

Original Article

## Providing A Pattern for Promoting Cultural Levels in Football Fans in Iran Stadiums, Based on The Views of Experts

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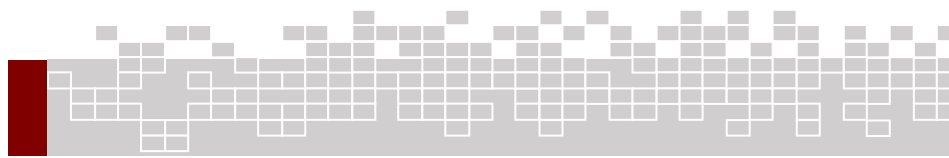
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**Abstract:** Football stadiums are the main infrastructures of this popular sport in the society. The purpose of this study is to provide a Pattern for cultural promotion in football fans in stadiums in Iran, which was done by qualitative research method and using grounded theory approach. Through snowball sampling and by conducting 21 semi-structured interviews with university professors and experts in football and culture theoretical saturation was achieved. The results of data analysis in 3 stages of open-coding, axial-coding and selective coding indicate 28 categories that these findings are within the framework of the final model including: Hooliganism, behavioral factors, media, managerial challenges, infrastructural factors and Juridical and legal as causal factors; the nature of football, advocacy and government actions and policy making as context factors; Celebrities, social contexts, economic conditions, Trends and interest, cultural and social and technology as an intervener; manpower, education and training, media, cyberspace, structural strategies and Infrastructural strategies as appropriate ways to promote the level of culture in football fans in stadiums as strategies. According to the proposed pattern, promoting the cultural level of the spectators, marketing development, Exercise promotion, financial development, social progress, the growth of moral security and growth of behavioral security in Iran can be mentioned as positive consequences of promoting cultural levels in football fan in stadiums.

**Keywords:** Culture; Fan; Football; Stadium;



## **1. Introduction**

Today, with the transformation of sports into a very important social, economic and cultural phenomenon, many people in different societies have realized the importance of sports in maintaining health, freshness and vitality and increasing physical and mental abilities, and to recreational sports or leisure and some also engage in championship or competitive sports as professional athletes. But leisure sports or championship sports are all done in sports venues and facilities. Sports venues and facilities should be constructed, equipped and managed in a way that can meet the needs, expectations and interests of all groups (Rahimi et al., 2000). Due to the fact that sports venues and spaces are used the most today, they should be of high quality in all aspects. Sports venues provide good opportunities for emotional, cognitive, perceptual and social development of different groups in society (Hesami et al., 2014). Football as the most prominent event at the stadium level with a large number of spectators has become the most popular sport in the world and in some countries has been selected as a national sport. Football is a major part of the world sports industry and economically, socially and culturally, it has had a great impact on sports and society in the world (Rezaei, 2017). Football as a socio-cultural phenomenon covers a variety of topics. Breitbarth & Harris described football as a human, social and operational enterprise that enhances social values through social activities, and in partnership with cultural values and reduces social tensions (Tondnevis, 2001). Important influences of football include socialization and culturalization (Parsameher, Torkan, 2009). One of the most important aspects of culturing and socializing is directing capital towards the development of sports activities, club fans and planning (Soleimani et al., 2014). Football stadiums are the main infrastructure of this popular sport in the society. Observing the necessary standards in these stadiums is important from various aspect such as safety, improving the quality of matches, attracting more spectators to the stadium, obtaining a license to host football matches at international levels, etc (Hesami et al., 2014). The standards of football stadiums are important in various aspects such as welfare, health, security standards and etc. The standards of sports stadiums are usually set by the organizations in charge of the competitions such as the world, continental and national federations and

the organizations that organize football leagues (Elahi & Pouragaei, 2004). In recent decades, a large number of athletes who have turned to football, have provided a very significant capacity for our country's football at the continental and transcontinental level. However less attention has been paid to the main infrastructure of this popular field, such as sport stadiums and consequently, compliance with standards in the construction and equipment of stadiums has received less attention. Existing stadiums do not have proper standards and welfare for athletes and spectators, which causes harassment of athletes and spectators in different weather conditions of the year and has a negative effect on their body, soul and spirit (previous). With the professionalization of football and the excitement of its matches, the number of spectators in this sport has gradually increased, so that in some matches, the crowd in the stadiums reaches more than 100 thousand people. With the passage of time and with the prevalence of football fever in different societies, false sensitivities towards this sport have been formed, so that it has led to some abnormalities and misbehavior in both groups of athletes and spectators. Actions such as doping, collusion betting and violence are the most important types of misconduct and abnormalities that have occurred in sports fields in recent years to the present day (Ghasemi et al., 2009). According to figures released by the International Football Association (FIFA), 270 million people around the world play football and more than 33 million unique spectators watch the 2016-2017 Champions League of the European Football Association. During the development of football, the sport has often been associated with problems and numerous cases of abnormal behavior have been recorded (Bostaki et al., 2019). In Iran, we also see these counter-cultures in stadiums. An example of this anti-culture is the Asian Cup qualifiers last year, in which an Iranian spectator threw a grenade (former cracker) at Azadi stadium, injuring a North Korean player, imposing a ban and penalties on the Iranian national team. In the match between Persepolis Tehran and Mahshahr Municipality teams, the spectators insulted both of them by chanting slogans against one of the Persepolis players and the referee and started throwing stones and water bottles into the ground, one of which hit the referee's head and broke his head, in the end, the spectators had a physical fight with each other. Inappropriate behavior among



