

## Lifestyle of football fans: psychological space features

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### Article info

Received 11.01.2019

Accepted 30.04.2019

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*Yanovskaya, Yu. (2019). Lifestyle of football fans: psychological space features. Fundamental and applied researches in practice of leading scientific schools, 32 (2), 36-40.*

The subjects are 299 men aged 18 to 29 years old among which residents of Ukraine (198 persons) and Poland (101 persons) occupying different positions (lawyers, engineers, economists, managers, managers, specialties, etc). Of the studied Ukrainians - 49 men, and among the investigated Poles, 47 men are directly related to the fan group of their city, that is, they belong to the ultra's association. The purpose of the work is to determine the structure of the psychological space of a "fan" lifestyle. The methods used: a numerical scaling method to measure the value of "maintaining a favorite team" and comparing it with other values; method "Completeness of sentences"; the technique is aimed at studying the leading lifestyle of Ch. Morris; method of reactive and personality anxiety diagnostics of Ch.D. Spielberger, Yu.L.Hanin; the method of multivariate analysis of personality of R. Kettell (105) form C. The research plan of the intergroup comparison is used to determine the deindividualized, averaged information about the characteristic psychological properties of each group members. The model of the integral psychological space of the lifestyle of men who are involved in football sickening is obtained. Four vectors which collectively create an integral psychological space of stylistic features of football fans are allocated. The psychological content of each of the defined vectors is described. Graphic representation in the form of a three-dimensional model, where the vectors of such axes are the vector of independence, the vector of harmony of life, the vector of inclusion. Conditional zero is a rolled vector of mentality. The psychological space of lifestyle of football fans has been constructed, connections between psychological spaces of different groups of football fans have been determined. The peculiarity of this model is that it allows us to clearly demonstrate the typology of football fans and to clearly distinguish the features of football fans lifestyle.

*Key words: football fans; lifestyle; personality; psychological space.*

### Introduction

Psychology of a football fan has become a research of current interest in recent years (V. Almashin, P. Artomov, V. Gutsula, A. Ille, E. Ilyin, A. Kolmikova, D. Kruger, A. Litko, M. Newson, G. Russell, S. Sampaio, V. Safonov). In the work of these authors, the main emphasis is on analyzing the causes of football violence, identifying the different types of people who are interested in football, especially their behavior. The greatest interest in this issue is the study of football fans belonging to fan groups, the presence of which, recently, has become one of the destructive signs of the life of our society.

In contemporary psychological, philosophical, cultural research, fanaticism is seen as an adherence to any ideas, beliefs or views (A. Asmolov, N. Berdyayev, D. Brimson, M. Weber, I. Kon, D. Myers, S. Frank, E. Fromm, T. Harlamova, etc.). With all the urgency of considering the phenomenon of fanaticism, the study of this phenomenon is fragmentary, the most studied is the issue of religious fanaticism, and the problem of football fanaticism is not yet sufficiently highlighted in the writings of home authors, and needs further resolution, as more and more people become fans of football. A person who is a fan is particularly attracted to a certain object

(idol), which can be a known person (group), different ideas, art, sports clubs, etc. Today football fanaticism is one of the most aggressive, because football fanatics have the largest number of supporters who oppose their interests to each other, which is the reason for the spread of round-the-clock violence and aggression. Football fanatics create serious threats to the social order, which also actualizes the urgent need to study their psychological characteristics, features of individuality, the manifestation of which is a special "fan" style of life.

The study of lifestyle of football fans provides opportunities for a generalized understanding of the versatility of manifestations of personality, which are an expression and an essential feature of individuality. Studying the lifestyle as a complex psychological reality of a football fan will further improve the psychological practice and optimize targeted effects aimed at reducing stress and aggressiveness, finding new vital meanings for people who are fans of football.

