

The Excitement of Football Kicks off in Qatar: A Sample of Twitter Data Analysis

Futbolun Nabzı Qatar'da Atıyor: Twitter Veri Analizi Örneği

*Pelin Avcı¹, Gökmen Kılınçarslan²

¹ Dokuz Eylül Üniversitesi, Necatî Hekkon Spor Bilimleri Fakültesi, İzmir, TÜRKİYE / avci.pelin@deu.edu.tr / 0000-0002-9185-4954

² Bingöl Üniversitesi, Spor Bilimleri Fakültesi, Bingöl, TÜRKİYE / gkilincarslan@bingol.edu.tr / 0000-0001-5176-6477

* Corresponding author

Abstract: This research was created by making use of the opinions of Twitter users about the Qatar 2022 World Cup, which has a great impact on the world. The countries and the football players who participated in the World Cup, the country where the organization was held, and the general assessments constitute the whole of the research. This case study, which reflects a social reality such as the World Cup, was examined by an inductive method. To achieve a more successful output in terms of more transparent and professional progress of the process, the MAXQDA program was preferred. This research was structured in two sections. Content analysis of 5,988 tweets posted in Turkish was conducted in the first section. According to the data obtained from the tweets posted by the viewers under the theme "Qatar 2022 World Cup Overview", the first section consists of 4 categories, namely "Organization, Football Players, Countries, and Assessment", 36 codes, and 11 sub-codes. Sentiment analysis of 79,574 tweets was conducted in the second section. Users tweeted Positive (15,973), Slightly positive (30,533), Negative (3,228), Slightly negative (6,529), and Neutral (23,311) emotional tweets. Codes, categories, and themes were created using the "creative coding" option included in the MAXQDA program. The completion of the codes created in the consensus, took place in a total of four months. The analysis was visualized, and the code frequencies were added using the "MAXMaps Hierarchical Code-Subcode Model" option on the "visual tools" tab of the program.

Keywords: World cup, twitter, football, qualitative data analysis.

Özet: Bu araştırma dünyada büyük yankı uyandıran Qatar 2022 Dünya Kupası hakkında Twitter kullanıcılarının görüşlerinden faydalanılarak oluşturulmuştur. Dünya Kupası'na katılan ülkeler ve futbolcular, organizasyonun düzenlendiği ülke ile genel değerlendirmeler araştırmanın bütünüdür. Dünya Kupası gibi sosyal ve toplumsal gerçekliği yansıtan bu durum çalışması tümevarımsal bir yöntemle irdelenmiştir. Sürecin daha şeffaf ve profesyonel ilerlemesi bakımından daha başarılı bir çıktı elde etmek amacıyla MAXQDA programı tercih edilmiştir. Araştırma iki bölümde kurgulanmıştır. İlk bölümünde Türkçe atılan 5988 tweetin içerik analizi yapılmıştır. "Qatar 2022 World Cup Overview" teması altında izleyicilerin atıkları tweetlerden elde edilen verilere göre "Organization, Football Players, Countries and Assessment" olmak üzere 4 kategoriden, 36 kod ve 11 alt koddan oluşmuştur. İkinci bölümde ise 79.574 tweetin duygu analizi yapılmıştır. Twitter kullanıcıları Positive (15.973), Slightly positive (30.533), Negative (3228), Slightly negative (6529) ve Neutral (23.311) duygu içerikli tweetler atmışlardır. MAXQDA programında yer alan "yaratıcı kodlama" seçeneği kullanılarak kodlar, kategoriler ve tema oluşturulmuştur. Ortak görüşte kullanılan kodların tamamlanması toplamda dört aylık bir süreçte gerçekleşmiştir. Programın "görsel araçlar" sekmesinde yer alan "MAXMaps" seçeneği "Hiyerarşik Kod-Alt kod Modeli" kullanılarak analiz görselleştirilmiştir ve kod frekansları eklenmiştir.

Anahtar Kelimeler: Dünya kupası, twitter, futbol, nitel veri analizi.

Received: 16.03.2023 / Accepted: 30.03.2023 / Published: 20.10.2023

<https://doi.org/10.22282/tojras.1340305>

Citation: Avcı, P., Kılınçarslan, G. (2023). The Excitement of Football Kicks off in Qatar: A Sample of Twitter Data Analysis, *The Online Journal of Recreation and Sports (TOJRAS)*, 12(4), 678-686.

INTRODUCTION

Mega sporting events are a dynamically growing sector that successfully contributes to increasing the recognition profile of the host country (Baade & Matheson, 2004). Mega sporting events such as the FIFA World Cup or the Olympics are an excellent opportunity for both sports lovers and the host countries to display a positive image at the local and international levels. These events are associated with "soft power" strategies because of the fact that the countries where mega sports organizations are held have the opportunity to introduce their identities to the world culturally, politically, and economically (Meier et al., 2021). Joseph Nye defined soft power as the ability of the actor to get what is desired by cooperating or using charm elements without resorting to harshness. In addition, the countries where the event will be held are assessed in terms of governance, democracy, human rights, and civil liberties. Especially when it comes to non-Western host countries, the perspectives of Western countries are seen to be contradictory with each other (Brownell, 2012). Western interlocutors should strengthen the voice of non-western societies and accept their responsibilities in creating the conditions for egalitarian dialogue, including through the media.

When the mega sporting events organized in the past were examined, ideas were obtained about how countries reflect their political powers in the background of sports. For instance, the 1994 Rugby World Cup was hosted by South Africa. The remarkable situation is what the President of South Africa Nelson Mandela has achieved through the

Rugby World Cup. The black leader used the love of rugby in his country to unite the nation consisting of black and white people and gave a striking lesson on peace and reconciliation to the whole world (Farquharson & Marjoribanks, 2003). Germany, which hosted the FIFA World Cup in 2006, has shown a modern and tolerant attitude to the world by getting rid of the genocidal stereotype of the Nazis with the slogan "a time to make friends" (Grix & Houlihan, 2014). And China, with the Beijing Olympics that took place in 2008, has carried out a maneuver that emphasizes its ambition to become an economic and political leader that occasionally overshadows sports (Giulianotti, 2015).

