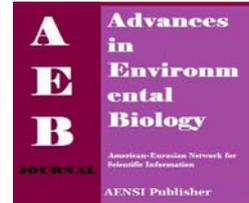




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The role of sport events management in the occurrence of anti-social behavior by spectators in Master Soccer League of Iran

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ABSTRACT

The purpose of this paper is to study the role of management factors in the occurrence of anti-social behavior form spectators in Master Soccer League of Iran. This study is of a practical type regarding the purpose and a descriptive type conducted with survey. The population in this study consisted of spectators who attended the soccer match between Esteghlal and Persepolis in the league year of 91-92 the number of which was not completely clear. The size of the sample was determined using Cochran's formula and through random sampling which was 384 people. To gather the data a self-made questionnaire was designed by the researcher which included 4 factors namely; stadium's atmosphere, sport media, the time of the match, and managerial factors. The validity of the questionnaire (superficial and content) was approved by academicians of this major and the reliability was assessed using cronbach's alpha which was 0.86 for this questionnaire. Data analysis was conducted using inferential and descriptive statistics. In the part of descriptive statistics Kolmogorov- Smironov, Levine, T-test, variance analysis, and Friedman tests were used. The results show that spectators of the match between Esteghlal and Persepolis think sport media with the average of 2.74, and stadium's atmosphere with the average of 1.99 are the less effective factors in anti-social behavior, while the time of the match and management factors are the more effective factors with the average of 2.65 and 2.62 respectively. The results from spectators' opinions show that the relationship between age, education status, occupation, and marital status in spectators with stadium's atmosphere, occupation with the time, and spectators' income with managerial factors, is significant.

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INTRODUCTION

In the current era sport has become a great part of social and cultural life. As a social phenomenon, soccer is the result of social discipline and the relations governing the society [10]. Soccer has become the most popular sport due to the fact that stadiums, in national, continental, and international matches are always full of people, and hundred millions of people watch soccer matches on TV. In Iran also soccer is the most popular sport comparing to other sports and one could say that soccer is in its transition state from traditional soccer to modern soccer.

One of the most important issues emerging in the last two decades is violent behavior, the reflections of which in national and international events is observed form time to time. Experts believe that among sport it is only soccer which sometimes fosters scandals [3]. Soccer is an exciting, delicate, and strong sport and concurrently it seeks group work, individual skills serving a common goal (team goal), and variety and consists of various executive programs and this is exactly why people love this sport. In the other hand, fans cause intensity, attractiveness, and can lower or higher motivation in players. A match without spectators cannot be so encouraging for the players. Spectators are usually intolerant fans who strengthen their team and try to weaken the opposition [4].

Key managers of stadium atmosphere in England, divide the safety of stadiums into three parts:

Hardware safety (structural factors), including facilities for spectators, the appropriate design of the entrances and exits, designing suitable seats for spectators, building suitable and enough water closets, and appropriate fencing and so on.

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Software safety (management factors, which depends on experience and awareness of managers and factors such as training and coordination of the guards, discipline and justice in the match, training players and coaches to prevent provocative actions, entrance control, and firm decisions against scandals.

Health safety (culture and national and regional intolerance), these factors cause indiscipline and lack of safety in stadiums. Providing safety needs an accurate management with insight and not to mention that achieving the goals set for sports is possible only if safety requirements are met. Safety and security are divided by two elements of health and moral safety [9].

Numerous studies have been conducted in Iran and other countries by researchers and psychologists about violent behavior; but there has been no research specifically about the aspects of this behavior in sports [10].

Mazbuko [13], has conducted a study titled "intra-group contention in stadiums" to find an answer to the question why some spectators in stadiums behave violently against the police. He studied three factors, spectators' perception of justice in intra-group situations, group characterization, and spatial aspect. The results of his study show that there is a significant relationship between group characterization and spatial aspect which has a negative impact on the behavior against the police. Also the interactional relationship between characterization and spatial aspect shows that the people who are lower in character behave better against the police. In a study titled "the role of the result of rugby matches on spectators' violence and alcohol usage", Simon *et al* 2007, showed that there is a significant difference in violence before and after the game between the fans of winning and losing team. In a study titled "violence in soccer is not a dilemma only in England", Courakis 2004 studied the violence occurring in stadiums in Athens. He believes that the most important factors affecting violence in fans are negative thought against the opposing team, mistakes by the referee, stimulating vision the police has toward the fans, stimulations by sport journalists, and creditability and fame seeking. In a study by the title of "the relationship between violent behavior and spectators' perception about their role as a fan", Wann *et al* [18], found no significant relationship between these two variables.

