there is no correlation in supporting a specific club where their research found that a number of female football supporters discussing as the sport as ‘a part of who I am’. Some female fans stated that it does not matter which club they supported as long as it provided them with a central life interest and claim women understood the sport in the same way as the men and even arguing that women have a better grasp of understanding the fundamentals of football.

In Figure 4.7 (Forms of Social Media used), showed that all of the respondents used Facebook (100%) with other social media networking accounts such as Snapchat and Twitter behind with 74% and 59% respectively. In relation with football teams on social media where ‘Brandwatch’s’ (a social media monitoring and analytics) community manager Phillip Agnew discusses how football and social media is becoming more relevant every day even though the majority of the ‘big’ football team were not even on Facebook or Twitter in the past few years.

Despite the delayed and late emergence on the social media bandwagon, football has made a big impact and displayed its dominance on the social sphere. According to Gesenhues (2014), six of the top 10 most tweeted sports events in 2014 were all football related.

For instance, statistics from ‘Brandwatch’s’ dissected data (in Figure 4.2.3 below) show that the five selected ‘top teams’ from the Premier League highlighted in the sourced primary questionnaire lie in the top ten of the most liked and followed sports teams on Facebook and Twitter in 2015. Manchester United top the Premier League teams with a mass total of likes and followers of 65.5 million while Chelsea (46.3m), Arsenal (37.7m) and Liverpool (29.1m)
just behind in terms of their fan base on social media, however Manchester City are slightly more behind with 20.7 million followers and likes on social media. Meanwhile, 75% of the respondents follow Barclays Premier league teams and 78% of the respondents follow Premier League footballers.

Figure 4.2.3 shows Number of Likes and Followers on Sporting Clubs in the World

From the research carried out in the questionnaire, Figure 4.30 reveals that almost universally (94%) respondents do agree social media will continue to expand and rise within football over the upcoming years. One good example would be the Twitter account of Manchester United, the club only joined Twitter in April 2012 and within three years Manchester United amassed 4.4 million followers (Displayed in Figure 4.2.3).

This was supported, through the semi structured interview;

“Yes...I think because of how easy it is to access and retrieve information about news and updates in the world of football and now it is normal to use your phone for mostly everything and social media is being involved with football a lot more.”
This was also further supported through another semi structured interview;

“Personally, it (social media) offers so much already to football, it might be the next step up, like on-the-go streaming where social media will be used more on smartphones and tablets.”

Snapchat is another form of an application where many of the social media users can access, in the sourced quantitative data, Snapchat is used across all ages but this is where Premier League teams are beginning to see the benefit of this app in which they can target more specifically to the younger audience and supporters.

One member of the interviewee (aged 23) expressed whether football in social media has changed the relationship between fans and footballers;

“Yes, think it has been slightly better in the way both can communicate and interact with each other.”

While another interviewee agreed (aged 20);

“I think it’s changed slightly, like how you can interact with each other more and easier than before, you get to see a better insight of what happens in training and stuff.”

Goodacre (2015) states that Snapchat is ideal for sharing more informal images and increasing engagement levels with younger fans, and Southampton were the first club to have a Snapchat account in December 2013.

Jim Lucas, the Digital Communications Manager of Southampton cited: “We were keen to engage with a younger demographic and saw a niche in our developing social strategy for a channel that was focuses on fun content and showcases the moments...where Snapchat has the prime channel for photos and footage taken on a mobile –
which, naturally, tends to be the sort of behind-the-scenes content that works best on the platform.”

Results from the questionnaire showed that the majority of the respondents that used Snapchat were in fact a lot younger with 92% in the 18-24 year old age range, while also 69% was in the 25-34 age range.

As of August 2015, there was only seven out of the 20 teams that was part of the Snapchat network which included Southampton, Aston Villa, Stoke City, Sunderland, West Brom, Tottenham Hotspur and Leicester City. According to Mason (2015) as of July 2015, the Barclays Premier League is behind America, 80% of Major League Soccer clubs (MLS) are on the Snapchat network. However, now more recently in 2016, there are now eight more clubs in the Premier League that has joined Snapchat which are Arsenal, Chelsea, Crystal Palace, Everton, Manchester City, Watford and West Ham. This gives the total of 15 clubs out of the 20 which is now 75% of the whole of the Premier League, meaning that the popularity of clubs on social media and networks are expanding and can generate and create a lot of social data about the sport where it will increase the levels of fan engagement considerably.

Despite almost universally (87%) of the respondents still tend to use the form of media in TV to view football matches, social media is increasingly being used for football with 81% saying that they do, when asked in the questionnaire what do respondents use social media specifically for football, 85% of the users of social media said that they mainly used it for ‘looking at live scores’ and 67% said ‘checking breaking news’. This shows that social media is being used in another dimension and as an alternative where more users are using social media for football instead of TV.
“I use it mostly for club updates, gossips, team selections and news, like if I missed a goal or results I would search for it and find it instantly.”