The Fédération Internationale de Football Association (FIFA) granted Qatar, a small state located in the Persian Gulf, the right to host the 2022 FIFA World Cup on December 2, 2010 (Scharfenort 2012). Qatar will be an important milestone on this journey as it will be the first Middle East country to host the World Cup (Sulayem, O'Connor, and Hassan, 2013). However, since Qatar is one of the smallest states in the world, the climate conditions are unfavorable, and does not have deep-rooted football history, this organization that is to be held there was negatively criticized by many audiences. Especially with regard to climate conditions, the Qatar Football Association (QFA) committed to providing conditions that will meet the thermal comfort criteria of both players and spectators within the technical requirements of FIFA by improving cooling technologies (Sofotasiou et al. 2015). From the viewpoint of Qatar, organizing this

tournament is a concrete example of being considered a global sports destination, but it has also contributed to its recognition at the international level (Brannagan & Giulianotti, 2018). By this means, it has drawn a positive image such as providing an international reputation, being open to trade investments, and becoming a more attractive position in world tourism. Qatar combined its technological development, cultural wealth, and economic power with modern lines. And at the same time, it managed to dismiss negative concerns while addressing security, peace, and stability without putting its belief on the back burner.

Compared to traditional media, Twitter is a powerful communication tool because it provides direct and immediate access and interaction with large stakeholder networks (Amin et al. 2021). With Twitter, users can respond to posts instantly, write comments, and communicate with the recipient and the source interactively. According to Aziz (2016), communication is "the mutual transfer of information, thoughts, and attitudes (messages) from people to people using certain tools/mediums" (Üçüncüoğlu & Çavuşoğlu, 2021). Today, Twitter has important effects in terms of social relations and receiving news and communication. When we look at sports news particularly, sports news has a significant value on a local and global scale for Twitter. Sports news is one of the most suitable commodities that can be used as a marketing tool worldwide. For sports organizations, Twitter is used for information inquiry, convenience, entertainment, and communication purposes.

The fact that people want to share their personal ideas and interests has made social media an important source of information. However, it is quite difficult to study social media data in its unprocessed form. When these data are examined, it is seen that the majority of them consist of misspelled words, abbreviations, and social media terms that are not used in colloquial speech. For this reason, it is necessary to filter and process the data with natural language processing methods (Meral and Diri, 2014). Web 3.0, by its design, consists of semantic webs and suggested that all internet access points (social networks, websites, wikis, etc.) exchange information with each other through semantic representations. The Sentiment Analysis introduced with Web 3.0 has become one of the most useful methods for social media monitoring studies (Şeker, 2004). By applying sentiment analysis to the data obtained via social media (personal blog, Twitter, Facebook), achievements such as providing and assessing data related to the organization of the World Cup can be achieved according to positive and negative feedback from people. In this study, the tweets posted at the Qatar 2022 World Cup via Twitter source were examined and classified as positive, neutral, and negative.

Sentiment analysis is a field of study that analyzes people's ideas, feelings, assessments, attitudes, and emotions in written language. The increasing importance of sentiment analysis coincides with the growth of social media such as comments, forum discussions, blogs, micro-blogs, Twitter, and social networks. For the first time in human history, we have a huge amount of data recorded digitally for analysis. Within the scope of this research, it is aimed to conduct the correct classification algorithms for tweets after correctly analyzing the raw data for the Qatar 2022 World Cup on Twitter.

METHODS

Purpose of the research

This research was created by making use of the opinions of Twitter users about the Qatar 2022 World Cup, which has a great impact on the world. The countries and the football players who participated in the World Cup, the country where the organization was held, and the general assessments constitute the whole of the research.

Ethics Committee

The ethical compliance of the research was approved by Bingöl University Health Sciences Research and Publication Ethics Committee with the date 20/06/20223 and the number E-33117789-604.01.01-112332.

Research Group

In this research, the professional, computer-aided data analysis program MAXQDA was used as a data collection tool. This program was preferred in order to achieve a more successful output in terms of more transparent and professional progress of the process (Woods et al., 2016). The data collected in line with the purpose of this research were uploaded to the program in detail from accounts (name, username, location, time) belonging to real people. In order not to violate legal rules or codes of conduct, only time and country information were included in the tweets used in this study. Keywords and hashtags that were identified as trending or relevant during the events were determined and scanned in the program. A data set consisting of 160,000 tweets in total was obtained with trending hashtags (#WorldCup, #QatarWorldCup, #Qatar2022, #Worldcup2022) on Twitter between 12.6.2022 and 12.21.2022. The maximum number of tweets that can be collected from the program per day is 10,000. Replies and retweets were extracted from the collected tweets with the help of the program. Then, the sentiment analysis of the tweets in English was conducted via MAXQDA.

The case study method was used in this research. These are studies in which researchers examine the data in depth that are systematically managed with various data collection tools (observations, interviews, documents, reports, and audio-visual arguments) (Creswell & Poth, 2016). Information reflecting a social reality such as the World Cup, was examined by an inductive method.

Data Collection

This research consists of two sections analyzing the data collected via Twitter. In the first section, tweets posted in Turkey about the World Cup quarterfinals, semifinals, and final matches were collected in Turkish. Other tweets collected in Turkish were decomposed in the same way and 5,988 tweets were prepared for content analysis by sifting repetitive, irrelevant, news channels, and betting sites tweets. Primarily, a pilot scheme was conducted using the automatic analysis option in order to obtain a prediction. By examining the codings, information research about the World Cup was conducted and the infrastructure of the study was created. Then, tweets read meticulously were evaluated together with two field experts (face-to-face and via Zoom) and coded.

Tweets that are irrelevant and repetitive were not taken into consideration in the data set.

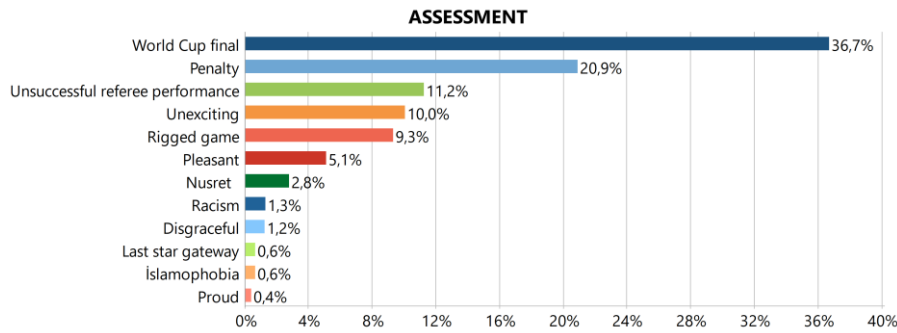
Analysis of Data

In the second section, tweets posted in English in the total population of the world were collected for sentiment analysis. After the English tweets were decomposed, sentiment analysis was performed on 79,574 tweets. Codes, categories, and themes were created using the "creative coding" option included in the MAXQDA program. The completion of the codes created in the consensus took place in a total of four

months. The analysis was visualized, and the code frequencies were added using the "MAXMaps Hierarchical Code-Subcode Model" option on the "visual tools" tab of the program.