Torkfar *et al* 2011 also conducted a study titled "the effects of verbal and physical violence on judgments of referees" and concluded that proximity to spectators' position is the most important factor in violence against the referee. As a scientific method against the violence the positions must be adjusted and real fans must be separated. Organization of fans, identification of trouble making fans, and using leaders to empty fans' sentiments through group chants is also related to the subject. Rahmati 1382 in his doctrine titled "the study of violence in soccer" concluded that the most important factors in verbal violence is the result of the match and the violence shown by the players. The variables age, the level of control and observation by the family, and socio-economic situation affects the trend toward violence in soccer fans.

In a study titled "the preventive role of disciplinary management in preventing the occurrence violent behavior by soccer spectators", Jan Bozorgi *et al* [1], found the following results. Violent actions by spectators can be decreased by impalpable control, palpable presence of the police and agents, and psychological practices. Among the aforementioned factors psychological practices and impalpable control are more effective.

Regarding the role and effects of soccer on different aspects of life, positive and negative applications of this sport have always been interesting to researchers of humanities and sociologists. Despite the acceptance of the fact that soccer is useful in many ways namely; physical and mental health, social control, socialism, law abidance, discipline making, and encouraging patriotism, anti-social behavior is and inevitable part of this sport which is necessary to be studied on to find the factors affecting it. Regarding the aforementioned matters and also the process governing the sports a question arises, why is this violence in sport which is the result of compromise and peace among the people? Why is soccer spreading violence among the people while it is intentionally chosen for leisure? Every day we hear some news about violence in soccer. There are reason for this behavior which have been under study by researchers of psychology and sociology. Promising results are found but the question is why do we witness this behavior in stadiums? Accurately observing the sport news, media, and journals we can see that spectators are not satisfied by the services in stadiums, the way of selling tickets, and the time of sport events... In this study we have tried to analyze the violent behavior in stadiums during the Master League in Iran to fill the scientific gap in professional soccer in Iran which is a young phenomenon. Also we are trying to prevent the harmful consequences of violence in stadiums such as the beat, destruction and so on through recognition of the reasons of this kind of behavior.

Methodology:

This study is of a descriptive kind which is conducted through survey. The population in this study were the spectators attending the match between Esteghlal and Persepolis during the league year of 91-92. Whereasthe size of the population was not accurately clear a primary study was conducted to determine the variance in the population. In this regard a group of 30 spectators was chosen randomly and the questionnaire was distributed among them. After exploiting the data, the size of the sample was set at 384 using Cochran's formula. Regarding the fact that the population of interest were soccer spectators the population of whom is concentrated in stadiums sampling was conducted using random sampling of the available groups. Furthermore to choose the

sample for each team, matches between each team against another team was attended to find the fans of Esteghlal and Persepolis.

To gather data a self-made questionnaire was designed by the researchers which included 33 questions according to 5 degree Likert's scale. The questionnaire was intended to study spectators' opinion in the field of anti-social behavior in four factors (stadium atmosphere, sport media, the time of the match, and managerial factors). Superficial and content validity was approved by sport management academicians and reliability was measured using cronbach's alpha which was 0.86 for this questionnaire.

To gather the opinions of spectators, in the match between Esteghlal and Persepolis 450 questionnaires were distributed among them and regarding the problems such as crowd, not receiving the questionnaire, and receiving questionnaires with inappropriate answers in the end 384 tact questionnaires were received.

Descriptive and inferential statistics are used in this study. Descriptive indexes such as frequency, percentage, average, standard deviation, charts, and tables were used and for inferential analysis SPSS18 software was deployed. To measure normality Kolmogorov- Smironov test and for congruence Levine rest was used. T-test was deployed for variance analysis and for analysis and measurement of differences, and Friedman test was used for prioritization.