football team fans has been one of the most important distortions and abnormalities that have occurred in sports fields over the past years until today. Nowadays, spectators who come to the stadiums to watch sports matches are of special importance for any sports league. Because in addition to giving identity to sports leagues, By participating more in competitions, they increase the attractiveness of the stadium space and earn more money and just as they can be useful as customers in the sports industry, they can also reverse this role and take responsibility for harming the industry with abnormal behaviors And show the face of sports activities inappropriately (Fallahi et al, 2017 & Moslehi et al, 2019). The introduction of football as a modern phenomenon in Iran and as a cultural commodity has faced a kind of delay and backwardness; We see that no effort has been made to create slogans, which is both the most cultural and the most obvious cultural behavior, despite the fact that the clubs carry the cultural title (Rahmati, 2018). Samner (1906) believes that sport is one aspect of socialization, such as assimilation into the beliefs and culture of society. Sport is a socio-cultural phenomenon that is associated with social organizations. On the one hand, they judge the social and cultural progress of society through sports, and on the other hand, sports progress depends on the social factors that govern society (Anvarakholi, 2002). The culture of any society is a sign of the level of spiritual growth and excellence of that society and behavioral characteristics are its basic elements (Kavousi, Hasanpour, 2007 & Eslami, 1975). In today's world, the situation of culture is becoming more complex and important. Culture is an acquired thing, meaning, it is learned through learning and education, and it is transmitted from one generation to another, and even from one society to another (Kid, 2002 & Salehi Amiri, 2017). Sarvestani (2002) in his research has investigated the causes of sports violence in Iranian society and has divided it into two categories. In the group of underlying causes such as economic, cultural and educational backwardness of society compared to political growth, lack of attention to the real characteristics of Iranian adolescents and young people in planning, discrimination, inequality and injustice in society and Rhetoric refers to demands instead of responding and acting. In the group of stimulus causes, to factors such as incitement of sports media, mismanagement of tournament

officials, unhealthy behavior of clubs and coaches, inappropriate movements and behaviors of coaches, referees, players, betting and snobbery, improper training of a group of fans and finally inexperience and incompetence of the forces that maintain order and security have been mentioned. Zolaktaf (2004) research findings showed that the lack of social freedoms, weakening the spirit of nationalism, reacting to the incitement of police and counter-revolutionary media, are the reasons for the violent behavior of football spectators. Jalilian and Khabiri (2005) state that football is one of the most popular sports in the international arena, as many countries of five continents have included it in their national sports. The overcrowding of stadiums in domestic, regional and continental matches and the presence of hundreds of millions of spectators make football the most popular sport in the world. Sultan Hosseini et al. (2013) in their research state that the results showed that cultural and social barriers in priority and two sub-criteria of legal and economic barriers and economic barriers in society are the next priorities in the development of professional sports ethics, which have different weights in different degrees as obstacles. Ahmadi et al. (2016) in their conference paper entitled "Study of factors affecting the presence of female spectators in Iranian sports stadiums" have referred to results such as the positive impact of the presence of women in stadiums to prevent aggression and hooliganism, the development of family sports, hosting international competitions, sponsorships, more ticket sales, increased TV broadcasting rights, more ancillary services and improved athlete performance. Askarian et al. (2016) state that among different societies, sport has occupied a major part of people's time and energy and has found an important place in the culture of societies. For many years, sport has gone beyond mere sport and has become known as one of the top industries in the world and has become a very pervasive economic factor and even a political weapon. Razavi et al. (2016) in their research concluded that the promotion of supportive culture promotes behavioral, cultural and social consequences and has good results in many aspects for society. Hall et al. (2012) Fan violence and hooliganism are other concerns of sports organizations and sports venue managers. Binjoid et al. (2015) examined the factors affecting the participation of fans in football matches in Saudi Arabia and concluded that the important factors



affecting the presence of fans include: services that can be provided in the stadium, stadium environment, the arrangement of unnumbered seats, the disrespect of Fans of rival teams to each other and the unavailability of online tickets. Mastromartino et al. (2018) in their study entitled "Culture and Sports Fans" found that Sports organizations can enhance the fan experience by improving food service areas, event quality, fan behavior control, crowd control, parking, and stadium cleaning, regardless of whether their favorite team wins or loses. According to the research, it can be said that the presence of spectators and fans is the most important part of a sport event and the main capital of the team and the club and widespread presence and material and spiritual support of the spectators of the popular team has a significant impact on the attractiveness and financial and economic development of football. On the other hand, the issue of cultural weakness in football stadiums has been discussed for many years, and considering that there are many weaknesses in stadiums, some managers and policymakers of the country have not thought of any measures and have not provided a suitable solution to this issue.

