

**The experiences of South African spectators at the 2010 FIFA
World Cup South Africa™**

by

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ABBREVIATIONS

Abbreviation		Description Of Abbreviation
DPRM	Chapter 2	Duquesne Phenomenological Research Method
FIFA	Chapter 1	Fédération Internationale de Football Association
IPA	Chapter 2	Interpretive Phenomenological Analysis
I	Chapter 3	Interview
MA	Chapter 1	Master of Arts
S	Chapter 3	Spectator
SA	Chapter 1	South Africa
SAT	Chapter 1	South African Tourism
UP	Chapter 1	University of Pretoria
WC	Chapter 1	World Cup
W	Chapter 3	Written Account

ABSTRACT

Purpose: The primary goal of this research study was to describe the experiences of South African spectators as it pertains to the 2010 FIFA World Cup (WC) South Africa™ . As this study focused on spectators' experiences before, during and after the 2010 FIFA WC, three secondary goals were identified, namely to describe South African spectators' experiences prior to the 2010 FIFA WC, to describe South African spectators' experiences during the 2010 FIFA WC and to describe South African spectators' experiences after the 2010 FIFA WC.

Methodology: The researcher adopted a descriptive phenomenological research position, in particular the Duquesne Phenomenological Research Method (DPRM). With reference to this study, an objective phenomenon (the 2010 FIFA WC) was primarily understood by the researcher through the participants' (South African spectators) subjective descriptions of their first-hand experience of this phenomenon. This objective phenomenon presented itself within the mind of the individual and the researcher had access to this reality through the participants' written accounts and consequent interviews. Therefore two methods of data collection was used. The notions of reduction, bracketing, and free imagination were used in order to keep the researcher's personal biases and prior knowledge from contaminating the knowledge of the objective phenomenon.

Findings: From the experiences prior to the 2010 FIFA WC there were four essences that emerged. Firstly, there was a sense of anticipation in SA in the build up towards the tournament. Participants were excited about socialising with foreigners, the performance of the South African national team as well as the opportunity to showcase SA's capabilities to host such an event. The second essence that emerged was the descriptions of the atmosphere in SA. There were some mixed emotions experienced leading up to the tournament with some being excited and others feeling pessimistic about SA's ability to host the tournament successfully. Thirdly, there was a sense of companionship between the participants and their friends as well as within SA as a nation. The final essence focussed on obtaining tickets, where some found it to be a

complicating process while others had a surprisingly positive experience. From the experiences during the tournament there were again four essences. Firstly, participants had mostly positive experiences of attending the live matches. Secondly, participants made mention of the impressive organisation of the event. The third essence related to the enjoyable social interactions that they experienced. The final essence was a description of their experiences of the Vuvuzelas that came to be very popular during the tournament. From the experiences after the tournament, there were four essences. The first essence describes how there was a sense of unity among SA as a nation but it seemed to have faded quite quickly after the tournament. Secondly, the participants discovered a lot about themselves during the tournament and the essence of the positive experiences of socialising was once again prevalent. Finally, the participants were impressed with the improvements in infrastructure that left a physical legacy of a “once in a lifetime” event.

Key Words:

2012 FIFA World Cup South Africa™

Descriptive Phenomenology

Duquesne Phenomenological Research Method

Interpretive Phenomenology

South African Spectators' Experiences

OPSOMMING

Doel: Die primêre doel van die navorsing was om die ervarings van Suid Afrikaanse toeskouers te beskryf in terme van die 2010 FIFA Wêreldbeker in Suid Afrika. Siende dat die navorsing gefokus het op die toeskouers se ervarings voor, tydens en na die toernooi, was daar drie sekondêre doelwitte geïdentifiseer naamlik beskrywing van die ervarings van Suid Afrikaanse toeskouers voor die Wêreldbeker, beskrywing van die ervarings van Suid Afrikaanse toeskouers tydens die Wêreldbeker asook die beskrywing van ervarings van Suid Afrikaanse toeskouers na die afloop van die Wêreldbeker.

Metodologie: Die navorser het 'n beskrywende fenomenologiese navorsingsposisie aangeneem, meer spesifiek, die *Duquesne Phenomenological Research Method* (DPRM). Met betrekking tot die studie, was die objektiewe fenomeen (die 2010 FIFA Wêreldbeker) primêr verstaan deur die deelnemers (Suid Afrikaanse toeskouers) se subjektiewe beskrywings van hulle eerstehandse ervarings van die fenomeen. Hierdie objektiewe fenomeen is blootgestel in die gedagtes van die individue en die navorser het toegang verkry tot hierdie realiteite deur die deelnemers se geskrewe ervarings asook die onderhoude daarna. Daar was dus twee metodes van data insameling gebruik. Om te keer dat die navorser se persoonlike vooroordele die data van die objektiewe fenomeen besmet is *reduction*, *bracketing* en *free imagination* as instrumente gebruik.

Bevindinge: Van die ervarings voor die 2010 FIFA Wêreldbeker was daar vier temas wat na vore gekom het. Eerstens, was daar 'n gevoel van afwagting in Suid Afrika in die opbou tot die toernooi. Deelnemers was opgewonde oor die geleentheid om met buitelanders te sosialiseer, die vertoning van die nasionale span asook die geleentheid om Suid Afrika se vermoëns om die toernooi te huisves ten toon te stel. Die tweede tema wat na vore gekom het was beskrywings van die atmosfeer in Suid Afrika. Daar was gemengde gevoelens in die tyd voor die Wêreldbeker, waar sommige mense opgewonde was terwyl ander pessimisties gevoel het oor Suid Afrika se vermoë om die toernooi suksesvol aan te bied. Derdens was daar 'n gevoel van kameraadskap tussen

die deelnemers en hul vriende, sowel as in Suid Afrika as 'n nasie. Die laaste tema het gefokus op die proses om kaartjies te bekom, waar party deelnemers gevoel het dit is 'n komplekse proses terwyl ander dit verbasend positief ervaar het. Van die ervarings tydens die toernooi was daar weereens vier temas wat na vore gekom het. Eerstens het die deelnemers meestal positiewe ervarings gehad toe hulle wedstryde bygewoon het. Die suksesvolle organisering van die byeenkoms was die tweede tema, terwyl die derde tema gefokus het op die genotvolle sosiale interaksies wat die deelnemers ervaar het. Die laaste tema was 'n beskrywing van die deelnemers se ervarings van die *Vuvuzelas* wat baie gewild was tydens die toernooi. Daar was ook vier temas wat na vore gekom het in die ervarings van die deelnemers na afloop van die toernooi. Die eerste tema beskryf hoe daar 'n gevoel van eenheid tussen Suid Afrikaners was maar dat dit nie lank na die afloop van die toernooi gebly het nie. Tweedens het die deelnemers baie van hulself ontdek tydens die toernooi en die tema van positiewe ervarings in verband met sosialisering was weer genoem. Laastens het die deelnemers beskryf dat hulle beïndruk was met die opgradering van infrastruktuur wat 'n blywende vingerafdruk gelos het van die toernooi.

Sleutelterme:

2012 FIFA Sokker Wêreldbeker Suid Afrika

Beskrywende Fenomenologie

Duquesne Fenomenologiese Navorsings Metode

Interpreterende Fenomenologie

Suid Afrikaanse Toeskouer Ervarings

CHAPTER 1

BACKGROUND

Introduction

The first part of this chapter focuses on the context of the study. The background of Fédération Internationale de Football Association (FIFA) is detailed. An elaboration of the 2010 FIFA World Cup (WC) South Africa ^{TM(1)} and South African spectators is portrayed. The next section is comprised of the primary research question and the three secondary research questions that the study aimed to answer. Thereafter, the primary and secondary goals followed by the objectives of the project are discussed. Finally, the academic motivation and research motivation for the study, as well as the structure is addressed.

1.1 CONTEXT

1.1.1 Fédération Internationale de Football Association

As soccer² gained popularity a need arose for an international soccer tournament. And so FIFA was established on the 21 May 1904 in Paris with French recognised as the official language. France, Belgium, Denmark, the Netherlands, Spain, Sweden and Switzerland were the first associations that formed part of FIFA. The English association, reluctant to participate, eventually joined in 1905. South Africa (SA) joined FIFA in 1909. An executive committee was appointed to govern the association with Robert Guerin as the first president of FIFA. In 1908 the first international soccer event took place during the London Olympic Games. The 1912 Olympic Games hosted by Sweden in Stockholm was an improvement on the event in London. There were, however, still some problems on the organisational side of the event. Guerin's committee was placed under a lot of pressure, especially from an economic point of view, and a new executive committee was formed. Daniel Burley Woolfall was appointed as the new president of FIFA with the hope of improving on previous

¹ Although “2010 FIFA World Cup South AfricaTM” was the official trademark, the term “2010 FIFA WC” will be used for the purpose of this study.

² The terms football and soccer will be used interchangeably throughout and denote the same meaning.

performances of FIFA. Woolfall was credited with the development and implementation of the “Laws of the Game” and some of these laws are still adhered to today. FIFA continued to host the soccer championships under the flag of the Olympic Games until 1928 (Fédération Internationale de Football Association [FIFA], 2010b).

FIFA improved under the leadership of Woolfall during its participation in the Olympic Games, and began to consider hosting its own international soccer event. On 28 May 1928 the decision was made by the executive committee to host the first FIFA World Cup (WC). Uruguay would be the first country to host this event and it was held in July 1930 in Montevideo. There were no qualifying matches for this event. Instead 13 teams were invited to participate. Europe was in an economic crisis at the time which led to only four European teams participating in the tournament namely Italy, the Netherlands, Spain and Sweden. Despite trailing at half-time, Uruguay defeated Argentina in the final (4 -1) and become the first ever FIFA WC champions. The first ever independent FIFA WC was a success but the little support from Europe angered Uruguay who subsequently refused to defend their title at the 1934 FIFA WC in Italy. The 1930 FIFA WC introduced a new era for soccer as FIFA proved that they were capable of hosting a world championship independent from the Olympic Games. This was the birth of a great tradition. At the second FIFA WC in 1934, qualifying matches were played and 16 teams participated. This tournament only consisted of knock-out games. The 1942 FIFA WC was postponed due to World War II and the next FIFA WC took place in 1950 where Brazil was the host country (Cornelissen, 2008; Van der Merwe, 2009). By 1955 FIFA had grown to include 85 countries as members. FIFA is a private institution which relies on the profit made during each FIFA WC event to sustain it for the next four years. The 1982 FIFA WC hosted by Spain included 24 teams, while the 1998 FIFA WC included 32 teams to increase the various countries chances of participating in a FIFA WC. Sepp Blatter was elected as the new president of FIFA in 1998 and he has been in office for the past twelve years. In 2003 FIFA named SA as the host for the 2010 FIFA WC, which would officially be known as the 2010 FIFA World Cup South Africa™ (FIFA, 2010b; Van der Merwe, 2009).

The Olympic Games and the FIFA WC are currently the only two events that are recognised as mega-sport events due to the large scale of the events, the international

attention that a host nation receives, as well as the atmosphere created by the events (Horne & Manzenreiter, 2006).

1.1.2 2010 FIFA World Cup South Africa™

For many South African citizens 15 May 2003 will always be a memorable day as this was the date on which it was announced that SA will be hosting one of the biggest sporting events in the world. This is however not the beginning of the story. SA was in fact a favourite to host the 2006 FIFA WC, but lost controversially to Germany. SA lost by a single vote after one of the FIFA delegates abstained from voting, even though his confederation told him to cast his vote in favour of SA. However, the silver lining of this cloud for SA was that FIFA decided to rotate the FIFA WC sites by continent. This gave SA another opportunity to host the FIFA WC as the designated continent to host the 2010 FIFA WC was Africa (Fédération Internationale de Football Association [FIFA], 2003; Van der Merwe, 2009).

SA viewed the 2010 FIFA WC as an event that would provide the country with momentum for growth and development towards the African renaissance. In the bid book handed to FIFA, SA elaborated around the theme that it is Africa's time to host the event and SA was ready. The other countries that put in bids to host this event were Egypt, Libya (to co-host with Tunisia), Tunisia (to co-host with Libya) and Morocco. FIFA did not approve of Libya and Tunisia co-hosting the 2010 FIFA WC, therefore Tunisia withdrew their bid and Libya's solo bid was not considered. This left SA, Egypt and Morocco as possible hosts (FIFA, 2003; Van der Merwe, 2009). The winner was announced at a gathering in the Swiss city of Zurich with former president Nelson Mandela (1994-1999), former president Thabo Mbeki (1999-2008) and Archbishop Desmond Tutu attending as delegates for SA. Pres. Mbeki and Pres. Mandela addressed the executive committee stating that since the advent of democracy in SA, it has emerged as a suitable host for the event. SA had the most stable economy and the most suitable stadia to host such an event. SA had hosted numerous international events in the past including the 1995 Rugby WC, 1996 African Cup of Nations and the 2003 Cricket WC. Pres. Mandela made mention of the stand FIFA took towards racially divided soccer 28 years ago and how this fits in with the final part of the apartheid story in SA. Although some of the existing stadia were used, new stadia also needed to be

built together with numerous infrastructure upgrades to accommodate the thousands of tourists expected to attend the event (Van der Merwe, 2009).

After a single round of voting, SA received 14 votes to Morocco's 10 and Egypt's zero. FIFA's president Sepp Blatter announced that SA would be hosting the 2010 FIFA WC upon which celebrations across the continent followed. The 2010 FIFA WC took place from 11 June 2010 to 11 July 2010. There were nine host cities during the FIFA WC namely Cape Town, Durban, Johannesburg, Manguang (Bloemfontein), Nelson Mandela Bay (Port Elizabeth), Nelspruit, Polokwane, Rustenburg and Tshwane (Pretoria) (FIFA, 2003; Van der Merwe, 2009).

1.1.3 2010 FIFA World Cup South Africa™ Spectators

With a major event such as the FIFA WC, there are multiple role players involved during the tournament. These role players include athletes, FIFA, journalists, participating teams (including the managerial staff), political representatives, volunteers and spectators. Spectators can be further divided into those that followed the FIFA WC through media such as television, radio, newspapers and/or Internet, as well as those spectators who attended the actual matches. This project focuses on the group of spectators that attended the actual matches. In this regard, two similar quantitative studies were conducted following the 2010 FIFA WC. The first was a study conducted by South African Tourism (SAT) (SAT Board, 2010) while the second was conducted by FIFA (Fédération Internationale de Football Association [FIFA], 2010a). There are some discrepancies in the findings within these two reports which are due to the different samples of the two studies. The sample for the first study was tourists arriving in SA while the second study used spectators at five live matches.

The SAT study found that the 2010 FIFA WC had an immense impact on SA, with 309,554 tourists arriving in SA with the primary purpose of attending the 2010 FIFA WC. The majority of foreign spectators (32%) came from Africa (travelling by land), then followed Europe (24%), Central and South America (13%), North America (11%), Australasia (8%), Asia (8%), Africa (6%) (travelling by air) and the Middle East (1%). For 59% of the foreign spectators this was their first trip to SA and they directly spent a total of R3, 64bn. The province most visited by tourists during the 2010 FIFA WC was

Gauteng (223,039), followed secondly by the Western Cape (108,384). The majority (68%) of tourists perceived SA as an “extremely good” host, 29% described SA as “good” and 3% rated SA as either “neutral”, “bad” or “extremely bad”. In comparison to previous FIFA WC tournaments, 51% of the tourists stated that SA was better, 33% said it was the same and 16% believed it to be worse than other FIFA WC tournaments. When comparing tourist experiences in SA versus expectations, 90% of tourists mentioned that their experience was better than expected and 89% intended to visit SA again in the future (SAT, 2010).

The FIFA study found that for 70% of the spectators it was their first time in SA and 56% stated that the 2010 FIFA WC was their only reason for travelling to SA, while 46% combined the 2010 FIFA World Cup with a holiday. The majority of participants (83%) mentioned that they would come back to SA and 94% would recommend SA to family or friends. Most participants were very satisfied with the tournament in general and rated the quality of the stadiums 99%, atmosphere in SA 98%, atmosphere in the stadium 92% and transportation 79%. For 86% of the international visitors there was a positive attitude change towards SA (FIFA, 2010a).

The focus of the present research project is not on the collection of data through surveys regarding participants, as was the case in the SAT (SAT, 2010) and FIFA (FIFA, 2010a) research, but rather on the in-depth description of a small sample of South African spectators’ experiences of the 2010 FIFA WC.

1.2 QUESTIONS

The primary research question for this research project was: “How did South African spectators experience the 2010 FIFA WC in SA?” The research project focussed on spectator experiences before, during and after the 2010 FIFA WC and therefore has three secondary research questions.

1.2.1 Secondary Research Question 1

This research question focused on the experiences of the participants prior to the tournament and therefore asked: “How did South Africa spectators experience the period prior to the 2010 FIFA WC?”

1.2.2 Secondary Research Question 2

This research question, which focused on the experiences of the participants during the 2010 FIFA WC, asked: “How did South Africa spectators experience the 2010 FIFA WC?”

1.2.3 Secondary Research Question 3

The final research question focused on the experiences of the participants after the completion of the 2010 FIFA WC and asked: “How did South African spectators experience the period after the 2010 FIFA WC?”

1.3 GOALS

1.3.1 Primary Goal

The primary goal of this research project was to describe the experiences of South African spectators as it pertains to the 2010 FIFA WC in SA. This included experiences before, during and after the 2010 FIFA WC. Thus, there were three secondary goals.

1.3.2 Secondary Goals

The secondary goals of this research project were:

1. Secondary Goal 1: to describe South African spectators’ experiences prior to the 2010 FIFA WC.
2. Secondary Goal 2: to describe South African spectators’ experiences during to the 2010 FIFA WC.

3. Secondary Goal 3: to describe South African spectators' experiences after to the 2010 FIFA WC.

1.4 OBJECTIVES

The research objectives of the study were:

1. Position: To describe the research position of this study, being descriptive phenomenology (Chapter 2).
2. Inquiry: To describe the research inquiry within the boundaries of the research position, being descriptive phenomenology (Chapter 3).
3. Project: To conduct the research project, in accordance with descriptive phenomenology, within a month after the FIFA WC ended on 11 July 2010.
4. Findings: To portray the findings, being the experiences of South African spectators regarding the 2010 FIFA WC (Chapter 4-6).
5. Literature: To conduct a literature review on the spectator phenomenon after the research project has been conducted, in line with descriptive phenomenology (Chapter 7)³.
6. Report: To finalize the research report of this study.

1.5 MOTIVATION

In the following section the motivation for the research project is discussed. The motivation is described in terms of academic motivation as well as research motivation.

1.5.1 Academic Motivation

The research was conducted at the University of Pretoria (UP) within the Department of Psychology. There are three Master of the Arts (MA) degree courses presented within

³ Within descriptive phenomenology a literature study is often not done, or either done after the research project. This is to bracket the researcher's previous knowledge about the phenomenon being studied, and allows the researcher to focus on the researched phenomenon (Lopez & Willis, 2004). This aspect is further detailed in Chapter 2 (See: 2.2.2.3).

the department namely MA (Clinical Psychology), MA (Research Psychology) and MA (Counselling Psychology). The MA (Counselling Psychology) programme comprises of the following subjects, namely: Fundamentals of Psychology (Core), Psychological Assessment (Core), Counselling Psychology (Core), Community Psychology (Elective) or Sport Psychology (Elective). This research project falls under the Sport Psychology (Elective). The MA (Counselling Psychology) programme is structured according to the researcher - practitioner model. The model consists 50% of researcher training and 50% of practitioner training. Therefore, one of the reasons for conducting this research is to comply with the research requirements for the MA (Counselling Psychology) degree (Department of Psychology, 2011).

1.5.2 Research Motivation⁴

From the literature review on the below mentioned databases it seems that research has been done on the 2010 FIFA WC from various disciplines, such as business (e.g., Carlson, 2011; Roberts, 2010), sociology (e.g., Bob & Swart, 2009; Cornelissen, 2008), economics (e.g., Eichorn & Sahm, 2010; Maennig & Du Plessis, 2007), geography (e.g., Maharaj, 2011; Steinbrink, Haferburg & Ley, 2011), journalism (e.g., Aranke & Zoller, 2010; Hammet, 2011), marketing (e.g., Piatkowska & Żyśko, 2010; Van der Westhuizen & Swart, 2011), medicine (e.g., Furin, 2011; Leggat, Shaw & Toovey, 2010), politics (e.g., Cornelissen, 2007; Van der Merwe, 2007), audiology (e.g., Swanepoel, Hall & Koekemoer, 2010; Swanepoel & Hall, 2010), tourism (e.g., Giampiccoli & Nauright, 2010; Kelman, 2010) and psychology (e.g. Bob & Swart, 2010; Koortzen, & Oosthuizen, (2012). A more detailed discussion of this research follows in Chapter 7.