Supported by another interviewee;

“Checking scores, gossip and memes really.”

When asked by a different interviewee, does social media help towards football?

“Yeah it definitely does, to be honest, it’s mostly Twitter that I use to get the information from.”

Which who went to elaborate further;

“It’s almost straight away stuff like, I know what the team selection will be on the day a game is played, an hour before kick off the line-up will be tweeted out. But sometimes you don’t really think about it but when you do, it’s actually pretty good.”

With the sourced primary data from the questionnaire, generally the relationship between the clubs and the fans are more than good, with 63% of the respondents said that the relationships between the club and supporters are above average and excellent.

This was maintained by an interviewee who is a Liverpool fan;

“Pretty good, Anfield is always full and always have been upbeat.”

Where this is further supported by Liverpool respondents/fans of the questionnaire where 45% stated that the relationship between clubs and fans are excellent.

However from the research shown, while more fans and supporters are becoming users or using social media specifically for football, more users have seen or displayed positive and negative reactions on social media platforms such as Twitter. From the questionnaire almost
universally (95%) have seen other users mistreat clubs, footballers and managers while 78% of the respondents have expressed both positive and negative feelings towards footballing events and activities.

“I think there is a lot reactions and behaviour in social media about football, so when a team does well, positive reaction and vice versa, a mixed bag really.”

And added onto further, when asked whether they see disagreements or trolls;

“Yes…like when a player gets sent off or misses an open goal, there are tend to be some accounts on Twitter where they make jokes or for example when Man United or other fans say “when did Liverpool last win the league” and so on and that usually gets quite heated.”

While another interviewee expressed;

“Yeah all the time, probably with some of the accounts I’ve followed to be honest, there’s always loads of puns and ‘banter’ after a specific situation to a game. But there’s also lots of hate that happens on social media.”

Which went on to elaborate when asked ‘why do you think that lots of hate can happen on social media towards football?’

“Because, it’s easier to express your feelings without actually having to say it if that makes sense.”

This is also supported by the figure below powered by Brandwatch which shows the breakdown of mentions made January 2015 to February 2015, where Chelsea generated the most
negative mentions with 66,005 in total where it was dominated by alleged racisms from fans which led the specific negative topic.

Figure 4.2.4 – shows the positive and negative mentions of Premier League teams through Twitter, Jan 2015 – Feb 2015

These quantitative and qualitative findings/statements and secondary data suggest that football within social media is becoming more vocal, where key characteristics lie within the ease and accessible of social media platforms such as Twitter which is increasingly becoming popular. Adding to the support of the changing relationship between football and its supporters within social media compared to other forms of media.

4.3 Conclusions

Based on the research findings, the development of social media within football and the increased coverage on platforms such Twitter and Facebook has helped transformed the relationship between fans, football clubs and football players. One change is that social media allows interaction and communication where it has provided two-way dialogue between fans, football clubs and footballers. One of the biggest highlight is how the majority users of social media for football expressed on the usage of looking at live scores and checking news and updates.

The main findings suggested that while television and live broadcast still provides the main source of media for football, other alternatives such as internet podcasts as well as social
media has emerged significantly where 94% of the users claimed that social media will continue to expand and rise within football over the upcoming years. When investigating and analysing the data, the changing relationship between football and its fans within social media offers more towards the younger supporters and audience where although the attachment of football and supporters remain fairly good, the results show that they have the ability to express themselves both positively and negatively easier on social media platforms such as Twitter and Facebook.

Since the indication of the increasing level of engagement and usage between social media and football, to what extent will socio-technology and media sources improve with football to continue to cultivate more techniques of engaging with the fans and viewers?

### 4.4 Recommendations

As this study was focused on the supporters view’s through football within social media, further research can be undertaken where professional clubs and footballers can be explored and investigated on their interpretation of how their relationship between supporters are through social media platforms. This would increase the understanding of both expressions and perceptions which would aid the study further. Additional study can also be conducted in the lower tiers of English football and their fans such as the Championship, League One and League Two. This can then be compared with each the different leagues to observe and conclude the findings which would provide any similarities and differences compare with the top-flight league, the Premier League.
Chapter Five: References and Bibliography


Twitter (2016) *Premier league on Twitter.* Available at: https://twitter.com/premierleague?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor (Accessed: 23 March 2016).