One of the necessities of this research can be that a large part of the factors, processes and consequences of promoting the level of fan culture in stadiums are still unclear and unexplored. The researcher decided to gain a better understanding of this phenomenon by recognizing the contexts providing this promotion

and the actions and interactions in this field, and provided solutions and mechanisms for its implementation. Therefore, in this study, an attempt was made to design a model for improving the level of fan culture in football stadiums, and this model can indicate what conditions and arrangements are needed to improve the level of fan culture in stadiums, and what will be the results of this promotion.

## 2. Methods

This research is qualitative research and was conducted in terms of fundamental purpose and using grounded theory approach and Semi-structured interviews were used to collect data in this study. The statistical community in this research were experts in this field; Professors of sports management and social sciences due to their research and educational background, and experts and senior managers of the football federation, managers of football stadiums and members of the media aware of the conditions of Iranian football due to their executive background. Some of them were selected by purposive sampling method for interview. The interviews continued (21 interviews) until theoretical saturation was achieved. Table 1 shows the statistical sample of the research. There are three overlapping processes in the grounded theory approach: open coding, axial coding, and selective coding.

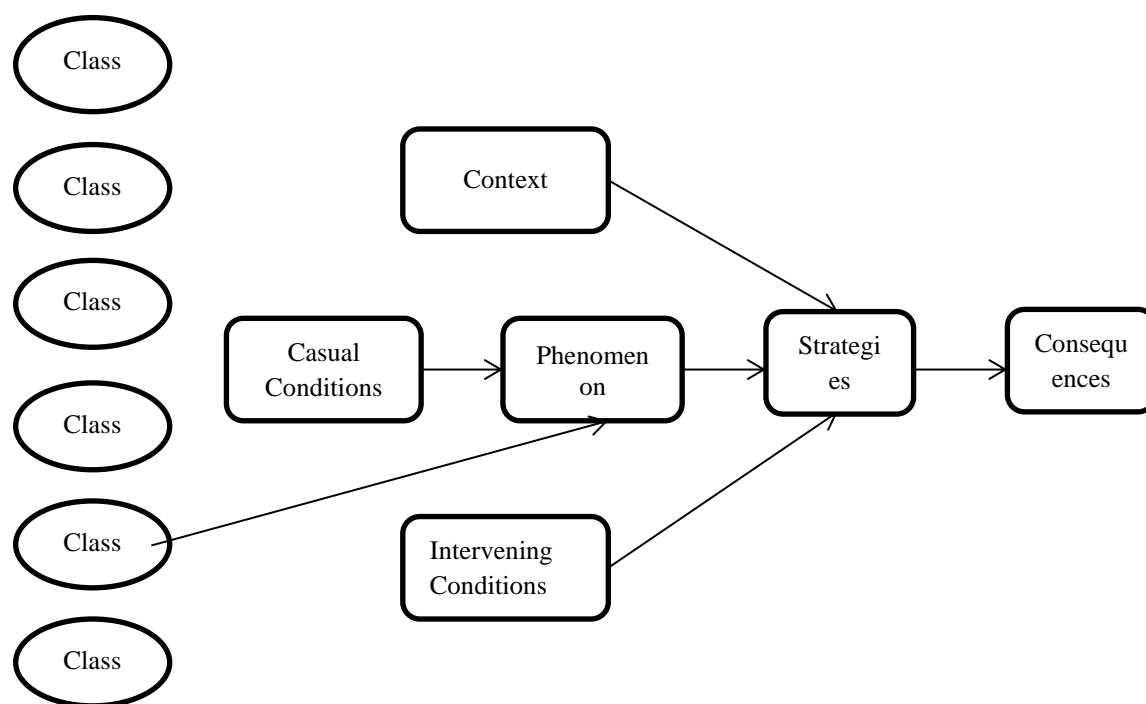
**Table 1.** Statistical sample of the research

Position	Number	Education	Type of Activity
Managing Director of the Premier League Club	2	PhD	Executive
Head of the Center	1	Bachelor	Executive
Faculty member familiar with the field of football	10	PhD	Research
Faculty member familiar with the field of culture	3	PhD	Research
Media owners	2	PhD	Executive
Experts and managers of the Football Federation	3	Bachelor and Master	Executive

In conducting research, data collection and analysis were done consciously simultaneously (Danaeifar et al, 2011). In order to present a systematic model of the findings from the coded data, we tried to use the paradigm model proposed by Strauss and Corbin (Strauss and Corbin, 2011). In this model, one of the

classes designated as the axis class and the other classes discovered are arranged based on a system of relationships with this class. The method of classification and the system governing the paradigm model arising from the data are described in Figure (1).





**Figure 1.** The paradigm model of data foundation theory (Strauss and Corbin, 2011)

### 3. Results

Based on the nature of qualitative research, the coding process was repeated many times to finally create the final classes and categories. The findings of the present study in the open coding stages included 148 open codes, 52 concepts and 28 categories in the dimensions of a paradigm model (Tables 2 to 6) and Figure (2). Causal conditions: The causal category that causes the creation and development of the central phenomenon and five general concepts were identified as causal factors to promote the level of fan culture in stadiums based on the views of research experts. As can be seen in Table 2, the categories of hooliganism, behavioral

factors, media, managerial challenges and infrastructural factors, including eleven concepts or signs, have been identified as causal factors to promote the level of fan culture in Iranian stadiums. The following are some of the open code statements made by the interviewees: Fans in the stadiums insult each other (P3). The media provoke the excitement and aggression of the fans by broadcasting two-way programs (P15). Players, referees, media and leaders, along with cultural weakness and lack of infrastructure, have a significant impact on creating tension among fans (P18).



