Analyzing 2019 FIFA Women's World cup on Twitter:

A Shift in Women's Football Reporting

2019 FIFA 여자 월드컵 트위터(Twitter)에 대한 분석:

여성 축구 보도의 변화상을 중심으로

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Abstract

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The demand for the equal representation of athletes in the media has been a topic of both academic and commentary discussion, one which has sparked various controversies and attention to the disparity in the mediated time of men's and women's sports.

The 2019 FIFA Women's World Cup has been heralded as a defining tournament for women's football and maybe even women's sports with the unrivaled support from sponsors and fans. The tournament reached a new height in women's football coverage with a combined 1.12 billion viewers tuning into official broadcast coverage of the 2019 Women's World Cup held in France. Social Media was another avenue that was used in the coverage of the tournament. (Coyle, 2019) describes social media as "a crucial player in connecting people and developing relationships, not only with key influencers and journalists covering events, but also provides a great opportunity to establish direct connection by gathering input, answering questions and listening to their feedback".

This study analyzed the way the 2019 FIFA women's world cup was represented on twitter by FIFA to understand its engagement and interactive strategies. A content analysis of 2235 online messages twitted by @FIFAWWC using Nvivo qualitative data analysis and SPSS, a statical analysis software was carried out between May 2019 and September 2019.

The result suggests that FIFA used mainly a one-way communication strategy of informing in relating with its audience on twitter. The results also highlight that FIFA gained more responses when tweets were personalized, visuals used and content specific to physicality and skill.

This study also explored the FIFA's use of Meng, Stavros, & Westberg (2015) social media communication framework, Activating, Informing, Marketing and Personalizing.

Table of Contents

List of Table

List of Figures

Chapter 1.0. Introduction

Background

For a considerable length of time, Women's football has consistently lived in the shadow of their male counterparts and with the absence of investment in the game, female footballers have been faced with enormous difficulties.

The demand for the equal representation of athletes in the media has been a topic of both academic and commentary discussion, one which has sparked various controversies and attention to the disparity in the mediated time of men's and women's sports.

Regarded as play and mostly hidden under the media frame of women's sports as simply unwatchable. The 2019 FIFA Women's World Cup (FWWC) proved the reverse as the case as the one-month tournament gained its record stadium attendance and media coverage surpassing the viewership of both the African Cup of Nations competition and the South American Football Championship. Glass, (2019), both which were played at the same time of the FIFAWWC in France.

FIFA, (2019) Announced after the tournament that a combined 1.12 billion viewers tuned into official broadcast coverage of the 2019 Women's World Cup held in France. The final match between the United States and the Netherlands became the most watched game in the competition's history gaining 56% from the 2015 edition in Canada, the game averaged a live audience of 82.18 million and reached a total of 263.62 million unique viewers across several platforms.

The 2019 FIFA Women's World Cup has been heralded as a defining tournament for women's football and maybe even women's sports with the unrivaled support from sponsors and fans. Broadcasting and print media getting in on the action and benefitting from a booming reception of the tournament.

This increased interest as anticipated by FIFA following the trend of women's football leading up to the tournament has raised the interest of football fans around on women's football. But the big questions remain if "the media continue to appropriately represent women's football as was the case during the month of the tournament or does the buzz fizzle out with the final whistle".

Sports Media researchers have stated the importance of the link between the sports event organizers, the media and the society they represent, especially in an era where the media is no longer monopolized by the traditional forms of spreading ideologies and editorial information dissemination, but has become a tool for the public to produce and share their own perception of the event happening around them through the internet most especially through social media. Being appraised of this conversation and its ramification is paramount for the understanding of our social, political and cultural disposition.

Social media platforms have become one of the main focuses of media interactions in recent times and plays a vital role in today's sports communication. They not only create a two-way conversation medium for fans, the athletes and team they support. Williams & Chinn, (2010) but have also created the means for the sports organizations to understand the preferences, values and long-term communication formula with the supporters.

Social media has accorded to sports organizations a means to personalize specific messages to their different fans demographics while also encouraging a collaborative content creation with the fans. This interaction has become very essential in engaging and maintaining fans interest and

loyalty. According to Badenhausen, (2010) seven of Europe's top football clubs have a combined social media following of 207 million fans. This means that with the appropriate strategic and effective use of these online interactions can mutually benefit the organization and their supporters towards a long-term relationship.

"Sports organizations will benefit economically from the engagement of lifelong fans and will be more capable of creating a sustainable business; supporters will get more benefits from sports teams that understand their needs; the community will benefit from the different outcomes of having a sports team that understands and praises its supporters and shares their values (Rein, Kotler, & Shields, 2006)".

This research aims to examine the way FIFA utilized social media before, during and after the world cup to gain, engage and retain fans for not just the world cup but to sustain interest in women's football. The research also aims to show the need for women's football stakeholders to focus on the new media having failed to break the bias towards male sports, a summation that has reemphasized the presumed hegemonic masculinity in sport media Edward M. Kian, Marie Hardin, (2009).

This mixed method research paper is structured as an explanatory case study of the social media using secondary data collection as the data collection tool. This methodology and design will help in attaining a comprehensive and subjective point of view of FIFA's use of social media and the fans response in use of the designated Hashtags and then subsequent following of the medium @FIFAWWC.

This research involves the study of the biggest women's football events and its social media use and serves as a major contribution to the field of digital communications.

1.2. Statement of Problem

Despite a record-breaking tournament in France and the evident challenges faced by the women's game in maintaining the buzz garnered from the 2019 FWWC.

The media play a significant role in shaping the opinions and interests of their viewers which is then passed on the rest of the people. Many studies have shown the overtly concentration of male sports by the media on the note that people prefer men's sports to women's, a gender bias that has been found out in various studies like Shifflett, Murphy, Ghiasvand,C & C, (2016). Tyler & Billings, (2000), Aliye & Muhammed, (2019)

This study aims to survey the effective use of social media, twitter in the coverage of women's football with the 2019 FIFA women's world cup as a case study.

Women's football has shown that it is watchable and marketable but the precedence shown by previous tournaments is the traditional media returns to its careless disregard of women's football after major tournaments. The researcher aims to provide a tentative view on the possibility of using social media for the coverage of women's football going forward.

1.3. Significance of the study

Sports has become one of the fastest-growing industries in the world, with sports teams, players and other working aspects of the industry earning in millions and increasing in its market value. This can largely be attributed to the constant media coverage which includes broadcasting rights, television news reports and programs, magazine and newspaper reports and the new media on different social networks.

The media is a great contributor to this growing success. Unfortunately, almost all the media attention focused on sports has been spotlighted towards the men's games with women's sports events and athletes subjected to fewer or bottom page mentions mostly as bulletin fillers or as an afterthought. This has further deterred the development of women's sports as it remains in the shadows and seen as trivial which has stunted its marketability.

Be that as it may, the creation and advancement of the Internet, which offers new conveyance stages to sports that have generally gotten little media consideration, exposed a new avenue to stakeholders of women's football. With its huge reach and low costs, the web offers women's football the chance to penetrate the otherwise considered male-dominated sports media, while also reaching its fans directly thereby creating room for a level playing field for all.

1.4. Research Purpose

The purpose of this study is to contribute to the existing academic content on sports communication and event media management by providing evidence as to how effective the use of twitter was for the successful media outing of the 2019 FWWC, including discussions and ways of interaction with the followers.

This also includes analysis of what type of content and engagement strategy was applied on twitter with the followers. The researcher aims to illustrate why women's football event organizers should focus on the use of over-the-top media in promoting viewership and followership of women's football.

1.5. Research Questions
The following Research Questions will guard the study;

RQ 1 What is the dominant type of twitter coverage of the 2019 FIFA women's World Cup?

RQ 2 How did the @FIFAWWC twitter handle Frame women's football to the general public?

RQ 3 What is the relationship of the emerging tweets (types) and retweets (responses)

Chapter 2.0 Review of Literature

2.1. Theoretical Framework

This study will use both the Media Framing and Relationship Marketing as its theoretical background.

2.1.1. Media Framing

The framing theory looks at how the media reports give accounts of events by choosing and arranging facts and information before putting them together for a storyline, a procedure ordinarily alluded to as framing Devitt, (2002) In building a storyline, reporters stress certain characteristics over others by including or barring certain words, phrases, pictures, sources, and reiteration of subjects, basically making them pretty much remarkable to media purchasers McCombs & S.(2001). In portraying the impact of media framing, Kuypers, (2002) stated, "outlines really characterize our comprehension of some random circumstance" (p. 7). Media framing of issues can affect customers' perspectives on issues, which at that point become increasingly hard to change Bronstein, (2005).

According to Nicely, (2007) "the impact media framing and portrayals have on sports fans moves beyond sports into a real-world context. This is specifically important because the sports media are in a position to frame an issue or represent that which will be broadcasted to a population" Rada & Wulfemeyer, (2005). The way an issue or athlete is portrayed may influence viewers and subconsciously affect the way they feel about different gender groups in a non-athletic context.

7

The mannerism in which the media frames a message or athlete will impact how the message is received and used by the audience.

Media framing of female athletes and women's sports, can shape the perception of the sports, thereby influencing the way children develop their ideas about gender roles Nathanson, (2010). Children develop ideas on the "gender- lines and appropriateness of athletics almost as early as the first grade," which influences their "appreciation of and participation in sporting activities" Lisa & Lynch, (2005). Boys are more likely than girls to believe they are skilled athletes, make sports a higher priority, and have a higher overall enjoyment of sports Lisa & Lynch, (2005) This trend has also been found in young adults at the high school level. A survey of high school students found that only about 9% of girls, as compared to 36% of boys, wanted to be remembered as a star athlete Lisa & Lynch, (2005). These results show that not only are children aware of gender roles at an early age, but they are also aware of how these roles apply to athletes and athletic participation".