As this study is situated within counselling psychology in general, and sport psychology specifically, the research by Bob and Swart (2010) is of significance for the present study. Bob and Swart (2010) specifically focused on women's experiences of the 2010 FIFA WC in fan parks. The findings of the study were that 54% of respondents strongly agreed that SA hosted the event successfully, 46% were satisfied with the level of

⁴ As this is a mini-thesis of limited scope, the "Google Scholar", "CSA", "Psychinfo" and "Ebscohost" databases were searched from 2005 to 2012 for research relating to the 2010 FIFA WC. The search focussed firstly on the FIFA WC and then on mega sport events.

service received, 42% agreed that they became more aware of tourism facilities due to the event, and most respondents felt neutral about possible negative impacts that the 2010 FIFA WC might have had (e.g. traffic congestion, increased crime and pollution). The main activities in which the participants took part during their visit to SA were shopping, beach visits, exploring natural attractions, experiencing the nightlife and going to theme parks.

The present study will be conducted from counselling psychology in general, and sport psychology specifically, as it is situated within the MA (Counselling Psychology/Sport Psychology) programme. This research project will therefore contribute to the research already done on the 2010 FIFA WC by various disciplines.

1.6 STRUCTURE

The research project is structured into eight chapters. The first chapter discussed the background to the study. Reference was made to the history of FIFA, SA's bid to host the 2010 FIFA WC as well as the spectators. The research question, secondary questions and the motivation for the research was described.

Chapter 2 shows the research position. It gives an overview of the general paradigms that are used in psychological research. The phenomenological approach is discussed in terms of origin, ontology, epistemology and methodology. The chapter ends off with explaining descriptive phenomenology as research approach.

Chapter 3 delineates the research enquiry. In this chapter research context, participants, data collection methods, research material, research quality and ethics are discussed.

Chapter 4 gives a description of the experiences of participants prior to the 2010 FIFA WC. There are five essences that are described in this chapter namely anticipation, atmosphere, companionship, obtaining tickets and support.

Chapter 5 is an exploration of participant experiences during the 2010 FIFA WC. The data obtained show mainly four essences that were similar for the participants and are

described in this chapter. They include live matches, organisation, socialising and Vuvuzela's.

Chapter 6 describe participant experiences after the 2010 FIFA WC. The participants' experiences after the 2010 FIFA WC revolved mainly around four essences, namely: unity, self-discovery, socialising and infrastructure.

Chapter 7 explores the literature found to be relevant to this specific project. The relevant literature is presented in a metaphor of various disciplines being 'countries' that observed the phenomenon of the 2010 FIFA WC in SA from different points of view. The current research project is situated within this 'discipline world'. In keeping with the descriptive phenomenological approach of this project, the related literature is presented after the findings. As discussed in 2.2.2.3.

Chapter 8 is a summary of the research project. It links the research questions to the findings of the project. The limitations of the project are also described with specific reference to the sample and methodology used.

Conclusion

The first section of this chapter discussed the context of the 2010 FIFA WC, mentioning FIFA as an association, the 2010 FIFA WC as well as the South African spectators. The research question and three secondary questions are mentioned. Then, an elaboration of the primary and secondary research goals were given and thereafter an explanation of the objectives of the research. Next, the motivation for the project was divided into academic- and research motivation, concluding the chapter with a summary of the structure for the rest of the report. The following chapter will focus on the research position.

CHAPTER 2

RESEARCH POSITION

Introduction

In this chapter the research position for the project is discussed as it relates to research in psychology. The three prominent research paradigms in the social sciences, namely positivism, constructivism and constructionism are discussed in terms of their ontology, epistemology and research methodology. The two main phenomenological research approaches (descriptive phenomenology and interpretive phenomenology) are discussed in terms of their origin, ontology, epistemology, and methodology. In the final section of this chapter, descriptive phenomenology as research position for this project is discussed.

2.1 RESEARCH IN PSYCHOLOGY

Research done in the social sciences can be grouped into three broad paradigms, namely positivism, constructivism and constructionism. In the following section these paradigms will be discussed in terms of their ontological, epistemological and methodological characteristics.

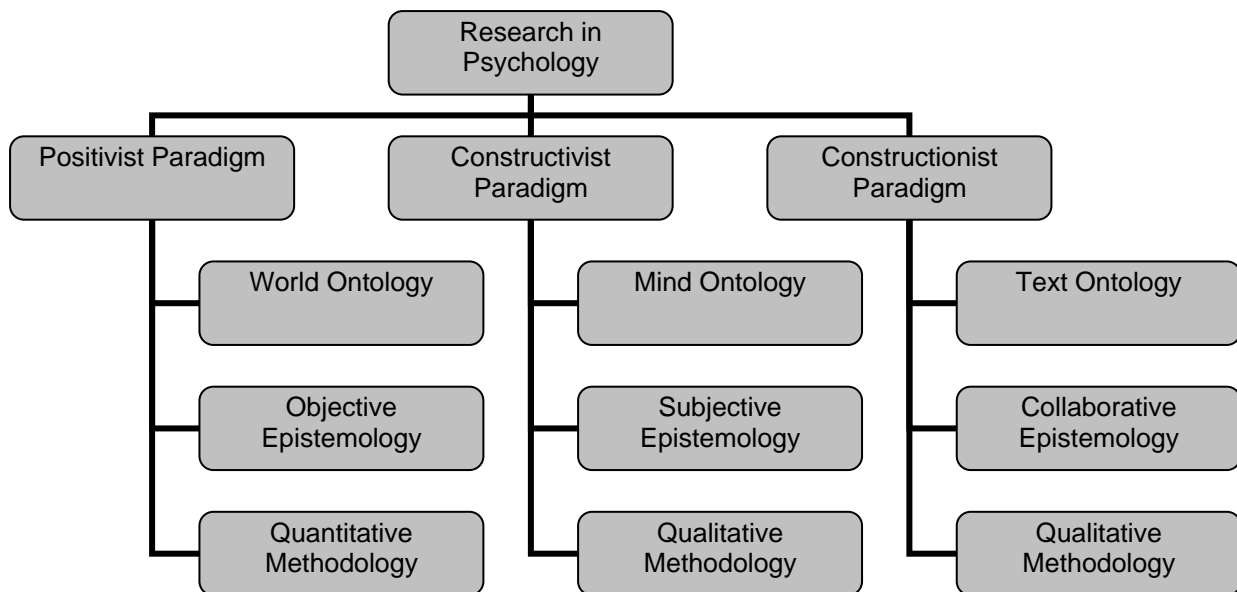


Diagram 2.1: Research Paradigms in Psychology

(Compiled from Gelo, Braakmann, & Benetka, 2008; Gergen, 1985, Terre Blanche & Durrheim, 2006; Willig, 2008)

A paradigm can be seen as a framework that determines the way in which one views and understands the world. As shown in Diagram 2.1, paradigms differ from one another in terms of ontology, epistemology and methodology. Ontology refers to the nature of reality and how reality is viewed. Epistemology refers to the relationship between the researcher and that which is being researched and how knowledge of reality is obtained through this interaction. Methodology is concerned with how research will be conducted within a certain paradigm. (Terre Blanche & Durrheim, 2006, Willig, 2008) Each of the paradigms stated in Diagram 2.1 will be discussed in terms of their ontological, epistemological and methodological characteristics.

2.1.1 Positivist Paradigm

The positivist paradigm has a world ontology which means that reality is something outside and distinct from all people. Reality is stable and characterised by objectivity. There is a single reality that exists ‘out there’ and is governed by universal rules. Positivism has an objective epistemology; this implies that knowledge is obtained through systematic investigation of this external world. Individual perception and

previous knowledge distorts the true nature of that world and therefore research uses objective methods to investigate reality. The methodology used for positivism is quantitative as this ensures the researcher to be able to control and manipulate the subject under investigation. Research revolves around testing hypotheses derived from theories, doing experiments and generating results from statistics. To ensure quality the process of research must be valid, reliable, generalizable and free of researcher bias (Gelo, Braakmann, & Benetka, 2008; Gergen, 1985, Terre Blanche & Durrheim, 2006; Willig, 2008).

2.1.2 Constructivist Paradigm

Constructivism has a mind ontology, which means reality is found within each individual. Reality is interpreted by each person and therefore created within individuals and subjective, not discovered. Knowledge is obtained through personal experience and subjective interpretation and is therefore said to have a subjective epistemology. The theory revolves around interpretation, mental processes and consciousness. The researcher and the participants all bring their contextual interpretations to the table. The knowledge that is created is interpreted knowledge. Constructivism has a qualitative methodology as this gives a rich description of personal experiences of participants. Within constructivism the participant is the expert as he/she has the knowledge of their own experiences. The written accounts and interviews obtained from participants are seen as reflecting the contextual interpretation (cognitive process) of the participant. The researcher is a subjective observer and therefore becomes a participant in the research (Gelo, Braakmann, & Benetka, 2008; Gergen, 1985, Terre Blanche & Durrheim, 2006; Willig, 2008).

2.1.3 Constructionist Paradigm

The ontology underlying the constructionist approach is textual; reality is created between individuals. This implies that reality is socially constructed and is created (or negotiated) through social interactions. The researcher and participant create a text (discourse or narrative); this text is the reality that is studied. Constructionism has a collaborative epistemology which implies that knowledge is social and dependent on social processes. Knowledge is obtained through studying the text created between

researcher and participant. Context necessarily determines what will be included and left out from the text. A qualitative methodology is used in order to deconstruct versions of reality and challenge authority and grand narratives. The focus is very much on uncovering and deconstructing power, authority and knowledge. If an account of a participant is useful, it is valid. The researcher has a more suspicious approach and is constantly aware that data gathered from one participant is the product of interaction with others (Gelo, Braakmann, & Benetka, 2008; Gergen, 1985; Terre Blanche & Durrheim, 2006; Willig, 2008).

2.2 PHENOMENOLOGY AS RESEARCH APPROACH

As the focus of this research project is to study the experiences of spectators at the 2010 FIFA WC, phenomenology was used as research approach. This section is a discussion of the similarities and differences of two types of phenomenology namely descriptive phenomenology and interpretive phenomenology as they pertain to origin, ontology, epistemology and methodology.

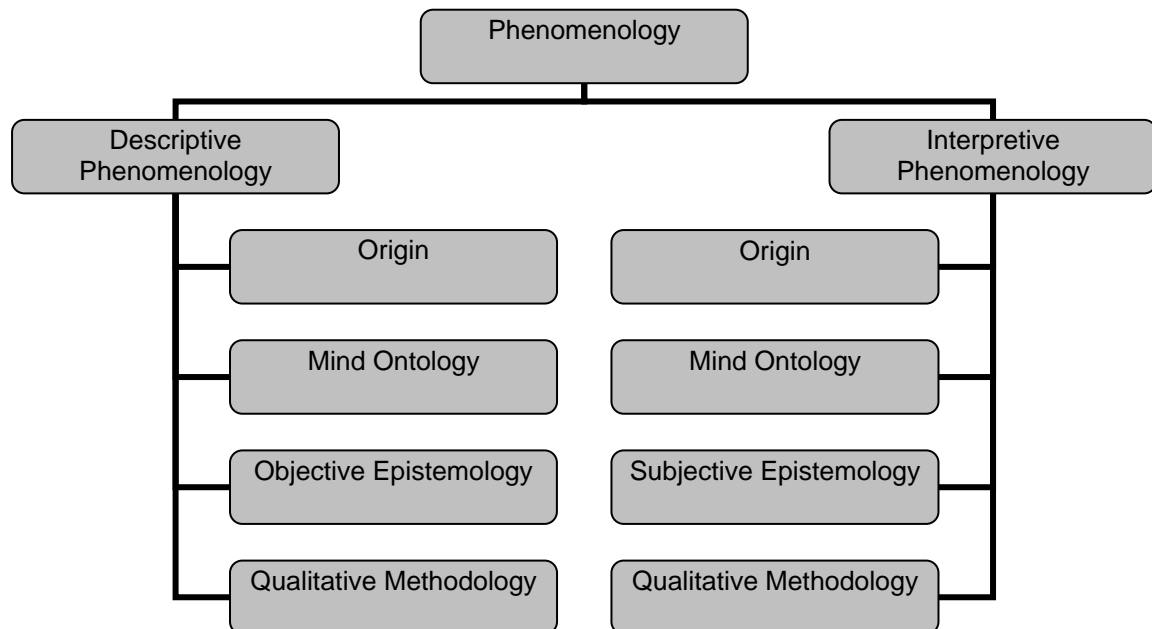


Diagram 2.2: Descriptive and Interpretive Phenomenology

(Compiled from Giorgi, 2005; Giorgi, 2010, Lavery, 2003, Wojnar & Swanson, 2007)

2.2.1 Origin

2.2.1.1 Origin of Descriptive Phenomenology

Edmund Husserl (1859 - 1938) is seen as the father of phenomenology. To him the central interest of his philosophy was the subjective experience, as was evident in his contributions to the descriptive phenomenology movement. In his earlier work the central focus for Husserl was that consciousness is the condition all humans experience. Husserl developed phenomenology as an approach to answer questions about issues that positivism doesn't. For Husserl, the focus wasn't on what is "out there" and objective to individuals but rather how consciousness allows each individual to experience phenomena. Husserl's main interest was in the essence of consciousness and what the meanings of lived experiences for an individual entailed. Consciousness is intentional, which implies that it is always of something. People should be studied in terms of the interactions they have in the life-world (*lebenswelt*). The world of everyday experience is often not accessible to people, as they fail to notice much of this world. Through phenomenological study people can truly see what surrounds them (Cohen, 1987; Giorgi, 1985; Giorgi, 1994; Koch, 1995; Lavery, 2003; Wojnar & Swanson, 2007).

Although phenomenology was initially a philosophical approach, Amedeo Giorgi used phenomenology within the field of psychology. He is likely the most well-known modern day expert on phenomenology. Giorgi and his colleagues at Duquesne University worked on modifying the philosophical nature of phenomenology in order for it to be used as a research approach in the 1970's. Since 1986 Giorgi has been a professor at Saybrook University in San Francisco. Giorgi developed the Duquesne Phenomenological Research Method (DPRM). This research method is further explored in Chapter 3 (Giorgi, 2005; Giorgi, 2010; Lavery, 2003)

2.2.1.2 Origin of Interpretive Phenomenology

Martin Heidegger (1889 - 1976) became Husserl's assistant and was mostly concerned with time and being. Heidegger became very involved with the Nazi regime and this eventually led to the end of his trust in human beings and subjectivity. Heidegger was

of the opinion that it is impossible to bracket previous knowledge and that knowledge is rather co-created. The researcher forms part of the research process. A person cannot be separated from the context in which an experience takes place and the researcher's personal experience necessarily then influences the process of research. Heidegger developed the 'hermeneutic circle' which refers to the fact that the whole is made up of different parts and neither can be understood without keeping the other in mind. Probably the greatest contribution that Heidegger made to the field of phenomenology was his influence on French phenomenologists. The key French phenomenologists were Gabriel Marcel (1889 - 1973), Jean-Paul Sartre (1905 - 1980) and Maurice Merleau-Ponty (1908 - 1961). (Cohen, 1987; Laverty, 2003; Wojnar & Swanson, 2007).

In more recent times Jonathan Smith developed the Interpretive Phenomenological Analysis (IPA) used in conducting phenomenological research. It acknowledges that the research cannot be free of preconceptions on the researcher's part and therefore includes the researcher's opinions. The interaction between the researcher and the participant is important in interpretive phenomenological research (Cohen, 1987; Laverty, 2003; Smith, 2004).

2.2.2 Ontology

2.2.2.1 Ontology of Descriptive Phenomenology

Descriptive phenomenology has a mind ontology, this implies that an objective phenomenon is experienced subjectively by a person in that the phenomenon enters the person's consciousness. This is a cognitive process. Descriptive phenomenology is context independent which means that descriptive phenomenology is concerned with universal essences, essential meanings which do not require context to attach meaning. The phenomenon in this research project was the 2010 FIFA WC and one can describe the event by describing all the similar experiences of spectators. Due to the fact that the focus falls on universal essences, it is to be expected that other spectators in similar contexts would have similar experiences. Reality is thus understood without the foundation of a particular context and can thus be transferred regardless of context. The person represents the world in which they live. One person can be seen to

represent all others as common essences between the subjects constitute reality (Annells, 1996; Giorgi, 1985; Koch, 1995, Laverly, 2003).

2.2.2.2 Ontology of Interpretive Phenomenology

Interpretive phenomenology has a mind ontology and makes the assumption that an objective phenomenon cannot be known. It is always a person's contextual interpretation of the phenomenon under investigation. Reality is context dependent and requires a particular context in order to be interpreted and understood. In the case of the 2010 FIFA WC, the event itself cannot be known through the research, but merely each participant's individual experience thereof. This is a cognitive process that differs for each person and that is why the focus of interpretive phenomenology is on the unique experiences of each participant (Conklin, 2007; Giorgi, 1994; Giorgi, 2005; Koch, 2006, LeVasseur, 2003).

2.2.3 Epistemology

2.2.3.1 Epistemology of Descriptive Phenomenology

From a descriptive phenomenological approach it is assumed that an "objective" phenomenon can be known through the subjective experiences of people. The researcher's previous knowledge and personal biases regarding the phenomenon could influence the results. Therefore all previous knowledge about the phenomena needs to be shed (or transcended) in order to simply describe phenomena aside from any bias or confounding prior-understanding. Two key concepts are essential to descriptive phenomenology and its epistemological claims namely reduction and bracketing. Phenomenological reduction, as described earlier, is the attempt of the researcher to set aside personal preconceptions and expectations. The act of phenomenological reduction is made possible by a process known as bracketing. According to Husserl the mind is directed towards objects and this directedness is referred to as 'intentionality'. Obtaining knowledge starts with a conscious awareness and then leads to a description of that reality (Giorgi, 2010; LeVasseur, 2003; Osborne, 1994).

2.2.3.2 Epistemology of Interpretive Phenomenology

Ontologically, interpretive phenomenology makes the claim that an “objective” phenomenon cannot be known through the subjective experiences of individuals. It is rather the contextual interpretations of people’s experiences of the phenomenon that can be known. Interpretive phenomenology has a subjective epistemology where the researcher’s biases and prior knowledge is included through the process of reflection. Reflection also gives the researcher a platform to understand the experiences of people that experienced the same phenomenon (Wojnar & Swanson, 2007).

2.2.4 Methodology

2.2.4.1 Research Question

Within the descriptive approach the research question is answered through phenomenological reduction as the researcher attempts to keep as much of his or her own ideas out of the research. The researcher doesn’t want to lead the participant in any way with the questioning so questions would be more general (Koch, 2006; Wojnar & Swanson, 2007). An example of a descriptive phenomenological question would be “How did South African spectators experience the 2010 FIFA WC?”

This is different for interpretive phenomenology where previous knowledge is welcomed as it aids the understanding of the researcher. The researcher would also be more interested in obtaining answers from more specific questions. The researcher is interested in specific questions as he/she would like to understand each participant’s contextual interpretation of their experience (Annells, 1996; Koch, 1995). An example of a question from interpretive phenomenology would be “How did male South African spectators experience the live 2010 FIFA WC match between Ghana and Uruguay at Soccer City?”

2.2.4.2 Research Literature

An important strategy within descriptive phenomenology is to delay the review of current literature (or leave it out completely) until data have been analysed. This aids the process of bracketing and presents the phenomenon to the researcher in an uncontaminated manner (Laverty, 2003; Lopez & Willis, 2004).

In interpretive phenomenology the literature review forms part of the process of obtaining knowledge of the phenomenon to be studied. Doing the literature review before the study enhances the knowledge that the researcher brings to the table and enhances his or her ability to better interpret the results. The descriptive approach works best when the aim of the study is to uncover aspects of a topic that have never or seldom been addressed in past research (Annells, 1996; Laverty, 2003; Lopez & Willis, 2004; Smith 2008).

2.2.4.3 Research Purpose

For both approaches the study of experience is central. Descriptive phenomenology, however, aims to describe the how participants subjectively experienced the “objective” phenomenon under investigation. The researcher brackets previous knowledge and prior understanding and uses the participants’ accounts as a gateway to understand the phenomenon. People share consciousness and it is the essences of these experiences that the descriptive phenomenologist is interested in. Descriptive phenomenology is especially useful when the aim of the study is to uncover aspects of a topic or phenomena that have never been addressed in past research (Laverty, 2003; Wojnar & Swanson, 2007). An example would be the description of the similar experiences of spectators at the 2010 FIFA WC.

Interpretive phenomenology does not attempt to understand more about the phenomenon but rather the participants’ interpretations of their experiences. Interpretive phenomenology interprets these experiences in order to gain insight into human experience. Theories, models and explanations can be developed through interpretive phenomenology that helps us better understand human experience. Understanding the context of the experience is important in interpretive

phenomenology. The focus isn't here on what experiences are similar for all participants but rather what experiences are unique to each (Klein & Wescott, 1994; Koch, 1995; Smith, 2004; Wojnar & Swanson, 2007). An example would be to understand the unique experiences of spectators at the 2010 FIFA WC and the participants' interpretations of their experiences

2.2.4.4 Research Method

With descriptive phenomenology the main methods used for obtaining data is written accounts and semi-structured interviews. These methods are used to minimise the effect of the researcher's own biases and prior knowledge. The main reason for the differences between the methods of analysis is due to the fact that descriptive phenomenology separates description from interpretation through phenomenological reduction. An example of a method of analysis for descriptive phenomenology is DPRM (which is discussed in Chapter 3). It is referred to as transcendental phenomenology and through the process of bracketing attempts to transcend all previous knowledge and purely describe the phenomena as experienced by the subject. Through bracketing, the validity or objectivity of interpretation is defended against the self-interest of the researcher. Through this process the common experiences of the South African spectators at the 2010 FIFA WC will arise (Koch, 1995; Lavery, 2003; LeVasseur, 2003).