**Table 2.** Concepts and categories related to causal conditions of research

Basic Codes	Concepts	Categories
Cursing the referee	Verbal aggression	Hooliganism
Insulting the opposing team player		
Insulting the spectator of the opposing team		
Insulting each other		
Ethnic slogans chanted by racists	Physical aggression	
Physical conflict of players		
Strife and physical conflict of spectators		
Throwing objects into the ground	Chaos and disorder	
Destruction of vehicles		
Destroying and damaging stadium equipment		
Disrupting the order of the stadium	Changing norms	Behavioral factors
Disrespect and aggression have taken the place of joy and excitement		
Transformation in leisure patterns		
Low tolerance threshold	Personal weaknesses	
Individual expectations of his team		
Incidence of failure		
Strict and ill-considered reaction of the security forces	Provocative behaviors during the race	
Collective behaviors of spectators		
Provocative movements of players, coaches and technical staff		
Injustice in the referee's performance		
Controversial conversations on TV shows	Unconventional performance of media	Media
Extreme media attention to football		
Publication of marginal content from media before competitions		
Stimulating some media to the sensitivity of the people		
Broadcasting directional programs from the media	Lack of purposeful management	Managerial challenges
Short managerial life in football		
Misplaced expectations from club managers		
Consequentialism of club managers		
Lack of priority on cultural issues for sports institutions	Culture has no priority	
Lack of spending time and money by the relevant institutions to create a culture		
Lack of cultural program		
Lack of cultural leaders in clubs	Infrastructure level constraints	Infrastructural factors
Lack of technological, cultural, social and economic infrastructure		
Cultural weakness of society		
Cultural weakness is the missing link in stadiums	Environmental conditions	
Prevalence of unemployment in society		
Lack of cultural deputy in clubs	Weak implementation of cultural activities	Juridical and legal
Shortcoming of cultural committees of clubs		
Lack of cultural education affairs	Legal restrictions	
Lack of approved and transparent laws related to cultural affairs		
Having a set of cumbersome rules		
Incomplete implementation of existing laws		





Contextual factors: According to the research experts, a set of concepts or contextual variables that are necessary to create the central phenomenon and are listed in Table 3, which are classified into four main categories: the nature of football, advocacy, law, government and politics. Examples of

interviewees' statements: Football is a popular sport which is considered by the media and cyberspace and sponsors are eager to sponsor it (P7). Sport, especially football, has an identity property and fans get emotionally involved in it (P5).

**Table 3.** Concepts and categories related to the contextual factors of research

Basic Codes	Concepts	Categories
Being exciting	so charming	The nature of football
The culture of advocacy promotes the culture of society	Cultural effect	
Multiple viewers	Extent of applicants	
Lots of fans		
Excessive participation of people		
Attention of people of different ages		
Much media attention	High reflection in media and cyberspace	
A lot of attention of cyberspace		
accessibility	The extent of football	
High willingness of sponsors		
The relationship between football and society		
It covers a larger part of the sports industry	Football effects	
Many social, economic and cultural effects on sport		
Many social, economic and cultural effects on society		
Games with a large audience	Maximum attendance	Advocacy
Derby		
Collective culture	Identity and emotional attachment	
Intense emotional conflict		
Football gives identity to the fans		
Government Concerns About Football Impacts	Interactions between government and football	Government actions and policy making
It is of interest to politicians and government legislators		
The link between politics and football		
more income		

Intervening conditions: general and broad conditions that affect the interaction of the central phenomenon and according to the results of the interviews, were

identified in three categories: legal, cultural and social, and technology.



**Table 4.** Concepts and categories related to intervening conditions

Basic Codes	Concepts	Categories
Clubs are state-owned	Privatization	Economic conditions
Presence of women in stadiums	Ladies' arrival	Social contexts
Attending with the family in the stadiums		
Bias capacities of Stars and patterns	Prejudice	Trends and interest
Behavior of celebrities, Famous players and coaches	Behavior of celebrities	Celebrities
Educational and cultural programs	Training the necessary skills	cultural and social
Promoting media literacy		
Use the experiences of successful countries	Benefiting from the experiences of specialists	
Use of academic experts in the formulation and implementation of cultural affairs		
Cooperation of all institutions to improve the overall culture of society		
Use of advertising technologies	Utilizing the latest technology	Technology
Use fan pages	Take advantage of social networks	
Create channels in cyberspace		

Strategies: Actions and interactions that express behaviors, purposeful activities that are influenced by the intervening and contextual conditions and affect the central phenomenon and are strategies to

promote the level of fan culture in stadiums. Table 5 categorizes strategies into six categories: manpower, education, media, cyberspace, structural strategies, and infrastructure strategies.