Chapter Six: Appendices & Ethics Form

Appendix A – Questionnaire Questions

1. What is your age?
   - 18-24
   - 25-34
   - 35-44
   - 45-54
   - 55+

2. What is your gender?
   - Male
   - Female

3. Which forms of media do you use specifically for football?
   - Live TV broadcast
   - TV programmes such as Match of the Day, Final Score, Sky Sport News
   - Radio
   - Newspaper
   - Magazines
   - Other
4. Do you use social media?
   - Yes
   - No

5. Which forms of social media do you use?
   - Facebook
   - Twitter
   - Snapchat
   - Instagram
   - YouTube
   - LinkedIn
   - Other

6. How many hours a week do you spend on social media?
   - 0 hours
   - 1-4 hours
   - 5-10 hours
   - 11-15 hours
   - 16+ hours

7. Do you use social media for football?
   - Yes
   - No

8. In what way do you use social media for football purposes?
   - Look at live scores
   - Checking breaking news, updates and gossip
   - Follow professional footballers and clubs
   - Interact with football clubs and footballers
   - Other

9. Which football club do you support or interested in?
   - Arsenal
   - Man United
   - Liverpool
   - Chelsea
   - Man City
   - Other
10. What is your expectation of your club in terms of the Barclays Premier League table?
   - Champions
   - Top 4 (Champions League)
   - Europa League
   - Top half of the table
   - Avoid relegation
   - Do not support a club

11. Do you follow Barclays Premier League clubs on any form of social media?
   - Yes
   - No

12. How often do the clubs offer up to date, accurate and consistent news via social media?
   - Never
   - Rarely
   - Occasionally
   - Frequently
   - Always

13. How often do you check scores and news specifically from the clubs you follow on any form of social media?
   - Never
   - Sometimes
   - Occasionally
   - Frequently
   - Always

14. How good do you think the relationship is between the clubs and its supporters on your team you like?
   - Poor
   - Below Average
   - Average
   - Above Average
   - Excellent

15. Do you follow any players from Barclays Premier League on any form of social media?
   - Yes
   - No

16. Do you believe the relationship between fans and professional footballers has changed since the emergence of social media?
17. If so, how do you think the relationship between fans and professional footballers has changed?
   - Much better
   - Moderately better
   - Not much
   - About the same
   - Slightly worse
   - Much worse

18. Have you ever seen social media used in the wrong way by professional footballers?
   - Yes
   - No

19. Have you ever seen users of social media abuse or mistreat professional footballers, managers and clubs in the wrong way?
   - Yes
   - No

20. Have you used social media to express your feelings both positive and negative towards footballing fixtures and events/activities?
   - Yes
   - No

21. Do you agree that social media will continue to expand and rise within football over the upcoming years?
   - Strongly Disagree
   - Disagree
   - Undecided
   - Agree
   - Strongly agree
Appendix B – Semi Structured Interviews

**Interview 1**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
<th>Supported Club</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>23</td>
<td>Liverpool</td>
</tr>
</tbody>
</table>

- **What are your expectation of your club in terms of ambition**
  - Well more recently I think at least 5th place for the Europa League and we’re not much off for the top 4.

- **Why do you think more recently?**
  - Because Liverpool went through a transitional period where we struggled after losing key players and quite a few changes of managers and didn’t qualify for the Champions League in like 5 years and then 2 years ago we finished 2nd but got knocked in the group stage so I think we still need a bit more time for consistency.

- **What about trophies as well as players and managers?**
  - I expect to at least do well in the FA cup and League cup although the last time we won a trophy was the league cup 4 years ago but we normally do well in that. We had quite a few dodgy players and appointed managers but with a good manager now like Jürgen Klopp, I expect him to do well and sign decent players.

- **So you mentioned signing**
  - I think the transfer policy is generally okay, I think it’s
<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>players, what do you think about how the money is spent and used?</td>
<td>mostly, in order to buy we have to sell, we tend to buy lots of players lately so that probably means we have a good budget!</td>
</tr>
<tr>
<td>Do you idolise footballers and see them as role models?</td>
<td>Yes, especially club legends like Gerrard and Ian Rush but I always have idolised football players in how they play.</td>
</tr>
<tr>
<td>How good do you think the relationship between the clubs and its supporters on your team?</td>
<td>Pretty good, Anfield is always full and always have been upbeat.</td>
</tr>
<tr>
<td>In terms of football on social media, do you believe the relationship between fans and professional footballers have changed?</td>
<td>Yes, think it has been slightly better in the way both can communicate and interact with each other.</td>
</tr>
<tr>
<td>What about the reactions through social media in football? How do you see it? Positively, negatively?</td>
<td>I think there is a lot reactions and behaviour in social media about football, so when a team does well, positive reaction and vice versa, a mixed bag really.</td>
</tr>
<tr>
<td>Do you see any conflict/disagreements or hate merchants/trolls?</td>
<td>Yes</td>
</tr>
<tr>
<td>What examples can you give?</td>
<td>Like when a player gets sent off or misses an open goal, there are tend to be some accounts on Twitter where they make jokes or for example when Man United or other fans say “when did Liverpool last win the league” and so on and that usually gets quite heated.</td>
</tr>
<tr>
<td>Do you use social media for interaction with players/clubs and other fans?</td>
<td>No, not really.</td>
</tr>
<tr>
<td>What do you use social media for football then?</td>
<td>I use it mostly for club updates, gossips, team selections and news, like if I missed a goal or results I would search for it and find it instantly.</td>
</tr>
<tr>
<td>How do you find the use of social media such as Twitter?</td>
<td>Very good, Twitter is very good for football as you get to decide what teams and accounts you are actually following so what you expect and want to come up, it usually does, unlike Facebook.</td>
</tr>
<tr>
<td>Do you agree that social media will continue to expand and rise within football over the upcoming years?</td>
<td>Yes</td>
</tr>
<tr>
<td>How come?</td>
<td>I think because of how easy it is to access and retrieve information about news and updates in the world of football and now it is normal to use your phone for mostly everything and social media is being involved with football a lot more.</td>
</tr>
</tbody>
</table>