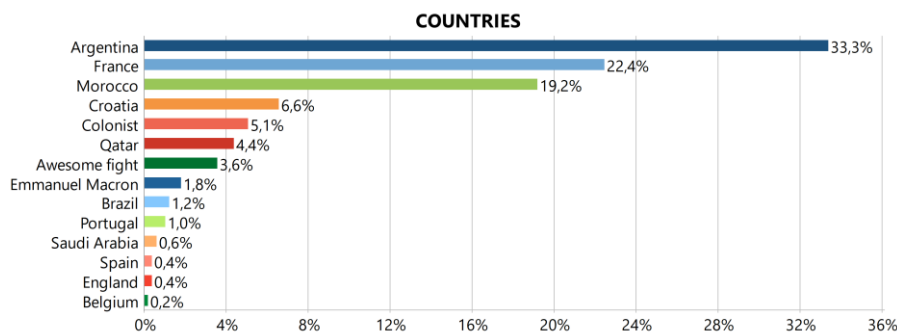
RESULTS

In this section, there are four categories, codes, and subcodes under the "Overview Theme" of the World Cup. Sample statements from sentiment and content analysis transcriptions of tweets posted by Twitter users are also included.



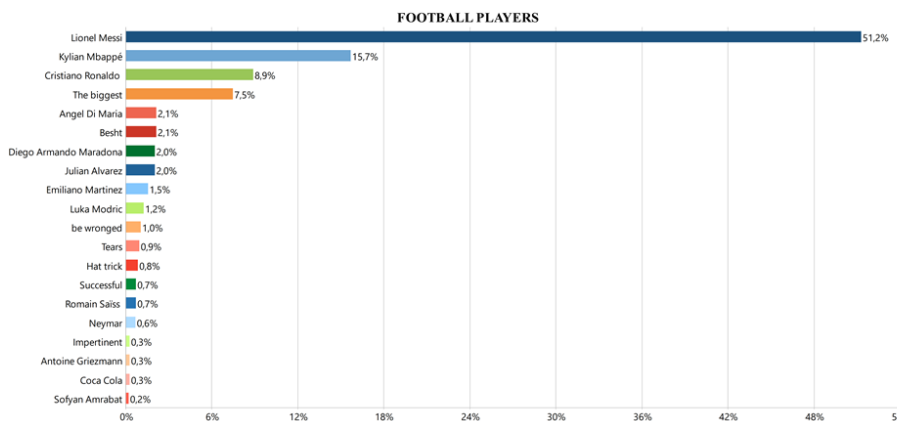
Graph 1. Code-subcode frequency graph for the "Assessment" category

When the graph of the Assessment category is examined, the frequency values are seen on which how often the tweets posted by users express the codes. The following codes are listed under this category: world cup final, penalty, unsuccessful referee performance, unexciting, rigged game, pleasant, racism, last star gateway, islamophobia, and Nusret (disgraceful, proud).



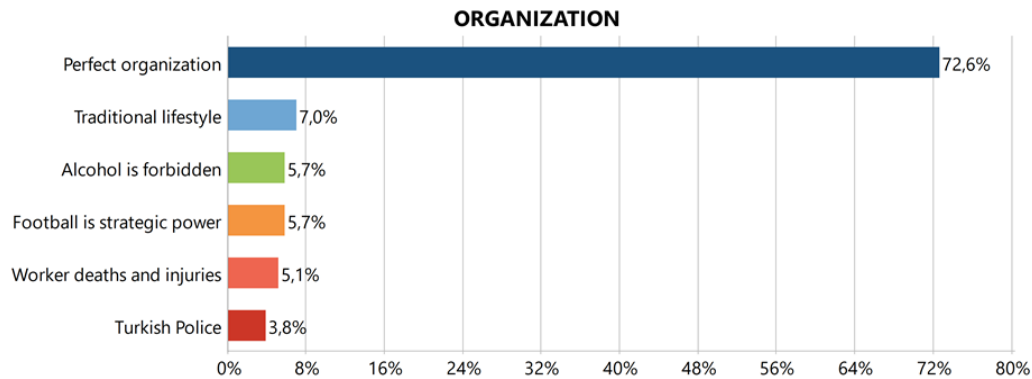
Graph 2. Code-subcode frequency graph for the "Countries" category

When the graph of the Countries category is examined, the frequency values are seen on which how often the tweets posted by users express the codes. The following codes are listed under this category: Argentina, France (colonist, Emmanuel Macron), Morocco (awesome fight), Croatia, Qatar, Brazil, Portugal, Saudi Arabia, Spain, England, and Belgium.



Graph 3. Code-subcode frequency graph for the "Football Players" category

When the graph of the Football Players category is examined, the frequency values are seen on which how often the tweets posted by users express the codes. The following codes are listed under this category: Lionel Messi (the biggest, besht), Kylian Mbappe (hat trick, be wronged), Cristiano Ronaldo (successful, tears, coca cola), Angel Di Maria, Diego Armando Maradona, Julian Alvarez, Emiliano Martinez (impertinent), Luka Modric, Romain Saiss, Neymar, Antoine Griezmann and Sofyan Amrabat.



Graph 4. Code-subcode frequency graph for the "Organization" category

When the graph of the Organization category is examined, the frequency values are seen on which how often the tweets posted by users express the codes. The following codes are listed under this category: Perfect organization, traditional lifestyle, alcohol is forbidden, football is strategic power, worker deaths and injuries, and Turkish police.