Sabo, Sue, Danny, Margaret, & Susan, (1996) Imply, ''the strategic 'inferiorization' of females and womanhood [is] continuously implicit in the framing practices and story-telling routines of thought sport media". However, this study aims to identify the framing mechanism used in the report of the FWWC. Online platforms offer the most frequent and reliable mainstream means of sport media dissemination of information to the sports audience; hence it possesses the ability to continue to propagate bias masculinity through its ability to define what is news and what is worthy of reporting. If the mediums are viewed as continuing in the under representation of women's football, then this can be viewed as framing women's football is less important.

Due to the influence of some news mediums like ESPN in sports industry, the way sports news is framed could also have an impact in how the other news media reports sports stories and inadvertently continue to portray women's sports as marginal and its athletes as minority. As one example of the agenda setting and framing power of mediated sports is immersed in the attraction of crowd for sports events which is not necessarily determined by the interest of the crowd but by the voices behind the sports. These sports preferences are set with the help of the mass media who continuously feature these chosen sports not only to attract viewers but the sustain them, consequently the stories of 'other' are hardly told which is case in point the situation of women's sports in Nigeria Turner, (2014).

Asakitikpi, (2010) Wrote, "Modern variety of several sports has been dominated by male events and this could be a mirrored image of the gender divisions inspired by Westernization. The stereotypic image of a woman's body being chiefly to draw in and satisfy the male members of a society might build it troublesome for a journalist to report on the story of a muscled sports woman as a result of she doesn't adjust to the perceived belief of the normal girl. With such restricted illustration by women in sports, however will the mass media guarantee balance in reportage"?

Sports media framing knowledge is essential to this study as we aim to look at the way the teams have been represented by the media before, during and after the FWWC in France.

2.1.2. Gender in Mediated Sports

The broad communication is a significant factor for social improvement including the upgrade of sports culture and cooperation. With the developing impact of sports in the public eye, the media has assumed a predominant role in making and supporting the mindfulness and advancement of sports.

While both male and female sports have been covered by the media, previously conducted researches have demonstrated that there remains an enormous difference between the inclusion of sports for the distinctive genders, as these studies have discovered a fluctuating consistence which supports men's games while an essentially unimportant measure of broadcast times, bylines and reference to have been given to the women's games.

Duncan, Messner, & Williams, (1991) asserts that "Less than 5% of broadcasting time on surveyed 126 media channels including the likes of CNN's sports Center and ESPN was devoted to women's sports. They also noted that most sports stories about women tended to focus on trivial but visually entertaining events, obviously included either for physically revealing shots of women or for comic effects". Tuggle, (1997) analyzed that the 5% is usually relegated to the end of each program after all the men's sports had been covered thoroughly.

Most of the major sports networks and magazines have devoted less air time and bylines to female events and coverage have continued a downward spiral despite certain statistics from the media. This begs the question of why do women's sports receive little or no media coverage despite many additional female teams and players.

Sports sociologists have distinguished three portrayals of people sports by the media. The first demonstrates that regardless of the expansion in participation in groups and individual events, women's sports have stayed at the fringe of media inclusion. Greenwood, (2011) express that "in

10

spite of the fact that the inclusion of women in the sports sphere has fundamentally expanded, the women's games continue to get fewer media consideration". The absence of inclusion Bishop, (2003) and underestimation of women's sports have shaped the explanation for various research glancing in the inclusion of women's games in TV, print and online mediums".

Research suggests that women still get the wrong end of media representation despite attaining certain successes. The women's final match gaining significant 1.04 million more views than the men at the 2018 U.S open singles finals. This has not resulted in the increase of media coverage and attention given to female athletes based on their athleticism. Subsequently resulted in a low report of women's tennis after the grand slams. MediaWatch, (2018)

Alexander, (1994) propose that while there has been a great increase of women who have taken interest in the sport has expanded lately, there has been little change in the measure of American media inclusion of women's' game. Rintala & Birrell, (1984) found that in America, the inclusion of women's sports was confined to about 15% of sports newspapers. The unpublished Thesis theory referred to in Rintala & Birrell, (1984) strengthen these arguments with discoveries of under 5% and 15% respectively. Lumpkin & Williams, (1991), in a review of 3723 articles in Sports Illustrated, found that women pulled in just 9% of all its outputs. In Australia, (McKay & David, (1987) report a considerably additionally devastating circumstance with female inclusion representing just 1.3% of the complete games' news. They contend that the Australian media sustains a conventional male haughty mentality. The circumstance is somewhat unique in Europe. In an investigation of German papers, female inclusion represented 4.3-6.7% of all sports announcements Kian, (2007). In Britain, Hargreaves, (1986) recommends that apart from crime reports, sport is the most male-overwhelmed area in the media.

Duncan, Messner, & Williams, (1991) examine the befuddling lack of attention shown by the print media toward women in sport. The procedures of disregarding, trivializing, and degrading the women's game in order to ensure manly authority and advance the imperceptibility of women in sport. Photographic pictures additionally recount to a sexual orientation one-sided story. (Rintala & Birrell, 1984) examined the American magazine Young Athlete Only 31% of all photos were of female athletes and just 9.2% of all spread photos. In Britain, the Women's Sports Foundation study indicated just 2-10% of photos in British papers were of women. Duncan, Messner, & Williams, (1991) considered 1369 Olympic Games photos and discovered 38% contained ladies' competitors. Pictures of women were bound to be detached, to be of progressively 'charming,' 'attractive' competitors, and to utilize represents that were reminiscent of softcore pornography and depicted accommodation".

Even the social networks that have a contractual broadcast agreement with women's sports leagues, and events still have limited female sports content, and most times these contents are relegated to either female-specific sites or during non-peak periods on television where there are fewer viewers Cooky, Michael A, & Musto, (2015). It is also evident as women's sports usually do not make headlines but are farmed to the bottom inside pages of sports papers and magazines.

The second description is the manner and quality of men and women's sports media coverage. While the men were portrayed to emphasize power, fitness, physicality, and agility, Hallmark & Armstrong (1998) assert… that mediated production of women's sports tends to ignore women's athletic ability and success (p.100)".

In 2019 American sprinter Allyson Felix won her 12th gold in the world athletics championships breaking a previous record held by Jamaican Usain Bolt. This achievement was unfortunately not associated with her athletic abilities but was rather focused on her recent motherhood status. This

was the case in all forms of media coverage including TV broadcasts and newspaper headlines. There were more mentions of her child, the process of childbirth and her child birthing experience rather than her achievement. The Daily Mail UK wrote "American sprinter Allyson Felix breaks Usain Bolt's record for most world titles, 10 months after nearly DYING during childbirth - as she dedicates her win to fellow 'baby mamas' after ending Nike contract over awful maternity policies" The Insider's headline showed "Sprinter Allyson Felix broke Usain Bolt's gold-medal record 10 months after her C-section, proving kids aren't the 'kiss of death' for athletes"

One example of this can also be seen from the Football Association's tweet to welcome home the England women, which was widely criticized on social media: 'Our #Lionesses go back to being mothers, partners, and daughters today, but they have taken on another title – heroes.' This undermines the players' athletic accomplishments and reduces women's primary role in the domestic sphere.

It is worthy of note that, some researchers have proposed the possibility of "impartial" treatment of women's sports by the media centered on simple and direct information about women's sports events. These "boring" reports can be classified as the aftereffect of sports journalists need for social correctness so as not to be accused of sexism Cooky, Michael A, & Musto, (2015).

Gender marking depicts the third contrast between male and female sports coverage. Africa football governing body CAF refers to the senior Men's tournament as "The Africa Cup of Nations" while the women's games of same grade is called "The African Women's Cup of Nations" This is a standard that seems have trickled down from the world football governing body FIFA who while awarding individual excellence in football refers to the men's best player as "The World's Best" while referring the women's award in the same senior category as "The World's Women's best player".

These denotations of sexism can be seen as disparaging or debasing to the women's tournaments and personal achievements, particularly when compared to the men's as they are seen as less. Duncan, Messner, & Cooky, (2000). Christopherson, Janning, & McConnell, (2002) recognized a further layer of gender marking as shown in the continuous description of the 1999 women's world cup by the media as role models and attached identities rather than just their athletic abilities. Studies have shown that women have made a steady and essential contribution to sports, yet their accomplishments overall have gotten constrained inclusion by the media George, Hartley, & Paris, (2001., Eastman & Billings, (2000) further called attention to that the quality and amount of media inclusion of women's sport isn't an exact impression of the measure of women's accomplishments in the sport.

Duncan, Messner, & Williams, (1991) in their investigation of the United States of America society discovered that the women's game was underreported, yet in addition underrepresented. An investigation of seventy nations was completed by Erin Research and the Global Media Monitoring Project in 2000, analyzing one day of news – around 16,000 stories through and through. The investigation lit up an unquestionable male control of the news, whose subjects in 78% of the occasions were men. In sports news as indicated by the examination, 88% of the news subjects were men and just 12% ladies.

In TV broadcasts, where sports comprised some 8% of all the reports seeming around the world, a minor 7% of these games' stories had ladies as their fundamental Toglia, (2013).