Interpretive phenomenology view the process of interpretation and description as intertwined and this is illustrated in their method of analysis (IPA). The method for obtaining data from the interpretive stance is semi-structured interviews that are set up from the researcher's prior knowledge and/or literature. The semi-structured interviews allow the researcher access to unique contextual interpretations. The interpretation is based primarily on the fact that the language used to express the experience is in itself a form of interpretation. Furthermore, understanding is difficult without some initial grasp of the meaning of the phenomena. The reasoning behind interpretive phenomenology is based on the circular process captured in the hermeneutics ('hermeneutic circle'). This ensures that the understanding of the whole and of the different parts is dependent on one another. The whole cannot be understood without understanding the parts and the parts cannot be understood without understanding the

whole. If the same study were to be approached from an interpretive phenomenological stance, the experiences that are unique to each participant would be elucidated (Smith, 2004; Smith, 2008; Willig, 2008).

2.2.4.5 Research Outcome

The focus of descriptive phenomenology is to discover the essence of experience. People share consciousness and therefore the outcome of descriptive phenomenological work is on the shared experience or universal essence. Through descriptive phenomenology we learn more about the phenomenon. The researcher uses free imaginative variation to describe the essence of the experiences of the participants (Finlay, 2008; Koch, 1995; Wojnar & Swanson, 2007). In this project the outcome would be a description of what the common experiences were of South African spectators at the 2010 FIFA WC.

In interpretive phenomenological work the researcher recognises that participants share contexts. The experiences that are unique to each participant are the focus of the inquiry. The researcher also includes his or her own opinions which lead to a co-creation of knowledge and understanding. Interpretive phenomenology allows us to learn more about contextual interpretations of the participants (Lopez & Willis, 2004, Smith, 2008).

2.3 DESCRIPTIVE PHENOMENOLOGY AS RESEACH POSITION

Most research in the field of sport psychology is done from a positivistic paradigm. There are some studies within sport psychology that have been done from a qualitative approach (e.g Lachini, Amorose & Anderson-Butcher, 2010; Probert & Leberman, 2009; Romand & Pantaleon, 2007; Thelwell, Veston, Greenless, & Hutchings, 2008) and more specifically from a phenomenological stance (e.g. Dale, 1996; Nicholls, Holt & Polman, 2005; Omli, 2008), but they are limited in comparison to most research in the field of sport psychology. For this reason it has been mentioned in previous research that there is a need for research from the constructivist and constructionist paradigms (Dale, 1996; Strean, 1998).

The current research project is situated within the constructivist paradigm within the field of social science. More specifically the approach will be that of phenomenology. As described in this chapter, phenomenology can be further divided into interpretive phenomenology and descriptive phenomenology. This project will employ a descriptive phenomenological approach which means that the focus will be on untainted descriptions of participant's common experiences. Descriptive phenomenology has a mind-ontology and focuses on consciousness. Epistemologically speaking it falls within positivism as it has an objective epistemology. Methodologically the research is qualitative in nature. Descriptive phenomenology is best suited for researching new phenomena (Willig, 2008) and due to the fact that the 2010 FIFA WC was in SA for the first time and the researcher is interested in the experiences of the spectators, descriptive phenomenology was best suited.

Conclusion

In this chapter the research position was described. The differentiation of the three prominent research paradigms was made to clarify where this research project fits within the social sciences. Positivism, constructivism and constructionism were discussed in terms of their ontology, epistemology and methodology. Thereafter, descriptive phenomenology and interpretive phenomenology were discussed along the same lines as the paradigms. The chapter concludes by discussing the position of the current study, namely descriptive phenomenology. The following chapter goes into more detail of the research inquiry.

CHAPTER 3 RESEARCH INQUIRY

Introduction

This chapter describes the process of conducting the research, how it was done and what the reasons are for doing it in this way. The first part of the chapter concerns the context of the study and mentions both the spectator context as well as the academic context. Thereafter follows a discussion about the research participants and mention is made of the inclusion criteria, sampling method and participant details. The next section is an explanation of the research material and is a discussion of participant consent, types of data collected and how it was analysed. Under the topic of quality, the methods used to enhance the quality of the research are described. The chapter concludes with detailing the ethical guidelines that governed this project.

3.1 CONTEXT

In this section the researcher will pay attention to the context of this research project. The first part explores the spectator context as it relates to the 2010 FIFA WC and the second part relates to the academic context.

3.1.1 Spectator Context

“The football World Cup is the greatest multicultural sporting extravaganza of modern times” (Hay & Joel, 2007, p 8). Having the FIFA WC in their home country is something most South Africans have never experienced before 2010 and is why these experiences are noteworthy. There were 64 matches played altogether at the 10 different host cities during the 2010 FIFA WC (See Appendix A). The capacity for the venues ranged between 42 000 seats (Royal Bafokeng stadium in Rustenburg) and 95 000 (Soccer City in Johannesburg) with a combined capacity between the 10 stadiums of 570 000 seats according to the official 2010 FIFA WC organising committee website (2010 FIFA World Cup South Africa™, 2010). The research was conducted in the greater Tshwane metropolitan area which includes two of the nine host cities, namely Pretoria and

Johannesburg. There are three stadiums in the greater Tshwane area, namely Loftus Versveld Stadium, Coca-Cola park and Soccer City.

3.1.2 Academic Context

This study was completed in line with the standards of the Postgraduate Committee of the UP, which includes a research project as a requirement for the completion of the MA (Counselling Psychology) degree. The study was also conducted in accordance with the ethical standards and guidelines of the Ethics Committee, in the faculty of Humanities at the UP.

3.2 PARTICIPANTS

In this section the researcher will address the inclusion criteria for participating in the study, the sampling method employed, as well as describe the research participants.

3.2.1 Inclusion Criteria

As indicated in Chapter 1, the goal of the study is to describe the experiences of South African spectators as it pertains to the 2010 FIFA WC in SA. Within the boundaries of this goal the following criteria determined whether a participant could be included in the research.

1. Participants had to be 18 years or older.
2. Participants had to be a South African citizen.
3. Participant must have attended at least one of the 2010 FIFA WC matches in any of the nine host cities. This means that all the participants had first-hand experience of the event which is in accordance with the phenomenological approach of the study (Starks, & Brown Trinidad, 2007; Willig, 2008).
4. Participants had to be competent in either Afrikaans or English as these are the languages the researcher is proficient in.

3.2.2 Sampling Method

The sampling method used in this study was a type of non-probability sampling method namely purposive sampling as there were certain criteria that each participant was subjected to. Purposive sampling can be defined as “selecting participants who have specific characteristics or experiences” (Higginbottom, 2002, p. 5). Purposive sampling is designed to enhance the understanding of experiences of individuals in a group and is best suited for this type of study (Malterud, 2001).

A first attempt to obtain participants for the research involved explaining the research on various soccer blogging websites and asking for volunteers to participate in the research. There were no responses from any blogging websites so the decision was made to post a request on Facebook for participants. There were numerous replies of people who knew of other people who would be willing to participate in the research project. Table 3.1 shows the demographic information of the participants that constituted the sample.

3.2.3 Research Participants

Table 3.1

Demographic information of research participants

Participant	Gender	Race	Age	Disability
S1 ⁵	Male	Caucasian	23	None
S2	Female	Caucasian	21	None
S3	Male	Caucasian	38	Blind
S4	Male	Coloured	30	None
S5	Male	African	25	None

As described in Table 3.1, the participants were diverse in terms of gender, age, ethnicity and disability. Of the five participants, four were male and one female with

⁵ Spectators will be referred to as “S” with their individual codes (S1, S2, S3, S4 and S5) in the rest of the research project.

ages ranging between 21 and 38. There were three Caucasian participants, one Coloured and one African. One of the participants is blind and he described his experience of attending a live game and following the match through audio descriptions (see 5.2).

S1 was very excited to be part of the research and was very willing to write a comprehensive and detailed essay. He enjoyed talking about his experiences. He used to be quite an avid soccer supporter but lost interest over the years. The 2010 FIFA WC reignited his passion for the sport. S1 was referred by a friend who saw the post on Facebook and he had met the researcher once before. Therefore, it was especially important for the researcher to bracket previous knowledge and bias to allow the participants to describe their experiences (Giorgi, 1997; Lincoln and Guba, 1985). The measures that were taken to ensure phenomenological reduction included keeping a reflective journal, supervision throughout the research process, peer review and multiple data collection methods. These methods are described in more detail in section 3.4.

S2 made a big effort to reflect on how the 2010 FIFA WC impacted her and the country. She explained in detail that the impact on her was more than just merely her experiences of the 2010 FIFA WC itself. She preferred to do her interview in Afrikaans as she felt that she could better express herself in her first language. S2 was referred in the same way that S1 was (as a referral by a mutual friend) and once again it was important for the researcher to bracket prior knowledge and bias.

S3 was very open to share his experiences of this once-in-a-lifetime event through audio descriptions at the match. He works with commentary for sporting events and was therefore able to give an informed opinion of the radio commentary for the match he attended. A lot of the descriptions he gave focussed on the political implications of the tournament and how the 2010 FIFA WC impacted SA in general. S3 was contacted telephonically to ask if he would be willing to participate after a family member referred him to the researcher. They had not met before.

S4 stated after the interview that it was difficult to put all the experiences and feelings into words and that he could talk about the tournament for days. This shows that the WC has been a noteworthy experience that is sometimes difficult to describe to others.

He had mostly positive experiences, especially of socialising during the WC period. S4 was once again referred by a mutual friend from the post on Facebook, in the same way as S1 and S2, and therefore also not acquainted to the researcher.

S5 also spoke very fondly about his experiences of the WC, but the biggest impact the WC had on him was how relationships were influenced. Once he started reflecting he realised the influences of the 2010 FIFA WC reached further than just merely the event. An example of this was the fact that he was able to bond with his brother as they now had something in common, namely the 2010 FIFA WC. The final participant, S5, was suggested by a colleague.

3.3 MATERIAL

The research material obtained from the participants was a written account (essay) where each person described their experiences of the 2010 FIFA WC and a transcribed semi-structured interview where the essay guided the questioning. This section gives a detailed description of the process of obtaining these accounts and also the analysis thereof.

3.3.1 Written Account⁶

Each of the participants was asked to write an essay describing their experiences of the 2010 FIFA WC. The essays were each divided up into three parts namely experiences prior to the 2010 FIFA WC, experiences during the 2010 FIFA WC and experiences after the 2010 FIFA WC. The essay was a useful way to keep the researcher's personal opinions and experiences from affecting the participants' descriptions of their experiences. This is in keeping with the descriptive phenomenological approach of the research project (as described in chapter 2) where the researcher brackets personal biases and previous knowledge to be able to describe the phenomenon in an uncontaminated way. The questions that were asked to each participant were:

⁶ When the results are reported (see Chapter 4-6), the written accounts will be referred to as "W"

1. Write an essay, in as much detail as possible, describing your experience in anticipation of the 2010 FIFA WC™.
2. Write an essay, in as much detail as possible, describing your experience of being a spectator during the 2010 FIFA WC™.
3. Write an essay, in as much detail as possible, describing how your WC experience will influence your life in the future.

For an example of the complete document that was given to each participant see Appendix C.

3.3.2 Written Account Analysis

The essays of each participant were analysed separately according to the DPRM as developed by Giorgi (1985; 1997). A brief summary of the steps of this method follows.

1. Read: The written account was read several times in order for the researcher to get a sense of what the entire experience was like for the participant. Through this process the researcher viewed the essay from different vantage points to get a sense of what the experience was like being a spectator at the 2010 FIFA WC. This allows the researcher to engage in the process of free imaginative variation (see 2.2.4.5).
2. Units: Once the researcher read through the essay a few times and got a sense of the whole, the essay was read more slowly. During this part of the analysis the researcher looked for transitions in meanings within the essay. Every time a transition was made it was noted. The aim of this step was to identify meaning units in the text.
3. Transform: Once the meaning units were identified, the participant's language (everyday language) was transformed into psychological language. This transformation is necessary as the collected material was based on an everyday experience and needs to be made relevant to psychology as this study is done from a psychological position.

4. Synthesis: After the transformation step, the meaning units were synthesised in a way that describes universal essences of the participant's experiences while still retaining the participant's voice.

3.3.3 Verbal Account⁷

From each written account certain themes emerged through analysis. The rationale for the interview was to give each participant an opportunity to elaborate on themes mentioned in their essay and therefore giving a fuller description of the experience. The interview also gave the researcher an opportunity to ask the participants to clarify any confusion around the experiences described in the essay.

The interviews were semi-structured, as the themes that were identified in the essays determined the researcher's questions. Each participant was only asked about themes from their own essay. Each of the interviews was conducted at a location that was convenient for the participant and conducive to the process of interviewing. All the interviews were conducted in the period between 20 September 2010 and 9 October 2010.

3.3.4 Verbal Account Transcription

All the interviews were audio recorded as this gave the researcher an opportunity to ensure every bit of information given was gathered. Audio recordings are a lot more accurate than merely taking notes during the interview. Each of the audio recordings was transcribed for analysis by the researcher. There are two main reasons why the transcriptions were done by the researcher and not by a third party. Firstly, through personal transcription the researcher gets to know the text in more detail which aids in the process of analysis (Giorgi, 1997). The second reason the researcher did the transcriptions was due to financial implications.

⁷ When the results are reported (see Chapter 4-6), the verbal accounts will be referred to as "1".

3.3.5 Verbal Account Analysis

The transcribed interviews were analysed in the same way each of the essays were, as described in section 3.3.3. As an effort to enhance the quality of the study, the analyses were reviewed and discussed with peers.

3.3.6 Research Report

The research findings are reported in three chapters that describe the universal essences of all the participants. In Chapter 4 the experiences of the participants prior to the 2010 FIFA WC were discussed. In Chapter 5 the experiences of the participants during the 2010 FIFA WC are described. Chapter 6 is a description of the common experiences of the participants after the 2010 FIFA WC.

3.4 RESEARCH QUALITY

There were four methods employed as an attempt to enhance the quality of the research. The methods included keeping a reflective journal, supervision throughout the research process, peer review and multiple data collection methods.

3.4.1 Reflective Journal

From the commencement of the 2010 FIFA WC tournament the researcher kept a reflective journal to document all personal experiences. The rationale behind this method was for the researcher to become aware of personal biases and prior knowledge that could influence the research process, as the researcher was also a spectator at the 2010 FIFA WC. As described in section 2.2.4.4 the researcher attempted to set aside his own experiences of the same phenomenon in order to describe the phenomenon in its universal and purest sense (phenomenological reduction). Keeping a reflective journal is a way of bracketing the previous experiences to ensure it doesn't contaminate the findings.

Keeping a reflective journal was identified by Krefting (1991) as one of the methods that can be used to enhance the confirmability of a study. Confirmability refers to whether

the study was free of researcher bias and there were no motivations for finding specific results. This is especially relevant in descriptive phenomenology as the researcher attempts to describe the phenomenon under investigation without personal biases interfering (Giorgi, 1997).

3.4.2 Supervision

Throughout the research process the researcher received supervision from Prof. Lourens Human. The supervision consisted of discussion regarding different aspects of the research project. It was in these sessions that the researcher was encouraged to critically evaluate his own research. It is possible to sometimes not be aware of personal biases, despite keeping a reflective journal, but through supervision these biases are revealed. The supervision was also useful as it assisted the researcher in the completion of his first research project.

Getting the opinions of a person external to the research is a form of triangulation, which is a method that enhances the credibility of a study (Krefting, 1991). The credibility of a study refers to the extent to which the findings accurately represent the experience of the participants (Koch, 2006; Wertz, 2005).

3.4.3 Peer Review

The third method employed to enhance the quality of the research was that of peer review. Throughout the research process the researcher was part of a group of three fellow students that were all familiar with the descriptive phenomenology approach and they were all doing research on the 2010 FIFA WC. This group met once every two weeks to discuss different parts of the research and also ensured that personal opinions of each researcher are bracketed and excluded from the process of analysis.

Peer review is a method also used to enhance the credibility of the research. It helps the researcher to remain neutral in the research process and can also be seen as a form of triangulation (as is the case with supervision). Once the researcher bracketed personal knowledge it gave the voices of participants an opportunity to be heard (Lincoln & Guba, 1985).

3.4.4 Multiple Data Collection Methods

As described in section 3.3 there were two methods employed to obtain data from the participants, namely a written account and an interview. The data gathered through combining both sources ensured denser descriptions of the participant's experiences and a lot more in depth understanding thereof than if only using one method of data collection.

Dense descriptions of a phenomenon enhance the transferability of the research (Krefting, 1991). Transferability is concerned with the extent to which the findings of the particular study can be generalised to other settings. Qualitative research is often not concerned with the extent to which similar findings would be obtained in other settings but rather an in depth representation of the data obtained from a smaller sample. In a descriptive phenomenological study the aim is to find universal essences. Regardless of differences between participants, also due to the multiple data collection methods, it is to be expected that the common experiences of the participants in this study would also be found in other participants in similar settings as well (Fossey, Harvey, Mcdermott, & Davidson, 2002; Sparkes, 1998).

3.5 ETHICS

In this section the ethics that are applicable to this study will be discussed. The discussion is divided into four parts, namely the research approval, participant consent, participant privacy and storage of the research data.

3.5.1 Research Approval

The research was approved by the Postgraduate and Ethics Committees (as mentioned in section 3.1.2) before the commencement of the tournament on 11 June 2010. The ethical guidelines that are set out by the UP Ethics Committee are described in more detail in the following sections.

3.5.2 Participant Consent

All the participants received informed consent forms once they agreed to partake in the research project prior to the commencement of the data gathering process (see appendix B). The consent forms were in line with the guidelines set out by the Postgraduate and Ethics Committees of the Faculty of Humanities at the UP. The consent letter contained information regarding the purpose, procedure, risks, benefits, rights, confidentiality and data storage of the research. All the participants were fully aware of what the research project entailed and what was expected of them. All of the participants were older than 18 and could therefore legally consent to the research. It was communicated to each of the participants that participation in the study was voluntary and that they were allowed to withdraw from the project at any time without any negative consequences. The research process started once the tournament was completed. The tournament took place from 11 June 2010 to 11 July 2010.

3.5.3 Participant Privacy

In terms of privacy, there are two important aspects according to Allan (2001). Firstly, participants have the right against intrusion which implies that participants have the right to withhold any information that they aren't comfortable with sharing with the researcher. The second right that participants have is the right to confidentiality which refers to the fact that participants may decide what information is shared with others.

All the information that was sent to the researcher by the participants (essays, consent letters, correspondence, etc.) was stored on the researcher's personal computer that is password protected and only accessible by the researcher. This meant that the right against intrusion of the participants' personal information was upheld.

The consent letter detailed all the information relevant to the study and there were no deception necessary. All of the participants were therefore aware of what the research entailed and that all identifying information will be withheld. In the process of peer reviews the participants were kept anonymous by using pseudonyms when discussing particular participants. These pseudonyms were also used in the research report to ensure privacy and anonymity. The only person who had access to the participants'

essays, audio recordings and transcripts of the interviews was the researcher and the audio recordings were deleted after the researcher project was conducted. In line with the descriptive phenomenological nature of the study, the guidelines given to the participants for the essay and the questions asked in the interviews were open and broad. This allowed each participant the freedom to share the information that they were comfortable with. All of these precautions were taken to ensure the right to confidentiality of each participant.

3.5.4 Material Storage

During the period of the research project, all the data of the project were stored by the researcher on his personal computer that is password protected. The audio recordings were deleted at the completion of the project and only the transcriptions were kept. All the research material will be stored for a duration of at least 15 years by Prof. Lourens Human at the University of Pretoria main campus, Humanities building in the Psychology Department.

Conclusion

This chapter served as a description of the steps that were involved in conducting the research project. The context of the study was discussed in terms of the context of the spectators as it pertains to the 2010 FIFA WC as well as the academic context of the research project. The following section was concerned with information regarding the participants. The inclusion criteria for the project was outlined as well as a description of the sampling method used to obtain these participants. The next section detailed what material was used in the study, how it was obtained and also an explanation of the method of analysis. The methods employed for enhancing the quality of the research followed and the chapter concluded with a discussion of the applicable ethical aspects. In the following chapter, the experiences of the participants prior to the tournament are described.

CHAPTER 4

SPECTATOR EXPERIENCES PRIOR TO THE 2010 FIFA WORLD CUP SOUTH AFRICA™

Introduction

In researching spectator experiences of the 2010 FIFA WC there were certain themes that emerged from the participants experiences prior to the 2010 FIFA WC. The essences (or themes) that were found to be common were anticipation, atmosphere, companionship and obtaining tickets. The prominent themes that emerged, together with the nuances of each, are described in the chapter.