Table 1. Tweets of Turkish Twitter users about the Qatar 2022 FIFA World Cup

Coding	Date-Time	Location	Tweets
1 Penalty, Unexciting, Unsuccessful referee performance	12.18.2022 22:08:01	Rize	There was no proper game, they went to the finals by penalties, they won with the luck/referee factor, they have no respect for the opponents, and just because Messi is lack of trophy. To sum up, you did not deserve it Argentina/Messi! It is just a gift! (Tweets 1 - 1000, Column: 2 Row: 448)
2 Racism	12.17.2022 18:49:35	Istanbul	Denmark, the enemy of Islam! Danish journalist Soren Lipper likened the Moroccan football players hugging their mothers after the win, to monkeys. (Tweets 1 - 532, Column: 2 Row: 279)
3 Qatar, Turkish police, Perfect organization	12.18.2022 21:09:55	Bursa	Another winner of the World Cup is Qatar and Turkey. While Qatar showing that an Islamic Country can make a magnificent organization, Turkey ensured the completion of the World Cup without problems with its safety and security...! (Tweets 1001 - 2000, Column: 2 Row: 357)
4 Lionel Messi, Kylian Mbappe, World Cup final	12.18.2022 20:58:47	Istanbul	It was a tremendous tournament and was put to an end by a tremendous final. It is like a movie... I hate to say it like this, but Kylian #Mbappe put in a great "villain" performance against Lionel #Messi... It was an extraordinary match with everything. (Tweets 1001 - 2000, Column: 2 Row: 729)
5 Worker deaths and injuries	12.18.2022 17:05:23	Istanbul	In the construction of these stadiums, 2 million Muslim slaves worked under the harshest conditions. Some of them returned to their countries without even getting their money. Many of them lost their lives, their families were not paid a red cent. (Tweets 4001 - 5000, Column: 2 Row: 304)
6 Traditional lifestyle, Qatar, Besht	12.18.2022 21:56:55	Ankara	Qatar introduced its own culture and identity in the widest possible way by attiring a famous star player Messi in Besht, and they forced the whole world to respect their own culture and identity until the last moment. Qatar is a huge example, and this issue is undebatable! (Tweets 1 - 1000, Column: 2 Row: 581)
7 Morocco, France, Colonist	12.14.2022 23:48:45	Izmir	The France-Morocco competition is a match-up between the exploited ones and the ones serving the exploiter. 80% of the French team is African. At the end of the match, he will probably be happy with the flag of the country that shot his father. (Tweets 1 - 1000, Column: 2 Row: 165)
8 Emiliano Martinez, Impertinent	12.18.2022 21:39:26	Antalya	We saw how dishonest and impertinent this goalkeeper is with the behavior he made before the cameras, fans, and everyone watching live at this awarding ceremony... (Tweets 1 - 1000, Column: 2 Row: 861)
9 Cristiano Ronaldo, Lionel Messi	12.18.2022 18:00:02	Samsun	Everyone around me knows that my love for Ronaldo has existed from the beginning. If Messi wins this trophy, it will become a matter of great respect for me, and I am willing to let my favorite football player be number two in order to experience this feeling :) last dance... (Tweets 4001 - 5000, Column: 2 Row: 2)

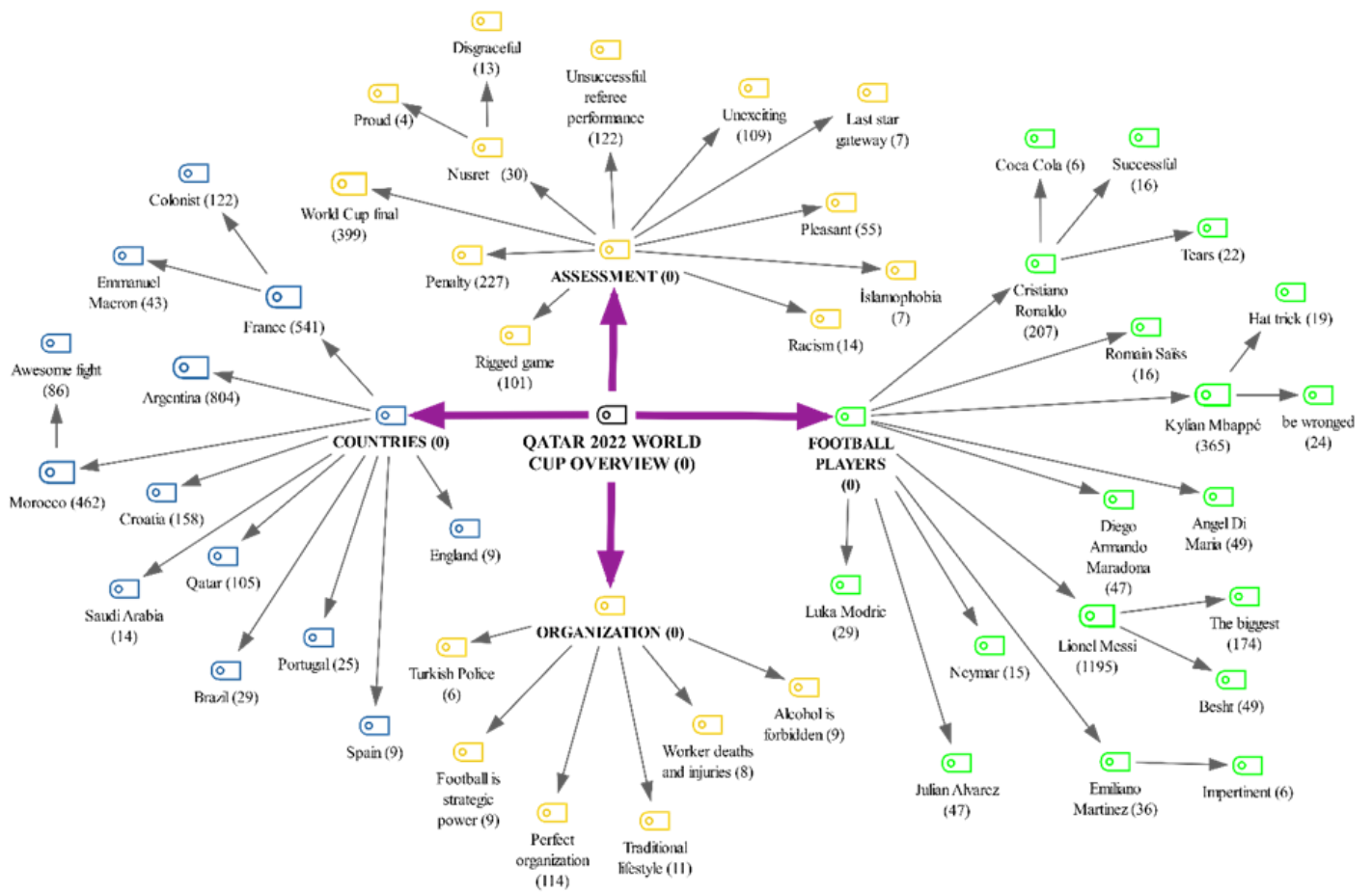
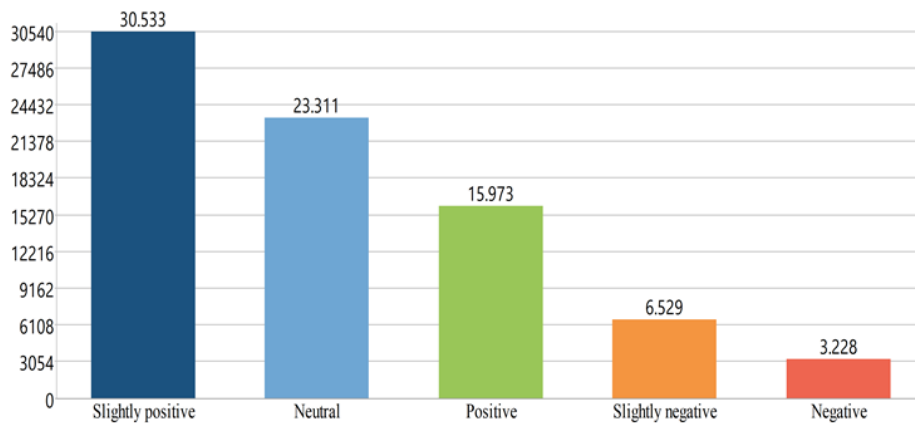