Current studies of football fans conducted within the framework of evolutionary psychology and transactional analysis emphasize, first, the issue of violence and bullying connected with football, they also draw attention to some aspects of fans lives. Thus, in the work of M. Newson, T. Bortolini and others, violence-related football is a global problem and is not only an expression of social maladaptation, but also motivated by a certain form of prosociality, the evolutionary origin of which lies in intergroup wars. The greater the social cohesion (the merger of personality), combined with the perceptions of the chronic threats from other groups the greater is violence of Brazilian football fans. On the contrary, maladaptation does not relate to indicators of past acts of violence connected with football, or to the approval of future violence. As conclusions, the authors suggest ways to reduce football hooliganism: the reorientation of extreme group mood sentimentalities associated with the merger of identity, in more peaceful ways.

The study of the behavior of football fans for D. Kruger, M. Falbo and others has become a means of demonstrating evolutionary principles, because team sports are characterized by the dynamics of intragroup loyalty and intergroup competition. According to the authors, reactions to statements that indicate a commitment to a rival team are a function of the territorial context. The tone of the reaction was the most positive in the competing territory, the least positive in the home territory, and the intermediate in the neutral territory. The "lack of reaction" rates were the lowest in the rival's territory but were the highest in the neutral. That is, coalition's psychology affects the dynamics of the rivalry of football team fans, and the context matters to determine the peculiarities of the style of sports fans behavior.

In the study of S.N. Sampaio, J.D. Sordi, M.G. Perin it was described such an aspect of the behavior of football fans as buying tickets and visiting matches. For football fans, the likelihood of visiting matches is due to their emotional experiences, they pay more attention to the cost of buying tickets, but they also experience more pain, regret, engagement and pride than less active football fans (visitors to the matches). The performance of the team (its winning, or lags) does not seem to affect the

decision-making process of people to buy tickets for the match, the main thing is that the relationship of transaction costs and benefits is due to the intensity of the relationship between the individual and the sports object (team).

In the work of H. Whitehouse, J. Jong, M. Buhrmester and others, it is shown that the style of football fans' behavior depends on the dysphonic experience that produces a "personality fusion" - a visceral sense of unity that in turn can motivate self-sacrifice, including willingness to fight and die for a group. The mathematical model developed by the authors shows how the previous joint experience leads to an evolution in which the individual changes to the group. This allows better understanding of the actual social issues of football fanaticism, sacred wars, sectarian violence, bandit violence and other forms of conflict between groups.

Researchers D.G. Renfrow, T.L. Wissick, C.M. Guard identified the risks of incidents related to the decision of American football fans to rush to the football field and celebrate the winning of their team despite the police request to refuse such action. The symbolic interactions were analyzed, through which the investigators found out this situation and acted therein, the factors that make the situation extremely (the behavior of fans at the stadium, the loss of bodily control, the inability to direct the actions of other people, etc.) are shown.

An original study was conducted by J.I. Norris, D.L. Wann, R.K. Zapalac. It is a study of identifying a soccer fan with a team or fans in the context of maximizing the trend. Sports maximizers are looking for optimal results, but not always get them. The life of a football fan may be aimed at improving himself as a fan, or to choose a better team through the analysis of the previous season and forecasts for the next. The results can be used to formulate a strategy for sports marketing. For example, sports marketers can turn to the desire of fans to be better at supporting their teams when they need it most, especially for teams that lose a lot.

The analysis of recent publications points to the interest of researchers to various aspects of the lives of football fans and their behavior, but a comprehensive study of the lifestyle of these people is still an urgent need.

### **Goals of the article**

The purpose is to determine the structure of psychological space of a "fan" lifestyle.

### **Materials and Methods**

The study involved men aged 18-29 (of a total of 198 men) living in Ukraine, with men of different jobs (lawyers, engineers, economists, managers, managers, handwork professions, etc.). Of the Ukrainians surveyed, 49 men are directly related to the fanciful grouping of their city. Also, into the study there were involved men aged 18 to 26 (a total of 101) living in Poland. Of the Poles studied, 47 men have a direct relation to the fanciful grouping of their city, that is, they are part of an ultra's association.