2.2. The 2019 FIFA Women's World Cup in the Media

The 2019 FWWC will be remembered for some of its records which transcends the women's game. Brazilian Marta scored (17) world cup goal to surpass German Miroslav Klose (16) as the highest goal scorer at the FIFA senior football tournament PressAssociates, (2019).

The United States' Women's National Team (USWNT) scored the most goals in a FIFA world cup group stages (18) Lewis, (2019). 41-year-old Brazilian Formiga played in her 7th FIFA world cup (1995-2019), surpassing male players like German Lother Matthaus and Mexico's Rafael Marquez.

A combined 1.12 billion viewers tuned into official broadcast coverage of the FWWC 2019 across all platforms – a record audience for the competition FIFA, (2019) with the final game between USA and Netherlands garnering 15.277 million viewers on FOX sports, Paulsen, (2019) The final which was played at 11 a.m. ET but was still able to draw a 10.0 overnight metered market rating, according to Thorne, (2019). For comparison, the 2018 men's final between France and Croatia that kicked off at the same time had an 8.3 metered market rating and was watched by about 12.5 million people in the United States Wahl, (2018)

The Netherlands also recorded significant viewership with 5.5 million people, or 88% of the viewing public tuning in for the contest Roxborough, (2019). Nearly six million people tuned into the match the host nation France's quarter-final loss to eventual winners the USA which accounts for about 45% of the viewing public. Rollins, (2019). The lionesses of England's semifinal match with the USWNT, recorded over 12 million viewers, which equates to around 50% of the viewing public. It became the most-watched program in England in 2019. Shapiro, (2019). The average live audience over 52 games was 17.27 million per match, a 106% increase from 2015. More

specifically, the group stage increased by 124%, the round of 16 by 142%, the quarterfinal by 74% and the semifinal by 88%.

A report analysis on the viewership of the tournament done by produced for FIFA on the global broadcast and audience audit where it analyzed World Cup viewership data. The report says, the average live match had an audience of 17.27 million viewers, more than double the 2015 average live match audience (8.39 million). The Asia region delivered the most unique viewers across television and digital platforms. A total of 414.1 million viewers watched at least one minute of World Cup coverage (37.1% of thea global total), with China alone delivering 342.6 million viewers.

South America and Europe saw the highest percentage of fans reached - 44.8% and 38.5% respectively. In Brazil, the traditional soccer epicenter accounted for 71.7% of the reach in South America. The increased viewership was driven by coverage from Globo - the largest domestic cable broadcaster - which did not broadcast in 2015.

Pan Sub-Saharan Africa delivered the most hours of tournament coverage with SuperSport broadcasting 2,294 hours. The South Africa-based television channels aired an additional 871 hours in South Africa and 519 hours in Nigeria. SuperSport 3 broadcasted the most coverage of any single channel with 518 hours.

FIFA, (2019) Launched a content dominating social media with Live Blogs from each of the 52 matches ranging from Facebook, Twitter, Instagram and YouTube and for the Chinese fans, Weibo, WeChat, Douyin and Toutiao.

FIFA launched team reporter twitter accounts two months before the tournament started, a team of 24 experts offered behind the scene content that was not found anywhere else, utilizing their exclusive access to the squads as the documented each team's expedition around France across all

digital platforms. This was done in 13 languages with play-by-play analysis for the fans a first of its kind in women's world cup.

2.3. Relationship Marketing

Relationship marketing theory proposes that as company delivers value to customer, strength of its relationship with the customer will improve and increasing the customer retention. It looks to utilize tools of traditional marketing in creating long term value for customers. Relationship Management holds the center stage to designing Marketing as well as communication strategies of the organization. The concept of relationship marketing can be traced to the early 1950's. Academics began to question the traditional marketing paradigm that has consistently differentiated the buyer and the seller creating a competitive relationship Ganguli, Eshghi, & Nasr (2009) Leonard Berry in 1983 in the service-marketing field first coined the word "Relationship Marketing" Kyoum & Trail (2011). He defined RM as attracting, maintaining and in multi-service organizations enhancing customer relationship.

Morgan & Hunt, (1994) further emphasized the relevance of RM both theoretically and practically as feasible due to the general belief that establishing relationships leads to growth in market shares and profit generation. Morgan & Hunt (1994). "Relationship Marketing refers to all marketing activities directed towards establishing, developing and maintain successful relationship exchanges.

Copulsky and Wolf summated in "Relationship Marketing: Positioning to the future; that RM is driven to increase the establishment of long-term relationships with the existing customers while striving to attract new customers for the long haul. Berry (1995) argued that the main aim of relationship based exchanged is to establish long term relationships with the finest consumers in area knowledge on the preference and attitude while generating substantial value.

17

Baron, Conway, & Warnaby (2010) affirms that retaining a customer is ten percent less costly that finding a new one. He deposes that "when relationships improve, customers become more satisfied with the product, thereby becoming less sensitive, their purchases increase while operating costs drops due to high efficiency".

Regarded as the most important area in marketing field, Williams & Chinn (2010) says "relationship marketing primarily aims to fulfil the objectives of all parties involved by a mutual giving and receiving, leading to the fulfillment of an agreement. Dwyer, Schurr, & Oh (1987) recommended that customers relation exists in continuum from value based to social, while transaction value based rely upon outward factors like cash and prizes in return for service.

Based on the researches cited in this section, the use of relationship marketing in quintessential for enterprises or in the case of this study sports organizations in succeeding in gaining and maintain consumers (sports fans) in today's competitive and diverse pool of entertainment market.

2.3.1. Relationship Marketing in Sports

With sports organizations looking to establish long term consumer (fans) retention, this has led to attempts at various management and communications techniques to improve and maintain relationships with fans.

Though the use of relationship marketing remains relatively new when associated with sports, and while most researches on the theory has been based of the context of sales relations, buyer and seller, services and brand relationships Smith, JBrock, W.Barclay (1997) Relationship marketing is relevant in sports because it proves effective in application when it comes to fans engagement and retention. This clarifies a defined impact and correspondence procedure that portrays the two people in any kind of relationship. Groups, alliances, competitors, marketers and fans have

18

associations with each other that relies upon fruitful relationship establishment. A cautious assessment of these connections can improve the capacity of the relationship framework in sport. Sports marketing is described by Mullin, Hardy, & Sutton (2000)"as all activities designed to meet the needs and wants of sports consumers through exchange processes. As indicated by the publication; "The Elusive fan; Reinventing sports in a crowded commercial center, "fans as engulfed with numerous sources of activities to pick from". This incorporates not just conventional sports but digital televising, web-based streaming and computer games. Furthermore, numerous other alternatives that have made it progressively hard for marketers to build relationships with the fans.

Rein, Kotler, & Shields (2006) argues that "In a commercial bub so swamped options, the search and retention of fans has proven to become a fundamental function for sports organizations for the very survival of sports". Sports organizations have comprehended the significance of applying relationship-marketing so as to sustain fans relations for the long haul.

Tajfel (1978), relates sports fandom with the notion of social identity transcending beyond their personal self-concept and emotional enthusiasm associated with being a part of something bigger than them. Sport marketers have since understood the interesting attributes of exceptionally including their supporters and their desire for long term association with a team sport".

As indicated by Grönroos (2004), There are different ways of measuring relationship marketing, social media gives the chance to concentrate on two of the three main segments "communication and interaction". Williams & Chinn (2010) proposed a relationship depends on prearranged messages and can be accomplished through two-way or multi-way correspondence. Besides communication is accomplished through social media as sport organizations have direct access to the followers or fans in this case. This furnished them with the chance to land arranged messages

like specific advertising or promotions. In any case, research recommends there ought to be more than basic communications amongst organizations and the fans. Duncan & Moriarty (1998).

The numerous applications for social interactions have afforded its users an extended connection on several levels. They interact with one another and the organization, these interactions transform to the fans experience.

Dionisio at al (2008) submitted that sports fans create a cult belief because they gain Solace in all the fans who share the same ideologies, shows similar enthusiasm and I turned come on events while exhibiting the same behavior. Football devoted supporters have a kind of cult with the clubs influenced by the need of social recognition, and symbolism.

Abeza, O'Reilly, & Reid, in their work on Relationship Marketing and Social Media in sports, (2013) postulates that interactions start basic in social media this could be an invitation to follow the organization then Inter-related interactions come together to become episodes, episodes form together to become sequences and finally the sequence is combining to become a relationship" Witkemper, C., Hoon Lim, C., & Waldburger, A. (2012)Web based social networking could be viewed as the underlying connection which transforms to a relationship.

Dempsey & Reilly (1998)clarify this dedication with the way that supporters find something in sports but he cannot find any place else distancing of the ordinary workday experience, The adrenaline surge and adventure of a live match or the sentiments of being part of a network (as to referee to in Buhler & Nufer, (2010) "Sports supporters do Ute to the sports Association is regularly Sean through the records acquisition of the cats regular participation and attendance of game and acquisition of game related items" Bee & Kahlo (2006) It is evident that some relationship marketing objectives conform impeccably to those of the sports industry. The objective of sports organizations is to create connections that will escalate find loyalty Inn building

the image "clients in this case fans, meeting turn out to be long term and energetic supporters with him and during connections can be sustained.