Figure 1. Single-Case Model (Code Hierarchy) obtained from Twitter transcriptions of Qatar 2022 FIFA World Cup viewers.

According to the data obtained from the tweets posted by the viewers under the theme Qatar 2022 World Cup Overview, this research consists of 4 categories, 36 codes, and 11 sub-codes, namely "Organization, Football Players, Countries, and Assessment".



Graph 5. Twitter Sentiment Analysis

As a result of the sentiment analysis of the tweets posted by Twitter users worldwide, Tweets containing 15,973 Positive, 30,533 Slightly Positive, 23,311 Neutral, 3,228 Negative, and 6,529 Slightly Negative sentiments were posted by the World Cup viewers. A total of 79,574 Tweets were included in the study. It seems that positive sentiments are much more dominant than negative sentiments.

Table 2. Tweets of Twitter users about the Qatar 2022 FIFA World Cup

	Sentiment	Date-Time	Location	Tweets
1	Positive	19.12.2022 20:23:10	Qatar	What happened in Qatar is more than wonderful. Indeed, it is a World Cup without negatives. The thing I liked the most: the happiness and comfort of the girls because the World Cup was without alcohol and no one assaulted them. Thank you to the Qatari security. (Tweeter 1- 1000, Column: 2 Row: 848)
2	Positive	18.12.2022 23:18:51	Nigeria	Best World Cup tournament Ever Most memorable word Cup Final It's a lifetime memory that would linger in the minds of football fans around the globe. The aura,the excitement and the unpredictability of the matches are unprecedented and unmatched. (Tweeter 1001- 2000, Column: 2 Row: 96)
3	Slightly Positive	20.12.2022 10:17:31	Romania	A unique experience has come to an end. The final between France-Argentina was thrilling, a real spectacle. The World Championship in Qatar was a victory against world globalism that was trying to promote its favoritesubject, the LGBT issue. (Tweeter 1001- 1804, Column: 2 Row: 47)
4	Neutral	20.12.2022 09:13:37	England	For those that don't know — the black cloak that Messi is wearing is a Bisht—meaning 'nobility' or 'dignity'. It has been worn in the Arab world for thousands of years. It is an honour, and marks him as the legend that he is!! (Tweeter 1001- 1804, Column: 2 Row: 187)
5	Neutral	11.12.2022 11:30:19	United Kingdom	the racism some of the England players are getting after losing the game is absolutely disgusting. it's a football game, it's really not that deep & no excuse for racist comments. some football fans really need to grow up 🤦 (Tweeter 3001 - 4000, Column: 2 Row: 433)
6	Slightly Negative	15.01.2022 22:05:53	Roma	I'm so glad that a racist country like #France didn't win #FIFAWorldCup at the labour of immigrants. (Tweeter 1001 - 2000, Column: 2 Row: 209)
7	Negative	11.12.2022 12:09:26	England	How I wish this was political! Africa has always been on the receiving end of conquests: slave trade, colonization and racism. When an African state defeats a European state, it's very sweet! (Tweeter 3001- 4000, Column: 2 Row: 202)
8	Slightly Negative	18.12.2022 23:17:29	Niederlande	The G.O.A.T debate has finally ended!!! 🐐🐐🐐 No one ever please compare Messi to Ronaldo or any other footballer ever again after tonight!! ❤️⚽️🇳🇱 I'm sorry Messi is out of this world!! 🇳🇱 (Tweeter 1001 - 2000, Column: 2 Row: 158)
9	Negative	19.12.2022 20:26:16	Sri Lanka; UK	According to research carried out by @guardian, at least 557 #SriLanka ns are among over 6500 South Asian migrant workers who died in #Qatar after the Gulf state was declared as the host for #footballWorldCup2022. (Tweeter 1 - 1000, Column: 2 Row: 833)

DISCUSSION

In this section, sentiment analyses of tweets posted by Twitter users and comments from users watching the World Cup in Qatar were included. As a result of Twitter sentiment analysis, tweets with positive emotions are more than the number of tweets with negative emotions. When we look at the content of the tweets, tweets with positive emotions usually mention that the final of the World Cup, which will never be forgotten, was played and was a unique football feast. Although Qatar's hosting was negatively received by the media, it was welcomed by football fans who participated in the organization. The reason Qatar's belief and cultural attitude are reflected as a positive feeling is that women who participated in the World Cup as spectators could easily walk on the street at night without being harassed by any man, and there were no outrages due to the fact that alcohol use was within the certain rules. The fact that it has strict rules against LGBT members and supporters was also welcomed by most users. When neutral tweets are analyzed, we saw that the match-ups, the success of football players who shine out in the teams, and that racism is a disgrace to humanity were usually mentioned. When tweets containing negative emotions are analyzed, slang comments, ignoring the previous achievements of some football players, reactions to injuries and deaths related to workers employed in Qatar, and heavy criticism of rival team players by fans can be given as examples.