Using the preliminary questionnaire, the subjects were divided into groups (in Ukraine and in Poland). The distribution was carried out in the following areas: men who do not support football - not at all aimed at watching football matches, situational fans - focused on consumption, fans of football - focused on consumption and football, football fans - focused on football. A questionnaire with open and closed questions was used to determine the belonging to the groups. The questions with the answer's options consisted of such responses that clearly defined the male's orientation regarding involvement in football inhale. The questionnaire was conducted on the territory of Ukraine on the basis of the State Enterprise "Southern Railway" and the association of fans, in the territory of Poland - on the basis of "Sociology Interviewer" of the Adam Mickiewicz University in Poznan ("Sociologia Ankieter", Uniwersytetu Adama Mickiewicza w Poznaniu) and in the association of local football clubs fans. All Ukrainian participants in the survey, based on the results of the questionnaire, were divided into four groups, depending on the degree of involvement into the process of football inhale (fans, lovers, situational and do not worry about football). Polish men were divided into two groups - football fans and men who do not cheer for football. The data obtained from the questionnaire developed by us describes the group data as follows:

1. a group of situational fans, which includes men who have a situational interest in football, they do not follow the calendar of football events, seldom are spectators of football matches, watch football for pleasure and comfort;
2. a group of football lovers that includes men who come to the stadium or at the pub to enjoy the game, in most cases have from one to three favorite teams in different countries of the world, discuss with colleagues football events that take place, are good at tournament

tables, football players, but do not go to teams' out matches, do not have teams' attributes, do not show aggressive behavior with respect to other teams fans;

3. a group of fans, which includes men who "care" about their team is one of the components of their lives, they have the full attribute of their team, know all the information about the team, follow the team to the other cities, aggressive to the other teams' fans, know the code of a football fan;

4. a group of men who do not cheer for football and do not care about it at all.

At the next stage, a comprehensive study of socio-psychological characteristics of the groups under study was carried out. All in all, using five methods, namely: numerical scaling method to measure the value of "maintaining your favorite team" and comparing it with other values; method of "Completion of sentences"; the technique is aimed at studying the leading lifestyle of Ch. Morris; method of diagnostics of reactive and personality anxiety of Ch.D. Spielberger, Yu.L. Hanin; the method of multifactorial analysis of personality R. Kettell (105) form S. For further results processing, methods of mathematical statistics were used (primary mathematical processing, correlation analysis (by Spierman method), factor analysis (rotation by Varimax method). The applied research plan of the intergroup comparison allowed determining the deindividualized, averaged information about the psychological properties that are characteristic for the members of each group.

### Results and discussion

Determination of the structural organization of the "fan" style of life was associated with factorization of the features presented in psychodiagnostics techniques. The results are presented in Table 1.

Table 1

**Factorial structure of football fans lifestyle**

"Disharmony / Harmony of Life"	"Independence / Dependency"	"Inclusion / Detachment"	"Effectiveness / Mentality"
Values: "Support of your favorite team" (0,984); "Good living conditions" (0,973); "Finding a place in life" (0,969); "Understanding and support by others" (0,940); "Confidence in the future" (0,782); "Happy family life" (-0,648); Availability: "Confidence in the future" (-0,757); "Good living conditions" (-0,959); Lifestyle "Harmony and contemplation" (-0,970); Lifestyle "Support of life values" (-0,984).	Lifestyle intrinsic independence and freedom (0,781); Lifestyle "Self-control and overcoming obstacles" (0,740); Factor O (0,661); Availability of "Support for your favorite team" (0,632); Factor N (0,563); Accessibility: "A sense of physical security" (-0,514); "Searching for place in life" (-0,604); "To be in action" (-0,629); Factor E (-0,532); Lifestyle "Understanding people" (-0,576).	Values: "Support of your favorite team" (0,983); "High-quality food" (0,881); "A sense of physical security" (0,824); Accessibility: "Finding your place in life" (0,793); "To be in action" (0,649); "Respect for yourself" (0,639); Lifestyle "Performance and spending time with other people" (0,641); Factor I (0,541); Lifestyle "Passive existence in the world" (-0,659).	Lifestyle "decisive action" (0,654); The value of "finding your place in life" (0,460); Factor N (-0,423); Factor B (-0,459); Lifestyle "An analyses of your own life" (-0,710).
weight factor -11,896% dispersion -29,029	weight factor -8,572% dispersion -21,060	weight factor -7,369% dispersion -18,646	weight factor -3,768% dispersion -9,050