Findings:

Among the 384 samples, 59.1% were between 26-35 years old, 26.8% between 15-25, 7.8% between 36-45, and 2.6% were over 45. 52.3% had education under diploma, 21.4% diploma, 10.9% associate or higher, and 14.1 bachelors or higher. From an occupational point of view, 31.5% were students, 31.2% employees, 18.2% had free jobs, 13.3% were workers, and 4.7% were unemployed. Marital status: 58.3% were single, 37.5% married and 4.2% were divorced. 50.3% had an income of 500000 Tomans or less, the income of 24% was between 500000 and 700000 Tomans, for 10.8% the income was 900000 to 1200000 Tomans, 4.7% had an income of more than 1200000. Others did not claim their income.

Kolmogorov- Smironov test was used for the normality of the data and regarding the value of Z from Kolmogorov- Smironov test the distribution of the data for the variables is normal ($P>0.05$).

According to the results from table 1, stadium's atmosphere, sport media, the time of the match, and managerial factors affect anti-social behaviors in stadiums. The mean score obtained for these factors shows the fact that they are indeed effective.

Table 1: The role of factors on anti-social behavior by spectators in Master league of Iran

Value scores' average	sig	Degree of freedom	T-test	Factor
3.39	0.00	383	11.439	The location of stadium
3.36	0.00	383	17.401	The presence of media
3.6	0.00	383	13.705	The time of the game
3.63	0.00	383	18.673	Managerial factors

According to table 2, even effects of the factors is rejected. Rate average obtained by Friedman test shows that stadium's atmosphere has the least effect with the average of 1.99, and media has the most effect having the average of 2.74. Meanwhile the time of the match and management factors are in the next ranks with 2.65 and 2.62 respectively.

Table 2: spectators' opinion about the factors affecting anti-social behavior

Rank average of the factors				sig	Degree of freedom	Chi-square
Managerial factors	The time of the game	The presence of media	The location of stadium			
2.62	2.65	2.74	1.99	0.00	3	82.975

Regarding the effects of management factors on anti-social behavior as you can see in table 3 inappropriate behavior of the police and irregular entrance and exit time have the most effects.

RESULTS AND DISCUSSION

Studying the findings in the field of environmental effects on antisocial behavior shows that spectators believe that in the match between Esteghlal and Persepolis stadium location can be a decisive factor. The results of Anbaro [8] suggest that the reasons of violence might be followed to the factors like age (the average of 21 years old), sentimentality of behaviors, anonymity, reading biased papers and being influenced by them, the performance of the police, and intolerance. Observing videos of soccer hooligans, Marsh *et al* [12] found out that police control is effective for soccer scandal which is consistent with our results. Regarding the fact that satisfactory of the services and consistency of the goals and the way of achieving them are really effective on antisocial behavior, it seems that lack of appropriate practices for improving facilities is one reason for those

kind of behavior. Also factors like the role of the family in appropriate treatment, the role of the society in building the culture, the role of friends who are followed, and psychological and economic issues are among the effective factors.

Table 3: Friedman rating on managerial factors

The average of ranks	Managerial factors
8.12	Unappropriated behavior by the police
6.91	Early presence of spectators
8	Non-regular time for exit and entrance of spectators
6.71	Unfair distribution of places among the home and the guest teams' spectators
6.55	Uneasy access to the stadium
6.83	Unappropriated transportation
6.53	Absence of leaders
6.35	Unclear ticket selling process
6.96	The expensive tickets
7.44	The presence of black market
7.31	Unappropriated behavior by the ticket sellers
6.44	Absence of cultural programs after the games
6.84	The absence of a good relationship between spectators and authorities
101.57	Chi-square
0.00	Sig

Studying the findings about the influence of media on antisocial behavior shows that spectators believe that in the match between Esteghlal and Persepolis the presence of media can be a decisive factor too. In other words, marginalization caused by the media and the newspapers, presence of journalists around the field, broadcasting behind the scene, photographers crowd behind the goals, and live broadcasting of the matches are among the affecting factors. The findings of Geilman and Briant spectators want the violence to occur in sports and the media is taking advantage of this desire. Courakis [11] suggest that negative thought toward the opposing team, mistakes by the referee, stimulating vision of the police toward the crowd, stimulations by the media seeking fame and population are the most important factors influencing antisocial behavior by spectators which is consistence with our findings. This could be due to the fact that media seeks challenge in our country and probably starts subjects which leads to antisocial behavior. Regarding the role of the media in building a culture and the close link between the media and spectators, media can help the problem by training its audience in addition to informing. This is especially applicable to the papers supporting a team because teams have a relatively continuous connection to these papers. These papers can lower the intensity of the matches and try to build a culture in accordance with positive social patterns. Avoiding biased points of view, sport media should try not to bring challenging subjects.