The Most Talked-About Football Teams at the World Cup

When the content analysis was carried out on the 5,988 tweets posted by Twitter users in Turkey, many detailed tweets were remarkable. Saudi Arabia's 2-1 victory over Argentina has led to criticism that match-fixing had been carried out. Qatar's becoming the first team to say goodbye to the World Cup, Spain's 7-0 defeat of Costa Rica, and England's defeat to France were mentioned in the tweets. The elimination of Portugal by Morocco in the quarterfinal match disappointed those who supported Cristiano Ronaldo. However, the fact that Morocco became the first African country in history to advance to the semifinals, did not make a single mistake in defense for 90 minutes, the success of Romain Saiss, and finally the praise for the goalkeeper led to the team attracting worldwide attention. Brazil's elimination, the most successful country in the history of the World Cup, by Croatia in the quarterfinals and Neymar's tears are among the tweets posted. It was stated in the tweets that this result was not deserved in the competition of Croatia, which completed the World Cup in 3rd place, against Morocco, and that Morocco was more successful. It is noteworthy that Argentina was supported more than France in the tweets posted in Turkey. The President of France Emmanuel Macron's behavior towards his team, which was defeated in the final, was criticized by Twitter users. There are also tweets about colonialism in Morocco's match-up with France and Portugal. Although

team goalkeeper Yassine Bono who contributed greatly to the success of Morocco, can speak English, Spanish, and French, his willingness to speak Arabic at the press conference has led to comments that he supports the policy of trying to erase the colonial traces. The team, nicknamed the Atlas Lions, eliminated Canada, Belgium, Spain, and Portugal in the tournament and made a prostration of gratitude, and unfurled the Palestinian flag attracted great attention at the end. The Paris Administration which colonized Morocco between 1912 and 1956, has a bloody colonial history with the people of the North Africa region (Irbouh, 2013). The revenge of the traces of all this past is being echoed around the world today with the voices of team players and fans in sports squares. The reaction to the fact that the French team players are the youths of colonial people can be seen both from the tweets posted around the world and from the comments of the people of Turkey. When the tweets were examined, the people of Turkey supported Morocco against the colonialist countries, as well as supported the Argentine team against France.

The Football Players Who Left Their Mark on the World Cup

When the tweets about the football players who played in the World Cup are examined, the fact that the Croatia national team captain Luka Modric (Brdar, 2016) was the first player to play in both the European Championship and the World Cup in three different decades has made him a respected athlete in his country. With the elimination of Brazil by Croatia, Neymar could not hold his tears and stated in his interview that he was going through a psychologically difficult time. Julian Alvarez became the first player since legendary scorer Hernan Crespo to score in both of his first two matches for Argentina after a 16-year absence. The captain of the Morocco national team, Romain Saiss, has impressed with his defender skills and successful performance, which stood out in the tournament. Angel Di Maria from the Argentina team got the thumbs up from the audience. Cristiano Ronaldo's absence in the first eleven in the Switzerland-Portugal match, where the quarter-finalist is going to be determined in the last 16 rounds of the World Cup, had a shocking effect and became a trending topic on Twitter. Twitter users have reported that Ronaldo has been facing mobbing for a long time. The player who has scored more than 800 goals during his career and has been the winner of many trophies and awards, is described as successful by his fans. After the legendary football player pushed aside the Coca-Cola bottle in the press conference before Portugal's match against Hungary in UEFA Euro 2020 Group F and said that only water is enough, the company suffered a loss of \$4 billion (Ogosi et al., 2022). After this behavior, which turned the agenda upside down, a Coca-Cola bottle was thrown at him from the field during the France match-up. Viewers have claimed that conscious defamation campaigns were organized against Ronaldo after this incident. In addition, the fact that he could not hold his tears after the elimination by Morocco in the quarterfinals has left a mark on the World Cup. It should be kept in mind that Football is a team game (Häggglund et al. 2009). Sometimes it is exceedingly difficult to achieve success in team sports alone, no matter how talented you are. For success, the team needs to work collectively. In addition, every person, whether he/she is a celebrity or a normal athlete, can definitely experience sadness after failure.

Argentina goalkeeper Emiliano Martinez's waving of his glove over his genitals against the opposing team after the final match with France caused a big reaction. This inappropriate behavior was interpreted as impertinent and disrespectful by the viewers. The fact that athletes representing their country with their national jerseys behave in this way has brought up discussions of sports ethics. These behaviors, which are defined as hazing rituals in sports, are usually associated with sports immorality (Fogel & Quinlan, 2022). Kylian Mbappe, who completed Qatar 2022 as the top scorer, won the "Golden Boot" award. Messi, on the other hand, was the winner of the "Golden Ball" award which is given to the most valuable player. Mbappe also became the second player to score a hat-trick in a World Cup final, after English football player Geoff Hurst (1966). The strive of the French team player in the final match was greatly appreciated and caused comments to be made that he deserved the trophy more than Messi. He is called the best player of the future by the sports fans. Lionel Messi is seen to be the heir to the throne of Diego Armando Maradona, the legendary player who won the World Cup for Argentina in 1986 (Caioli, 2016). The legendary player Messi, who has succeeded many in records and achievements at the World Cup, has declared his kingdom by adding the World Cup to his collection. Messi was the most talked about in the world and in Turkey after the final match. Among the tweets on which we have conducted content analysis, tweets were posted for Messi more than the Argentina team. There were references to his successful football career with laudatory texts in the tweets that were posted about being the best in the World Cup. Many viewers wrote that the comparisons with Cristiano Ronaldo should stop now because the World Cup is the greatest achievement. One of the most discussed issues in the finals is Messi's wearing the cloak called Besht, which is seen as part of the national identity for Arabs (Busse & Wildangel, 2023). This clothing which is criticized all over the world is actually the most luxurious fabric for the Arab people, and they only wear it at grand ceremonies. This Besht means that you have all the honor of the one who attired you in it. Since the World Cup final day is also the National Day of Qatar, high-ranking people wore the Besht, and the reason they attired Lionel Messi in it is that they wanted to honor the football player. However, thousands of spectators who did not know the meaning were not pleased with him wearing it over the national jersey. This also caused reactions from Turkish Twitter users.

Assessment of the Tournament

In general, when the tournament is assessed, it seems that it was initially described as very unexciting and boring. Fans were disappointed with the elimination of the countries of the football stars played at the World Cup, called the last star gateway. Morocco registered a complaint to FIFA that the Mexican referee did not award two penalty positions during Morocco's semi-final match against France. This situation was also criticized as an unsuccessful referee performance by the viewers. Also in this tournament, Messi and Ronaldo's fans have implied to each other that the star football players are just penalty players. In particular, there are a lot of viewers who think that Lionel Messi won the World Cup by penalties and that all tournament officials and referees are engaged in match-fixing to make this happen. However, it should be

stated impartially that both of these stars' winnings and taking penalty kick counts are almost close to each other. It is known that Cristiano Ronaldo has more achievements in the hat-trick count. Viewers expressed that it is disrespectful to the effort to throw away Cristiano Ronaldo's entire successful sports career just because he could not get the World Cup while the winning football player was being appreciated. The World Cup Final turned into a Messi-Mbappe competition instead of a match between Argentina and France. These two football players left their signatures to a final that will perhaps be talked about for centuries. The whole world bowed respectfully before this competition, and after Messi, Mbappe was called a "World Cup Champion Candidate". While Argentina was experiencing the excitement of the cup on the field, the famous Turkish butcher Nusret Gokce's acts of forcing Messi to take photos and taking the World Cup in his hands, and taking photos with Argentina football players, held the boards both in Turkey and in the world press for months.