According to Kim & Trail (2011), "Similar to relationship marketing building and enhancing and sustaining a good relationship with fans is perhaps the most important principle of sports marketing ". In today's world of advanced data storage and information technology has given sports organizations the platform to build relationships to a larger number of sports funds this was reaffirmed in the study "relationship marketing in Australian sports" By Stavros, Pope, & Winzar (2008), Decimated that "the integral role of the data base in relationship marketing is important and that sports organizations who have more than management systems Are greatly advantaged in the workings and execution of appropriately significant activities."

2.3.2. Relationship Marketing, Social Media and Sports

Abeza, O'Reilly, & Reid, in their work on Relationship Marketing and Social Media in sports, (2013), in the analysis of American professional sports teams Twitter communication showed a Twitter is used as a relationship marketing tool to create an incentive for fans through a two-way communication platform there by upgrading their association with the organization or sports team. Social media is said to be the "the tool that has enhance the use of relationship marketing approach making is more practical, Affordable and meaningful".

The utilization of social media around the globe is ever expanding, it's points of fact one of the most well-known online activity the users participate in. Social media statistics from 2019 shows that they are three.5 billion social media users around the world and this number is just developing and growing. This number registered to about 45% of words current population. Emersyn 2019

One of the key reasons for this increase in number is due to mobile gadget possibilities for users which are persistently improving making the use of social media less complex improving networking regardless of where you are. Most online networking systems are additionally accessible as versatile applications or have been improved for possible perusing making it simpler for users to gain access to their favorite applications while on the go.

In their analysis of the integration of social media platforms and sports organizations Winand M. , Belot, Merten, & Kolyperas, (2019) posited that Meng, Stavros, & Westberg (2015) developed a framework of team communication through social media, highlighting four communication sets: Informing, Marketing, Personalizing, and Activating. The authors recommended that sport organizations should make rigorous efforts in their communications strategy by implementing these four types of communication.

Results showed that Informing and Marketing communications were a one-way dialogue whereas Personalizing and Activating were a two-way dialogue, which offered more interaction with fans. Within these four themes there are a number of different activities in which teams take part in and use social media to communicate these activities. These are: "Organizational news", "Activities outside sport" and "Diverting fans to other content" (Informing); "Promoting" and "Direct sales" (Marketing); "Initiating contact" and "Direct responses" (Personalizing); "Group Involvement" and "Gathering feedback" (Activating).

All of these forms of communication can help sport organizations achieve their marketing goals, strengthen relationships and retain customers. However, the authors stated that not every team used Twitter as efficiently as the other. Indeed "some teams' online presence appeared forced and unnatural" and that "the social aspect of these platforms was underutilized with a large proportion of posts focused on traditional one-way communication, rather than engaging fans through more

interactive communication" Meng, Stavros, & Westberg, (2015)Williams and chin 2010 defined social media as "tools platforms and applications that enables customers to connect, communicate and collaborate with orders". As indicated by Abeza, O'Reilly, & Reid, Relationship Marketing and Social Media in sports, (2013), users have the ability to make, tune in, Learn, take interest, share ideas, and counters and commentaries through creative writing. This Intern and Paul was users to become makers and shares of information on social media. Sports fans are viewed as "channels" through which sports product can be advanced Alonso, Abel, O'Shea, & Krajsic, (2013) and avid supporters I said to be both customers and the item advocates.

Mahan, (2011) expressed that digital social media platforms have been employed as a point of accentuation in the sports industry as sports associations, competitors, supporters, and the news media are looking towards these new advances so as to interact actively and in real time with fans well also conveying information about products or brands.

Filo, Lock, & Karg (2015), contended that social media presents a financially savvy medium that incorporates, correspondence and circulation channels, gives openings for customization and conveys better speed in delivering information related communication and feedback. Social media offers the sports industry numerous opportunities particularly to sports organizations as well as managers marketers and friends. Meng, Stavros, & Westberg, 2015 Argues that social media platforms are viewed as the model to developing commitment and fellowship of sports fans through creative and innovative interactive experiences. While additionally expanding connections, which can be useful considering the exceptionally competitive nature in sports organizations work in performance.

Filo, Lock, & Karg (2015), Identifies "engaging in social media communication to build relationship with supporters as part of the community sports context ". Mahan (2011) contended

that sports organizations, supporters and media which have been characterized as primary stakeholders in sports have recognized the relevance that can be created using social media citing twitter as an example in order to achieve marketing objectives.

Created in 2006 Twitter is defined as a microblogging platform we use is post what a known as "tweets" which is restricted to 280 characters. These shot wooded thoughts are an example of users creating content making Twitter part of social media. Used by individuals, organizations and brand promoters Twitter provide every user with a possibility to create their own page where the chef thoughts, ideas, and even trade information to other free subscribing members. Twitter users are able to "retweet" Clarified as reposting of another member's tweet "reply" remarks of favorites Tweets in the following communities.

Eventually this streamlines the correspondence form placeless Communication which have made interaction among fans and sports organization that would have been previously on attainable achievable. Other intriguing aspect incorporated by Twitter is the use of hashtags # character, these enables users arrange arrangement of characters words to relate to tweets to any relevant group and utilizes @ character which indicates a Twitter accounts name, enabling individuals and organizations to send tweets. Athletes, sports organizations and sports teams all have similar need for the use of Twitter which is to reach an exchange information with the fans and supporters.

Chapter 3.0. Research Method

3.1. Method

A quantitative and qualitative content data analysis method was used to investigate the way FIFA use twitter as regards to women's football and how interactive their followers are. Using a case study analysis, the researcher aims to investigate in details, situations and vents to develop or extend new theoretical concepts, Yin 2003.

Krippendorf (2003) Defined content analysis as "the systematic reading of a body of texts, images, and symbolic matter, not necessarily from an author's or user's perspective"

Content analysis will enable the research to classify news contents systematically and objectively. Content analysis is a predominant research method used by communication and sports scholars in ascertaining media measures.

Qualitative content analysis and case study is essential as the case study will provide a multi-dimensional perspective that may be used to create a process and builds theory. Kohlbacher, (2006). Eric & Appelbaum (2003) Stated that "the key point is that before a theory can be validated, it must be constructed" Hence, qualitative content analysis is the appropriate analysis and interpretative method foe case study.

3.2. Case Study: FIFA Women's World Cup 2019 @FIFAWWC

Established in 1904 FIFA has distinguished itself as one of the notable International Federation is in the world. This is largely due to its continuous expanded tournaments, and the popularity of football across all continents. FIFA has 211 members associations employing over 400 staff in various positions (FIFA).

FIFA Women's World Cup Is a world football competition challenged by the senior women national teams of the members of FIFA. This competition has been held every four years since 1991 when it deputed In China. Another competition is present arrangement, national teams compete for 23 slots in each qualification stage as host nation or host nations enter automatically. In which the tournament formally called the World Cup finals is challenged for over a period of one month.

The eight FIFA Women's World Cup Competitions have been won by four national teams. United States winning it four times and are current champions having emerged champions in the 2019 addition in France. Other previous winners include Germany with two titles Japan and Norway with the title a piece

The FIFA women's World Cup task force aims to develop and grow the competition not just participation but gaining and maintaining media presence to communicate and commercialize the game.

Well FIFA joined Twitter in May 2010 its main account @FIFACOM have about 13.4 million followers, The FIFA Women's World Cup account @FIFAWWC Home to the FIFA Women's World Cup, the under 17 and under 20 competitions joined in April 2011 and has 856.6 thousand followers with 39.6 thousand tweets.

3.3. Data Collection

The preliminary stage of this study consisted of collecting all the tweets that was posted on at @FIFAWWC between me one 2019 and September 30, 2019.

This time period was chosen to begin one month before the women's World Cup which is expected to attract the most social media attention out of the women's football major international events the chosen time period covers before the tournament during the event and after the tournament which covers the beginning of the new league seasons in the US and Europe.

The time period also overlaps the FIFA best awards, this time choice was intentional to focus on FIFA is communication strategy during one of its biggest tournaments Jed two words pushing women's football directly to each fan. This also analyses each communication activities both on football game results and organisational news.

@FIFAWWC is the official Twitter handle for women's football associated with FIFA, it covers both the general football news, internal and external news which covers FIFA is diverse activities around women's football.

In following Meng, Stavros, & Westberg (2015) the representation of FIFA's social media use, in this case tweets, where collected over five months to have a large enough suite selection. A total of 2236 tweets posted on the account were collected manually and data scrapped with Twitter API using python programming language and exported as a .CSV file, these were then imported into QSR Nvivo 12 qualitative data analysis computer software and subsequently to SPSS a statistics interactive software, to examine how the @FIFAWWC use Twitter to communicate interface interact and engage with existing women's football fans and attracting new ones.

3.4. Data Analysis

The gathered 2235 tweets were analyzed using QSR Nvivo 12 and statistics interactive software SPSS.

(Meng, Stavros, & Westberg, 2015)'s framework of the four kinds of social media communication which are informing, marketing, personalising and activating is used as the initial thematic structure for this analysis. The analyst also coded for framing which looks at the language structure and sentiments represented in the tweets.

Every tweet was manually coded into one or more of the themes to build the thematic construct which was subsequent recoded generating sub themes using Winand M. , Belot, Merten, & Kolyperas (2019) sub-themes. More themes were generated to showcase FIFA's intentional information strategy and frame of women's football in its attempt to interact with and engage sports fans.

Each tweet was personally categorized in the assigned theme after an exhaustive study of each tweet and the thematic structure. The tweets were picked one by one and coded for the data analysis.

Chapter 4.0 Results

4.1. Descriptive Analysis

RQ1: How was the coverage of @FIFAWWC twitter activities with communication content and engagement?