4.1 ESSENCE 1: ANTICIPATION

One of the primary essences that emerged from the research material prior to the 2010 FIFA WC was that of anticipation. Within the essence of anticipation several other nuances emerged from the participants accounts. The first nuance was the anticipation within SA as a nation. The second nuance related to anticipation was that of delayed anticipation. Thirdly, the nuance of anticipation about Bafana Bafana came to light. The fourth and final nuance related to anticipation was the opportunity for SA to prove to the world what they are capable of.

4.1.1 Essence 1a: Anticipation and the South African Nation

From the research material it seems that there was a sense of expectancy present amongst the participants in the time leading up to the 2010 FIFA WC. The participants could experience the anticipation of the whole nation.

The anticipation for the commencement of the tournament can be seen in the words of S2 (W) as she wrote: “I was excited and couldn’t wait for the soccer to start”. People were talking about the tournament and the catchphrase “once in a lifetime” (which became the slogan of the tournament) was heard often. This realisation is mentioned by S3 (W) as he states, “I realized it would be a once in a lifetime experience to physically

attend a match". S1 (W) wrote of his excitement in anticipation of the tournament as he mentions, "I fondly recall speaking to a friend of mine... and saying how unbelievably excited I was."

Drawing from the quotes it is evident people were eager to attend the live matches and the event itself. The anticipation created excitement among the participants as they waited on this once in a lifetime event.

Furthermore, there was anticipation amongst the participants about all the people from different cultures that would be visiting SA. It seems that the anticipation of foreigners coming to SA was an element that the participants were looking forward to.

For example, S4 (W) described the atmosphere of anticipation in SA as infectious and this added to the excitement of people visiting SA. He explains, "As time grew closer and the excitement became tangible throughout our nation one could not resist being swept up by the vibe. I became extremely excited about the foreigners coming to SA". The closer it got to the start of the 2010 FIFA WC the more foreigners became visible. The excitement started to extend beyond just the South Africans; it included the fans from other countries too. S2 (W) shares her experience of how "the kick-off game came closer and closer, and people became more and more excited. The streets were full off football fans from all over the world that were sharing their excitement".

It becomes clear that the foreigners that came to watch the tournament added to the atmosphere of anticipation in SA. This anticipation seemed to build up as the tournament drew nearer and seeing the foreigners in SA was a constant reminder thereof.

Besides a general anticipation amongst the participants, as well as anticipation pertaining to meeting people from different cultures, there were also countdowns on the radio long before the start of the tournament. This added to the already prominent anticipation in SA.

S2 (W) explains how anticipation increased as the long awaited 2010 FIFA WC was about to commence. She described that "as we came closer to the countdown, people

started to get more and more excited”. As the radio countdown came to an end, the anticipation and excitement reached a climax. S1 (W) wrote “KE NAKO - It is here! Friday arrived; Jeremy’s (a popular radio host) countdown was at an end. People were ecstatic, smiles and vuvuzelas everywhere...it was absolutely mad! ”.

The countdowns seemed to have had an effect on the anticipation of the tournament in that it escalated the excitement. It served as a reminder that the 2010 FIFA WC was nearing and the long wait almost at an end.

4.1.2 Essence 1b: Delayed Anticipation

Even though everything in SA was in some way related to the 2010 FIFA WC, there were people for whom it hadn’t sunk in yet. Some people only realized that the event, with all its implications, would really be happening about a week before it started. This is likely due to the fact that SA has never before played host to such a big sporting event. People probably underestimated the magnitude thereof until it was so close to the tournament that it was difficult not to get excited.

When the countdown started a year before the tournament, it seemed like it was still such a long time off. Even though S1 (I) was aware of the tournament, he didn’t really realise that it was happening. It took a bit longer for him to experience the anticipation. He explains:

I think initially you know like that first year when they were counting down the days on the radio or whatever, it's like you're counting down from 365 - I mean what the hell?...I guess it took a very long time for me to realize it is here and it is happening...So I guess slowly it kind of grew on me and I realised like but this is something amazing.

There seemed to be many South African flags displayed in support and it increased as time drew closer for the tournament to start. S4 (I) tells of how seeing these flags close to the start of the 2010 FIFA WC reminded him that the tournament was at hand: “Sjoe um, I suppose a week before the world cup I started to see all the flags go up, um, seeing people driving around with the flags in their cars and on their mirrors”. S5 (I) had

quite a similar experience in terms of delayed anticipation of the event. It seems like it was quite common to buy merchandise to show support and join the excitement that was generally present in SA. Even though S5 (I) experienced the anticipation later than most other people, he felt it intensely when it eventually became a reality. He shares his experience of the delayed anticipation:

Um, shucks for me, it hit me kind of late. I think I even bought the soccer t-shirt, yes I think I bought my soccer t-shirt like a week before. So like you know it's coming, you know it's pretty big but I never really thought about it until like the week before, that's when I really started getting excited. So, ja, for me it was a bit of a delayed reaction, but when it did come, I think it was, it was huge hey.

As some of the participants shared their experiences of delayed anticipation, it is clear that the time it took for them to realise the magnitude of the tournament was different. However, it seems that by the time the tournament started, all the participants were excited and looking forward to an amazing experience.

4.1.3 Essence1c: Anticipation and Bafana Bafana

There was a definite sense of anticipation for the tournament (as discussed in 4.1.1 and 4.1.2) and expectations set about what SA would be like during the time of the 2010 FIFA WC. The other big component of the tournament is naturally the soccer itself. In the time leading up to the WC, Bafana Bafana (the SA soccer team) was doing well, and it was easier for supporters to anticipate a successful tournament for the team when they showed that they were well prepared.

Prior to the 2010 FIFA WC Bafana Bafana was unbeaten for numerous games. S1 (W) wrote of how he wore his supporter clothing to show his support and anticipation of a successful tournament for the national team. He explains how “we were on a 12 game unbeaten streak, the World Cup was days away, and I would be wearing my Bafana jersey proudly”. S5 (I) mentions what a big impact it can have on supporters if the team that you’re supporting performs better than expected. As soon as Bafana Bafana drew a game that most people expected them to lose, there was a renewed anticipation that maybe they could surprise the other teams and perform well. S5 (I) explained that “you

know like when they drew the first game, everyone was like yes we can do it, we get behind them”. S3 (W) had a very specific expectation of how he believed Bafana Bafana will perform. He wrote “I did expect us to make it to the second round”.

This section shows how Bafana Bafana created anticipation of a memorable performance in the 2010 FIFA WC by performing well prior to the tournament. Participants showed their support by wearing team merchandise and expected the team to progress quite far in the tournament.

Some of the support for Bafana Bafana was gained through the team’s performance prior to the tournament but there were also opportunities created where all South Africans can show their support. There were two prominent efforts made to encourage the support for Bafana Bafana which included “soccer Fridays” and a parade by the national team through Sandton (in Johannesburg, Gauteng).

S2 (W) describes her experience of a lot of people that participated in “soccer Fridays. She explains what “soccer Fridays” were in the following excerpt: “most people also took part in soccer Friday, where people wore their soccer jerseys or anything yellow to show their support for our national team - Bafana Bafana”. The second attempt to gain support and create anticipation for Bafana Bafana (the parade through the streets of Sandton) also seemed to have been very popular. Companies in Sandton gave their employees off for a few hours to show their support for Bafana Bafana. For S5 (W) it was unforgettable and worth the late arrival at work to experience the amazing event. He describes his experience thereof: “the hype we created in support of Bafana Bafana was amazing. Being in Sandton on that day when everybody was there in support of the team was unforgettable, even if I did arrive 2 hours late”. According to S1 (W) this event played a big role in creating an expectation for the tournament to come: “After the Bafana Bafana soccer parade on Wednesday 9 June you couldn’t help but feel the anticipation”.

This section served as a description of the attempts that were made to increase the support for Bafana Bafana. The participants experienced the two major efforts to have succeeded as there were a large amount of people that participated. It seems that these

events increased the anticipation for Bafana Bafana specifically but also for the 2010 FIFA WC in general.

4.1.4 Essence 1d: Anticipation and South Africa's Ability to host the Tournament

The expectation of success in the 2010 FIFA WC wasn't just limited to the team but it seems there was also the anticipation of SA's ability as a nation to host the tournament. Due to the magnitude of the 2010 FIFA WC it was to be expected that there would be a lot of focus on SA.

S3 (W) realised that failing to host a successful event was never an option. There was pressure on the South African government as the whole world was watching them. Even FIFA was desperate for the tournament to be a success as they implemented the approach of the host continent rotating with every WC. This would be the first FIFA WC with the rotation system, where a different continent hosts the FIFA WC every four years. A country on that specific continent needs to be the host. The pressure on SA to host the tournament successfully and all the role players whose credibility was on the line is described in the words by S3 (W):

I knew it would work and that it would be successful, it had to be, no matter what. The SA government knew the eyes of the world would be on us; FIFA knew it had to work because they worked hard towards a World Cup on every continent approach - Everybody's credibility was on the line.

S4 (I) felt that SA is often underestimated and the 2010 FIFA WC was an opportunity to show what SA is capable of as he stated "there's a lot more to SA than people think". S2 (I) was of the opinion that South Africans that believe in a positive future for SA anticipated an opportunity to prove that they can be united despite a history of division. She said "I also knew that the country is going to be more united because there are people who are excited and positive about it". Another factor that increased the pressure on SA was the fact that some countries believed SA didn't deserve to host the tournament. Some countries were of the opinion that SA wouldn't have been the hosts had it not been for this new rotation system. S3 (I) describes his experience: "so I think in that sense the pressure was quite high (...) because everybody was watching us;

because we were the first African country; because there was some controversy on how we got it in the first place”.

In summary, of the experiences prior to the 2010 FIFA WC, it is evident that the first essence (namely anticipation) can be subdivided into four nuances. The participants told how anticipation was prevalent within the South African nation as the first nuance. Secondly, the participants spoke of the delayed anticipation that some spectators experienced. The third nuance was a description of the anticipation that many had of Bafana Bafana to perform well in the tournament. The final nuance that emerged from the essence of anticipation was the opportunity that SA had to prove their capabilities of hosting such a major event. The essence of anticipation is very closely linked to the atmosphere in SA prior to the event. This was the second essence in the experiences prior to the 2010 FIFA WC.

4.2 ESSENCE 2: ATMOSPHERE

The atmosphere was another essence that was mentioned quite a few times by the participants. Although the atmosphere was described in diverse ways it seems that it can be grouped into two categories. The first category relates to people experiencing excitement and spoke of a positive attitude towards SA's ability to host an event of this magnitude. The second category of South African spectators had a more pessimistic view and used SA's history of not being able to finish anything as a reference. The first nuance within the broader essence of atmosphere is a description of how the participants experienced this division. Thereafter a description of both categories follows with each seen as a nuance within the theme of atmosphere.

4.2.1 Essence 2a: Atmosphere of Mixed Emotions among South Africans

In the time leading up to the tournament the participants experienced an atmosphere of mixed emotions among people in SA. The first nuance within this essence is a

description of the dividedness of a positive atmosphere of excitement and the negative atmosphere where some believed SA is incapable of hosting the 2010 FIFA WC.

For S4 (W) this division was almost predictable as he wrote in a slightly sarcastic manner “half the country was pessimistic and thought that we will never be able to pull it off and half were overjoyed, but then again what’s new...”. S5 (I) experienced the South African people to be supportive and believing in SA’s ability to host the event. He however feels that the support is not constant; the support is more prevalent when a venture seems likely to be successful. He said “I think it (support for SA) was there, it was good, but you get the feeling that we kind of, our support is conditional”. S4 (I) was very aware of the atmosphere of mixed emotions that South Africans experienced in the period prior to the 2010 FIFA WC. Two of the aspects S4 (I) mentioned that people were pessimistic about included the amount of money spent on the preparation for the tournament and the fact that all the preparations wouldn’t be finished on time. He explained, “SA having mixed emotions - yes, people being excited about the world cup coming here and other people being pessimistic, saying we are wasting money on the stadiums that can be better utilized and that it will not be ready - it's going to be a big embarrassment”.

Through the language that participants used it became evident that some thought of themselves as being part of the group contributing to the positive atmosphere, while referring to the “other people” as being pessimistic. The reference to “them” can be clearly seen in the following quote by S2 (W):

Some of us where excited and saw the challenges, while others decided that the country would fail if they attempt to host such an event as the World Cup. Some people even said that there is no need in even trying and that most of the stadiums wouldn’t be completed by then.

This section showed how the participants experienced the atmosphere of mixed emotions in the time leading up to the 2010 FIFA WC. As the participants described the people that believed in SA’s ability to host the event successfully, they seemed to be of the opinion that failing is just not an option and that SA will perform when they need to. The participants described the more pessimistic group as the people who were of the

opinion that SA just doesn't have the ability to be successful in hosting the 2010 FIFA WC. It seems that most participants believed to be part of the former group that believed SA will be successful.

4.2.2 Essence 2b: Positive Atmosphere

The second nuance serves as a description of the elements that contributed to a positive atmosphere. The participants used various words to describe the atmosphere; most of these descriptions had a positive slant.

As the anticipation built up, the atmosphere also became more electric. S1 (I) described his experience of the positive atmosphere "so there was really this like electricity, you could feel in the air. And every morning as it crept closer, it was on the billboards, on the signs, everybody was talking about it". The word "electric" was one description of the atmosphere prior to the 2010 FIFA WC but words like unity, optimism and hope was also synonymous with the atmosphere for some participants. SA has a history of division but the time leading up to the 2010 FIFA WC was experienced by some participants to be different. S5 (W) experienced unity that he believed to have contributed to the positive atmosphere and expectation of the future. He wrote, "seeing so many South Africans of all races unite for one cause created a sense of optimism and hope for the future of this country". S1 (I) agreed with S5 (W) in that he experienced unity. He found the fact that Bafana Bafana was performing well prior to the tournament to be a mediating factor. He stated "that (seeing Bafana Bafana perform well) was crazy because suddenly you know you start to feel this unity and". S2 (W) was proud of the fact that despite SA being very diverse in terms of culture, unity and success is still possible. She wrote "we have so many different cultures and still we are able to unite and achieve (...)". The countdown to the WC created an atmosphere of anticipation (as mentioned in 4.1.1) which added to the positive atmosphere of excitement. S2 (W) was of the opinion that the tournament was important for SA:

As we came closer to the countdown, people started to get more and more excited, I was excited because in my opinion it was exactly what our country needed (...). The soccer fever took over most of our country a few weeks before the official kick off date.

For some there was just never a doubt that SA would be a successful host, as written by S3 (W): “I can honestly say I was not one of the big sceptics of SA’s hosting of the tournament I knew it would work and that it would be successful, it had to be, no matter what”. It seemed like there was a build-up in the atmosphere as the 2010 FIFA WC grew closer. It was the type of atmosphere that draws one in. S4 (W) explains what it was like: “As time grew closer and the excitement became tangible throughout our nation one could not resist being swept up by the vibe”.

In this section, the participants told of the positive atmosphere that was evident in SA. The expectation of unity and growth for SA were some factors that added to the optimistic atmosphere. There seemed to have been a sense of excitement and anticipation present with the descriptions of the participants.

4.2.3 Essence 2c: Pessimistic Atmosphere

In contrast to the optimistic group, the participants spoke of people who were very pessimistic about SA’s ability to host the tournament. None of the participants included themselves in this group. This again points to the division of experiences in terms of the atmosphere and the reference to “them” (described in 4.2.1).

S2 (W) experienced some people as giving up on SA being able to host the 2010 FIFA WC even before the tournament started. S2 (W) made mention of the group that was expecting SA to fail: “others decided that the country would fail if they attempt to host such an event as the World Cup. Some people even said that there is no need in even trying and that most of the stadiums wouldn’t be completed by then”. SA was under a lot of pressure, not only from some South Africans but even other countries’ expectation of SA to fail seemed to add to the pessimistic atmosphere. This can be seen in the following quote: “A lot of the other countries, especially it seems Australia, waited for us to fail so I think in that sense the pressure was quite high” S3 (I).

Part of the reason why the atmosphere might have been quite pessimistic was because SA has failed to deliver in terms of services promised by the government and projects not being finished in the past. Some of the South Africans were expecting a similar

situation with the 2010 FIFA WC. S2 (I) explains how some people believed that the 2010 FIFA WC will be just another unfinished project:

People can't believe that SA got it because we'll never be able to do it; nothing ever gets finished in this country. The road works never get done and the government isn't really on top of it. So everyone said from the beginning that it is going to be a flop.

Another possible reason for the negative atmosphere that some participants proposed was that some people believed the money spent in preparation for the tournament could have been spent more effectively and the amount of time SA had left to get everything ready for the tournament. S4 (I) highlighted this notion: "people being pessimistic, saying we are wasting money on the stadiums that can be better utilized". S4 (W) tells of how people remain pessimistic about SA's abilities even when there have been instances where SA proved to be capable. He even named it "true South African pessimism" that refers to this not being the first time that South Africans believe the country will fail in an endeavour. He wrote: "yet we were still shrouded by true South African pessimism: 'Look at the roads; we'll never finish on time'. 'Once the world cup is over 'they' are going to kill all the white people...' (Where have I heard that one before?)".

As the participants spoke about the atmosphere in SA prior to the 2010 FIFA WC, a division became prevalent. The first nuance describes this division between a positive atmosphere and a pessimistic one within SA. The second nuance was a description of the positive atmosphere side of the division while the third nuance explored the pessimistic side.

4.3 ESSENCE 3: COMPANIONSHIP

The third essence that emerged from the spectators' experiences prior to the 2010 FIFA WC was companionship. In contrast to the pessimism that was evident every now and again there was also a feeling of camaraderie mentioned by the participants. The first nuance within this essence is that the participants experienced companionship between friends. In the second instance companionship was experienced as a united nation.

4.3.1 Essence 3a: Companionship between Friends

The first nuance within the essence of companionship was the experiences that the participants shared with friends. Some participants shared the warm up matches with their close friends and most conversations revolved around what the tournament is going to be like.

The nuance of companionship between friends is illustrated in the following excerpt. S1 (W) wrote how great the experience of watching a warm-up match with his friends was:

Sitting in Hatfield with my friends watching Bafana Bafana take on Denmark over a beer in Herr Gunter's. When Mphela drilled the winning goal the entire bar – old and young, black and white – all jumped up in excitement. The hair stood up on the back of my neck and cold shivers ran down my spine.

As soon as S3 (W) heard that he got tickets to attend a match, he contacted a friend to accompany him. He wrote:

I knew I was late and that all tickets probably was allocated already but I still took the chance. Two days later I received a mail informing me of a cancelation for the Spain vs. Paraguay match, I immediately contacted a good friend and off we went.

For S4 (W) it was the socialising with friends that got him excited about the tournament. He wrote "(I) began dreaming of all sorts of weird and wonderful parties and experiences".

From a while before the commencement of the tournament, the participants were already excited about experiencing the 2010 FIFA WC with friends. It seems that the participants attached a lot of value to sharing this experience with people close to them.

4.3.2 Essence 3b: Companionship within a Nation

This sense of companionship reached beyond just close friends, it was the coming together of a nation. This became evident especially at the event where Bafana Bafana

drove through the streets of Sandton (as mentioned in 4.1.3). Some people only realized the enormity of the 2010 FIFA WC at this event.

S5 (I) tells of how the parade in Sandton was an event that showed how many people are gathered together for the same cause. He said “I was driving through Sandton and jis man there were just cars and people everywhere - crazy”. S2 (W) wrote of how the “spirit of the nation” grew and how this event unifies SA: “we have so many different cultures and still we are able to unite and achieve (...) the spirit of the nation grew as the soccer World Cup came closer”. S1 (I) started to experience the companionship within SA as a nation when Bafana Bafana played well against Denmark in a warm-up match. He explains, “But when I saw that Denmark game and we beat them, um, that was crazy because suddenly you know you start to feel this unity”.

It becomes clear from this section that it was in the build-up to the 2010 FIFA WC that the participants started to feel the companionship. For some it was definite instances (like the Sandton parade and the match against Denmark) that played a big part in uniting the nation.

The 2010 FIFA WC reminded some participants of the 1995 Rugby WC that SA also hosted. SA emerged as the victorious team in this tournament and was a positive experience for SA as a nation. It was quite a memorable time in South African history and played a big part in unifying SA after a long period of division. There was a hope that the 2010 FIFA WC could have a similar effect on the unity of the nation.

Some of the participants in the research were too young to have realised what impact the 1995 Rugby WC had at the time and were excited to have an opportunity to maybe be part of a similar situation in 2010. S1 (I) describes this:

Suddenly I realise um, it is really here and I can be part of this, um, you know the World Cup... the rugby world cup was here in '95. I was a very young kid, so I had no real interest in that at all. So I missed, I kind of missed it, you know I was still too young (...) I realised that you still have this major event here you know.

S4 (W) was working in Ireland for some time and was shocked about the state SA was in. He hoped that the 2010 FIFA WC could help rectify this. In his words: “I was very expectant and hopeful as I found SA to be in serious turmoil, division and anger upon returning from Ireland; hopefully the soccer World Cup can do what the rugby world cup did.”

The 2010 FIFA WC was characterised by a feeling of companionship. As the first nuance describes, there was a sense of companionship between friends where the experience could be shared with people close to them. The second nuance pointed out that the feeling of companionship extended beyond just friends to a nation. It seemed that South Africans were more united in the time leading up to the tournament.