Thank you for your participation.

**Interview 2**
<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>What are your expectation of your club in terms of ambition? Like trophies</td>
<td>I always expect the best, so to win the league but we haven’t done that in over 10 years although we have been consistently been in the top 4, I want them to achieve more. For trophies, we have won the FA cup back to back so maybe at least one trophy each year.</td>
</tr>
<tr>
<td>What about the players and the manager?</td>
<td>The players at the club are normally quite good and are fully committed, bought by the Wenger, I always expect Wenger to do well as he has been very successful but more recently, we have a few blips in the season where we fade away from the title race and it keeps happening, maybe it’s time for a change, I don’t know.</td>
</tr>
<tr>
<td>Do you idolise football players and see them as role models?</td>
<td>Yes, I think players such as Thierry Henry explains it all, a footballer who has won almost everything and is an inspiration to many.</td>
</tr>
<tr>
<td>Do you see football as a religion? Can you class it in that particular way?</td>
<td>Yeah</td>
</tr>
<tr>
<td>In what way do you see it as a religion?</td>
<td>Watching the games, chanting and I’m always checking the BBC website and the Arsenal official website about gossip and like team news and fixtures, replays, videos on press conferences and interviews</td>
</tr>
<tr>
<td>Do you use of social media and does it help for that?</td>
<td>Yeah it definitely does, to be honest, it’s mostly Twitter that I use to get the information from</td>
</tr>
<tr>
<td>How accurate/good is Twitter in terms of football?</td>
<td>It’s almost straight away stuff like, I know what the team selection will be on the day a game is played, an hour before kick off the line-up will be tweeted out. But sometimes you don’t really think about it but when you do, it’s actually pretty good.</td>
</tr>
<tr>
<td>Other than checking news and updates, do you interact with players/clubs much on social media?</td>
<td>I don’t tweet out to the players or clubs really, I feel as it seems a bit desperate to honest…<em>laughs</em> like I don’t ask for a mention or anything, but I’ll probably join a poll or do a quiz, something like that.</td>
</tr>
<tr>
<td>Have you used social media to express your feelings both positive and negative towards football?</td>
<td>Yeah most of the time, usually on Twitter.</td>
</tr>
<tr>
<td>What about other users, have you witnessed or joined in with disagreement/conflict or hate merchants/trolls?</td>
<td>Yeah all the time, probably with some of the accounts I’ve followed to be honest, there’s always loads of puns and ‘banter’ after a specific situation to a game. But there’s also lots of hate that happens on social media.</td>
</tr>
<tr>
<td>Why do you think that lots of hate can happen on social media towards football?</td>
<td>Because, it’s easier to express your feelings without actually having to say it if that makes sense.</td>
</tr>
<tr>
<td>Do you believe the relationship between fans and professional footballers has</td>
<td>Yeah, kind of.</td>
</tr>
</tbody>
</table>
changed since the emergence of social media?

If so, how has it changed? I think it’s changed slightly, like how you can interact with each other more and easier than before, you get to see a better insight of what happens in training and stuff.

Do you agree that social media will continue to expand and rise within football over the upcoming years? Yeah I do.

Why? Personally, it offers so much already to football, it might be the next step up, like on-the-go streaming where social media will be used more on smartphones and tablets.

Thank you for your time.

---

**Interview 3**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
<th>Supported Club</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>18</td>
<td>Aston Villa</td>
</tr>
</tbody>
</table>

What are your expectations of your club in the Barclays Premier League table? Bottom half of the table, avoid relegation but we will this season.

What about with ambition, trophies, players and managers? Well, we used to be good, but the club has been poor for a long time, scrapping relegation all the time now, the owner, Randy Lerner is terrible he has to go. The only surprise was reaching the FA Cup final last year but got thumped against Arsenal.