From the periods of May until September 2019, FIFA was especially active on Twitter. The assessment of the administering body's posts uncovered various themes not just inside the four primary coding schemes. Besides, a portion of FIFA's tweets were found to fit in more than one correspondence subject just as in more than one action. The presentation of FIFA's Twitter action is introduced first here, and then point FIFA's Twitter correspondence is examined by themes.

The majority of the @FIFAWWC direct stream of communication during the five months period was categorized as Informing at 54.5%, Marketing represented 20.1% of all tweets, for its interactive tweets, the handle activated its followers 15.4% and personalized its tweets for 7.7%. The total communications round to 100% as each tweet was strictly classified in one category. This scheme was considered to be effective in assigning the most suitable and content value to an intended theme and communication intent. An example of this would-be FIFA's promotion of the world cup through an activating communication "Want to be at the opening #FIFAWWC game on 7 June, between France & South Korea? Join the competition. Win an exclusive trip with @QatarAirways Airplane Trophy #FIFAFanMATCH.

Table 1. 1 Variables Summary Statistics

Theme of Tweets		Frequency	Percent %
	Informing	1217	54.5%
	Activating	344	15.4%
	Marketing	449	20.1%
THEME OF TWEET	Personalizing	171	7.7%
	Framing		
		54	2.4%
	Activities Outside Football	126	10.5%
SUB-THEME OF TWEET	Diversion	249	20.7%
INFORMING	Organizational News	33	2.7%
	Stakeholders News	796	66.1%
SUB-THEME MARKETING	Direct Sales	10	2.2%
	Promotion	442	97.8%
SUB-THEME ACTIVATING	Gathering Feedback	18	5.1%
	Group Involvement	336	94.9%
		13	7.4%
SUB-THEME PERSONALIZING	Direct Responses		
	Initiating Contact	163	92.6%
		132	5.9%
	Before		
SEASON	During	1675	74.9%
	After	428	19.1%
		1198	53.6%
	Pictures		
TWEET TYPE	Words	69	3.1%
		898	40.2%
	Videos		
TWEET TYPE		70	3.1%
FRAMING	Web Links		

Performance	1735	77.6%
Attribute	500	22.4%

Within the four communication themes and sub-themes, the data is shown in table 1.

Among the tweets analyzed, some word frequencies including hashtags and mentions creating extra engagements, with 1,313 (58.7%) using the #FIFAWWC, #Playerofthematch (n=253), the word "Performance" was used (n=1751) times, and @visa (n=274). Hashtags are used on twitter to draw attention to particular events and the #FIFAWWC was used to draw attention to tweets about the tournament, while performance was used frequently in describing actions of play in the game. @Visa as one of the major sponsors of the tournament was mentioned with its sponsored event #Playerofthematch. These were coded into one theme category.

4.2. Emerging Communication and Fans Engagement

Table 2 shows @FIFAWWC Twitter correspondence by themes represented through tweets samples. Some tweets were coded as informing, promotional, and furthermore activating and personalizing. These Themes were subsequently categorized into Sub-themes to further explain @FIFAWWC's communication and engagement strategy

Table 2 1 Descriptive Theme of tweets

Informing	Tweet Samples
Activities Outside Football These are information on the events that are non- sports related including events related to players and staff.	"Scotland finally set to be honoured. Coming soon, we'll have an in-depth special interview with Rose Reilly, after visiting her last week. "Discrimination towards women is certainly a topic that we need to address seriously, and we can through football." FIFA President Gianni Infantino opens day 2 of the #FIFAWFC2019
Diversion These tweets pointed the followers to other contents including Pictures, videos websites and pages.	Pioneers of women's football in "Don't miss it! The #FIFAWFC2019 will be streamed live from from 09:30 CEST tomorrow on http://FIFA.com! All the details https://fifa.to/e/bprzHvqx8W "Not long now until the third match of the day! #NORNGA Watch live: http://fifa.tv/watch2019 Live Blog: https://fifa.to/vC4mHJkykX #FIFAWWC
Organizational News Information associated with @FIFAWWC mainly related to the event	"#USA begin the defence of their title, two continental champions clash and #CHI make their debut - it's going to be a good day of #FIFAWWC football! This is your Match Day Programme Down pointing backhand index "FIFA Fair Play Award: First place medal France - #FRA #FIFAWWC
Stakeholders News These are information about the games, players, staff, national teams and other league events	"Sports medalSports medalFrom award-winning star of the #U20WWC Second place medal To @UWCL finalist to preparing for her first #FIFAWWC It's been quite a year for @Patri8Guijarro - And that's despite having missed more than 4 months through injury! @FIFAWWC_ESP caught up with her https://fifa.to/8zIGmPYGfX "What. A. Goal! From an acute angle, @AsisatOshoala finds the back of the net to double @NGSuper_Falcons 'advantage! #NGAKOR 2-0	#FIFAWWC

@FIFAWWC Themes by examples contd.

Themes	Tweet Samples
Marketing Direct Sale Giving fans direction on purchases online on tickets, merchandise etc.	CONFIRMED! 26-year old singer–songwriter @Jainmusic will perform during the #FIFAWWC Opening Ceremony on 7 June in Paris. You can still buy your tournament Ticket HERE http://fifa.to/NDDUFHM1sW The #FIFAWWC App is now available to download! This summer's event in your pocket https://fifa.com/mobile
Promotion Giving important promoting correspondences through publicizing of the groups, games, rivalries, exceptional functions, live action Brand ambassadors and sponsors	Congrats to the #PlayeroftheMatch presented by @Visa - Jessie Fleming! We caught up with her after #CANNZL, as @CanadaSoccer_EN can now begin to look towards the knock-outs Fisted hand #FIFAWWC | @VisaCA @Jennihermoso Sparkles A nominee for #FIFAWWC @Hyundai_Global #GoaloftheTournament? Highlights https://youtube.com/fifa TV listings http://fifa.tv/watch2019 #ESPUSA
Activating Gathering Feedback Encouraging fans opinion on matters on the games or the tournament itself	We asked our Fan Movement members who their women's football heroes are Star-struck Now it's your turn. Who has inspired you the most? Sparkles #WeLiveFootball | #FIFAWWC | #DareToShine We've had a lot of fun online during the #FIFAWWC What have you liked? What could be better? Let us know by filling out our survey Down pointing backhand index
Group Involvement Activating the fans towards general discussions on relevant issues	Predict the outcome of all 52 matches by playing our #MatchPredictor for the #FIFAWWC. Have YOU got what it takes to win? Face with monocle PLAY Right pointing backhand index http://fifa.to/yQ8q07tAQW Who will be the players that make the difference today? The team at the #WWCDaily reckon @buchi_mana is one to watch in #JPNSCO - here's why... Watch the full #WWCDaily show Right pointing backhand index https://fifa.to/wwcdaily_8

Personalizing	Tweet Samples
Direct Responses Responding directly to another twitter user on questions and comments	Hi Angela. If you are an accredited journalist, this information should be available on the FIFA Media Channel. There should also be clear signage at the stadium + volunteers to help you find the way. Thanks again, @kyraanzaldo, @bggodoy10, @explorefeelgood, @Cameron_Connor2, @afcharveym, @mirimontesTW, @JimeMontes_, @marika22_10, @psveindhovenbr, @lruizm, @UnDuoDinamico, @maya_alba & @SoyDianaCuellar ðŸ™Œ
Initiating Contact Communication with individual followers by the @FIFAWWC handle	Shout-out to some legends of the #FIFAWWC Germany Célia Šašić, Canada @meltancredi14, England @AlexScott, Ghana Memunatu Sulemana Who's your favourite player of all-time? #DareToShine The #REGGAEGIRLZ are still giving it Hundred percent #JAMITA | #FIFAWWC Hey @Lionesses fans, we've got a new cover photo for you Down pointing backhand index #JPNENG Flag of JapanFlag of England

The Theme "Informing" is split into four different categories which are "Activities outside Sports", Diversion, Organizational news and Stakeholder news (Winand M. , Belot, Merten, & Kolyperas, 2019). The sub-theme Activities outside Football with 10.5% of the tweets (n=126) of 1217 dealt with information on the events that are not sports related including events related to players and staff. Some of the activities included awards tweets,

"Scotland finally set to be honored. Coming soon, preparatory we'll have an in-depth special interview with Rose Reilly, after visiting her last week Motivation "Discrimination towards women is certainly a topic that we need to address seriously, and we can through football."FIFA President Gianni Infantino opens day 2 of the #FIFAWFC2019 and Personal information "We asked @NGSuper_Falcons's @AsisatOshoala what was her message of inspiration to young girls around the world who want to be like her. Flag of Nigeria this was her answer Down @FIFAWWC_NGA, Well Wishes "Happy Birthday, @frankirby! #ENG #FIFAWWC"

"Diversion" covered 20.7% (n=249) of 1217 tweets that pointed the followers to other contents including Pictures, videos websites and pages. The fans where re-directed to the FIFA official websites and other social media pages like YouTube and Facebook

"We hear from one of Japan's latest young guns Yuka Momiki as she prepares to make her #FIFAWWC debut and help Japan to a third Final in a row, (Link), "Don't miss it! The #FIFAWFC2019 will be streamed live from from 09:30 CEST tomorrow on http://FIFA.com! All the details (Link)"

Organizational News refers to information associated with @FIFAWWC mainly related to football events in this case the World cup. This sub-category represented only 2.7% (n=33) of the 1217 informing tweets. Examples include

"FIFA Fair Play Award: First place medal France - #FRA#FIFAWW, "One month to go until France 2019 who else is excited? See how France has been gearing up for the #FIFAWWC kick-off with our Visual Story Selfie"

Stakeholders News comprising of information about the games, players, staff, national teams and other league events covering 66.1% (n=796) of the 1217 tweets.