4.4 ESSENCE 4: OBTAINING TICKETS

Obtaining tickets to attend matches at an event like the 2010 FIFA WC will always be an important aspect. Thus it comes as no surprise that this theme was also mentioned by participants of this project. It also seemed like most experienced frustration when trying to obtain tickets and therefore this would be the first nuance within this essence. The second nuance relates to the participants acknowledging that the general discourse around obtaining tickets was negative but they did not experience it personally.

4.4.1 Essence 4a: Frustrating Process of Obtaining Tickets

When people spoke about the ticketing process, it mostly seemed to include stories of frustration. The complex process involved in obtaining tickets led some people to feel discouraged.

For S3 (I) the entire process of obtaining tickets was ridiculous. He also felt that most people probably did not understand what they should do to get tickets. He said: “I think the application of the tickets, that whole process was ridiculous... I still today think 90% of the people didn't know how it worked”. S5 (W) agreed that the process was frustrating and had a lot of flaws. He found it discouraging that one had to go through so much trouble to get tickets. He wrote: “The ticket application process was frustrating, the website was often down and the queues at the ticketing centre discouraging”. S1 (I)

reiterated the frustration with obtaining tickets that S5 (W) mentioned. He also had a negative experience with long queues and a process that took very long. He said: “It was many hard hours of queuing and queuing and queuing to try and get tickets (...) it took us several days to get the tickets we wanted and we had to go back several times, so the ticketing was very frustrating.”

When looking at some of the experiences of the participants in this section it becomes clear that there was a lot of frustration when it came to obtaining tickets. Confusing procedures, ineffective systems and long queues were some of the elements that added to the negative experiences of these participants.

4.4.2 Essence 4b: Positive Experiences of Obtaining Tickets

Although the process of obtaining tickets was described by the participants as difficult according to the general discourse in SA, there were four participants that mentioned that they did not struggle at all. They were actually surprised at how quick and convenient the process was. Because of discussions surrounding the ticketing process, people had the expectation to struggle with the process but were surprised when they did manage to obtain a ticket.

S2 (W) was expecting a complicated and frustrating experience when applying and collecting tickets but was pleasantly surprised with the ease of the process. She wrote:

Some of the people said it would be difficult to get tickets... (but) the purchasing process was easy and very quick; we had no trouble at all. The collection of the tickets at the FIFA offices also went quick as there were a lot of people who assisted the ticket buyers.

S3 (W) told of his positive experience which he was also not expecting. He explained how he took a chance trying to buy some tickets even though he knew all tickets have likely been sold out. He wrote: “I knew I was late and that all tickets probably was allocated already but I still took the chance; two days later I received a mail informing me of a cancelation for the Spain vs. Paraguay match”.

From these excerpts it seems that some of the participants had a surprisingly positive experience. The process was quick and easy with a lot of people assisting, even close to the tournament when most tickets were believed to have been sold out. These experiences were in direct contrast with their expectations.

Aside from the negative and positive experiences described by the participants, the other participants mentioned the subject of tickets but didn't elaborate whether they had a positive or frustrating experience. But the fact that tickets were mentioned at all shows that the topic of discussion was very prominent prior to the 2010 FIFA WC.

S4 (W) wrote that he was fortunate to have a friend that bought tickets for them. In that way he avoided the possibility of having a negative experience. He said: "Thankfully I had a South African friend... (who) purchased tickets, got a group of us together and planned a tour around South Africa". S1 (I) briefly referred to the topic of obtaining tickets which seems to have been quite a prominent theme in discussion prior to the tournament. He mentioned that "suddenly it was like 'hey, have you guys gotten tickets?'".

Experiences of obtaining tickets formed the final essence prior to the 2010 FIFA WC. The general discussion surrounding this topic was that the process of obtaining tickets was frustrating for most people and formed the first nuance. Some of the participants were aware of the frustration experienced by others to obtain tickets but had a positive experience nonetheless. These descriptions formed the second nuance. A few participants also referred to the process without elaborating on their experiences thereof.

Conclusion

In this chapter the main themes that emerged from the participants in terms of their experiences prior to the 2010 FIFA WC were discussed. The prominent themes that emerged were anticipation, atmosphere, companionship and obtaining tickets. In Chapter 5 the experiences of participants during the 2010 FIFA WC tournament will be discussed.

CHAPTER 5

SPECTATOR EXPERIENCES DURING THE 2010 FIFA WORLD CUP SOUTH AFRICA™

Introduction

This chapter focuses on the experiences of the participants during the 2010 FIFA WC. There were four essences that came to light from the written accounts and interviews when participants described their experiences. These essences include attending live matches, organisation of the event, socialising and Vuvuzelas. All of these essences and the nuances within each are discussed in the rest of the chapter.

5.1 ESSENCE 1: EXPERIENCES OF ATTENDING LIVE MATCHES

From what the participants reported regarding their attendance of the live games, everyone was in agreement that it was a positive and memorable experience. Each of the participants attended at least one of the live matches and this was what most of the experiences during the 2010 FIFA WC were focused on. In contrast to the belief that SA wouldn't be able to host an event of this magnitude (as mentioned in section 4.1.4) it seems like a lot of people were pleasantly surprised by SA's ability to host the 2010 FIFA WC successfully.

The general feeling at the matches was that the spectators had a good time. It seems that the atmosphere at the matches was an experience that the participants would not forget. S2 (W) shares how the tournament was an unforgettable experience:

It was one of the most memorable times of my life. The country's atmosphere changed into something totally different than what we're used to. People are usually so caught up in their own lives and their jobs, but in this World Cup people were happy, excited and proud to be South African.

S1 (W) described his experience as "amazing" with the atmosphere at the match being unforgettable throughout. He wrote that "the atmosphere was terrific (...) it was an

amazing experience start to finish”. S4 (I) echoed S1 (W)’s experience of the 2010 FIFA WC being an amazing experience as he described his experience at a live match: “Electric, emotional - it was an amazing experience”. S3 (W) experienced that most people he knew had a similar experience of having a good time during the tournament. He described that “good spirits prevailed and everybody seemed to have a good time”. S5 (W) described his experience at the match to be unforgettable. He tells of how other spectators just kept on cheering even after he got tired of screaming. He wrote: “I shouted so much that my eyes were watering and when I got tired I stopped and everybody was still celebrating and screaming so I started again - unforgettable”. S1 (I) has attended more rugby matches in the past which was his frame of reference. He was pleasantly surprised with his experience when comparing it to attending a match at the 2010 FIFA WC. S1 (I) described his experience: “You get to your seat and you know it's packed. It was great, it was a wonderful, wonderful experience - one of the best I've ever had, you know. I've been to many rugby stadiums and stuff but that soccer thing was amazing”.

Though participants described their experiences of attending live matches at the 2010 FIFA WC in various ways there is no doubt that it was an extremely positive experience for each and every participant. Quite a few participants described their experiences using the word “amazing”.

5.2 ESSENCE 2: ORGANISATION OF THE 2010 FIFA WC

A lot of organisation goes into an event like the 2010 FIFA WC and the participants expressed their experiences of different aspects of the organisational side of the 2010 FIFA WC. The first nuance within the essence of organisation was the logistical side of the event organisation. This includes the park and ride facilities, security and crowd control. The second nuance was that the participants were pleasantly surprised with the stadiums and facilities. The third nuance, related to the organisation of the event, was the effort that FIFA made to accommodate people with disabilities.

5.2.1 Essence 2a: Logistical Organisation of the 2010 FIFA WC

It seems a lot of people were pleasantly surprised when the organisation of the event went well. The surprise may be due to the fact that there were people who expected SA to be unsuccessful in hosting the 2010 FIFA WC. The two prominent logistical aspects that were mentioned by the participants were the park and ride facilities and the security at the stadiums.

The first logistical aspect that was mentioned was the park and ride facilities. It was a system implemented by FIFA to alleviate the traffic congestion around the stadiums. People would park at designated parking areas a few kilometres from the stadiums and buses would then take them to and from the matches. S1 (W) writes about his positive experience of the park and ride facility: “We left an hour before the match, and the park and ride facilities were great”. S3 (W) describes how they got to the stadium and it seems that it was quite well organised. He wrote: “We made use of the park and ride facility from Constitutional Hill off Empire Road. Rea Vaya tickets were arranged for us and we had our own bus all to ourselves through Hillbrow to the stadium”.

The experience of attending a live match starts with getting to the stadium and can easily be a frustrating process for spectators. From these excerpts it seems that the park and ride facilities worked well and ensured that the participants’ experiences of attending matches started on a positive note. It was well organised and the participants described it in a satisfactory way.

The second aspect of the tournament’s logistical organisation that a few participants mentioned was the security at the stadiums. Aggression and difficulties with crowd control is often synonymous with soccer and its fans. However, from the participants accounts it seemed that they experienced the implemented security as effective.

S2 (W) was pleasantly surprised by the security and assistance offered. Some of the aspects related to security are mentioned by S2 (W) as she writes about the procedure of getting to their seats:

The security and assistance at the stadiums was much better than I imagined it would be. We went through more than 3 security checks, and were assisted by World Cup volunteers to our seats (...) the police were also to be seen everywhere and I think it was very safe during the World Cup, all crimes were handled and controlled in a very effective way.

S3 (I) was especially impressed with how the vast amount of spectators were managed by security: “70 odd thousand people, um, entering the stadium, all the security checks, all the security requirements, um, I was impressed.”

From a logistical point of view it seemed that there were two aspects that spectators found to be especially impressive. The park and ride facilities worked well and ensured that the participants arrived at the stadiums with an excited and positive attitude. The security was also well managed and the participants seemed to be impressed.

5.2.2 Essence 2b: Facilities

In section 4.2.3 it was mentioned that people were quite angry about the amount of money that was spent in building the stadiums. Some people were of the opinion that the money could be better spent on necessities rather than new stadiums or infrastructure upgrades. In contrast to that pessimistic attitude, most participants were amazed at what SA was able to deliver in terms of the stadiums. It seems like there was a more forgiving attitude when the participants could see that the money was well spent.

Soccer City was one of the stadiums specifically built for the 2010 FIFA WC. This stadium hosted all the ceremonies of the tournament as well as the opening and closing matches. When S4 (W) saw the stadium for the first time he was amazed. His description was: “The second flood of emotion came upon seeing Soccer City - we actually built this”. S1 (W) attended a match at the Mbombela stadium in Mpumalanga and was impressed by its beauty. He had attended games at Loftus Versveld in Pretoria (a stadium well known for its rugby matches) quite a few times but admitted it can't compare to the Mbombela stadium. He mentioned that “the stadium is absolutely stunning, having frequented Loftus Versveld; I can honestly say Mbombela surpasses it in beauty”. S3 (I) experienced the facilities of the stadiums that he attended to be

satisfactory given the amount of people utilizing it. Though waiting in queues for beverages was one thing he felt was a slight inconvenience. He describes that “even the bathrooms before was reasonable in keeping with the amount of people... the one thing... was perhaps the long queues at the food or the drinks or cold drinks or whatever”. S1 (W) agreed that the facilities were in good order and he didn’t have any negative experiences. His experience differed from S3 (I) in that he didn’t have to wait long to utilise the various facilities. He wrote: “we didn’t have to wait long to use the toilets or buy beer, the seating was comfortable, the pitch was good” S1 (W).

From an organisational point of view, it seemed that the beauty of the stadiums that were built for the tournament stood out for some participants. The participants also seemed to find the facilities in an acceptable condition. The only exception to the flawless descriptions of the participants relating to facilities was that one participant had to wait quite long in the queues.

5.2.3 Essence 2c: Accommodation of People with Disabilities

There was extra effort made during the event organisation to ensure that all people could experience the event. Arrangements were made to give people with disabilities the opportunity to attend the matches.

One of the participants, S3 (I), shared his experience of using the headsets at a live game as he is visually impaired. He works with commentary on a daily basis and was therefore able to give quite an informed opinion thereof. He found the device itself to be easy to operate and had good audio quality. He experienced the commentary to be a bit lacking but spoke to people that attended matches in Cape Town and seemed to have been satisfied. He describes his experience:

Because I work at the SABC and I listen to radio commentary on various sports everyday I'm probably a bit spoilt. And probably because we listen to it every day um, we can be a bit overcritical. But um, the audio quality was good; the device was easy to operate. So I listened to about five to 10 minutes of commentary just because it's my field of interest to listen to commentary, so then I switched over to the SABC um, radio commentary; which in the end was five to seven seconds

behind what happened in the stadium. So from time to time I did switch back to the audio description as they called it in the stadium. I did speak to other blind people, especially at the Cape Town stadium, and they also frequently listen to other radio commentary so they should know what they are talking about, and they were happy with the kind of commentary they had. So it was probably just a bit of inexperience of the guys I listened to.

The participants were quite impressed with the event organisation as opposed to the expectation that some people had prior to the tournament (see 4.2.3). The first nuance that came up with regards to the event organisation was the logistical aspect thereof. Secondly, the participants spoke of the stadiums and its facilities that they found to be impressive. The final nuance was a description of how FIFA made an effort to accommodate people with disabilities.

5.3 ESSENCE 3: SOCIALISING

The third essence that emerged from the experiences of the participants during the time of the 2010 FIFA WC was the aspect of socialising. The interactions with visitors from other countries seemed to be an important part of experiencing the tournament. The first nuance within the essence of socialising described how the participants experienced the tourists and their interaction with them. Secondly, the participants described identifying with other cultures. The third nuance was a description of the form of socialising.

5.3.1 Essence 3a: Experiences of Tourists and Interactions

When an event of this magnitude is hosted in one's country it is inevitable that there will be an influx of people from various cultures. In the time leading up to the 2010 FIFA WC most of the participants were excited about foreigners coming to SA (see 4.1.1). It is therefore no surprise that quite a pertinent theme among all the participants was the interaction and socialising with people from other countries.

S2 (W) was impressed with the interactions between the various cultures in SA. She seemed to be proud of how well the South Africans worked together during the time of

the 2010 FIFA WC. She wrote that “SA has 11 languages and is known as the rainbow nation. We have so many different cultures and still we are able to unite and achieve”. With the 2010 FIFA WC there was an overload of cultures even different to the ones that are presently in SA and it seems that the participants experienced this in a very positive way. Of all the different cultures, the Spain and Honduras fans made the biggest impression on S4 (I). He explains that “Spain, Honduras was my absolute all-time favourite (...) absolutely amazing, warm people, friendly, hugs all around, beer flowing, people dancing with flags”. S2 (W) just enjoyed seeing and interacting with all the different cultures and how they differ from what she is used to. She wrote: “I really had fun and enjoyed interacting with people from all over the world and observing their cultures and the way they do things”. S5 (W) reiterated S2 (W)’s experience of the foreigners and mentioned that he too had a positive experience of other cultures. The spectators that stood out for him was the Mexicans. He describes his experience:

The tourists were interesting. They were very friendly, always adventurous and energetic. They were always interactive and positive even when they didn’t win. The Mexicans were my favourite; they were always colourful and had crazy outfits.

As the participants shared their experiences of interacting with the various foreigners it seems that they mostly had positive experiences. Participants were drawn to different cultures but the interactions remained memorable for all participants.

5.3.2 Essence 3b: Identification with Other Cultures

Some of the participants found it easy to identify with other cultures. They adopted the culture as if it were their own and joined in the traditions and celebrations. It seems the general experience was that the foreigners were just as welcoming towards the participants and pulled them into their culture as they would with one of their own.

Some participants got so swept up in the moment that they experienced it as if they have been part of that culture for years. S1 (I) tells of his experience in this regard:

I went to one of the fanparks when Germany played and me and those guys got along so well, I spent like all evening chatting with them. And the same with Ghana

fans because when we (Bafana Bafana) fell out and Ghana still had those games left, I mean, they were also everywhere, I mean, everybody was supporting Ghana.

S4 (I) experienced other countries' fans to be quite open and inviting. He celebrated with them when they won, even if he wasn't originally from that country. He explains that "whether you're from their country or not, you're glad that they won - everybody celebrates together". When S5 (W) started supporting Ghana (after Bafana Bafana was eliminated from the tournament) he became part of their culture quite quickly. S5 (W) wrote of his similar experience to S4 (I): "It was like I'd never even been South African. I adopted Ghana, learned the players' names and bought the top" S5 (W).

When looking at the nuance of identification with other cultures and teams it seemed that the acceptance happened quite naturally. The participants easily approached other cultures and experienced the fans from those cultures to also include the participants quite easily.

5.3.3 Essence 3c: Description of the Form of Socialising

The participants also made mention of the type of socialising they experienced, which seemed to be quite similar even in different parts of SA. Apart from the socialising with tourists at the live games there were also other places where the participants found socialising to be enjoyable. FIFA set up fan parks where spectators could watch the games on a big screen if they didn't have tickets for the game and this was one of the major places of mixing with the tourists. The other place that seemed to be quite popular for social interaction was at bars.

S1 (I) enjoyed meeting new people and also appreciated listening to their opinions. He told how "you kind of meet a lot of people, hear a lot of opinions, it was great". People would watch the game together and regardless of what the outcome of the match was, everyone was cheerful and willing to socialize. S5 (I) explained how he experienced this: "In the end people were just jolly hey, um everyone partied, everyone was friends after the game". S4 (I) experienced the interactions to usually only last for a few minutes before moving on to another person. He stated that "it would be just five minutes of

conversation, a little bit of dancing and drinking beer”. The socialising was usually in the form of dancing or having a drink together. S2 (I) experienced these encounters to happen quite easily and naturally after they realised that she had something in common with them. She shared her experience: “Everyone got there and they wanted to take pictures with you. If you have a flag of them somewhere on you they would say ‘let’s take photos together’ and before you know it, it’s ‘come have a beer with us’ and ‘come dance with us’ ” S2 (I),

Prior to the 2010 FIFA WC, participants mentioned that they looked forward to the socialising aspect of the tournament. It seems from this section that the tournament didn’t disappoint. Within the essence of socialising three nuances came to the fore. Firstly, participants described the interactions with tourists. The second nuance related to how participants identified with people from other cultures. Finally, participants gave a description of the socialising.

5.4 ESSENCE 4: VUVUZELAS

Quite unique to the African soccer culture is a type of plastic trumpet called a “Vuvuzela”. The Vuvuzela has been part of SA soccer culture (more specifically the African soccer culture) for many years. A lot of the spectators coming from overseas have however not been exposed to it before. Although this was not a new concept in SA soccer culture, it seemed that the Vuvuzela became synonymous with the 2010 FIFA WC. With thousands of Vuvuzelas in the stadiums there was a constant loud humming noise that added to the atmosphere. It was even suggested that people protect their ears by using earplugs because the sound was so loud. When the participants spoke about the Vuvuzelas it was in a matter-of-fact manner. It gave the impression that the Vuvuzelas were so part of the tournament that it needed no explanation.

S1 (I) speaks about the constant buzzing of the Vuvuzelas: “You’re walking into the stadium and it just never ends - just noise and vuvuzelas”. S3 (I) experienced the noise in the stadium to be so loud that he couldn’t even hear his own Vuvuzela. He mentioned, “I took my own vuvuzela, so I could blow it and not be bothered - I couldn’t hear my own Vuvuzela”. S4 (W) enjoyed the whole culture of the Vuvuzelas with the soccer so much that he blew it until he couldn’t anymore. He wrote how he was “blowing

the vuvuzela till my lips bled” S4 (W). As part of the whole experience S5 (I) had to buy his own Vuvuzela on the way to the match they attended. He spoke of how Vuvuzelas was unique to SA but became popular across the world. He shared this experience:

We stopped on the way and we bought Vuvuzelas - we went bananas. (...) It (Vuvuzelas) made it unique to Africans, for the rest of the world it was that one thing that was different that they never seen before. (...) I heard that shortly after the world cup or during the world cup at Wimbledon, they had to officially ban the Vuvuzela at Wimbledon because people were trying to get that into the stadium.

The Vuvuzela, which has been part of the African soccer culture for many years, was once again present in the 2010 FIFA WC. Participants welcomed it as part of the atmosphere of the tournament and felt that it made the 2010 FIFA WC truly African.

Conclusion

This chapter described the shared experiences of the participants during the period of the 2010 FIFA WC. The common essences that were found and described in this chapter was that of attending live matches, the event organisation, socialising and Vuvuzelas. In Chapter 6 the experiences of the participants after the 2010 FIFA WC is describe

CHAPTER 6

SPECTATOR EXPERIENCES AFTER THE 2010 FIFA WORLD CUP SOUTH AFRICA™

Introduction

The final part of documenting the research findings is aimed at describing the experiences of the participants after the 2010 FIFA WC. These findings are largely reflections on the tournament by the participants and opinions of what remained of the 2010 FIFA WC once it was finished. The essences of the participants' experiences after the 2010 FIFA WC were unity, self-discovery, socialising and infrastructure. A discussion of these essences and their respective nuances follow in the rest of this chapter.

6.1 ESSENCE 1: UNITY

Once the tournament came to an end the research project enabled the participants to reflect on their experiences in a more universal manner. The descriptions of the experiences of the participants moved from specific experiences to descriptions of a more general nature. The first essence that was prevalent in the experiences of the participants after the completion was that of unity. Within this essence there were three nuances. The first was that the 2010 FIFA WC had a unifying effect throughout the duration of the tournament. The second nuance relates to the disappointment of some participants that this unity that they experienced during the tournament was short-lived. The final nuance flowed from the previous two. The success of SA playing host to the 2010 FIFA WC created a feeling of confidence in SA's ability to host a similar (or larger) event like the Olympic Games.