How has the takeover of the owner affected the club? A lot, he promised things that never happened and now we are certain to go down to the championship.

How good do you think the relationship between the club and its supporters on your team? Not in a good state at the moment, no motivation or effort in the club and players, need a new makeover like for the whole team, not good enough.

Do you use social media for interaction with players/clubs and other fans? Hmmm, no.

What do you use social media mainly for in football then? Checking scores, gossip and memes really.

Have you used social media to express your feelings both positive and negative towards football? Yeah, quite a lot…negatively this season, not doing great are we?

Do you see any conflict/disagreements or hate merchants/trolls? Yeah quite a lot, some are funny, some are quite bad.

Would you count that as hooliganism in a different way? Yeah, in a way, verbally.
Do you believe the relationship between fans and professional footballers has changed since the emergence of social media? Not no really.

Why? They mostly just tweet things, wouldn’t be the same as meeting them in real life.

How do you find the use of social media such as Twitter for football? It is good for watching goals and important highlights you may have missed.

Do you agree that social media will continue to expand and rise within football over the upcoming years? Yes

Why? I think that it will continuing growing with more people using social media as a platform for other sports too.

Thanks for your help and your answers.

Interview 4

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
<th>Supported Club</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>28</td>
<td>Manchester United</td>
</tr>
</tbody>
</table>

What are your expectation of the club’s ambition in terms of the Barclays Premier League? To win it, but we have been struggling since the retirement of Sir Alex Ferguson.

What about trophies? I’d like Man United to win everything! But for now I’ll probably say at least something.

Why for now? Because we haven’t been great and we need to get back to our best and I can’t see it with the current manager Louis Van Gaal.

Talking about managers, what do you think of the manager as well as the players? I don’t particularly like Van Gaal, I think he should go, some of his decisions with the players he bought and sold were ridiculous, he didn’t succeed like everyone else expected.

How do you think the football culture such as rivalries have affected the relationship of the team you support? Massively, I hate Liverpool with a passion, everything we do we have to be better than them.

Saying that, does social media help to vocal your opinions about football like the rivalries? Yeah, it certain ways it’s easier and quicker but it ends up with a big debate which could end up talking for ages, everyone would want the last word!

Do you see many reactions through social media? Like cohesion and conflict? Yes plenty of it, you do often see a lot of praise for a great skilful goal or a player diving.
Do you see any hate merchants and trolls? | Yeah I do, there’s a lot of troll and ‘banter’ account some I even follow, like they make fun of teams and some are quite funny, especially when it's about Liverpool *smiles* but there’s some disgusting people out there who tweet vile and ridiculous tweets to footballers.

How well do you think social media has helped you and other fans? | It is useful, like if I was out and not home, social media can help with checking for updates like the scores.

Do you agree that social media will continue to expand and rise within football over the upcoming years? | Yeah.

Why do you think that? | I think with the money and income football is making especially with the Premier League, it will generate enough that maybe social media will overtake TV

Thank you for your answers.

**Ethics Form**

When undertaking a research or enterprise project, Cardiff Met staff and students are obliged to complete this form in order that the ethics implications of that project may be considered.

**If the project requires ethics approval from an external agency (e.g., NHS), you will not need to seek additional ethics approval from Cardiff Met.** You should however complete Part One of this form and attach a copy of your ethics letter(s) of approval in order that your School has a record of the project.

The document *Ethics application guidance notes* will help you complete this form. It is available from the [Cardiff Met website](https://cardiffmet.ac.uk). The School or Unit in which you are based may also have produced some guidance documents, please consult your supervisor or School Ethics Coordinator.

Once you have completed the form, sign the declaration and forward to the appropriate person(s) in your School or Unit.

**Module Name:** IS Project

**Module Number:** BCO6000

**PLEASE NOTE:**
Participant recruitment or data collection MUST NOT commence until ethics approval has been obtained.

**PART ONE**
### Name of applicant:  
Sam Chung

### Supervisor (if student project):  
Dr Panicos Georgiades

### School / Unit:  
School of Management

### Student number (if applicable):  
20041608

### Programme enrolled on (if applicable):  
Bsc (Hons) Business Information Systems

### Project Title:  
Social Media and Football in the Barclays Premier League: An analysis on the usage of Social Media within the changing relationship between Football and its Supporters (working title)

### Expected start date of data collection:  
15th February 2016

### Approximate duration of data collection:  
6 Weeks

### Funding Body (if applicable):  
N/A

### Other researcher(s) working on the project:  
None

### Will the study involve NHS patients or staff?  
No

### Will the study involve taking samples of human origin from participants?  
No

### Does your project fall entirely within one of the following categories:  

<table>
<thead>
<tr>
<th>Category</th>
<th>Yes/No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper based, involving only documents in the public domain</td>
<td>No</td>
</tr>
<tr>
<td>Laboratory based, not involving human participants or human tissue samples</td>
<td>No</td>
</tr>
<tr>
<td>Practice based not involving human participants (e.g. curatorial, practice audit)</td>
<td>No</td>
</tr>
<tr>
<td>Compulsory projects in professional practice (e.g. Initial Teacher Education)</td>
<td>No</td>
</tr>
<tr>
<td>A project for which external approval has been obtained (e.g., NHS)</td>
<td>No</td>
</tr>
</tbody>
</table>

If you have answered YES to any of these questions, expand on your answer in the non-technical summary. No further information regarding your project is required. If you have answered NO to all of these questions, you must complete Part 2 of this form.