**Table 5.** Research Strategies

Basic Codes	Concepts	Categories
Capable managers	Use of human potential	Manpower
Efficient cultural assistants		
Highlighting players with ethics		
Use the advice of celebrities		
Improving the skill level of judges	Upgrade and improve skills	
Upgrade the level of league planning and league matches		
Use efficient personnel to plan and manage matches		
Upgrade the league management level		
Use city-level banners	Comprehensive advertising	Educational and training
Use promotional brochures		
Use pictures and videos		
Encourage spectators with ethics		
Punish the marginalized spectators	Reward and punishment	
Education in schools and universities		
Education and institutionalization of cultural teachings by education		
Education in family		
Internalization of cultural values from kindergarten	Training and awareness	
Media advertisement		
Show the culture of foreign league spectators		
Broadcast deliberate behaviors from the media		
Show breakdowns and damages	Use of audio-visual media	Media
Criticism of inappropriate gestures in the press		
Use of informative cultural cartoons in popular sports newspapers		
Promoting a worthy advocacy culture		
Create channels and pages	Utilize the potential of virtual networks	Cyberspace
Perform and display pattern-like movements		
Create sports culture campaigns		
Creating a fan association for the club		
Training programs in stadiums	Cohesion and organization of fans	Structural strategies
Creating special sites and channels in cyberspace for the club		
Writing cultural slogans on players' shirts		
Selection of trained leaders		
Use of educated and expert people in the management body of the club	Take advantage of the potential of the cultural committee	
Convenient parking		
Comfortable chair		
Improving the transportation system		
Improving the monitoring and control system	Specialized management	
Issuance of fan ID card		
Appropriate scoreboard		
Equipping the stadium with video checks		
Ability to book tickets a few days in advance	Stadium modernization	Infrastructure strategies
Online ticket sales		
	Improving the ticket sales process	



Consequences and Results: This category is related to the consequences and results of adopting the proposed strategies. Implications are the output of action and reaction strategies that fall into seven categories: audience cultural promotion, marketing

development, sports promotion, economic development, social development, moral security development, and behavioral security development, shown in table 6.