6.1.1 Essence 1a: Unifying Effect of the 2010 FIFA WC

The unity of SA after the 2010 FIFA WC was quite a prevalent topic amongst the participants and was in direct contrast to the division that some participants mentioned in their experiences prior to the 2010 FIFA WC (as discussed in 4.2.1). SA has experienced its fair share of racial tension but it seemed like for the period of the 2010

FIFA WC there was a sense of good will amongst South Africans. In a way SA showed that there can be unity and the tournament played a role in creating a longer effect of acceptance, even if it was just a small step.

The opinion that the racial tension was lessened and the difference in demeanour is described in the following quote by S1 (I):

I think for a short period it um, kind of eased the racial tension, everybody was accepting each other where we got together to do something. I mean people were so much friendlier during the world cup, I mean, you could walk into a shopping mall, up to some random oke and just start talking about the world cup and they'd be cool with it (...) during the world cup, I guess to some extent it definitely helped us take some strides in accepting each other's different cultures.

S3 (W) writes about the good will he experienced because of the 2010 FIFA WC:

For that world cup, everybody spoke about the world cup (...) and you just never felt that whole dread of driving down. You're actually looking forward to seeing where are the guys making a noise today and what are they wearing today and stuff like that. So ja, I did experience a sense of good will.

A further elaboration of the positive attitude towards one another can be seen in the following quote by S2 (W): "It (2010 FIFA WC) proved that if we're given the opportunity we will do our best to succeed and if we do we will have the biggest celebration because with everything we achieve together as a nation". SA is quite well known for the division between races but the 2010 FIFA WC seemed to have at least helped a bit with the process of acceptance between different cultures. S4 (I) experienced that his view of SA changed due to the tournament in this regard:

It (2010 FIFA WC) changed it (view of SA) in a positive sense in that I was thinking that there was no hope or no salvation. When I got back from Ireland and everyone hated each other so much. Um, and I think in that sense it (WC) bridged a gap and, that was there in the country um, between black and white and it is obviously an on-going process and not just a quick fix, a once off.

One of the participants already believed that SA can function as a unit and wasn't surprised that it was the case with the 2010 FIFA WC. He was still however thankful for the opportunity to show this to the rest of the world. The following quote describes S5 (W) view of the unity that SA showed:

My view of South Africa has not changed much, I have always been very patriotic and always believed that we are more than capable to host such an event. It did open my eyes to the talent that we have in the country in the preparation and execution of the opening and closing ceremonies. I'm just proud that we got to showcase our talents, humanity and competence to the rest of the world (....) In future I will always welcome foreigners and aim to contribute to their unforgettable experience of our country.

From this section one can see that the participants felt quite strongly about the unifying effect of the 2010 FIFA WC. After the tournament there was no mention of division about the effect of the WC (as it was the case prior to the WC), all the participants concurred that the 2010 FIFA WC had a positive effect on fostering unity in SA.

6.1.2 Essence 1b: Disappointment in the Short Duration of Unity

Prior to the 2010 FIFA WC participants referred to the anticipation of proving that SA can stand united and host an event of this magnitude successfully (section 4.1.4). The main focus was on showing other countries that SA is capable but there was also the hope that the tournament would serve as a unifying tool within SA much like the 1995 Rugby WC (section 4.3.2) did. From the previous section it is evident that this expectation was indeed met during the course of the 2010 FIFA WC.

There was however also the expectation that this unity would continue well past the tournament and in some small way leave a long lasting impression among South Africans even after the tournament was completed. There was however some disappointment among the participants when the unity was short-lived and SA soon returned to the way it was before the tournament. S3 (I) tells of his disappointment in the short duration of the atmosphere when the tournament came to a close. He stated,

“I thought there would've been a more, a longer lasting vibe, I didn't experience that happening”. S1 (I) referred to the fading of the unity as a hangover effect. He experienced the time during the WC to be fantastic but it was as if it was time to get back to reality, back to the way things was prior to the tournament. He describes that “now it's started slipping away again, back to the normalizing and like that hangover effect”. S5 (I) was disappointed that there were no lasting effects of the tournament. He mentions, with a little sarcasm, that the only change that lasted was the extra lanes that were built on the highway. He said: “I just really enjoyed having an extra lane on the highway, that for me was, I could get to work in less than half the time, so that's the only thing that's changed really, other than that no difference”.

It was disheartening for the participants to see that the good will and unity, that was so tangible during the 2010 FIFA WC, faded so quickly after the tournament. For some participants it was as if the WC was just a once off positive experience but the changes weren't sustainable.

6.1.3 Essence 1c: Optimism about SA's Capabilities

Even though the participants were disappointed in the short duration of the unity after the WC, the fact that SA could host an event of this magnitude led to some of the participants becoming more positive about SA in general. The theme of pride was once again evident just as it was mentioned both prior to (section 4.2.2) and during (section 5.2.2) the 2010 FIFA WC. It also seems that that the successful hosting of the 2010 FIFA WC at least gave some participants new optimism about the country's capabilities. Some suggested that SA would be able to host an event like the Olympic Games.

As S1 (W) reflects on the 2010 FIFA WC he is proud of how SA was able to work together as a nation. He wrote: “never in my life have I been as proudly South African as during this tournament. For once we stood together as a nation; we all waved our national flag proudly”. S2 (W) agreed with S1 (W) in that she realised she is proud to be part of the South African nation and will support SA. She mentioned, “I've also learned that I am proudly South African and that I'll stand up for my country in what is right”. The fact that SA is able to host such an event successfully, despite the pessimism and sometimes division was the thing that S3 (I) experienced to have the biggest impact on

him. He believes that SA has the ability to achieve even higher goals, like hosting bigger events. He proudly explained that “the lasting thing that will stay with me is that we are quite capable of doing something like that or even doing something bigger than that like the Olympics”.

As the participants reflected on their experiences of the 2010 FIFA WC, the essence of unity came out quite strongly. There were three nuances within the participants’ descriptions of their experiences of unity. The first nuance was that participants experienced the tournament to have a unifying effect on SA. Secondly, it was mentioned that the unity that was experienced during the tournament was short-lived which was quite disappointing for some. The final nuance related to the optimism about SA’s capability to host such an event successfully.

6.2 ESSENCE 2: SELF-DISCOVERY

As mentioned in the previous section there was a movement towards unity and belief in SA as a nation after the 2010 FIFA WC. The growth was not only limited to SA as a nation but the participants also mentioned personal growth and self-discovery. The second essence that emerged from the experiences of the participants after the 2010 FIFA WC therefore focuses on self-discovery. The first nuance within this essence relates to what participants learned about themselves due to the tournament. The second nuance focuses on what participants learnt about the soccer culture.

6.2.1 Essence 2a: What Participants Learnt about Themselves

Once the dust settled after the 2010 FIFA WC and SA had time to reflect on the tournament, people also started to reflect on their personal experiences. A reflection that was prevalent in the experiences of the spectators was a feeling of personal growth due to the tournament. The research gave the participants an opportunity to reflect, not only on the tournament itself, but also on how the tournament influenced their own life. It seems that one cannot be part of such an event and not be touched on some personal level.

One of the realisations the participants had related to their interest in other cultures with a need to learn more about them. S2 (W) tells of how she discovered her openness to other cultures and being proud of her country. She wrote: “Things I’ve learned about myself during the World Cup is that I’m quite open to other people and their cultures... I’ve also learned that I am proudly South African and that I’ll stand up for my country in what is right”. S5 (W) could relate to S2 (W)’s experience in that he also realised that he has a passion for getting to know new people and cultures. He mentioned that “the world cup brought the world to me but it also made me realize that I have a passion for people and cultures and that I would love to explore the world and experience different cultures.” For S4 (W) the focus was more on a move towards an increasingly positive view of SA: “I don’t think that the world cup impacted on me any more than just squashing any and all negativity surrounding our country”.

Some of the participants had a positive experience in interacting with people from cultures they were unfamiliar with. To their surprise they realised they were actually interested in learning about other cultures. For some the WC created a more positive attitude towards SA.

6.2.2 Essence 2b: Participants Learning about Soccer Culture

Through being exposed to so much of the world-wide soccer culture, participants had an opportunity to experience it first-hand and maybe even grow to like it. In SA, different cultures tend to be interested in and talk about specific sports. It was however different while the 2010 FIFA WC was happening. Soccer and the 2010 FIFA WC was the topic of discussion regardless of culture.

S3 (I) explains how everyone spoke about soccer regardless of their usual preferred topics of discussion:

Wherever we work we're a mixed bunch in the office so you'll get the traditional... the white guys talking about the rugby of the weekend, the black guys talking about the soccer of the weekend (...) but for that world cup, everybody spoke about the world cup.

Due to soccer and the 2010 FIFA WC being the most discussed topics in SA (section 4.1.1), it was impossible to be in SA during the tournament and not in some way be confronted with soccer and its culture. The 2010 FIFA WC seemed to have made a lasting impact on soccer fandom for some of the participants and as a result cultivated a few lifelong Bafana Bafana supporters. S1 (W) learnt about things synonymous with the soccer culture in SA. He wrote: “Finally I know what a makarapa is; I can blow a vuvuzela, and picked up a few Xhosa words along the way”. For S3 (W) the increased interest in soccer was specifically related to Bafana Bafana, which is the only team that he will support. He asked himself, “Will I attend another World Cup soccer match in future? Only if it is Bafana Bafana playing”. S4 (W)’s knowledge about soccer increased a little but it seems that the 2010 FIFA WC was just enough exposure to stir some interest for him. He explained, “I know a lot more about soccer, though this is still quite little”. S5 (W) used to enjoy rugby more than soccer but it seems that his experiences at the 2010 FIFA WC have changed this. He now prefers attending soccer matches rather than rugby. He wrote “I learnt that I love soccer and that the atmosphere at soccer games beats any test match I’ve ever been to”.

The second essence that came to the fore as participants reflected on their experiences of the 2010 FIFA WC is that of self-discovery. The first nuance was a discussion of what the participants learnt about themselves during their experiences of the tournament. The second nuance related to what the participants learnt about the soccer culture because of their experience of it during the 2010 FIFA WC tournament.

6.3 ESSENCE 3: SOCIALISING

It seems that when one speaks of the 2010 FIFA WC it is impossible not to say anything about the socialising aspects thereof. The theme of Socialising was evident prior to (section 4.3), and during (section 5.3) the 2010 FIFA WC and once more in the experiences afterwards. When the participants reminisced about the tournament, socialising was definitely one of the significant experiences.

The 2010 FIFA WC was a great opportunity to socialize with foreigners, even though the support might be for different teams; afterwards everyone just had a good time together. This again confirms the good will that S3 (W) mentioned in section 6.1.1. It didn't seem to matter what culture or nationality the other spectators were, people were comfortable interacting with one another. The following quote describes this: "(We) spent some time socialising with people from America, Ghana, Algeria, Germany, Australia and Serbia, we might have been supporting different teams, but shared some good times" S1 (W). This experience seemed to have changed the perceptions that some tourists might have had of SA prior to the WC. This is mentioned in the following excerpt: "yes I think it (2010 FIFA WC) did (change the perception foreigners have of SA) because many of the people that were here realised these people (South Africans) are, like, really friendly. I think people have a very different perception" S2 (I).

Despite the fact that socialising was one of the most prominent themes of the 2010 FIFA WC, one of the participants mentioned that it was expected to be even bigger. This didn't seem to be regretful as this could likely have led to more problems. S4 (I) explains: "It was just really a great time, although parties weren't as wild as I expected, I think that is a good thing". The 2010 FIFA WC not only meant socialising with foreigners but also gave an opportunity to bond with people close to them. S5 (I) tells of how he got to spend some time with his girlfriend:

I also enjoyed driving around with my girlfriend as well, like we drove down to the game in PLK (Polokwane), so it was a nice time for us to bond and chat and that. Didn't really get to see the town much but we went out for breakfast the next morning in a different town then drove back together, I think that as well.

Just as the essence of socialising was mentioned prior to, and during the 2010 FIFA WC it was again prevalent in the descriptions of the participants' experiences after the tournament. The socialising component of the tournament, whether it was with foreigners, friends or family, was like a golden thread. It was constantly present to the participants and was therefore the third essence discussed as part of the experiences after the 2010 FIFA WC.

6.4 ESSENCE 4: INFRASTRUCTURE

The final essence from the experiences of the participants after the 2010 FIFA WC related to infrastructure. The tournament left some lasting physical footprints in the form of infrastructure changes in SA. The park and ride facility assisted in developing the public transport of SA. The fact that new world class stadiums were built and older stadiums were upgraded was also mentioned. The road works that so many South Africans were complaining about came to an end and the result seemed to be satisfactory.

A lot of SA citizens felt that the money spent on upgrading the infrastructure could have been spent on things that were more important (as mentioned in section 4.2.3). S1 (I) mentions that even though the stadiums are not utilised as much after the WC he is still of the opinion the infrastructure changes were good:

Then of course infrastructure wise so many things have happened with transport and public transport, as well as the stadium infrastructure itself, I mean, I know it's a shame they're not making use of all the soccer stadiums but I mean the upgrades they did to Loftus and Ellis Park, I mean those things are great.

It did however seem like once people started seeing the final product and enjoying the luxuries of improved infrastructure, they became more positive. S4 (I) tells of his experience of the changed infrastructure, especially the highways:

Just driving to the airport, you know the R21 is a dream, um, I think travelling to Johannesburg is good as well. Though we are still hassled by road works, feeling like it would never end, but I think it definitely definitely changed the infrastructure.

S5 (I) agrees with S4 (I)'s satisfaction with the highways being upgraded and the comfort it created. He mentioned, "I just really enjoyed having an extra lane on the highway, that for me was, I could get to work in less than half the time".

S3 (I) did briefly mention he was impressed with the stadiums and the fact that we hosted the 2010 FIFA WC successfully, but it was the atmosphere that made the biggest impression. In his words: "Yes we had a successful tournament, yes the

stadiums was good, but that vibe, that vibe is probably the best word, I think that will stay”.

It seems it was quite easy for the participants to be pessimistic about all the money being spent in preparation for the tournament but it was only after the tournament, when the improvements could be seen and enjoyed, that the participants appreciated the upgrades.

Conclusion

This chapter focused mainly on what the participants’ experiences were after the 2010 FIFA WC. There were four themes discussed that seemed to be similar for the participants. These themes included unity, self-discovery, socialising and infrastructure. Chapter 7 is the literature review of this research project and a comparison between the current project and the relevant literature.

CHAPTER 7

LITERATURE REVIEW⁸

Introduction

People from different countries came to SA to experience the 2010 FIFA WC. Each of these countries came from a different background which influenced the way in which they observed this phenomenon. In the same way there were research done from various disciplines, placing emphasis on different aspects of the 2010 FIFA WC. The following chapter introduces the literature that is relevant to spectators in conjunction with the 2010 FIFA WC and mega-sport events in the form of a metaphor. The different disciplines will be described as ‘countries’ of different backgrounds that look at different aspects of the same phenomenon. The researchers within each of these ‘discipline countries’ will be referred to as the citizens. There have been numerous discipline countries that explored mega sport events. Limited research was done from the discipline countries of Business, Geography, Journalism, Medicine and Audiology (as mentioned in 1.5.2) but the discipline countries that have conducted numerous research projects on the 2010 FIFA WC and mega sport events include Tourism, Marketing, Sociology, Politics and Psychology. These are discussed after defining what a spectator is (in the literal sense). The chapter concludes by situating the current study within all of the other discipline countries that are discussed.

7.1 DEFINITION OF A SPECTATOR

When exploring consumption of sport the first difficulty is to distinguish between the different types of “consumers”. The major distinction made in the literature is between fans and nonfans. According to Gantz, Wang, Paul, & Potter (2006), the term “fan” most often applies to those interested in sport but can also refer to an interest in performers,

⁸ Descriptive Phenomenology requires the researcher to engage in phenomenological reduction through bracketing. This implies setting aside the researcher personal biases and prior knowledge regarding the phenomenon being researched. Therefore, the literature review was moved to the end of the mini-thesis to limit the researcher’s personal biases and prior knowledge impacting on the research findings (Giorgi, 2005; Giorgi, 2010; Lavery, 2003; Lopez & Willis, 2004).

personalities, and programs. Sport fans seem to be quite different from other fans in terms of the time and emotional investment made. It is found that sports fans tend to seek information before and after events, they tend to care more about the outcome and seems to be affected emotionally for longer periods after the event (Gantz et al., 2006).

In contrast to fans, nonfans do not watch sports on TV as often, are less involved personally, show less interest and are not as responsive as their counterparts. Being classified as a “nonfan” doesn’t necessarily imply a dislike of sports; rather individuals who have less emotional involvement and personal commitment than fans (Hu & Tang, 2010). It is suggested that the operational definitions of sports fanship should include more than merely self-identification to include aspects like knowledge about sports, interest in viewing televised sports, and the amount of televised sports viewed (Gantz et al., 2006).

The discussions surrounding sports fans and nonfans in the literature seem to be restricted to the behaviour, experiences and perceptions of individuals related to the sport itself. Mega sport events like the FIFA Soccer WC and the Olympics are unique when compared to other smaller tournaments or sport matches in general. These tournaments offer spectacle (e.g. opening and closing ceremonies), stories of achievement, and opportunities to express national pride. More media coverage is devoted to the tournaments and marketing strategies tend to incorporate aspects of the events. These factors appear to “encourage” both nonfans and fans of the sports to support the tournaments more than usual. Thus, these events, unlike any other, generate a broader audience (Cooper & Tang, 2012; Hansen & Gauthier, 1989).

Discussions surrounding fanship do not include the experiences and behaviour relating to mega sport events. It becomes clear that a distinction of consumers at these events need to be made, a distinction that extends beyond merely fans and nonfans. In the literature there is generally a lack of reference to individuals that attend a match due to the magnitude of the tournament and do not fit into either the “fan” or “nonfan” categories clearly. That is why it was decided that the term spectator will be used for the purposes of this research project. Within this context, a spectator refers to someone who experienced the 2010 FIFA WC first-hand and attended at least one live match.

7.2 THE DISCIPLINE COUNTRY OF TOURISM

The first discipline country that was interested in mega events was Tourism. For the citizens of Tourism each event is seen in comparison to other similar events. They are interested in understanding trends from previous tournaments in order to predict future trends and implications related to tourists. With the major influx of tourists and supporters to the host country during a mega sport event, it is a big interest for the citizens of Tourism. A major focus of the citizens of Tourism is on the perceptions and experiences of tourists at the mega sport events to enable organisers of future events to improve on past tournaments. The citizens of Tourism look at these experiences and perceptions from two sides namely the local residents' point of view and secondly from the foreign visitors' point of view.

7.2.1 Tourism from the Local Residents' Point of View

From the host nation's point of view, residents' expectations and experiences need to be taken into account to host the event successfully. The commitment of the host residents' support is of utmost importance as it is linked indirectly to publicity and tourist experiences (Chien, Ritchie, Shipway & Henderson, 2012). According to Gursoy and Kendall (2006) there are three main reasons why the support and involvement of local residents are of utmost importance. Firstly, they are often asked to vote for tax increases in order to support facilities and infrastructures. The support is also needed to transform a mega sport event into an urban festival to provide a significant experience and thirdly, local support has the potential to extend the longevity of the positive impacts on the community.

Retrospectively examining the residents' perceptions of hosting the 2008 Beijing Olympic Games, the experiences were mostly positive. The most positive experiences related to social-psychological, economic development and urban development factors while there were some mixed experiences relating to social life impacts (e.g. overcrowding, higher prices, etc.) (Zou & Ap, 2009). Being a host city for the Olympic Games is a prestigious status. Despite a high potential for disruption in the community during the time of the tournament, it seems that local residents are willing to endure it in pursuit of enhancing their image and reputation globally (Glynn, 2008). In the case of

the 2002 FIFA WC (specifically in the host city of Seoul) the findings were similar to the 2008 Beijing Olympic Games. The impacts of the tournament were mostly perceived in a positive way by people from all ages. The two factors that stood out most for the residents were “image enhancement” and “consolidation”. To a minor extent some residents reported that they experienced high levels of “negative economic perspective” and “traffic problems and congestion” on the negative scales (Kim & Petrick, 2005).

The Olympic Games are typically hosted in a single city while the FIFA WC is held in several cities within one nation with the common denominator being that there is a lot of focus on large urban areas while rural areas are usually left behind. This means that the economic development and tourism growth experienced during these events are mostly restricted to areas that are already more developed which leads to an even larger developmental divide. This is especially relevant for developing countries like SA. It was predicted that a macroeconomic justification for SA to host the 2010 FIFA WC will not benefit poor communities and that development will not be sustainable (Giampiccoli & Nauright, 2010; Ndlovu-Gatsheni, 2011b). Another group of citizens from Tourism agreed with the prediction that the 2010 FIFA WC has the potential for immense growth in various areas of SA. However, if long term sport tourism goals and objectives were not developed prior to the tournament it is likely that the positive effects would be of short duration (Swart & Bob, 2007). These predictions seemed to have been accurate when compared to the experiences that some participants reported in this research project (see 6.1.2).