Fan lifestyle is presented by four factors that can be considered as its structural components:

- 1) the factor "disharmony / harmony of life" reflects the importance of the value of "support of your favorite team" for football fans. The value of maintaining a favorite team is counterbalanced by a harmonious lifestyle, a style

aimed at supporting life values, universal values of understanding with others and happy family life. This factor reflects violations that arise from the extreme attachment of fans to their sports team, based on such psychological characteristics as schizophrenia and situational anxiety.

2) the "independence / dependence" factor combines variables reflecting the ambivalence of the psychological characteristics that are inherent to football fans. On the one hand, the marked dependence on the fan group, the membership of which narrows the sphere of personal self-realization, blocks the functioning of such values-semantic entities as "finding their place in life", "to be in fact", "a sense of physical security." On the other hand, independence from social demands, aspirations for power over people who are fans of a rival team based on hypertension, straightforwardness.

3) the "inclusion / detachment" factor reflects the psychological characteristics that contribute to the integration of people into the fans movement, and, on the other hand, distinguish fans from other fans based on hasty, desurgency, emotional stability and styles that are aimed at integration with social groups, willingness to protect the ideas of their group, even in disputes and confrontation.

4) the "efficiency / mentality" factor reflects the readiness of the fans to take decisive action to defend their team, which is based on straightforwardness, intolerance, low intelligence and opposes such forms of organization of the living space that are associated with passive existence and analysis of your own life.

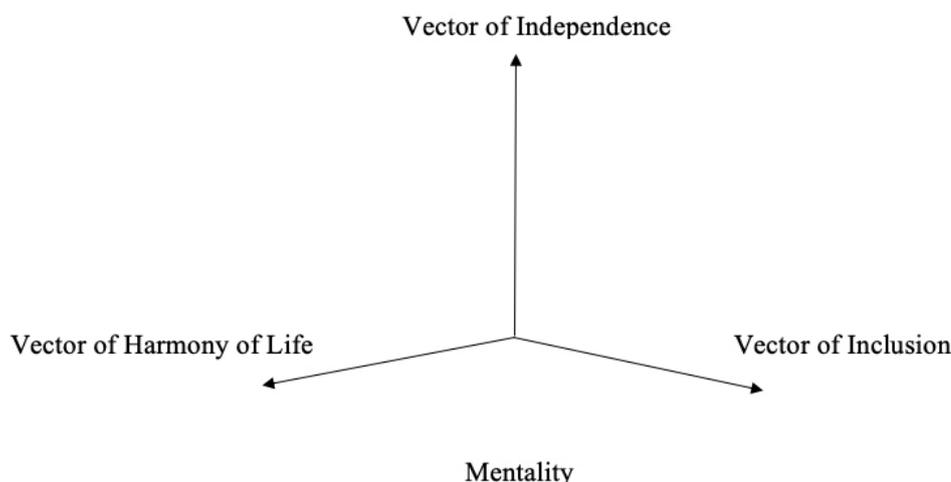
Fan lifestyle combines such features as emotional instability, subordination, stiffness, anxiety, low self-control of behavior and tension, is characterized by the value of maintaining its favorite team and manifested in

its individual psychological peculiarities of behavior and communication, depends on the personal qualities of a person and socially - cultural factors.