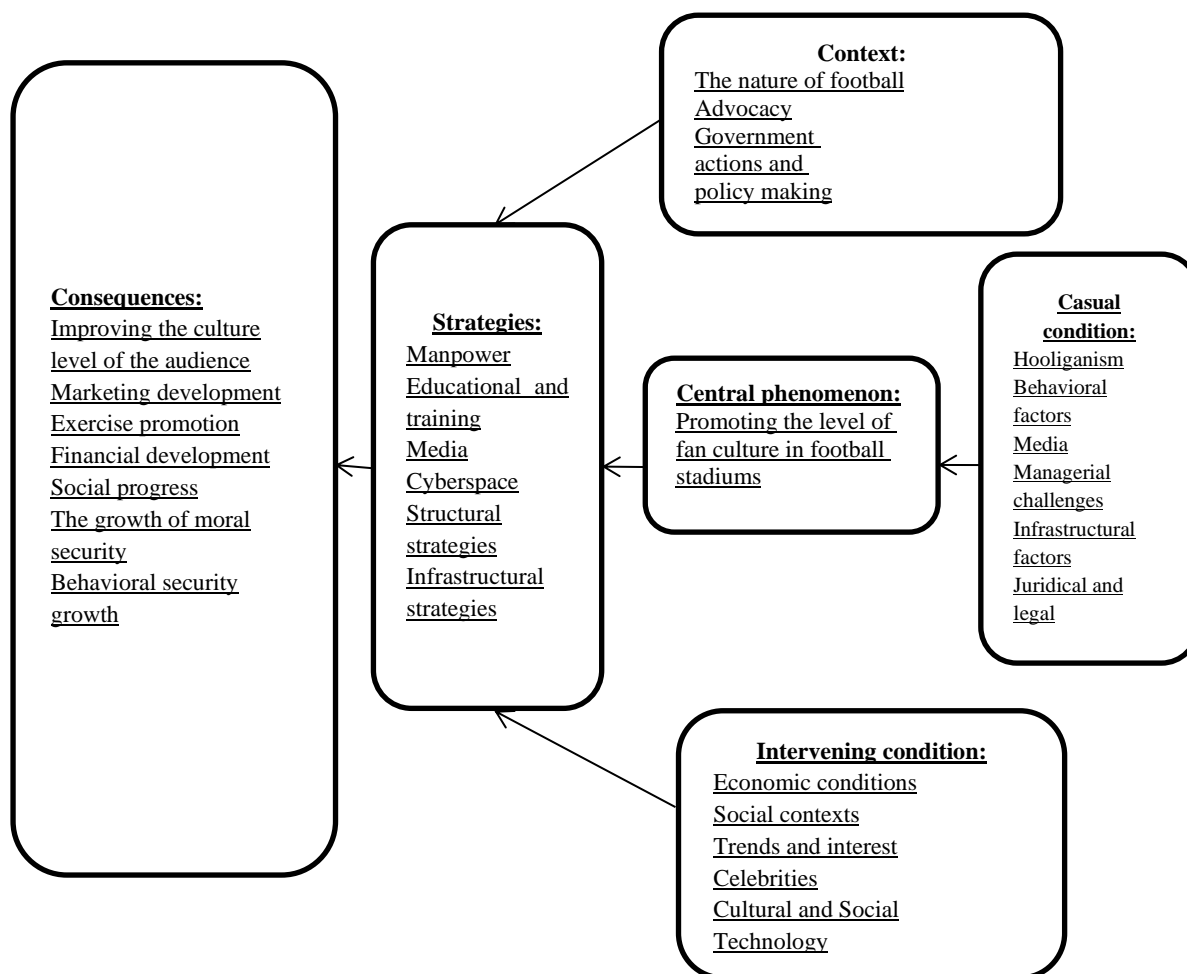
**Table 6.** Research consequences

Basic Codes	Concepts	Categories
Raise audience awareness	Strengthen cultural values	Improving the cultural level of the audience
Increase the intellectual level of the audience		
Increasing the moral value of the audience		
Organizing the audience	The cultural growth of the audience	
Respect for people		
Increase people interactions		
Increase advertising	Promotion of league marketing	Marketing development
Increasing sponsors		
Strengthen the brand		
Increase game quality	Improving the quality of exercise	Exercise promotion
Increase the quality of competitions		
Increase chances of hosting international games		
Increase revenue	Financial growth	Financial development
Increasing the number of fans		
Increase ticket sales		
The presence of women	Creating social unity	Social progress
Family presence		
Presence of young people		
Creating social participation	Development of social life	
Promoting a culture of citizenship		
Reduce social anomalies		
Diminishing obscenity	Improving sports ethics	The growth of moral security
Diminishing insults and hooliganism		
Reduce physical conflict		
Spreading heroic behavior	Improve athletic behavior	Behavioral security growth
Less damage to property		
Reduce throwing objects		

The final research model was designed and developed based on the model proposed by Corbin and Strauss (2008). Figure 2 shows the conceptual

model of grounded theory for promoting the level of fan culture in stadiums.





**Figure 2.** Paradigm model of promoting the level of fan culture in football stadiums

#### 4. Discussion

This study presents a paradigm model of promoting the level of fan culture in Iranian football stadiums. For this purpose, the grounded theory method has been used to present the theory, and the proposed model is derived from the coding processes of the data-based theoretical method obtained from interviews with the elites. The final template, consisting of 28 categories and 53 concepts, was presented. In this regard, the research findings showed that improving the level of fan culture in football stadiums is a central phenomenon of research. Accordingly, a favorable program and model should be designed to promote the level of fan culture in football stadiums. Promoting the level of fan culture in stadiums strengthens the cultural values of communities, which leads to maximum presence and with the family, which strengthens appropriate social relations, and on the other hand, has a great impact in various fields of holding competitions. Causal conditions: Conditions that

cause the observed phenomenon (Strauss and Corbin, 2008). Based on the model derived from the research data, the indicators of causal conditions include the categories of "Hooliganism", "behavioral factors", "media", "managerial challenges", "infrastructural factors" and "Juridical and legal" and each of these factors also have subsets. The hooliganism section includes (verbal aggression, physical aggression and disturbance). Aggression that begins with swearing and insulting the referee, the player, the coach, and even each other, and is exacerbated by physical clashes between the spectators and sometimes the players and sometimes spectators throw objects into the ground or break the seats and equipment of stadiums and even vehicles, causing chaos and disorder that may be dragged into society if left unchecked and cause irreparable financial and human damage. Due to the fact that most of the football spectators are teenagers and young people who have a high level of excitement



and the atmosphere of football itself is exciting, these factors themselves provoke more spectators and increase the likelihood of aggressive behaviors, which is in line with the results of research by Hall et al. (2012) and Benjoid et al. (2015). Another causal condition that can be mentioned is behavioral factors that fall into three categories: "change of norms, personal weakness and provocative behavior during the race". In the category of changing norms, it can be said that how to spend leisure time is a reflection of the social, economic and cultural conditions of each society, and the optimal use of these times can have a significant impact on improving the quality of social and economic life of people in the society. Today, due to technological advances and many problems in life, leisure patterns have changed, but in many cases, it has deviated from the main path, which has caused irreparable damage in society. Also, young people engage in aggression and disrespect instead of a healthy discharge of excitement, and in most cases, they enjoy this work. Biased refereeing, misbehavior of some players and coaches, as well as misconduct by security forces can also provoke spectators that abnormalities should be prevented with proper and timely management and necessary training for team members and stadium staff. Another behavioral factor is personal weaknesses, which today have lowered the tolerance level of people and the expectations they have from their team are sometimes exceeded, and the failures that occur lead to violent behaviors. The results of Zolaktaf (2004) and Sarvestani (2002) who studied the causes of abnormalities in stadiums are in line with the results of this study. The unconventional performance of the media is one of the categories of media that sometimes the media prepares the minds of the spectators from the beginning to react negatively with the slightest mistake or misplacement by broadcasting marginal content and controversial conversations and paying extreme attention to football sport and teams' performance, as well as broadcasting directional programs, which is in line with Sediq's research (2002). The management problems that exist in football clubs are first of all due to the lack of purposeful management in the clubs. The managerial life of football clubs is short, which is why managers cannot implement long-term plans for their clubs, and this makes club officials only result-oriented. Another managerial challenge is that Culture is not a priority. Because the