7.2.2 Tourism from the Foreign Visitors’ Point of View

The host nation is an essential part of the tourism industry as described in the previous section, but it is only one side of the equation. The tourists that visit the host nation are just as (if not more) important. That is why the second aspect that the citizens of Tourism are interested in is the expectations and experiences of tourists that attend the mega sport events.

It has been found internationally that the amount of tourists might be less than expected in similar tournaments like the 2006 FIFA WC in Germany (Hagn & Maennig, 2009). However, considering trends in SA with regards to major sport events and the history of

the FIFA WC, it seems that SA expected a greater influx of tourists than any other tournament on SA soil has yielded before (Fourie & Spronk, 2011). When there is a match between the expectation of these tourists and what is experienced at the event (especially if it is the tourists' first experience of the country), tourists are likely to return to the country (Bresler (2011)). This is in essence how a mega sport event has the potential to increase tourism in a host country. It is important to consider all factors in order to increase the positive aspects and decrease the negative aspects of the tourists' experiences.

On the negative side, terrorism and crime seem to play an important role in attendance behaviour in mega sport events. At a time when terrorism was a major concern globally, Toohey, Taylor and Lee (2003) investigated the impact thereof on tourists attending the 2002 FIFA WC in Korea and Japan in an attempt to predict the future attendance of mega sport events. It seemed that about 15% of the participants were concerned for their families' safety while attending the tournament. They welcomed the increased security and didn't feel that it took away from their experience of the event. Hammett (2011) found that the consideration of crime was specifically important to the organisers of the 2010 FIFA WC in SA as the country already has an international reputation for high crime rates. In British newspapers SA received quite a negative image as SA was depicted as exotic, dangerous, pre-modern and alluring.

The experiences of foreign spectators at the 2006 FIFA WC finals in Munich, Germany were explored by two citizens of Tourism. They intended to uncover what makes thousands of spectators go to a foreign country. They found the tournament is a welcome break from the 'reality' of everyday life. This break from the everyday routine was named "hyper-experiences" and it is suggested that the totality of this experience is what spectators are searching for when attending mega sport events (Frew & McGillivray, 2008).

Bresler (2011) explored the expectations of the 2010 FIFA WC prior to the tournament by asking spectators of the 2009 FIFA Confederations Cup about their experiences and predictions. The factors mentioned by the participants gave the citizens of Tourism an indication of what the important factors are in optimising the experiences of the tourists. In general the participants believed SA to be capable of hosting the 2010 FIFA WC

successfully with a lot more positive than negative comments. On the positive side, participants commented on how well the tournament was organised and was impressed by the infrastructure (especially the stadiums). It seemed that the most positive experience for them was the diversity SA offered. On the negative side there was some correlation to the observations of Toohey, Taylor and Lee (2003) as crime in SA was again one of the concerns raised by participants. There was also mention made of the increased prices (e.g. transport, tickets, refreshments at stadiums, etc.) and some of the participants felt exploited. There were however many participants that had nothing negative to report. Taylor and Toohey (2007) found similar concerns at the 2004 Olympic Games in Athens related to terrorism. Female respondents were more concerned with safety than males and there was a minimal difference between nationalities. Being aware of the increased security measures at the games eased some of the concern for the participants.

In conclusion, it is evident that the citizens of Tourism observe the phenomena of mega sport events with the intention of understanding tourist behaviour, both from the side of the host nation and the tourists attending the events. They use quantitative methods almost exclusively in order to enhance generalisation to predict behaviour at future events. This approach leaves a gap in the research for in depth exploration of individual experiences as one would find in qualitative research. Although some research was done on the expectations of the 2010 FIFA WC prior to the event, there seems to be a lack of research on experiences of South African spectators and tourists during and after the tournament. Some factors that increase attendance at mega sport events were discussed as well as some factors that cause spectators to be hesitant about attending (safety being the major concern).

7.3 THE DISCIPLINE COUNTRY OF MARKETING

With the massive amount of people attending mega sport events, the citizens of Marketing investigated the opportunity to reach many people. Businesses have grasped this opportunity and research is needed to ensure that their approach fits the target market. Strategies must be adapted to suit both the intended market and the context of the event. Citizens of the discipline country of Marketing are interested in understanding

the consumer behaviour of attendees at mega sport events with the intention of justifying the vast amounts of money being invested into these marketing campaigns.

Speed and Thompson (2000) proposed that there are three main factors to keep in mind when examining sponsorships at sport events. These factors are firstly, the attitude of the consumer towards the event, the attitude of the consumer towards the sponsor and lastly the congruence between the event and the sponsor. Van Heerden and Du Plessis (2003) specifically points out that in SA there has been an immense growth in sport sponsorship since it's re-admission to international sport in 1994. It is due to this reason and the large scale of exposure of the FIFA WC that it is more costly to market than other events. Thus all possible factors need to be thoroughly examined and considered before making such an investment. With the 2010 FIFA WC Dhurup and Rabale (2012) it was found that spectators who were interested in the event itself preferred to be associated with official sponsors of the event and were more inclined to support these sponsors. It was also found that when a sponsor is perceived to be sincerely interested in soccer, spectators would support such a company (and indirectly the sport and tournament). The third factor that was found to be of importance was the consumers' prior attitude to the sponsor. Previous experiences of the sponsor still play a very important role in consumers' support, regardless of the tournament. It is therefore not enough for a company to only sponsor the FIFA WC, but their customers need to be consistently satisfied with their service.

In an attempt to capture the attention of the audience and elevating the brand power and brand image of a company, KIA (a motor company) was used as a case study to examine the effectiveness of being a 2010 FIFA WC sponsor. What the citizens found in this case study correlates with the research discussed in the previous paragraph. KIA found their sponsorship campaign to be very successful due to their focus on these variables (Noordin, Kamaruddin, Amer & Zulkepli, 2011).

As stated, sponsors need to take into account the type of event they are sponsoring and the fact that they are reaching a certain population. It is due to this reason that sponsors need to profile their target group in some way. A group of citizens of Marketing set out to discover why people attended the public viewing areas during the 2010 FIFA. The factors that motivated spectators to attend public viewing areas included the exciting

atmosphere, gatherings of fans, cost of going to the stadium, less effort than going to live matches, safety reasons and it being part of a tourist package (Burnett & Wessels, 2012; Buttle, Morres & Tomlinson, 1995; Kahle & Riley, 2004).

Having all the information on advertising, picturing the target market at the 2010 FIFA WC and spending vast amounts of money to reach this population, the question is begged: “How much can people recall of these marketing initiatives?”. Rabale (2011) attempted to answer the question of marketing effectiveness at the 2010 FIFA WC by examining consumer recall, recognition and perceptions of the official sponsors. When participants were asked to recall 14 official sponsors 13% were able to recall three sponsors, 10% could recall six sponsors and only 3% could recall 10 sponsors. Participants were able to recognise a lot more sponsors when given different options together with the sponsor logos. This indicates that being an official sponsor of the 2010 FIFA WC has a strong effect on brand recognition but not as much on brand recall.

An aspect of marketing that came to light through the research of Rabale (2011) is the problem pertaining to ambush marketing. Ambush marketing refers to the practice of obtaining gains through associating with official event sponsorship without incurring the same costs as the official sponsors. With the 2010 FIFA WC there was a lot of effort made to prevent and restrict ambush marketing but companies are finding more creative (and legal) ways to carry out these tactics. A major problem is that there is little or no legislation preventing ambush marketing in most countries that has a negative effect on both event managers and official sponsors (Piątkowska & Żyśko, 2010). Rabale (2011) found that spectators seemed to be indifferent about ambush marketing strategies with only 53% of participants believing it is an unethical practice. From the recognition part of the research it is clear that people associate certain brands with the tournament without them being official sponsors.

In conclusion, it is clear that the citizens of Marketing observed the 2010 FIFA WC from a business perspective. The mega events are opportunities to reach a large amount of people and improve brand image and awareness. The aspects that these citizens were interested in related to the factors that businesses need to be aware of when intending to market at such an event, the population that the marketing is intended for, effectiveness of marketing and factors that can hinder effective marketing (like ambush

marketing). Similar to the citizens of Tourism, these citizens observed the 2010 FIFA WC mostly through a quantitative lens as businesses intend to reach as many prospective clients as possible. Due to the fact that most of the spectators at the 2010 FIFA WC were South Africans, there was more research that focussed on them as participants.

7.4 THE DISCIPLINE COUNTRY OF SOCIOLOGY

The citizens of the discipline country of Sociology are another group that has a vested interest in mega sport events. Mega sport events by definition are the coming together of a lot of people, both locally and internationally. The effects that these events have are a widespread social effect which is of great interest to these citizens. The areas that the citizens of sociology tend to focus on are the local population impacts of the event as well as international impacts.

7.4.1 Local Impact of Mega Sport Events through the Eyes of Citizens of Sociology

Hosting a mega sport event places a lot of pressure on the host nation, especially in the preparation phase where billions are spent. Governments are willing to put in a lot of effort in order to reap the promised rewards. In order to host a successful mega sport event it is important to have the support of the local residents (see 7.2.1). For SA specifically, hosting the 2010 FIFA WC promised unity, reduced unemployment and general uplifting of the less privileged; it however seems that a lot of these expectations weren't realised (Ngonyama, 2010). In the case of SA hosting the 2010 FIFA WC, street children were removed to 'clean up' the streets of Cape Town with no consideration for their circumstances. The focus was on the international agenda of creating an international image for SA but in the process there was little improvement for the more rural population (similar to the findings discussed in 7.2.1). In this regard the less fortunate experienced the tournament in a negative way (van Blerk, 2011). The residents of the Makhowe community in Kwazulu-Natal had positive attitudes towards SA hosting the WC across gender, age and income group. They were excited about the promise of improvements in rural communities but were quite disappointed in the extent of the improvements, especially after the event (Bob & Majola, 2011).

During past sport events it has come to light that with the large numbers of people coming together there is a temporary and extensive increase in the demand for sexual services. Therefore, the sex workers in SA are part of a vulnerable group. With the ongoing criminalisation of sex work the AIDS epidemic is fuelled and consequently hinders effective prevention and education strategies and infringes on human rights. Some strategies were drafted to ensure the safety of sex workers and international tourists yet very few (if any) of these strategies were implemented by the South African government or the FIFA local organising committee (Richter & Massawe, 2010). It was suggested by some that sex work be legalised in order to tax the industry, increase health and security services for sex workers and increased authority to manage the industry. The law (as prior to the tournament) was seen as insufficient for the WC period as it has not resulted in effective policing even before SA won the bid to host the event (Bird & Donaldson, 2009).

7.4.2 International Impact of Mega Sport Events through the Eyes of Citizens of Sociology

Although the main aim of hosting a mega sport event is mostly for local gain, it is inevitable to have an international impact too. Spectators from across the world come together to support their representatives; they interact with people from different cultures and have different influences on one another.

As it was discussed in section 7.1, the traditional labels of “fans” and “nonfans” are restrictive as far as mega sport events are concerned. People who do not generally have much interest in the sport behave like fans and tend to be just as involved as typical fans, especially on online platforms during the 2008 Olympic Games (Cooper & Tang, 2012). The 2010 FIFA WC was an opportunity to challenge international views of SA and prove that as a nation (and by extension Africa) is able to host events on the same level as any other country. SA was given a look into an alternative narrative. In the same way China intended to improve their international image and legitimise the Chinese Communist Party by hosting the 2008 Olympic Games. During the tournament it was indeed going well, China was depicted as a country that was truly making an effort to improve the human rights situation for their people. However, in both cases the

glory was short-lived and even though the international image of both countries was enhanced, there were problems that still persisted. SA is still struggling with similar socio-economic challenges and there is still a lack of basic human rights in China (Tomlinson, Bass & Bassett, 2011).

From the research by Tomlinson, Bass and Bassett (2011) it seems that when a country would like to improve in certain areas the world assists (through mega sport events), but when the tournament comes to an end that country needs to fend for itself once again. In contrast, there are global benefits that extend beyond the host nation. There is a process of globalisation taking place with mega sport events that construct, contest and convey global public opinion (Rowe, 2012). A transnational society is developed where groups are interconnected across geo-political terrains. This process is facilitated by the visiting officials, athletes, media and supporters. This implies that the domestic endeavours are enabled by an international context (Cornelissen, 2012; Muller, van Zoonen, & de Roode, 2008). A global civil society is built with every mega sport event being held. This society is not bound by physical boundaries and not determined by a single governing body but rather the culmination of multiple ideologies and various groups. The sense of unity that is fostered between different nationalities during mega sport events extends to people experiencing membership of this global community. This global community is expected to be a combination of all the strengths of various governing bodies while excluding the shortcomings. Paradoxically, this society is built on some of the same components of sport (e.g. uncertainty instead of statistical probabilities) and therefore still has the potential for weakness. This movement is inevitable as long as there are mega sport events but the direction of this globalisation remains to be seen (Giulianotti & Brownell, 2012).

In conclusion, citizens of Sociology (in relation to sport specifically) look at the social, economic, political and cultural significance of sport. They place a considerable amount of emphasis on social forces that are at play in mega sport events and what can be learnt from each event. Per definition, the citizens would mostly apply quantitative methods and often consult other sources like government papers and newspapers instead of just using participants. From the research it seems that sociological aspects of mega sport events can be roughly divided into two categories namely the local and international implications. From a local point of view, there were lots of promises made

to uplift and improve the circumstances of the less fortunate. It however seems that these promises weren't fulfilled. Although residents of rural communities experienced the tournament itself in a positive light, their circumstances remained unchanged. On an international level it seems that there were numerous gains, from increased tourism to enhanced international image. SA was able to add its voice to the globalisation movement but most improvements on local front were short-lived as there are usually no strategy in place for long term sustainability.

7.5 THE DISCIPLINE COUNTRY OF POLITICS

The fourth country that has a vested interest in mega sport events is Politics. Mega sport events are more than just an occasion to display sport proficiency. These events are used in calculated ways to attain political targets like heroic narratives as well as overshadow societal divisions and inadequacies of governance. The expenses of infrastructural developments are often absorbed in order to project an image of prowess (Cornelissen, 2007). An important focus for the citizens of Politics is the legacies and international image of mega sport events. Sport is seen as a medium to achieve political goals and vast amounts of money is spent on hosting mega sport events to attain these goals.

Sport mega events originate from economic objectives but have political and social implications that extend far beyond the event itself. These events are aimed at satisfying developmental ambitions with the cultural and social imprints leaving long term impacts on society (Cornelissen & Swart, 2006). Sustainability necessitates a long term outlook (at least 20 years) and employing a holistic and integrated view both globally and locally. Yet these events are by their very nature intense and of a fixed short duration. It is therefore necessary to plan for sustainable improvements and not expect it to happen coincidentally (Cornelissen, Bob & Swart, 2011). When investigating major sporting events hosted by SA in the past (1995 Rugby WC and the 2003 Cricket WC) to predict political implications of hosting the 2010 FIFA WC, there has been some improvement in overcoming a legacy of racial discrimination. It is however still quite prevalent in SA's international identity, democracy and human rights issues. This begged the question if the 2010 FIFA WC would deliver more permanent change or if history would be repeated and everything returning to the way it was prior

to the event with no sustainable change like the previous World Cups (Van Der Merwe, 2007)? In retrospect it seems that these predictions were accurate as the national government claimed success by referring to international image and supposed economic impacts. These impacts were in terms of short and medium term infrastructural gains while long term benefits for urban and social development have not been demonstrated (Cornelissen, 2012).

When investigating all the predictions, perceptions and evaluations of hosting mega sport events, it becomes clear that each event leaves a certain legacy. Positive legacies have the potential to profile the destination in a positive light and to promote behavioural change (especially with environmental issues). Some positive legacies the WC brought to SA included some economic growth, at least temporary employment spikes, tourism growth, infrastructure upgrades, improved international image, reduced crime rates and soccer development. However legacies can also be negative and provide opportunities to learn from when hosting future events. In the case of the 2010 FIFA WC it becomes apparent that one needs to observe the impacts within the context where they occur, meaning that the host nation's difficulties prior to the event needs to be taken into account. Secondly, fast-tracking budgets to meet delivery deadlines has the potential to neglect developmental foundations and finally sustainability, in terms of social, economic and environmental dimensions, needs to be worked into planning, design and evaluation of mega sport events (Cornelissen, Urmilla & Swart, 2011; Ndlovu-Gatsheni, 2011a).

An important aspect of the legacy of a tournament is the national identity of the host nation. Citizens of Politics have investigated how identity was constructed for the South African nation against the backdrop of the 2010 FIFA WC. FIFA had a very involved approach when it came to preparation and hosting of the FIFA WC which leaves little discretion to the host nation. This begs the question of whether the 2010 FIFA WC was truly African or whether it was just a global operation executed with African accessories. Ginsberg (2010) found that FIFA only needed enough "Africa" to show that it is a place to make money and a good holiday destination. The international financial institutions, governing bodies and major investors received most of the benefit while the local objectives were short term successes or only partly achieved. Kersting (2007) found similar results in the process of constructing national identity at the 2006 FIFA WC in

Germany. Similarly, certain institutions benefited but the hope of eradicating xenophobia and fostering national cohesion was soon forgotten. The prediction was that it would have been different with the 2010 FIFA WC as SA was believed to have stronger national pride. In retrospect it seems that there was no difference between Germany and SA.

In conclusion, the citizens of Politics view mega sport events by looking at the implications on the government level. They intend to understand what motivates countries to want to host a mega sport event and then investigate whether these goals are met or not (especially long term goals). From their observations it seems that changes from a mega event tend to be short-lived. The legacies of these events show a picture of future possibilities of a country but upholding the standards that are in place during the tournament does not seem to be an easy task and most countries fail in this endeavour. It seems governing bodies and major stakeholders are the groups that gain the most from these events, while the individuals like minorities and rural communities are often neglected.

7.6 THE DISCIPLINE COUNTRY OF PSYCHOLOGY

The fifth country that is interested in mega sport events is Psychology. The citizens of Psychology are also interested in the people that are affected by such an event (much like the citizens of Sociology); however, their focus is more on the experiences, expectations and impacts on the people rather than society at large.

A very prominent theme that emerged from the investigations by the citizens of Psychology is that residents of the host nation are generally very excited about hosting mega sport events. The local residents in Athlone and Green Point in Cape Town had high expectations that the 2010 FIFA WC would create job opportunities, boost local economy and provide opportunities to attend live matches. They had some reservations as to whether the tournament would be able to realise social benefits, disruptions in the local community, increased living costs and whether economic benefits would be equally distributed. A desire was expressed to be informed of the event developments which implied a lack of effective communication strategies between organisers and the community (Bob & Swart, 2009). A lot of South Africans were hopeful that the 2010

FIFA WC would grant them knowledge, social intelligence and innovation into hosting such an event as well as opportunities for reconciliation between races. In general it seemed that South Africans had an expectation for the event to have a far reaching long term psychological effect on the country and be able to showcase to the world SA's ability to contribute internationally. There seemed to be a split in expectations. Some South Africans were anxious about not being part of the tournament by not being able to get tickets and that hosting the event might not be successful (Koortzen & Oosthuizen, 2012). When looking at the 2006 FIFA WC in Germany, travelling fans from New Zealand also had mostly positive expectations (with some reservations) prior to the tournament. This changed into significant improvement of the image of Germany when the tourists experienced the tournament. Changes in perception related to Germany being experienced as friendlier, less expensive and more multicultural than expected before the tournament (Florek, Breitbarth & Conejo, 2008).

Secondary factors like additional events and tourist attractions add to fans' travel experience and indirectly their perception of the tournament (Buttle, Morres & Tomlinson, 1995; Chalip & McGuirty, 2004; Frew & McGillivray, 2008). Even though the additional aspects of a tournament play a part in the overall experience of spectators, it seems that the outcomes of the matches at the FIFA WC have a big effect on spectators (Wann & Pierce, 2005). This is especially true for fans that attended the tournament with the main aim of supporting their national team. It was found that the positive emotional state that the Spanish fans experienced during a victory was still evident four days after the completion of the tournament. The English fans did not experience extended negative emotional states after their national team's early exit from the tournament (Jones, Coffee, Sheffield, Yangüez & Barker, 2012). Students that were studying in England became temporary fans as they united to follow the televised 2010 FIFA WC away from home. There were numerous gains for these supporters that included a temporary sense of community and an escape from daily stress. It also eased feelings of loneliness as they were able to interact with members of their host country which tends to be difficult (Jones, Brown & Richards, 2012). During the 2010 FIFA WC spectators were able to view live matches at official fan parks across the country. Most soccer spectators tend to be male but due to the social nature of the fan parks it attracted female fans and nonfans alike. As mentioned in 1.5.2, female experiences in the fan parks seemed to have been mostly positive with the atmosphere

and 'emotional experiences' being some of the pertinent themes that was mentioned as prominent reasons. They felt that the tournament was well organised but had some concerns about safety. Furthermore, the female spectators were very aware of the patriarchy evident at the fan parks (Bob & Swart, 2010; Wann, Waddill & Dunham, 2004).