### In no more than 150 words, give a non-technical summary of the project

This project dissertation will be undertaking research on social media and football regarding to the relationships between football and fans and social media and football. The research will include primary and secondary methods. The project will be using face-to-face interviews to find out from people interested in football and who are users of social media how social media impacts on football players and their fans such as reactions, expectations, idolisation, hate merchants and trolls. The project will also be gathering research information from focus groups and an online survey/questionnaire.
DECLARATION:
I confirm that this project conforms with the Cardiff Met Research Governance Framework

I confirm that I will abide by the Cardiff Met requirements regarding confidentiality and anonymity when conducting this project.

STUDENTS: I confirm that I will not disseminate any material produced as a result of this project without the prior approval of my supervisor.

Signature of the applicant:                       Date: 29th January 2016

FOR STUDENT PROJECTS ONLY

Name of supervisor: Dr Panicos Georgiades

Date: 30 January 2016

Signature of supervisor: PGeorghiades

Research Ethics Committee use only

Decision reached:  Project approved ☐
   Project approved in principle ☐
   Decision deferred ☐
   Project not approved ☐
   Project rejected ☐

Project reference number: Click here to enter text.

Name: Click here to enter text.                      Date: Click here to enter a date.

Signature:

Details of any conditions upon which approval is dependant:
Click here to enter text.

PART TWO

A RESEARCH DESIGN

A1 Will you be using an approved protocol in your project? ☐ No

A2 If yes, please state the name and code of the approved protocol to be used\(^1\)

Not Applicable

---

\(^1\) An Approved Protocol is one which has been approved by Cardiff Met to be used under supervision of designated members of staff; a list of approved protocols can be found on the Cardiff Met website here
A3 Describe the research design to be used in your project

This dissertation uses both qualitative and quantitative data to gain information on the research domain described above.

The research philosophy will be interpretative and the research strategy will be inductive where the data analysis technique will be thematic and the sampling technique will be purposeful to focus on particular characteristics in the research in which will enable me to find the best answer and analysis.

Questionnaires and Interviews will be used to collect primary data and will be developed from the analysis of current literature within the given domain.

Questionnaire
In this research method, I am aiming to get roughly 80 to 100 respondents, as an online questionnaire there will be a variety of supporters from different clubs in which I will be able to get more of a general outcome and also it will be likely to make the sample more precise. The questionnaire will be based on what a fan of football expectation should or would feel. This data will be quantitative data as answers will be Yes or No or a set of categories such as on a scale of 1 to 4, drop down and matrix table etc. The participants will be protected and kept anonymous due to the survey provider (Qualtrics) being online and not requiring to provide any personal details.
An online questionnaire [https://cardiffmet.eu.qualtrics.com/jfe/preview/SV_bQULC0lmG7ro4UR](https://cardiffmet.eu.qualtrics.com/jfe/preview/SV_bQULC0lmG7ro4UR) will be distributed to a number of participants on various online sport and football forums as well as social media such as Facebook and Twitter.

Face-to-face Interviews
I will be using semi structured interviews, in which will be qualitative, aiming to interview three to five fans from a variety of BPL clubs, one important point that the student would need to include is to interview specific fans in which the size/ambition of the clubs vary. This is vital as different fans from different clubs opinion will differ.
The interviews would provide in-depth data as I will have a great leeway in terms of how to respond and reply, as the questions will differ with each respondent. The process of the interview will be very flexible as it would depend on how the interviewee will respond and answer on each question etc. During the interview process, I would be aiming around 10-15 minutes for each interviewee and no longer than 20 minutes should it need to.

Interviews will ensure that the anonymity of the interviewees is maintained.

All data will remain confidential and will be stored securely in a password protected computer system.