The analysis of the obtained results enables to construct a model of the integral psychological space of the lifestyle of men who are involved in football inhale. We have four vectors, which together create an integral psychological space of style features of fans. Graphically, you can represent it in the form of a three-dimensional model, where the following vectors are the axes - the vector of Independence, the vector of Harmony of life, the vector of Inclusion. Conditional zero is a rolled vector of Mentality. The graphic is shown in the Figure 1.

The vector of "Harmony of Life" is revealed in the following indicators:

- 1) the diversity of vital values that are significant for a person;
- 2) mastering ambitious desires and moderation;
- 3) active participation in public life;
- 4) focus on yourself so that you can live, feel what's going on;
- 5) dynamic interaction of different aspects of life and the use of combined actions;
- 6) support of vital values and self-control;
- 7) mastering of impatience;
- 8) creating your own lifestyle;
- 9) search for satisfaction in the very existence of a man and in simple things (rest, talking with friends)



**Figure 1. The psychological space of football fans lifestyle**

The vector of "Independence" is expressed in the following indices:

- 1) focus on the search for internal independence;
- 2) friendliness and interest in the environment;
- 3) lack of desire to have authority over people and things;
- 4) constant activity (physical activity, risky cases, real solution of specific tasks);
- 5) internal independence, sensitivity to oneself;
- 6) self-sufficiency, lack of close ties with social groups;

7) lack of desire to use others for their own purposes. The "inclusion" vector is expressed in such indices

- 1) orientation to the actions and spending time with other people;
- 2) integration with some social group;
- 3) satisfaction from cooperation and partnership;
- 4) interaction with other people;
- 5) focus on the protection of their ideals and lifestyles (disputes with people who do not support them);
- 6) immersion in the faith of public life;

7) confidence in their ability to perform their own appointment.

The vector of "Mentality" is presented in all studied groups and is expressed in the following indices:

- 1) focus on the analysis of one's own life;
- 2) the direction to improve one's inner world;
- 3) the direction to improve internal self;
- 4) the satisfaction of full of work life
- 5) focus on decisive action;
- 6) acquiring energy from physical activity;
- 7) the need to "be indeed".

All these vectors are relatively autonomous, although interconnected. Together they form a holistic model that empirically reflects the diversity of lifestyles of people who are in favor of football. In accordance with this schematization, the cumulative space is limited to two cubes, the planes of which form the space of individual peculiarities of people who are in favor of football. We can distinguish four spaces that characterize each of the groups of football fans.

The first space is in the plane of inclusion, dependence and harmony of life, that is, the space of football lovers, the second space is in the plane of the vectors of "Disharmony of Life", "Inclusion in the group" and "Dependence" - this is the space of football fans, the third space is in the plane of the vectors of "Independence", "Harmony of Life" and "Detachment", that is, the space of situational fans, the fourth space is the space of men who do not support football, and have the following vectors: "Independence", "Harmony of Life" and "Detachment".

The space, in which fans of football are, includes the desire for harmony of one's own life, perfection and self-development. It includes focus on creating own lifestyle; independence from social groups; focus on oneself; sensitive attitude to others; activity and interest in different things; a respectful attitude towards other opinions.

The space of football fans includes dependence on the group; permanent activity (physical) to solving cases and specific tasks; absence of sensitivity to oneself and the others; focus on changes which will bring good to their group; a clear division between their own and the others, that enables them to secure their own protection.

The space of situational fans includes a focus on the development of personal characteristics; self-analysis; the desire to find a better life; self-improvement; interaction with the others; being not pointed at the same, but the desire to find new ideas of acquaintances, the desire to create a personal style of life.

## Conclusions

Thus, it is possible to define a "fan" style of life as a special property of individuality, which is a set of sustainable ways and forms of socio-cultural fans life organization, considering the effects of life disharmony, dependence and effectiveness.

The presented model demonstrates not only the structure of the psychological space of football fans

lifestyle, but also points to the existence of links between psychological spaces of different football fans groups. An essential feature of this model is that it allows us to demonstrate the typology of football fans and distinguish the features of football fans lifestyle clearly.

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