In conclusion, the citizens of Psychology found that participants in general were excited and expectant of the 2010 FIFA WC. The promise of hosting such a major event caused people to be supportive of the endeavour. Both the tournament itself and secondary factors had an impact on spectator experiences across gender barriers. There were however some concerns as to whether the event would be successful and whether the government would be able to deliver on all their promises of sustained improvements. The research of these citizens focussed mainly on expectations of the event with little research about experiences during or after the event (with the exception of the research by Florek, Breitbarth & Conejo, 2008).

7.7 FINDING A COUNTRY FOR THE CURRENT RESEARCH

With all the different discipline countries that examined the phenomenon of mega sport events, it becomes necessary to find residence for the current study. The simplified answer would be that it resides in Psychology as its emphasis is on understanding individual experiences of the 2010 FIFA WC. It is further necessary to look at what place it fills within this country. What makes this study advanced from most other research projects is that it explored experiences prior, during and after the event (the only other study exploring experiences being that of Florek, Breitbarth & Conejo, 2008). It employed a qualitative approach unlike most research in this country (e.g. Bob & Swart, 2009; Jones, Coffee, Sheffield, Yangüez & Barker, 2012) that gives the reader an in-depth understanding of the participants' experiences. It focussed on South Africans which is a population that have not been part of much research in the past (e.g. Bob & Swart, 2009; Jones, Brown & Richards, 2012).

Due to the process of phenomenological reduction the researcher was able to describe the experiences of the participants without being influenced by previous research. There were some similarities and differences between the literature and the current project

that came to light after the completion of the literature study. The anticipation that was found in the literature (e.g. Bob & Swart, 2009) correlated with the findings in this study as the participants reported to be excited about the coming event (see 4.1). The participants felt a sense of companionship (see 4.3) that relates to the unity described in the literature (e.g. Cornelissen, 2012). During the event the participants of this project had mostly positive experiences, similar to previous studies (e.g. Bresler, 2011), relating to the attending live matches (see 5.1) and the organisation of the event (see 5.2). The fact that a lot of the positives from the WC faded away once the tournament came to an end was disappointing for the participants (see 6.1) and also a prominent theme in a lot of the literature (e.g. Ndlovu-Gatsheni, 2011b). The final similarity between the current research and what citizens from other discipline countries found was that the improved infrastructure (see 6.4) was a major benefit to SA (e.g. Cornelissen & Swart, 2006).

In terms of differences between the relevant literature and the current research, the theme of socialising with tourists was a very strong theme from the participants in this study (see 4.1, 5.3 and 6.3) but only briefly referred to a few times as exposure to different cultures in the literature (e.g. Koortzen & Oosthuizen, 2012). The Vuvuzelas became a big part in the African version of the FIFA WC and an international trend (see 5.4). Research on this theme however lacked in other research. The final, and probably most important, difference was that the current project gives a description of personal growth and self-discovery of participants (see 6.2) where this area is absent in other literature.

Conclusion

The chapter started off by defining a spectator as it is understood in the current study. Thereafter, the discipline countries that have observed the phenomenon of the 2010 FIFA WC have been discussed. The prominent discipline countries that were mentioned were Tourism, Marketing, Sociology, Politics and Psychology. The chapter concluded by situating the current study within this discipline world. The next chapter gives a summary of the research as well as critiques on this research project.

CHAPTER 8

SUMMARY

Introduction

The final chapter serves as a summary for the research project. The Chapter is divided into two parts; the first part is a summary of the research findings while the second section mentions critiques of the research.

8.1 FINDINGS

This section serves as a summary of the findings that were discussed in Chapter 4, Chapter 5 and Chapter 6. As mentioned in section 1.2, the primary research question that this project aimed to answer was “How did South African spectators experience the 2010 FIFA WC in SA?”

8.1.1 Spectator Experiences prior to the 2010 FIFA World Cup South Africa™

Chapter 4 described the findings of the spectator experiences prior to the 2010 FIFA WC. Chapter 4 aimed to answer the secondary research question 1 (section 1.2.1) which was: “How did South Africa spectators experience the period prior to the 2010 FIFA WC?”. There were four essences that proved to be significant and are briefly discussed in this section.

8.1.1.1 Anticipation (see 4.1)

There was a sense of anticipation in SA in the build up towards the tournament, being described as the “once in a lifetime” event. There were four nuances that emerged from the essence of anticipation. The first was a mention of the anticipation of the South African nation which included the prospect of socialising with people from different cultures that would be visiting the country. The second nuance related to the delayed anticipation some experienced as it only dawned on them about a week before the tournament started. People were also anticipating a memorable performance from

Bafana Bafana as the team was well prepared for the tournament; this was the third nuance within the essence of anticipation. Lastly, SA as a nation was looking forward to the opportunity to show the world that they can unite and disprove some misconceptions that foreigners have.

8.1.1.2 Atmosphere (see 4.2)

The second essence related to the participants' descriptions of the atmosphere in SA prior to the 2010 FIFA WC. The essence of atmosphere had three nuances. The first nuance was a description of the mixed emotions that South Africans experienced leading up to the tournament. The second nuance related to the positive atmosphere that some experienced prior to the 2010 FIFA WC. The final nuance was a discussion of the pessimistic atmosphere that some experienced. There were people who used SA's history of not delivering the services that are promised as a reference and therefore expected the country to fail.

8.1.1.3 Companionship (see 4.3)

The third essence that was found to be common among the participants was that of companionship. This essence consisted of two nuances. Friends were watching the warm-up matches together and people spoke about what they imagine the tournament is going to be like. This formed part of the first nuance, which was companionship between friends. The second nuance discussed how the feeling of companionship reached beyond just friends as it was the whole of SA growing closer together. As Bafana Bafana drove through the streets of Sandton, thousands of people gathered to show their support as a nation united.

8.1.1.4 Obtaining Tickets (see 4.4)

The essence of obtaining tickets consisted of two nuances. The first nuance being that the process of obtaining tickets was quite complicated and people found it frustrating. The general conversations around obtaining tickets were that people didn't understand the process which led to frustration. They also found the methods for obtaining tickets (over the internet and at ticketing centres) to be inadequate and often not available or

overcrowded. The second nuance was that some of the participants found it surprisingly easy to obtain tickets while stating that they were aware most 'other' people were complaining. There were some mentions of tickets and the ticketing process in general by other participants which gave an indication that it was a popular topic in SA prior to the 2010 FIFA WC at the time.

8.1.2 Spectator Experiences during the 2010 FIFA World Cup South Africa™

The following section is a summary of the findings from Chapter 5. The aim of this part of the research was to answer the secondary research question 2 namely: How did South African spectators experience the 2010 FIFA WC?". There were four essences that seemed to be common among the participants' experiences during the 2010 FIFA WC.

8.1.2.1 Experiences of Attending Live Matches (see 5.1)

The first of the four essences related to the experiences of attending the live games. Being at the live matches was a surprising and positive experience for most people. The pessimism about SA's ability to host the event that some people shared prior to the tournament seemed to be silenced. The atmosphere was once again mentioned and it is quite obvious that the experiences of attending the matches were significant for all participants.

8.1.2.2 Organisation of the 2010 FIFA World Cup South Africa™ (see 5.2)

The second essence that was mentioned quite a few times referred to the organisation of the event which consisted of three nuances. The logistical organisation of the event was the first nuance and there were some aspects that stood out for the participants namely the park and ride facilities, security and the management of so many people at the stadiums. The second nuance related to the facilities, including both the stadiums and the various facilities within the stadiums. Prior to the 2010 FIFA WC some people were quite upset about the amount of money that was spent (see 4.2) on the facilities but once they saw the actual stadiums they were quite amazed and the pessimism seemed to vanish. The third and final nuance related to how well people with

disabilities were accommodated. One of the participants described his experience of being at the game and having audio commentary of the match due to his visual impairment.

8.1.2.3 Socialising (see 5.3)

The essence of socialising was the third essence that came up from the experiences during the 2010 FIFA WC and consisted of three nuances. The first nuance pertained to the experiences of socialising and interacting with tourists. It was a positive experience that was exclusive to the time that the tournament took place. The second nuance within the essence of socialising, that arose from the participants was the identification with other cultures. The supporters would welcome the participants as one of their own, even if they only support that team for one match. The third nuance was a description of the form that the socialising took on. Regardless of what team they were supporting, after a match there would be high spirits and people would share a drink and maybe a dance. Even though these interactions usually only lasted a few minutes, the participants mentioned it as memorable experiences.

8.1.2.4 Vuvuzelas (see 5.4)

The final essence related to the Vuvuzela that has been synonymous with African soccer culture for many years. It was also very popular in the 2010 FIFA WC and mentioned throughout. It created a loud buzzing noise that contributed to the vibe at the live events and all over SA. Foreigners seemed to have latched onto this part of the culture with a lot of enthusiasm and it was even heard at other sporting events long after the 2010 FIFA WC.

8.1.3 Spectator Experiences after the 2010 FIFA World Cup South Africa™

In Chapter 6 participants shared their experiences of what happened when the 2010 FIFA WC came to an end. The chapter attempted to answer the secondary question 3, which was: How did South African spectators experience the period after the 2010 FIFA WC?”. From this section there were also four essences derived from the experiences of the participants.

8.1.3.1 Unity (see 6.1)

The first essence related to unity, which comprised three nuances. The first nuance was that SA experienced quite a lot of racial tension and division in its history but the 2010 FIFA WC had a unifying effect and there was a sense of good will towards one another. SA showed that when faced with a challenge they are able to come together to be successful as a nation. The second nuance tells of the disappointment that the unity among South Africans faded quite quickly after the tournament. Some participants were hoping that unity would continue after the tournament but it seemed like they experienced SA moving back to the way it was prior to the 2010 FIFA WC. The third nuance was a description of the optimism that the tournament created among South Africans about their ability to host such a major event successfully.

8.1.3.2 Self Discovery (see 6.2)

The second essence of the experiences after the event was that of self-discovery. Participants mentioned experiences of personal growth that was facilitated through being part of the research. It seems that a person is inevitably changed in some way after experiencing an event of this magnitude. Within the essence of self-discovery there were two nuances evident. The first nuance was that participants learnt a lot about themselves. Some realised they were interested in other cultures and would like to learn more about them in the future. The second nuance pertained to the soccer culture. Participants learnt more about the culture and discovered that it is a sport they actually enjoy watching. Some participants even became long term Bafana Bafana supporters.

8.1.3.3 Socialising (see 6.3)

The essence of socialising mentioned in section 4.3 and 5.3 was also mentioned when the participants shared their experiences after the tournament. It seems in SA the culture you are part of very often determines the conversations in your everyday life. However, during the month of the 2010 FIFA WC every conversation was about the tournament. It was something every person had in common. The 2010 FIFA WC was also an opportunity to invest in important relationships in the participants' own lives.

8.1.3.4 Infrastructure (see 6.4)

The final essence of the experiences after the 2010 FIFA WC was that of infrastructure. Participants mentioned that they were quite impressed with the stadiums and general improvement of infrastructure within SA. There was no mention of pessimism from the participants in contrast to the conversations that were mentioned by some prior to the tournament (see 4.2). The changes in infrastructure were lasting physical footprints of a tournament that had a big impact on many lives.

8.2 LIMITATIONS

In this section a critique of the research project is provided. The limitations can be divided into two main categories namely the research sample and the methodology.

8.2.1 Sample

The sample size in any qualitative study would always be smaller than a quantitative study due to the in depth analysis of each participant. Needless to say, a bigger sample would yield many more experiences that could possibly differ from the results obtained in this research project, especially in a country that is as culturally diverse as SA. It might also have enhanced the quality of the research if there were more than one female participant. Including a larger age range in the sample of participants is another aspect that could yield more experiences. The fact that the participants had to be competent in either Afrikaans or English excluded a lot of possible participants. The sample was therefore not a truly representative sample of the demographic of SA.

8.2.2 Methodology

Firstly, it became clear from this research that the initial method for obtaining participants (using blogging websites for advertising the research) was unsuccessful and was time consuming. It is advisable for future research of this nature to obtain participants from official forums or social networking websites.

The only method of analysing data was the DPRM method (see 3.3.2). A different method of analysis could also have been used alongside the DPRM which might have presented the results in a different way and therefore also enhance the quality. Using the approach of Descriptive Phenomenology yielded descriptions of common experiences of spectators. This is a position that emphasises an objective epistemology. If one were to use a different methodology, for example Interpretive Phenomenology, the focus of the experiences in the results would have been on contextual interpretations of the experiences of spectators at the 2010 FIFA WC. Therefore unique experiences would be the focus rather than common essences (see Chapter 2).

Finally, the participants were guided somewhat in terms of the written account by being asked to divide their essay into experiences prior, during and after the 2010 FIFA WC as well as some suggestions on what they could write about (see 3.3.1 and Appendix B). This can be construed as too much subjective involvement by the researcher and it could be reasoned that it is more typical of an Interpretive Phenomenological methodology. For the researcher to remain as neutral as possible in the study is a requirement of a Descriptive Phenomenological methodology and including these suggestions to the participants could challenge this idea. Asking participants to simply describe their experiences of the 2010 FIFA WC would possibly have been more in line with the Descriptive Phenomenological methodology.

Conclusion

The final chapter of the research project served as a summary of the project. It consisted of two parts namely a short summary of the findings of the project, followed by the limitations of the research project.

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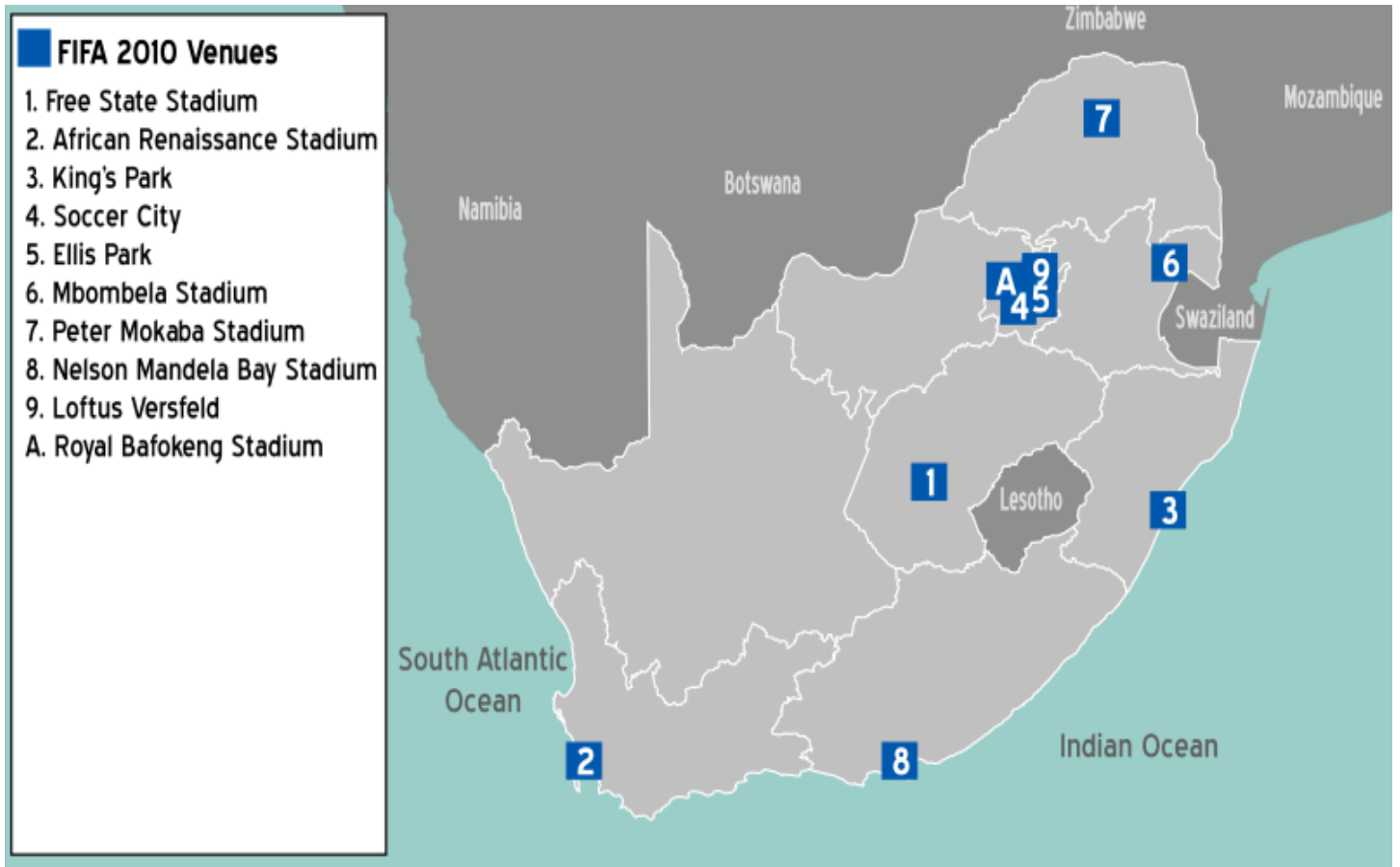
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APPENDIX A

2010 FIFA WC Host Cities



("Map of South African Venues", 2010)

APPENDIX B

INFORMED CONSENT



_____ 2010

SECTION A

RESEARCH INFORMATION

Dear participant,

The following information is important regarding the research project “The experiences of South African spectators at the 2010 FIFA World Cup”. Once you have read through the information, and are willing to participate in the research project, please complete Section B.

Information: I am currently registered for my MA (Counselling Psychology) degree specializing in Sport Psychology, at the University of Pretoria (UP), where I am required to do a dissertation. I am interested in SA spectators’ experiences of the 2010 FIFA World Cup. This is the proposed focus of my research project. Prof. Lourens Human from the Department of Psychology at UP is the study leader of my research project.

Title: The title of the study is: “The experiences of South African spectators at the 2010 FIFA World Cup”.

Purpose: This interview is conducted for research purposes, and to create an understanding of the experiences of South African spectators at the first ever African soccer World Cup.

Procedures: You will be required to write an essay on your experiences of the world cup, which will be analyzed in search of similarities with the experiences of the other participants. After the essays have been analyzed you will be required to have an interview with me at the High Performance Centre (HPC) on the UP sports grounds (LC De Villiers) where we will discuss what you have written in your essay. The interviewing process will be audio taped, for the purpose of transcribing the interview accurately for analysis. After the interview, I will transcribe the conversation, and this will be analyzed once more. I will be asking your input on the findings to ensure that it is consistent with what you meant in the essay and the interview. At the end of the research process, I will also provide feedback about the outcome of the research. The audio data will be destroyed by deleting the audio recordings after the research process. Ethical considerations and confidentiality will be respected throughout our meetings.

Risks: If you feel overwhelmed by sharing your experiences, appropriate professional concern will be provided. I will discuss it with Prof. Lourens Human, who will guide me accordingly.

Benefits: There are no financial gains for participating in the research, but you may benefit personally in terms of sharing your experiences. This is a once in a lifetime opportunity because SA might never

again have the privilege to host the FIFA World Cup. For the same reason this research is unique, and you can be part of the process.

Rights: Participation is voluntary. You may withdraw from participating at any time without negative consequences for doing so.

Confidentiality: All information will be treated as confidential. Anonymity will be assured, and the data will be destroyed if you wish to withdraw your participation. All possible identifying characteristics will be altered or omitted from the research report.

Data: During the period of the research the data will be stored on my personal computer that only I have access to. After completion of the research, data will be stored in the Department of Psychology at UP for 15 years.

Researcher: If any clarity or more detailed information is needed, my contact details are as follows:

Name: Danie Breedt
Cell no.: 082 872 2500
E-mail: dbreedt@hotmail.com

Researcher:

Name and Surname:

Signed at:

Date:

Signature:

Supervisor:

Name and Surname:

Signed at:

Date:

Signature:

Head of Department:

Name and Surname:

Signed at:

Date:

Signature:



SECTION B

RESEARCH CONSENT

I, _____ (Full name and surname of participant) hereby acknowledge that I have read and understand the above-mentioned research information. I hereby agree to participate in the above mentioned research project. I accept and agree with the conditions as stated above.

Name and Surname:

Signed at:

Date:

Signature:

Contact Number:

Postal Address:

APPENDIX C

RESEARCH QUESTIONS

RESEARCH PROJECT

Section A Research Information

1. What is your age? _____
2. What is your gender? _____
3. What is your highest educational level? _____
4. What is your present occupation? _____
5. What is your involvement in football? _____
(Example: Player, Coach, Referee, Administrator, Spectator, Parent, Other (Please Specify))
6. What matches of the 2010 FIFA World Cup™ did you attend?

Section B

Research Questions

1. Spectator experiences prior to the 2010 FIFA World Cup™

Question: Write an essay, in as much detail as possible, describing your experience in anticipation of the 2010 FIFA World Cup™.

2. Spectator experiences during the 2010 FIFA World Cup™

Question: Write an essay, in as much detail as possible, describing your experience of being a spectator during the 2010 FIFA World Cup™.

3. Spectator experiences after the 2010 FIFA World Cup™

Question: Write an essay, in as much detail as possible, describing how your World Cup experience will influence your life in the future

Thank you!