economic, media and psychological atmosphere and the expectations that exist from the managers of the clubs have caused them not to have the opportunity to address the issue of spectator culture in the stadium. The cultural issue is not a priority in the programs of clubs and other sports institutions, and the necessary time and money are not spent in this regard, which is in line with Sediq research (2002). The other casual condition is infrastructural factors, which include infrastructure constraints and environmental conditions. Lack of infrastructure is another reason for the occurrence of anomalies and the lack of cultural leaders in clubs is another reason for margins occurred in the stadiums. Cultural weakness and lack of social, cultural, economic and technological infrastructure are other factors. Unemployment in society is also an environmental condition that spectators are affected by and of course inappropriate conditions have negative effects on people's performance, which has been mentioned in the research of Mastromartino et al. (2018). Other causal conditions include the juridical and legal category, which has two sub-categories: weakness in the implementation of cultural activities and legal restrictions. The lack of cultural deputies in the clubs is a major weakness that should be enacted in order for these deputies to come into being and act in this direction with appropriate cultural training. Existence of a series of cumbersome laws and incorrect implementation of laws that have no supervision over the implementation and enactment of laws is another context for the phenomenon under study, which is consistent with the research of Sultan Hosseini et al. (2013) who pointed to cultural and social barriers to sports ethics. Contextual condition: In fact, the respondents answered the question of what are the contexts that promote the level of fan culture in stadiums? And they were categorized into three general categories: the nature of football, advocacy, government actions, and policy-making. The results of the research showed that the excitement has made football very attractive and football with its high spread among different sections of society has many spectators and fans in stadiums. The great attention of the media and cyberspace has caused this sport to be more reflected in the media and cyberspace and gain more and more fans day by day. Due to the popularity of football, strengthening the culture of fan promotes the culture of the society. Football forms a major part of the sports industry, and sponsors are more inclined to



invest in it. Football has many fans and by creating healthy and friendly social relations, it causes the interaction of spectators and has many cultural, economic and social effects on both sports and society. These results have been mentioned in the researches of Jalilian and Khabiri (2005) and Ahmadi et al. (2016). Spectator games and derbies cause the maximum presence of spectators and football friends. In this sport, a collective culture is formed that affects all spectators and they see their identity in it and become dependent on it in such a way that their identity is formed in football and they get into intense emotional conflict and it causes the identity and emotional dependence of the spectators, which are sub-categories of advocacy, which is in line with the results of research by Jalilian and Khabiri (2005) who consider football as a popular and identifying sport. The government's concern about the impact that football has on society and the large incomes it generates for society has given it a great deal of attention from politicians and statesmen that in fact, it is the interaction between the government and football that is under the category of government actions and policy-making, which has been mentioned in the research of Askarian et al. (2016) who consider sport as a political weapon. Intervening conditions: Interventional conditions are structural conditions that facilitate or limit the influence of other factors and have general aspect. Experts in the study believe that promoting the level of fan culture in football stadiums is not impossible, but we need time to implement it, and they also believe that privatizing clubs will improve economic conditions and the entry of women into stadiums, which provide social contexts in stadiums, which helps to promote fan culture in clubs, which is gradually instilled in the spectators as cultural progress and values are created. These are in the category of economic conditions and social contexts that have been mentioned in the research of Askarian et al. (2016) and Ahmadi et al. (2016). In the category of celebrities uses stars, celebrities and famous people so that fans can show normal behaviors by following their example. In the cultural and social category, training of necessary skills is considered, which include educational and cultural programs and the promotion of media literacy. Media literacy is a skill that enables teens and young adults, as active audiences, to understand, decode, and evaluate messages. The share of media literacy in our culture is very small and this has caused

concern; Because we live in a media environment and we need to know all the functional information of the society. In today's complex world, the more media literacy improves, the more up-to-date and cultured the people of those societies become. Therefore, the need to pay attention to cultural and social factors to achieve the goal sooner in the studied phenomenon becomes more colorful, which is in line with the research of Sarvestani (2002) and Ahmadi et al. (2016) and Razavi et al. (2016). Technology is also divided into two categories, which include the use of modern technology and social networks. Modern technology that incorporates advertising technologies and social networks refer to the creation of fan pages and the creation of channels in cyberspace, which today leads to attracting more fans and better organizing them, which has been mentioned in the research of Mastromartino et al. (2018). Strategies: The extracted codes were classified into six categories: "Manpower, education and training, media, cyberspace, structural strategies and infrastructure strategies". The use of capable managers and efficient deputies and highlighting players with ethics makes it possible to use the potential of manpower and improves skills by improving the level of refereeing and match planning and league management. Utilizing existing potential and improving skills are both manpower-related factors. By advertising in banners and brochures, as well as images and videos, all-round advertising is formed, which gradually takes place in the minds of the viewers and then appears in their thoughts and actions. By exercising supervision, it is possible to encourage the spectators with morals and punish the marginalized spectators, which can help a lot in this regard. Families have an important role in educating and informing people so that the most basic education is learned in the family. Education and awareness can continue at an early age by internalizing values in kindergarten. Education also has a significant role in teaching cultural education, of course, family and kindergarten education are also established in schools, and even universities can continue the process of education and awareness, which are all sub-categories of education and training. In the media sector, which includes the use of audio-visual media and the press, shows the prominent role of the media in creating culture. Audiovisual media with extensive advertising and coverage of damage and injuries caused by violence