Game "What. A. Goal! From an acute angle, @AsisatOshoala finds the back of the net to double @NGSuper_Falcons' advantage! #NGAKOR 2-0 | #FIFAWWC", Players/Staff It's been quite a year for @Patri8Guijarro- And that's despite having missed more than 4 months through injury!@FIFAWWC_ESP caught up with her" Team ""Canada @CanadaSoccerEN, Cameroon @FecafootOfficie, New Zealand @NZ_Football Netherlands @oranjevrouwen, Who are you backing from this group at #FIFAWWC?"

Communications centered on "Marketing" tweets in which the @FIFAWWC engaged its followers in promotion and advertisement this covered 20.1% (n=449) of the 2235 tweets. These were re-coded into two categories 'direct sale' and 'Promotions' (Meng, Stavros, & Westberg, 2015) Direct Sales involves tweets that encouraged followers and directed them towards several kinds of purchases including online tickets, merchandise and products. This covered on 2.2% (n=10) tweets of this theme. Samples include

'Ticket'- CONFIRMED! 26-year-old singer–songwriter @Jainmusic will perform during the #FIFAWWC Opening Ceremony on 7 June in Paris. You can still buy your tournament Ticket HERE (link) Product The #FIFAWWC App is now available to download! This summer's event in your pocket https://fifa.com/mobile Merchandise - We've got a big prize, #CAN and #CMR fans - a trip to the #FIFAWWC Final! To enter our contest: 1) Take a photo of you in your team's shirt, showing the name and number 2) Use #myFIFAWWCshirt in your post on Twitter or Instagram T+C: (link).

The other marketing activity Promotion covered 97.8% (N=442) involves giving important promoting correspondences through publicizing of the groups, games, rivalries, exceptional functions, live action, brand ambassadors and sponsors.

Events - @Jennihermoso Sparkles A nominee for #FIFAWWC @Hyundai_Global #GoaloftheTournament? Other include information on live games - Congrats to the #PlayeroftheMatch presented by @Visa - Jessie Fleming.

'Activating' communications consists of conversations that geared towards getting the fans involved in the organization's activities. This theme was re-coded in two sub-themes 'gathering feedback and group involvement'. In gathering feedback, @FIFAWWC activates its followers by asking questions or raising contents that requires the active participation of the followers to gain their opinion on things these includes queries towards development strategy –

"We asked our Fan Movement members who their women's football heroes are Now it's your turn. Who has inspired you the most? Sparkles #WeLiveFootball | #FIFAWWC #DareToShine".

Gathering feedback was predominant at the end of the tournament and was used in 18 tweets (5.1%)

- We've had a lot of fun online during the #FIFAWWC

What have you liked? What could be better? Let us know by filling out our survey pointing backhand index'. The handle used group involvement to get football followers involved and actively participating in group-oriented survey such as "Predict the outcome of all 52 matches by playing our #MatchPredictor for the #FIFAWWC. Have YOU got what it takes to win? Face with monocle PLAY Right pointing backhand index (link). This represented 94.9% (N=336) of the Activating tweets recorded.

'Personalizing' communication focuses on individualization of tweets and recognition of followers or event participants (Abeza, O'Reilly, & Seguin, Social media in relationship marketing: The perspective of professional sport managers in the MLB, NBA, NFL, and NHL, 2017). The types of personalizing technique coded for this research are "direct responses and initiating contacts". In Direct contact @FIFAWWC responded directly to another twitter user on questions and comments

or even quoting tweets with replies, this represented 7.4% (N=13) of the total activating tweets. An example is - Hi @Angela. If you are an accredited journalist, this information should be available on the FIFA Media Channel. There should also be clear signage at the stadium + volunteers to help you find the way'. Initiating contact was the most used Personalizing tool for @FIFAWWC with 163 tweets of 171 tweets (92.6%), this involved making direct interpersonal communication with another twitter user initiated by @FIFAWWC- Shout-out to some legends of the #FIFAWWC Germany Célia Šašić, Canada @meltancredi14, England @AlexScott, Ghana Memunatu Sulemana Who's your favourite player of all-time? #DareToShine

4.3. Framing at the World Cup

RQ2: How did the @FIFAWWC frame women's football to the general public

Framing was coded with the four types of social media communication chosen for this research which are Pictures, videos, Web-link and words. In an attempt to examine how the official handle at @FIFAWWC framed women's football to the general public this research coded for framing with two types of imaging; portrait and action. the variables being pictures and videos represented in each coded tweet in the time period, while Web-link and Words were mainly coded for sentiments. It is observed that during the time period Twitter characters were limited to 140 words. The cross tabulation of the Sub-themes for Framing Performance and attribute and the coded tweet types where done using the SPSS cross tabulation.

The coded Sub-themes for framing cross tabulation with coded tweet types are seen in

Table 3 1 Performance and Attribute analysis

Sub-themes	Pictures	Videos	Weblink	Words	% Coverage
Performance	896	759	43	37	77.7%
Attributes	302	140	27	31	22.3%
Total	1198	899	70	68	

'Performance' represents 77.6% of the (n=1735) of the total number of tweets coded imaging types used to examine @FIFAWWC's frame of women's football. Performance for this research is categorized as action pictures and videos including game highlights and still shots of the action, pre- and post-match interviews and celebrations. Pictures recorded 51.7%, videos 43.8%, words 2.13% and web-links 2.5% of the 1735 coded tweets in 'Performance'

"The teams at @GettySport are killing it with images like this. Superb photography".

"Seconded. What a save! #NEDSWE Flag of Netherlands Flag of Sweden Quote Tweet Grant Wahl @GrantWahl Lindahl insane save". #ENGUSA"

'Attributes' is defined in this context as pictures and videos posted that involves events outside football, fans and marketing materials. This covered 22.4% of the total number of tweets (2235) of which pictures represented 60.4%, videos 28% Web-links 5.4% while words 6.2% represented the frame attributed to words.

"We have something pretty cool lined up for tomorrow on Twitter dot com. The next instalment of #Sheroes is all about @AmyRodriguez8 Flag of United States

"Who are YOU supporting at the #FIFAWWC? Share your passion with the #FaceMask. Get the FIFA App and try it now Down pointing #DareToShine

These tweet data set was also randomly coded for sentiment using the Nvivo12 application. Sentiments were initially identified as Negative, Neutral, and Positive.

Table 4 1SENTIMENTS

Categories	References	% coverage
Very negative	76	11.3%
Moderately negative	83	14.3%
Moderately positive	287	43.4%
Very positive	249	31.1%

Table 4 shows the sentiments attributed to tweets categorized in sub-themes. Very Negative consisted of 11.3% of the coded tweets, Moderately Negative contributed to 14.3%, Moderately Positive 43.4% while Very Positive was seen in 31.1% of the tweets surveyed

Table 5 1Samples from the Sentiments are shown.

SUB-THEME	REFERENCES	% COVERAGE
VERY NEGATIVE	- "Half-time in Rennes and, despite a flurry of chances for #CHN towards the end of the first period, it is still goalless..." - Your 15-minute warning! "Unfortunately, no Fantasy game though.	11.28%
MODERATELY NEGATIVE	- Group D is Fire 2011 #FIFAWWC champions (and 2015 finalists) - 2015 #FIFAWWC's third-place team. - Unfortunately, we will not be able to modify your order. When you tell your friends, you can't make it but then surprise them at the party Grinning face with smiling eyes	14.28%
MODERATELY POSITIVE	- You've been a fantastic addition to the media ranks Molly, and written some great pieces. - If you're interested in how the #steelroses fare, follow @FIFAWWC_CHN You can also follow us on Weibo. - Exclusive access, Behind the scenes	43.39%
VERY POSITIVE	- First place medal One moment can change the game - Visa. - "There's a realization that these women are doing us all proud. - Congratulations to @Wrenard-the #PlayeroftheMatchpresented by Visa for #FRAKOR!	31.05%