Another factor affecting antisocial behavior is the time of the match. It can be a factor affecting the attraction or repletion of spectators to go and see a match which is more important in other countries especially Europe and South America. Increasing the profit is the most important task of managers, and managers who fail to do it are usually fired. Also in other countries soccer matches are always held in weekends and the best time of the day to attract the most spectators. The time of the match strongly influences the occurrence of antisocial behavior and there been numerous studies in that in other countries. Lis and Cacas found a significant relationship between temperature and the occurrence of this behavior.

Findings regarding management factors showed that spectators strongly believe that these factors are highly effective. Factors like inappropriate behavior of the police, soon entrance by spectators, lack of discipline in entrance and exit, unfair distribution of spectators (guest team), lack of easy access to the stadium, inappropriate transportation, lack of guides, lack of appropriate ticket selling procedure, black markets, expensive tickets, inappropriate behavior by the people selling tickets, lack of cultural programs before and after the match, lack of friendly relationship among the fans and between the fans and authorities are effective too. Researches have shown that spectators are not satisfied by the behavior authorities show, and coordination with other organizations and a revision through training courses seems necessary.

Jahanfar *et al* [2], showed that violent situation caused by lack of coordination spreads among the spectators in and then out of stadium. Also in a study titled "a study of variables causing violence in spectators in the view of referees" Ramazaninejad *et al*, suggested that referees believe that the 8 factors of facilities and services, media sensation, result-orientation, spatial and temporal management of contests, team behavior, judgment type, behavior of coaches and referees and social sensitivity and competition background are key factors in the occurrence of violence. Spider [15] concluded that soccer scandal is affected by 6 factors: 1 - excitement and pleasurable emotional arousal, 2 - Rough Masculine Identity 3- local and regional identity 4- personal and collective management of reputation 5 - Creating a sense of belonging, 6 - Power and Autonomy which is consistence with our findings.

One of the factors influencing the occurrence of antisocial behavior is weakness of management. Bad timing in selling the tickets and entrance of spectators, long waiting time, inappropriate behavior of salespeople, bad timing in opening the gates, sudden increase in ticket prices, not preventing the entrance of excess crowd to stadiums despite fullness of stadium, lack of control in ticket selling so that some of spectators enter the stadium by fake tickets, lack of guides who leads spectators to the right place, and the black market for the tickets, unfair distribution of guest and home fans... are representative of bad management.

Inappropriate behavior by the police is also an affecting factor. So through cooperation of the police and sport authorities there should be practices to lower the probability of antisocial behavior. Regular inspection and without discrimination, fines and penalties, prevent known troublemakers from entering the stadium, emphasis on sitting, and ongoing monitoring to prevent the occurrence of violent behavior are among the influencing factors, the approach which is used the police today but is not effective for after-match violence. Maybe it is the reason researchers offer preventing approaches; Providing adequate transportation means, the best time for the game, use good media reception hosted by ethics, providing grounds for a legitimate expression of collective emotion in sport, encourage, reward and culture with an emphasis on values and norms for significant reduction of social violence by police, a goal achieved by accurate planning by involved parties and coordination of the police and sport organization especially Sport Ministry and also popular media. The important matter is that the police seeks prevention and Sport Ministry seeks managerial effectiveness to control violence.

Soccer is the most popular sport in the world because its rules are easy to understand. Soccer spectators come to stadiums seeking different things; enjoying a good game and supporting their team and so on. The finding this study show that most of the spectators of this game are teenagers and youths. They want facilities, appropriate transportation, safety... and sport ministry can provide them by good planning to better hold soccer matches. Actions like: Measures in relation to the outside of the stadium and entry barriers, around the field, exit routes, the location of the security forces, the security coordinator, plans to enter the stadium, physical check , exits and entrances, engage security forces volunteer to help in times of crisis, stadium maps installed at specific locations for quick response and crisis management, the timely completion of the stadium announcer for the games about running out of tickets is also expected to prevent danger in stadiums.

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