<table>
<thead>
<tr>
<th>A4 Will the project involve deceptive or covert research?</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>A5 If yes, give a rationale for the use of deceptive or covert research</td>
<td>Not Applicable</td>
</tr>
<tr>
<td>A6 Will the project have security sensitive implications?</td>
<td>No</td>
</tr>
<tr>
<td>A7 If yes, please explain what they are and the measures that are proposed to address them</td>
<td></td>
</tr>
</tbody>
</table>
### B PREVIOUS EXPERIENCE

<table>
<thead>
<tr>
<th>B1</th>
<th>What previous experience of research involving human participants relevant to this project do you have?</th>
</tr>
</thead>
<tbody>
<tr>
<td>HLT5006</td>
<td>Developing a Business Module in 2nd year – Business Plan, interviewing and surveying business owners for a potential consultancy company.</td>
</tr>
<tr>
<td>BRM5010</td>
<td>Research Skills Module in 2nd year.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>B2</th>
<th>Student project only</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>What previous experience of research involving human participants relevant to this project does your supervisor have?</td>
</tr>
<tr>
<td></td>
<td>Dr Panicos Georghiades has over 15 years experience of student dissertation and research at both undergraduate and postgraduate level.</td>
</tr>
</tbody>
</table>

### C POTENTIAL RISKS

<table>
<thead>
<tr>
<th>C1</th>
<th>What potential risks do you foresee?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Arranging interviews – causing inconvenience to interviewees during their working day.</td>
</tr>
<tr>
<td>2.</td>
<td>Risks of not meeting the research deadlines</td>
</tr>
<tr>
<td>3.</td>
<td>A risk of confidentiality problems</td>
</tr>
<tr>
<td>4.</td>
<td>Personal information and data storage must be taken into account.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>C2</th>
<th>How will you deal with the potential risks?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>The interviews will not be conducted without a signed consent form and the questionnaires will have a confidentiality and agreement not to participate at the top. Interviews times will be arranged at a time and place convenient for the interviewees.</td>
</tr>
<tr>
<td>2.</td>
<td>Every effort will be made to complete the research phases in accordance with the anticipated research deadlines.</td>
</tr>
<tr>
<td>3.</td>
<td>Completion of the questionnaire is taken as consent and will be stated at the beginning. The questionnaire and interviews will not contain any questions that reveal the identity of the contributor and will insure contributor’s anonymity throughout. This will be stated in the participant consent form for the interviews and the beginning of the questionnaires. If participants feel uncomfortable during any part of the research gathering process withdrawal from the process can be immediate. Audio recordings of the interviews will be transcribed and the participant will be referred to as a pseudonym. Consent for the interviews will be provided by oral and participant consent form which will be signed before the interview. The customer questionnaires will state terms of participation and insure confidentiality at the top of the form. If participants wish not to contribute then they simply will not fill the form in and reply.</td>
</tr>
<tr>
<td>4.</td>
<td>All data will be held on a secure password protected external hard drive and paper copies will be kept in a locked cupboard. Access to the data will be restricted to the contributor and supervisor. Questionnaires will have no trace back to the contributor.</td>
</tr>
</tbody>
</table>

When submitting your application you **MUST** attach a copy of the following:
- All information sheets
- Consent/assent form(s)

An exemplar information sheet and participant consent form are available from the Research section of the Cardiff Met website.

Appendix C – Participant Consent Form

PARTICIPANT CONSENT FORM

Cardiff Metropolitan University Ethics Reference Number:

Participant name or Study ID Number:

Title of Project:

Name of Researcher:

____________________________________________________

Participant to complete this section: Please initial each box.

1. I confirm that I have read and understand the information sheet for the above study. I have had the opportunity to consider the information, ask questions and have had these answered satisfactorily.

2. I understand that my participation is voluntary and that I am free to withdraw at any time, without giving any reason.

3. I agree to take part in the above study.

The following statements could also be included on the consent form if appropriate:

4. I agree to the interview /consultation being audio recorded
5. I agree to the interview /consultation being video recorded

6. I agree to the use of anonymised quotes in publications
   I agree to my quotes being attributed to me

_______________________________________   ___________________
Signature of Participant                      Date

_______________________________________   ___________________
Name of person taking consent                  Date

__________________________________________
Signature of person taking consent

Appendix D – Participant Information Sheet

PARTICIPANT INFORMATION SHEET

Social Media and Football Research

Cardiff Metropolitan University Protocol Number: (if applicable)

Project summary

The purpose of this research project is to establish to the social media usage and engagement by the football fans in the English Premier League. Your participation will enable the collection of data which will form part of a study being undertaken at Cardiff Metropolitan University.

Why have you been asked to participate?

You have been asked to participate because you fit the profile of the population being studied; that is you are a person or a fan interested in the sport football or a particular football club.

Your participation is entirely voluntary and you may withdraw at any time.

Project risks

The research involves the completion of a questionnaire and participation in a interview and which will be recorded for later analysis. We are not seeking to collect any sensitive data on you. However, if you do feel that any of the questions are inappropriate then you can stop at any time. Furthermore, you can change your mind and withdraw from the study at any time – we will completely respect your decision.