4.4. Emerging Tweets response to themes

RQ3: What was the relationship of emerging tweets (themes & types) and retweets (responses)
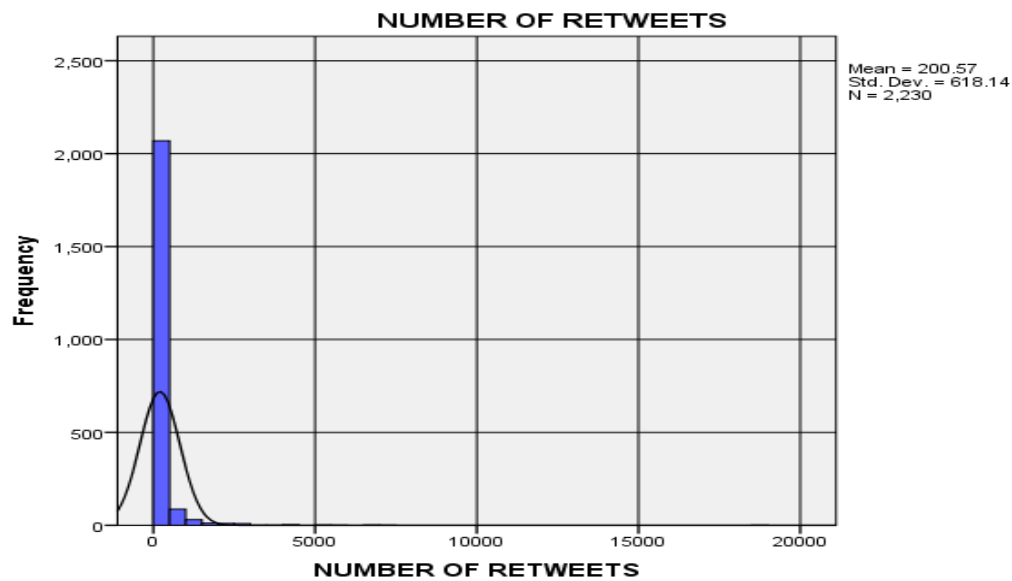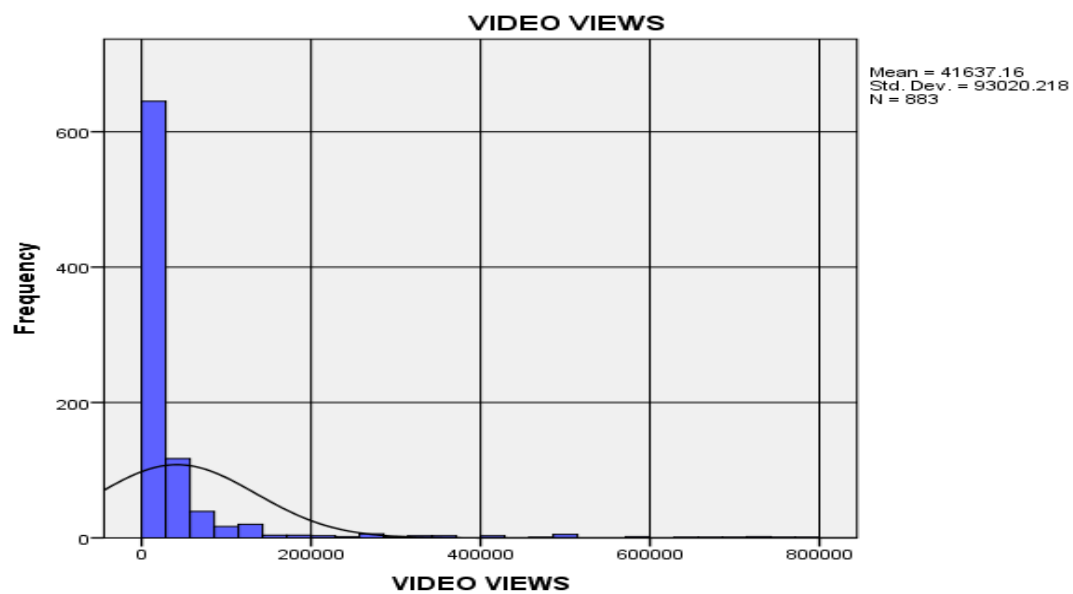
Figure 1. 1 Number of Retweets Histogram Curve

Figure 1. 2 Video Views Histogram Curve

42

The graphs above show a visual presentation of the number of tweets and video views. Both number of retweets and video views are observed to be right-skewed – meaning that the observations are not normally distributed (no bell-shape curve).

An inferential test One-Way Analysis of Variance (ANOVA) is performed to investigate the research question "What relationship emerges between the tweet type and retweet rates?". The one-way analysis of variance is applied to determine whether there exist any significant differences between the means of three or more unrelated groups. Here, the independent groups are tweet types (pictures, words, videos, and web-links). The test compares the means between these groups (pictures, words, videos and web-links) and determines whether any of these means are statistically significantly different from each other.

Table 6 1 Number of Retweets - Descriptive Statistics

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
Pictures	1197	218.10	738.256	21.338	176.23	259.96
Words	65	67.31	124.963	15.500	36.34	98.27
Videos	898	197.43	467.194	15.590	166.84	228.03
Web Links	70	64.86	59.016	7.054	50.79	78.93
Total	2230	200.57	618.140	13.090	174.90	226.24

Table 7 1Test of Homogeneity of Variance

Levene Statistic	df1	df2	Sig.
5.127	3	2226	.002

Table 8 1 Number of Retweets – ANOVA Test

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2820233.942	3	940077.981	2.465	.061
Within Groups	848873058.078	2226	381344.590		
Total	851693292.020	2229			

The tables above (table 6– descriptive statistics, table 7- test of homogeneity of variance and table 4 – Analysis of Variance) show the inferential test results. From table 6, it's evident that the tweet type groups have different observable means; pictures (218.10), words (67.31), videos (197.43) and web-links (64.86). Further, table 7 shows that the unrelated groups have unequal variance – Levene's test (3) = 5.127. $p < 0.05$. Table 4 shows the analysis of variance F-Statistics results, F (3) = 2.465, $p > 0.05$. The p-value (0.061) associated with the test is greater than alpha ($\alpha = 0.05$), therefore, we "fail to reject" the null hypothesis and conclude that the test is statistically non-significant – meaning, there is no enough evidence to prove that the independent groups have means that are significantly similar.

A Chi-Square test of independence is performed to examine the research question "What relationship emerges between the theme of tweet and season?" The inferential test investigates the hypothesis that the theme of the tweet (row) and season (column) variables are independent.

Table 9 1Cross-tabulation Theme of Tweet * Season

			SEASON			Total
			Before	During	After	
THEME OF TWEET	Informing	Count	72	872	273	1217
		Expected Count	71.9	912.1	233.1	1217.0
		% of Total	3.2%	39.0%	12.2%	54.5%
	Activating	Count	25	212	107	344
		Expected Count	20.3	257.8	65.9	344.0
		% of Total	1.1%	9.5%	4.8%	15.4%
	Marketing	Count	14	417	18	449
		Expected Count	26.5	336.5	86.0	449.0
		% of Total	0.6%	18.7%	0.8%	20.1%
	personalizing	Count	12	130	29	171
		Expected Count	10.1	128.2	32.7	171.0
		% of Total	0.5%	5.8%	1.3%	7.7%
	Framing	Count	9	44	1	54
		Expected Count	3.2	40.5	10.3	54.0
		% of Total	0.4%	2.0%	0.0%	2.4%
Total		Count	132	1675	428	2235
		Expected Count	132.0	1675.0	428.0	2235.0
		% of Total	5.9%	74.9%	19.1%	100.0%

Table 10 1 Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	142.563[a]	8	.000
Likelihood Ratio	166.377	8	.000
Linear-by-Linear Association	35.351	1	.000
N of Valid Cases	2235		

a. 1 cells (6.7%) have expected count less than 5. The minimum expected count is 3.19.

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	.253			.000
	Cramer's V	.179			.000
	Contingency Coefficient	.245			.000
Interval by Interval	Pearson's R	-.126	.019	-5.992	.000[c]
Ordinal by Ordinal	Spearman Correlation	-.114	.020	-5.421	.000[c]
N of Valid Cases		2235			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

The tables above (table 8 – Contingency Summary and table 10 – Chi-Square analysis) represent the inferential test results. A Pearson Chi-Square $X^2(8) = 142.563$, $p < 0.05$ is produced. The p-value (0.000) associated to the test is less than alpha ($\alpha = 0.05$), therefore we "reject" the null hypothesis and conclude that the test is statistically significant – meaning the variables theme of the tweet and season are observed to have an independent kind of a relationship/association.

Chapter 5.0. Discussion

We set out to examine @FIFAWWC's coverage of women's 2019 World Cup on social media, focusing on Twitter. Twitter is a communication tool with the ability to increase personal, team and organizational identification Meng, Stavros, & Westberg (2015)

Existing research has shown that women sports are marginalized or even trivialized by sports media, hence the need for sports organizations like FIFA going directly to the fans to represent the most popular women's football event "FIFA women's World Cup".

The evolution of social media has opened a favorable chance for sports organizations like FIFA to create and maintain relationships directly with the general public who are part of its core stakeholders. Winand M. , Belot, Merten, & Kolyperas (2019)

The major findings in this research was that FIFA based most of its effort in showcasing the strength, agility and entertainment factor of women's football which includes sharing and promoting the tournament on and off field actions, there by building professional relationships with its Twitter followers.

This finding aligns with Lovejoy & Saxton (2012) position on non-profit organizations use of twitter; they posited that information sharing is a major purpose of non-profits on social media especially twitter.

Some of the information shared by @FIFAWWC includes news, events management, contents related to players and clubs. They also twitted about events outside football like family and lifestyle. This study discovered that information in this format was mainly a one-way traction for FIFA, this signifies that there was less dialogue and more information dissemination despite the agreement established by that Social media is a two-way communication medium.

This work's findings also show the different types of communication shared by @FIFAWWC; 1. Interviews with links transferring fans to FIFA sites or other sites. 2. Use of promotion and advertisement for FIFA events around the tournament, and events away from football but related to women. 3.Engaging the fans directly with questions and 4. Personalizing tweets by referring to particular individuals or groups

The larger part of the @FIFAWWC's content tweeted in the time of the chosen period observed focused more on sharing information about FIFA women's world cup, players, coaches and national teams during the tournament. Then shifted its focus to club football and matters affecting women's football after the tournament. This shows that @FIFAWWC's use of relationship marketing through social media was low, as it focused on creating awareness amongst its followers on events, Live scores and player promotion rather than any other aspect of RM as stated by Witkempe et al (2012) like increasing loyalty by understanding consumer needs and adding value. On the other hand, getting information on and about women's football might be the primary purpose of sports fans that follow the organizations twitter account and in essence can be classified as maintaining relationship with its fans and following the other RM strata.