Racism, Islamophobia, Religious Beliefs, and Cultural Values

The spectators also criticized the Islamophobic reactions to the discomfort from the inclusion of Islamic traditions and beliefs in the tournament. They emphasized that culture, beliefs, and traditions should be respected in this regard. Danish journalist Soren Lippert's likening Moroccan football players hugging their mother after the win to monkeys caused racist comments to be made by the spectators. Reactions against racist discourse and behavior have increased not only in Turkey but also all around the world. There were a lot of tweets about France being a colonialist and racist. It is also noteworthy that there were racist tweets posted about Qatar until the end of the tournament after the announcement of the country where the organization will be held. Qatar's adherence to Islamic beliefs and traditions had been met with concern. However, contrary to the expected concerns, tweets and compliments were observed by the viewers who came to watch the World Cup. The inclusion of organizations promoting the Islamic religion led to an increase in interest in this religion. On Twitter, images of people impressed by the Islamic faith converting to this religion were mentioned. The prohibition of alcohol in and around the stadiums where the matches will be played and the lack of privileges for LGBT organizations led to both positive and negative comments. It was also praised that women who went to watch the World Cup in Qatar can walk freely on the streets at night without being harassed. The security provided by Turkish police was greatly appreciated.

Football Is Not Just Football!

The effect of a power that is not just a football match due to the fact that the messages and the superiorities of countries to each other, and political perceptions are transmitted to millions on platforms where every major sports organization is held, is remarkable. In this context, football represents a strategic power. For Qatar, the tournament has been the highest-budget organization held to date. According to reports in the world press, sports complexes were built from scratch spending about 220 billion dollars. And worker deaths and injuries that occurred at this stage caused criticism.

Conclusions

As a result, when the tweets posted in the World and Turkey are examined, it is seen that there are too many positive reviews of the World Cup in both sentiment analysis and content analysis. The facts that Qatar's organization is appreciated, is called the last star gateway, the exciting final match, the awareness of football being a strategic power, and that it is a sports branch that affects the whole world are seen. It cannot be known what will happen in the next World Cup, but judging by the result of this research, this tournament can be interpreted as never to be forgotten until a better one happens.

References

- Amin, M. H., Mohamed, E. K., & Elragal, A. (2021). CSR disclosure on Twitter: Evidence from the UK. *International Journal of Accounting Information Systems*, 40, 100500. <https://doi.org/10.1016/j.accinf.2021.100500>
- Baade, R. A., & Matheson, V. A. (2004). The quest for the cup: assessing the economic impact of the world cup. *Regional studies*, 38(4), 343-354. <https://doi.org/10.1080/03434002000213888>
- Brannagan, P. M., & Giulianotti, R. (2018). Soft power and soft disempowerment: Qatar, global sport and football's 2022 World Cup finals. In *Leveraging Mega-Event Legacies* (pp. 89-105). Routledge.
- Brdar, M. (2016). Neden Real ve Modrić yerine Modrić ve Real? *Dilbilim*, 17 (1-2), 377-395. <https://www.ceeol.com/search/article-detail?id=459835>
- Brownell, S. (2012). Human rights and the Beijing Olympics: imagined global community and the transnational public sphere 1. *The British journal of sociology*, 63(2), 306-327. <https://doi.org/10.1111/j.1468-4446.2012.01411.x>
- Busse, J., & Wildangel, R. (2023). The Rebellious Game: The Power of Football in the Middle East and North Africa between the Global and the Local. *The International Spectator*, 1-17. <https://doi.org/10.1080/03932729.2023.2182021>
- Caioli, L. (2016). Messi, Neymar, Ronaldo-2017 Updated Edition: Head to Head with the World's Greatest Players. Icon Books.
- Creswell, J. W., & Poth, C. N. (2016). *Qualitative inquiry and research design: Choosing among five approaches*. Sage publications.
- Farquharson, K., & Marjoribanks, T. (2003). Transforming the Springboks: Re-imagining the South African nation through sport. *Social Dynamics*, 29(1), 27-48. <https://doi.org/10.1080/02533950308628649>
- Fogel, C., & Quinlan, A. (2021). Sexual assault in the locker room: sexually violent hazing in Canadian sport. *Journal of Sexual Aggression*, 27(3), 353-372. <https://doi.org/10.1080/13552600.2020.1773952>
- Giulianotti, R. (2015). The Beijing 2008 Olympics: Examining the interrelations of China, globalization, and soft power. *European Review*, 23(2), 286-296. <https://doi.org/10.1017/S1062798714000684>
- Grix, J., & Houlihan, B. (2014). Sports mega-events as part of a nation's soft power strategy: The cases of Germany (2006) and the UK (2012). *The British journal of politics and international relations*, 16(4), 572-596. <https://doi.org/10.1111/1467-856X.12017>