and aggression in stadiums, as well as broadcasting deliberate behaviors in the form of short films or animations, as well as showing the culture of spectators of popular foreign leagues who watch the matches regularly and in complete safety and they enjoy being in the stadium and can help create and promote the culture. The press can also be effective in this regard by criticizing inappropriate movements and informative cartoons. cyberspace uses the potential of cyberspace by creating a sports culture campaign and creating channels and showing pattern-like movements in these spaces and promoting a worthy fan culture. Structural strategies for cohesion and organization of fans require the establishment of fan centers. To take advantage of the potential of the cultural committee, it must run training programs in stadiums and create a special site and channel in cyberspace for the club, and can even write slogans on the players' shirts. The modernization of the stadiums includes the improvement of the transportation system and the monitoring and control system, suitable parking and comfortable seats, and equipping it with appropriate video checks and scoreboards, as well as issuing fan cards for the spectators, all of which are physical facilities. To improve the ticket sales process, tickets must be sold online and can be booked a few days before the game. Modernizing the stadium and improving the ticket sales process are related to infrastructure strategies. Findings showed that by promoting the level of fan culture in football stadiums, the level of thinking and awareness of spectators increases, Cultural values are

strengthened, the population of spectators in stadiums increases, and this presence increases ticket sales and, as a result, increases the revenue of clubs, which leads to economic progress. The promotion of culture leads to the maximum increase of viewers of different ages and different tastes, which increases the desire of companies for more financial support and advertising, which also strengthens the brand. Promoting the level of advocacy culture will have a great impact, including the presence of women and families, which provides favorable conditions for healthy leisure time with the family, and which promotes social life, which leads to social progress. Increasing the quality of the game promotes football and promotes sports, and in general provides the ground for hosting international matches. Findings indicate that promoting the level of advocacy culture increases social participation as well as promotes culture of citizenship and reduces social anomalies. The results showed that the more culture is promoted, the less obscenity and violence there is, and it ultimately leads to the growth of behavioral and moral security. Therefore, presence in security is important, and it seems necessary to observe cultural norms in order not to violate civil rights and better interactions between people. The model presented in this research is able to explain the reasons for the promotion as well as the necessary context for this promotion that managers and policymakers can use this model to provide opportunities and conditions to promote the level of fan culture in stadiums and then the country's football will benefit from the various benefits of this promotion.

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## الگوی ارتقا سطح فرهنگ هواداری در استادیوم های فوتبال ایران بر اساس دیدگاه خبرگان

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**چکیده:** استادیوم های فوتبال، زیرساخت های اصلی این رشته ورزشی پرطرفدار در جامعه بشمار می رود. هدف از این پژوهش الگوی ارتقای سطح فرهنگ هواداری در استادیوم های فوتبال ایران است که با روش تحقیق کیفی و با استفاده از رویکرد مبتنی بر نظریه داده بنیاد و با الگوی پارادایمی اشتراوس و کوربین انجام شد. جامعه آماری تحقیق اساتید دانشگاه ها و متخصصان آشنا به موضوع (استادان دانشگاه، کارشناسان فوتبال، مدیران عامل باشگاه و رؤسای کانون هواداران) بودند. نمونه ها از طریق روش گلوله برفی انتخاب شدند و تعداد نمونه هایی که با آن ها تا رسیدن به اشباع نظری مصاحبه شد، ۲۱ نفر بودند. شیوه مصاحبه نیمه ساختاریافته بود. نتایج تحلیل داده ها در سه مرحله کدگذاری باز، کدگذاری محوری و کدگذاری انتخابی حاکی از ۲۸ مقوله است که این یافته ها در چارچوب الگوی نهایی شامل: اوباشگری، عوامل رفتاری، رسانه، چالش های مدیریتی، عوامل زیرساختی و حقوقی و قانونی به عنوان عامل علی، ماهیت فوتبال، هواداری و اقدامات دولت و سیاست گذاری به عنوان شرایط زمینه ای، شرایط اقتصادی، بسترهای اجتماعی، گرایش و علاقه مندی، افراد مشهور، فرهنگی و اجتماعی و فناوری به عنوان مداخله گر و نیروی انسانی، آموزشی و تربیتی، رسانه، فضای مجازی، راهبردهای ساختاری و راهبردهای زیرساختی به عنوان راهکار مناسب برای ارتقاء سطح فرهنگ هواداری در استادیوم های فوتبال می باشد. با توجه به الگوی ارائه شده، ارتقاء سطح فرهنگی تماشاگران، توسعه بازاریابی، ارتقاء ورزش، پیشرفت اقتصادی، پیشرفت اجتماعی، رشد امنیت اخلاقی و رشد امنیت رفتاری در ایران را به عنوان پیامدهای مثبت ارتقاء سطح فرهنگ هواداری در استادیوم های فوتبال می توان ذکر کرد.

واژه های کلیدی: استادیوم، فرهنگ، فوتبال، هوادار.

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این نماد به معنای مجوز استفاده از اثر با دو شرط است یکی استاد به نویسنده و دیگری استفاده برای مقاصد غیرتجاری.