Another finding was the significant activation of its twitter followers with contents that required fans direct involvement either by taking part in online competitions, actively supporting their teams with images, or the organization gathering feedback on the tournament or promoted events from its followers. The handle paid significant attention to both community and personal relationships by the frequent tweets and retweets about activities and events. According to Abeza, O'Reilly, Séguin, & Nzindukiyimana (2015), "twitter has given a humanized existence to how sports organizations are seen and have moved them away from the image of intense commercialization and lack of personal touch".

Therefore, events specific posts and engagement tweets are able to develop and expand relationships with the people in general Kassing & Sanderson (2010). @FIFAWWC Pushed online activities like #Playerofthematch #scorepredictions #TheBest and daily fans documentary. Offline events like the FIFAWWC museum and fan zones that urges followers to participate in the tournament, thereby adding to the growing women's football network.

Another significant finding was the use of the relationship marketing themes and follower's interaction. The afore mentioned social media communications themes curled from Meng, Stavros, & Westberg (2015), (i.e., Informing, Activating, Marketing, & Personalizing) are interrelated, this can be seen across several tweets by FIFA for example "If you're in contact for this sport from a young age, you don't question if it's for boys or girls."@NaddelKe on the importance of giving girls early access to football #ShePlays. (Link Provided) This tweet shows the relationship between the four themes of communication. It informs the fans on FIFA's advocacy for Women's rights and the need to allow every child play football, it further discusses the relevance by tweeting "We asked @mPinoe about her and @USWNT players using their platform as a voice for equality – whether it be gender, race or sexual preference". this was her reply @FIFAWWC_USA| #FIFAWWC (link provided)" this shows a continued conversation on the importance of gender equality. In activating, the above tweets generate reactions from fans using the #FIFAWWC #ShePlays according to (Lovejoy et al 2012), hashtags generate follower's involvement in a message sent. For its Personalizing qualities the tweets mention two individuals first @NaddleKe then @mPinoe which according to (Lovejoy & Saxton, 2012) generates more conversation as the tweet attracts interest from both the organization of the individual followers while also referring the fans to an attached video with an external link.

The number of retweets can be seen as a positive indicator of appreciation of what the handle presented to eat followers. Retweeting according to Kwak, Lee, Park, & Moon (2010) has been identified as a reliable indicator of the popularity and influence of a tweet a message. For instance, the analyzed data shows that if FIFA intends to draw more attention to women's football from the followers, they will have to remain constantly active posting tweets of action, fanship and personalized tweets as this type of information has been shown to attract more retweets and interaction with the followers.

Previous researches record that women's sports and its athletes show heterosexuality through traditional feminine traits by giving more coverage and importance to the emotions when reporting women sports or excessively glamourizing female athletes with photographs that depict beauty as though that was the only way they were "worthy of being pictured" Coche & Tuggle (2016). @FIFAWWC was deliberate in its's framing of women's football by primarily showcasing performances on the field with images and videos of action, highlights, interviews and celebrations without making it "cute". It also highlighted some of the more previously image portrayal attached to only men's sports by emphasizing on the play-by-play actions and individualization of successful players, coaches and teams. Creating a major interest and attention on women's football beyond the traditional portrayal of women's football as 'boring' or just plain unwatchable. This is Shown by the significant increase in digital viewership of games by football fans which helped FIFA reach its estimated TV viewers of 1 billion.

Based on the findings in this research, I can propose practical suggestions for at FIFAWWC do use social media [Especially Twitter] effectively in building women's football fans and growing other aspects of the game including marketing and sponsorship. First, FIFA WWC can leverage on each existing goodwill from the March popularized 2019 tournament as a blueprint for

tournament coverage. Also, by understanding the need to remain relevant and active in eats dominance. Of non-World Cup events to maintain funds interactions. Maximizing the use of tweeter can contribute towards obtaining the much sought-after relevance of women's football to develop and maintain the link created.

Twitter gives FIFA an incredible opportunity to present football fans to marketing communications, representing women's games, teams and events deer by ensuring promotion and advertising that are important and relevant to football lovers. This can generate a greater audience for stadium at attendance of various women's football events through online ticket sales and market ability with official merchandise in sale. Subsequently, FIFA can use Twitter to reach out to football fans by linking them to each other through community engagement strategy, this involves generating co-creation and instigating feedback. By constantly developing online availability of women's football content with the intentionality of "tailor-made" approach towards Fans, this has the likelihood to enhance the relationship with general football fans.

Twitter has shown in various sports organization-based research that it gives "the opportunity to communicate and promote most of its activities within the sports it represents" however personalize communications that father showcases physical intensity and skill of women's football has proven to accelerate football fans interest.

Therefore, it is imperative for the handlers of the @FIFAWWC twitter account be aware that though one-way communication [informing] gives major relevant content which are sometimes even desired by the fans, two-way strategy which means getting the fans involved [activating] would further emphasize on the unique qualities Twitter brings in in generating interest in women's football by taking the games directly to the fans there by increasing the otherwise low marketability and sustainability of women's football stock in the sports industry.

This research examines @FIFAWWC to win the World Cup contributes to the continued conversation and women's football coverage particularly in creating a sustainable presence in the mind and lives of football fans it also conforms to Meng, Stavros, & Westberg (2015) framework of the four social media communication strategies which are shown to be interconnected. Performance based information has been highlighted as potential tweets format that can be used to build a sustainable women's football presence on social media.

5.1. Limitation of Study and Further Research

There are some limitations to this current study. This research was done in a 5-month period on the coverage before, during and after the FIFA Women's World cup which had majority of its tweets focused on the tournament. The time period is considered a short period to determine @FIFAWWC's use of twitter in adding to the growth of women's football audience. The volume of data is also heavily associated with the tournament, hence cannot adequately signify FIFA's use of Twitter outside a tournament period. A further research can be done to compare and contrast @FIFAWWC's use of twitter after the tournament.

More attention could also have been paid to the replies on some of the tweets to ascertain followers' responses to women's football by examining the official hashtags generated for the tournament. This is due to the believe that Hashtags are mainly used for generating interest, acceptability and marketing purposes.

5.2. Conclusion

This research proffers insight on how FIFA through its official women's football handle @FIFAWWC used twitter to communicate with football fans. Furthermore, this research shows FIFA's attempt in engaging and activating current women's football fans while seeking to generate new fans. Twitter being the sort after social media platform for sports fans and organization, it proves to be the best place for the promotion of women's football. Results suggest that @FIFAWWC gained more responses when the tweets were personalized, visuals used and content specific to physicality and skill. It also shows that @FIFAWWC uses more one-way communication and this limits the chance to leverage of engaging and retaining fans.

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국문초록

2019 FIFA 여자 월드컵 트위터(Twitter)에 대한 분석:
여성 축구 보도의 변화상을 중심으로

치디에베레

서울대학교 대학원

체육교육과 글로벌스포츠매니지먼트

남녀 운동선수에 대한 언론 보도의 평등과 형평성에 대한 논의는 학계와 실무 영역에서는 이미 오래도록 진행 되어져 오고 있는 주제 이다. 심지어 이러한 논의는 변화해 오고 있는 스포츠 미디어의 시대상에 따라 다양한 논란과 관심을 불어 일으키고 있기도 하다. 특히 2019 년 FIFA 여자 월드컵은 스폰서와 팬들의 큰 관심과 지지를 받으며 성황리에 개최되었다. 약 11 억 2000 만 명의 시청자가 프랑스에서 열린 2019 FIFA 여자 월드컵의 공식 중계방송 시청을 하였고, 이는 역대 여성스포츠 이벤트 중계 사상 최대 수치이다.

한편 소셜 미디어는 이 토너먼트를 취재한 또 다른 방식이었다. Coyle(2019)는 "소셜미디어는 인플루언서 및 기자들이 이벤트를 보도하는 것은 물론이고, 시청자들이 모여 서로 의견을 공유하고, 의문데 답을 구하는 등과 같은 연결의 기회를 제공한다"고 주장하였다. 이는 기존의 미디어 외에도 소셜미디어라는 창구가 중요한 미디어로 FIFA 여자 월드컵에서 사용되었다는 것을 의미한다. 이에 본 연구는 2019 FIFA 여자 월드컵이 FIFA 의 트위터를 통해 어떻게 표현 되어졌으며, 시청자들의 참여와 상호

소통을 어떻게 진전시켰는지 그 전략을 파악하기 위해 설계되었다. 구체적으로 Phthon 을 이용해 2019 년 5 월에서 9 월사이에 트윗에 업로드 된 대량의 트윗 메시지 2,235 개를 수집하였고, 이에 대한 콘텐츠 분석을 실시하였다. 콘텐츠 분석을 통해 생성된 변수는 다양한 통계분석을 통해 분석되었다. 분석 결과 FIFA 는 여성 FIFA 월드컵 트위터를 통해 청중과 관련된 정보를 제공하는 일방 통행식 의사소통 전략을 주로 사용하고 있었다. 이 결과는 트위터가 개인화되고, 사진이 포함되어 있고. 신체성과 기술에 특정된 내용이 포함되어 있을 때 더 많은 반응을 있었다는 점을 통해 뒷받침된다.