- Hägglund, M., Waldén, M., & Ekstrand, J. (2009). Injuries among male and female elite football players. *Scandinavian journal of medicine & science in sports*, 19(6), 819-827. <https://doi.org/10.1145/3292500.3330758>
- Irbouh, H. (2013). *Art in the service of colonialism: French art education in Morocco 1912-1956*. Bloomsbury Publishing.
- Köseoğlu, Ö., & Köker, N. E. (2014). Türk Üniversiteleri Twitter'ı Diyalogsal İletişim Açısından Nasıl Kullanıyor: Beş Türk Üniversitesi Üzerine Bir İçerik Analizi. *Global Media Journal: Turkish Edition*, 4(8).
- Meier, H. E., Mutz, M., Glathe, J., Jetzke, M., & Hölzen, M. (2021). Politicization of a contested mega event: The 2018 FIFA World Cup on Twitter. *Communication & Sport*, 9(5), 785-810. <https://doi.org/10.1177/2167479519892579>
- Meral, M., & Diri, B. (2014). Twitter üzerinde duygu analizi. 2014 22nd Signal Processing and Communications Applications Conference, SIU 2014- Proceedings, (Siu), 690-693. <https://doi.org/10.1109/SIU.2014.6830323>
- Nye Jr, J. S. (2002). The information revolution and American soft power. *Asia Pacific Review*, 9(1), 60-76. <https://doi.org/10.1080/13439000220141596>
- Ogosi F., Etuk, S., Weniabi, Z., & Andem, F. (2022). Influence Of High Profile Celebrities On Global Brand Products. *Marketing and Business Research Review*, Vol 2 (1).
- Scharfenort, N. (2012). Urban development and social change in Qatar: the Qatar National Vision 2030 and the 2022 FIFA World Cup. *Journal of Arabian Studies*, 2(2), 209-230. <https://doi.org/10.1080/21534764.2012.736204>
- Sofotasiou, P., Hughes, B. R., & Calautit, J. K. (2015). Qatar 2022: Facing the FIFA World Cup climatic and legacy challenges. *Sustainable cities and society*, 14, 16-30. <https://doi.org/10.1016/j.scs.2014.07.007>
- Sulayem, M. B., O'Connor, S., & Hassan, D. (Eds.). (2013). *Sport management in the Middle East: A case study analysis*. Routledge.
- Şeker, S. E. (2004). Possible Social Impacts of EGovernment: A Case Study of Turkey. Retrieved March 28, 2019, from <http://www.shedai.net/e-devlet/egov.htm>
- Üçüncüoğlu, M., & Çavuşoğlu, S. B. (2021). Spor Organizasyonlarında İletişim Aracı Olarak Sosyal Medya Kullanımı: Avrupa'nın Üç Büyük Futbol Ligi Üzerine İçerik Analizi. *Uluslararası Güncel Eğitim Araştırmaları Dergisi*, 7(1), 283-297. <https://dergipark.org.tr/en/pub/intjces/issue/64208/873086>
- Woods, M., Paulus, T., Atkins, D. P., & Macklin, R. (2016). Advancing qualitative research using qualitative data analysis software (QDAS)? Reviewing potential versus practice in published studies using ATLAS.ti and NVivo, 1994-2013. *Social Science Computer Review*, 34(5), 597-617. <https://doi.org/10.1177/0894439315596311>

GENİŞLETİLMİŞ ÖZET

Çalışmanın Amacı

Bu araştırma dünyada büyük yankı uyandıran Qatar 2022 Dünya Kupası hakkında Twitter kullanıcılarının görüşlerinden faydalanılarak oluşturulmuştur. Dünya Kupası'na katılan ülkeler ve futbolcular, organizasyonun düzenlendiği ülke ile genel değerlendirmeler araştırmanın bütününe oluşturmaktadır. Dünya Kupası gibi sosyal ve

toplumsal gerçekliği yansıtan bu durum çalışması tümevarımsal bir yöntemle irdelenmiştir.

Araştırma Problemleri

Duygu analizi, insanların fikirlerini, duygularını, değerlendirmelerini, tutumlarını ve duygularını yazılı dilde analiz eden bir çalışma alanıdır. Duygu analizinin artan önemi, yorumlar, forum tartışmaları, bloglar, mikro bloglar, Twitter ve sosyal ağlar gibi sosyal medyanın büyümesiyle çakişmaktadır. İnsanlık tarihinde ilk kez, analiz için dijital biçimde kaydedilen çok büyük miktarda veriye sahibiz. Bu araştırma kapsamında, Twitter'da 2022 Qatar Dünya kupası için ham veriyi doğru analiz ettikten sonra tweet'ler için doğru sınıflandırma algoritmalarını çalıştırmak planlanmıştır.

Literatur Araştırması

Twitter geleneksel medyaya kıyasla, geniş paydaş ağlarına doğrudan ve anında erişim ve etkileşim sağladığı için güçlü bir iletişim aracıdır (Amin et al. 2021). Twitter ile kullanıcıları paylaşımlara anında cevap verebilmekte, yorum yazabilmekte, alıcı ile kaynak interaktif bir şekilde iletişim kurabilmektedir. Aziz'e göre (2016) iletişim, "belirli araçlar/ortamlar kullanarak bilgi, düşünce ve tutumların (iletilerin) insanlardan insanlara karşılıklı olarak aktarılmasıdır" (Üçüncüoğlu & Çavuşoğlu, 2021). Günümüzde Twitter'ın sosyal ilişkiler ve haber alma ve iletişim açısından önemli etkileri bulunmaktadır. Spor haberleri özelinde baktığımızda ise Twitter açısından yerel ve küresel ölçekte spor haberleri çok önemli bir değere sahiptir. Spor haberleri dünya çapında pazarlama aracı olarak kullanılabilir en uygun metaların başında gelmektedir. Spor organizasyonları için Twitter, enformasyon arama, kolaylık ve eğlence, iletişim kurma amacıyla kullanılmaktadır (Köseoğlu & Köker, 2014).

Yöntem

Dünyada toplam popülasyonda İngilizce olarak atılan tweetler duygu analizi için toplanmıştır. İngilizce tweetler ayrıştırıldıktan sonra 79.574 tweetin duygu analizi yapılmıştır. MAXQDA programında yer alan "yaratıcı kodlama" seçeneği kullanılarak kodlar, kategoriler ve tema oluşturulmuştur. Ortak görüşte oluşturulan kodların tamamlanması toplamda dört aylık bir süreçte gerçekleşmiştir. Programın "görsel araçlar" sekmesinde yer alan "MAXMaps" seçeneği "Hiyerarşik Kod-Alt kod Modeli" kullanılarak analiz görselleştirilmiştir ve kod frekansları eklenmiştir.

Sonuç ve Değerlendirme

Sonuç olarak; Dünya ve Türkiye'de atılan tweetler incelendiğinde Dünya Kupası'nın hem duygu analizleri hem de içerik analizlerinde olumlu eleştirilerin fazla olduğu görülmektedir. Organizasyonun beğeni toplaması, son yıldızlar geçidi olarak adlandırılması, heyecanlı final mücadelesi, futbolun stratejik bir güç olduğunun farkındalığı ve bütün dünyayı etkisi altına alan bir spor branşı olduğu görülmektedir. Gelecek Dünya Kupası'nda neler olacağı bilinemez ancak bu araştırmadan çıkan sonuca bakılırsa daha iyisi olana kadar en akıllarda kalıcı olanı bu turnuvadır yorumu yapılabilir.