How we protect your privacy

All the information you provide will be held in confidence. We have taken careful steps to make sure that you cannot be directly identified from the questionnaire form; there is no information on these questionnaires that will identify you. Your personal details (e.g. signature on the consent form) and your questionnaire will be kept
in secure locations by the research team. When we have finished the study and analysed all the information, all the documentation used to gather the data will be destroyed. The recordings of the interview will also be held in a secure and confidential environment during the study and destroyed when it is complete.

YOU WILL BE OFFERED A COPY OF THIS INFORMATION SHEET TO KEEP

If you require any further information about this project then please contact:
Sam Chung, Cardiff Metropolitan University, CMU email: st20041608@outlook.cardiffmet.ac.uk

Or my supervisor: Dr. Panicos Georghiades at: PGeorghiades@cardiffmet.ac.uk

Appendix E – Semi structured Interview Guide

**Semi-structured Interview Guide**

**Social Media and Football**

**Topics for Discussion**

1. Expectation of fans
2. Football culture
3. Reactions through social media in football
4. Use of social media

**Ideas**

1. Expectation of fans (*eg: club’s ambition, winning trophies, avoiding relegation, on players and managers)*.
2. Football culture (*eg: idolisation, role models, rivalries, hooliganism, money and religion*)
3. Reactions through social media in football (eg: positive – value cohesion or negative conflict, disagreement and hate merchants/trolls)

4. Use of social media (eg: interaction and communication with clubs, players, other fans – same or rival clubs)

Appendix F – Questionnaire Layout
Which forms of social media do you use?
- Facebook
- Twitter
- Instagram
- YouTube
- LinkedIn
- Other (please specify)

How many hours a week do you spend on social media
- 0 hours
- 1-4 hours
- 5-10 hours
- 11-15 hours
- 16+ hours

Do you use social media for football? Keeping up to date with scores, breaking news, following clubs and footballers on Facebook and Twitter?
- Yes
- No
Which football club do you support or interested in?
- Arsenal
- Man United
- Liverpool
- Chelsea
- Man City
- Other (please specify)

What is your expectation of your club in terms of the Barclays Premier League table?
- Champions
- Top 4 (Champions League)
- Europa League
- Top half of the table
- Avoid relegation
- Do not support a club

Do you follow Barclays Premier League clubs on any form of social media?
- Yes
- No

Do you follow any players from Barclays Premier League on any forms of social media?
- Yes
- No

Do you believe the relationship between fans and professional footballers has changed since the emergence of social media?
- Yes
- No
| Have you ever seen social media used in the wrong way by professional footballers? |
|------------------------|------------------------|------------------------|------------------------|
| Yes                    | No                      |

| Have you ever seen users of social media abuse or mistreat professional footballers, managers and clubs in the wrong way? |
|------------------------|------------------------|------------------------|------------------------|
| Yes                    | No                      |

| Have you used social media to express your feelings both positive and negative towards footballing fixtures and events/activities? |
|------------------------|------------------------|------------------------|------------------------|
| Yes                    | No                      |

| Do you agree that social media will continue to expand and rise within football over the upcoming years? |
|------------------------|------------------------|------------------------|------------------------|
| Strongly Disagree      | Disagree               | Undecided              | Agree                  | Strongly agree        |

<table>
<thead>
<tr>
<th><strong>Display This Question:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>In what way do you use social media for football purposes?</td>
</tr>
<tr>
<td>-----------------------------</td>
</tr>
<tr>
<td>Look at live scores</td>
</tr>
<tr>
<td>Check breaking news, updates and gossip</td>
</tr>
<tr>
<td>Follow professional footballers and club</td>
</tr>
<tr>
<td>Interact with football clubs and footballers</td>
</tr>
<tr>
<td>Other (please specify)</td>
</tr>
</tbody>
</table>

<p>| |</p>
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</table>
Display This Question:
If you believe the relationship between fans and professional footballers has changed since the... Yes Is Selected Edit

If so, how do you think the relationship between fans and professional footballers has changed?
- Much better
- Moderately better
- Not much
- About the same
- Slightly worse
- Much worse

Display This Question:
If you follow Barclays Premier League clubs on any form of social media? Yes Is Selected Edit

How often do the clubs offer up to date, accurate and consistent news via social media?
- Never
- Rarely
- Occasionally
- Frequently
- Always

Display This Question:
If you follow Barclays Premier League clubs on any form of social media? Yes Is Selected Edit

How often do you check scores and news specifically from the clubs you follow on any form of social media?
- Never
- Sometimes
- Occasionally
- Frequently
- Always

Display This Question:
If you use social media for football? Keeping up to date with scores, breaking news, following cl... Yes Is Selected Edit

How good do you think the relationship is between the clubs and its supporters on your team you like?
- Poor
- Below Average
- Average
- Above Average
- Excellent