

2660 – Applied Sports Projects

Tips for the reports and presentations

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Writing reports for different audiences

KEY IDEAS

- In addition to the academic audience, it is sometimes necessary to prepare a report for an organisation that may be interested in the study results.
- Academic reports are often much longer and contain information that the external organisation does not require.
 - ✓ Practitioners are less likely interested in literature review and theory developments.
 - ✓ Recommendations for future action tend to be the most important aspect.

14 | LIGA SPORTING-FC PORTO | A BOLA

MIGUEL CARVALHO PRESENTA

Adeptos leoninos são os que se sentem mais próximos do clube

Estudo da Universidade Europeia compara ligação atual dos adeptos aos três grandes clubes

• Análises de poder, urgência, legitimidade, interesse e identificação com os emblemas

CONTRIBUIÇÃO DA OPINIÃO DOS ADEPTOS NOS 3 GRANDES

	SPORTING	SL	Benfica
Poder	3.29	2.65	4.04
Urgência	4.40	3.40	5.10
Legitimidade	4.40	3.40	5.10
Interesse	8.68	8.37	9.10
Identificação	8.52	8.75	9.20

Geralmente, os adeptos dos 3 clubes não parecem sentir muito poder, urgência e legitimidade por parte do clube, mas mostram grande interesse e identificação com o mesmo. Nesta escala de 10 pontos (0 - não se identifica, 10 - com identificação total) atribuída a cada um dos fatores medidos - resultado de pesquisa a 1000 adeptos de cada clube - os resultados são os seguintes:

O PODER - significa a percepção de que se tem capacidade para influenciar o clube. Os adeptos do Sporting não se sentem capazes de influenciar o clube, o mesmo acontece com os adeptos do SL e do Benfica.

A LEGITIMIDADE - Neste estudo, a legitimidade é entendida como a percepção que os adeptos têm de que as suas ações são levadas em consideração pelo clube. A maioria dos adeptos do Sporting não se sente legitimada, o mesmo acontece com os adeptos do SL e do Benfica.

A URGÊNCIA - O fator urgência significa a vontade de expressar uma opinião e ter a atenção imediata por parte do clube. Aqui, os adeptos do Sporting sentem que precisam da sua opinião sobre o clube com maior frequência do que os adeptos dos outros dois clubes.

INTERESSE - O interesse mede-se facilmente a vontade de acompanhar e saber mais sobre o clube. Os adeptos do Sporting são os que demonstram mais interesse por parte dos clubes, o mesmo acontece com os adeptos do SL e do Benfica.

PROCURANDO RAZÕES - Interessante no estudo, os adeptos do Sporting sentem que estão se

Academic interest
vs.
Management interest

Conceptualising and measuring fan identity using stakeholder theory

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ABSTRACT
Research question: Building on identity theory and stakeholder theory, this study explores the concept of fan identity based on self-perceived levels of power, urgency, internal and external legitimacy, and examines their effects on behavioural intentions.
Research methods: Data were collected from professional football fans (n=532). A confirmatory factor analysis analysed the psychometric properties of the constructs, and a subsequent structural equation model examined the effects of fan identity on three behavioural intention measures.
Results and findings: The results indicate acceptable psychometric properties of the multidimensional construct of fan identity composed of power, urgency, internal legitimacy and external legitimacy. Power and internal legitimacy were significantly related to the intentions to attend more games and to purchase merchandise, with internal legitimacy also influencing intentions to recommend games to others.
Implications: This study provides the first exploration of fan identity as a multidimensional construct. The findings provide sport managers with useful insights on how to measure fan identity. This study serves as a catalyst for future research to understand the linkages between professional sport teams and their fans.

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Fans; professional sport teams; identity theory; stakeholder theory

Central to the success of any professional sport team is the development and maintenance of a passionate group of fans (Grant, Heere, & Dickson, 2011). While various definitions of fans exist in the sport literature, the term generically refers to individuals who have an interest in or follow a particular team (Garcia & Welford, 2015). The problem sport managers frequently face is that 'all sport fans are not the same' (Ross, 2007, p. 22). Authors of previous studies have argued that the success of professional sport teams is bolstered by highly ident-

Writing reports for different audiences

Consultancy reports (example)

- Executive summary
- Introduction
- Background and method
- Results/Findings
- Conclusions
- Recommendation
- References
- Appendices



SÓCIOS & MACRON
RESULTADOS PRELIMINARES – ETAPA 3

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IMPORTANT

- **Avoid** presenting a **partial point of view** and **selecting** only the **data** that supports it.
- **Explain** everything in a **simple way** (if requested, more complex explanations can then be provided).
- Only **information** that is **essential to management** should be in the main body of the report (don't make people waste time – what is not essential goes to the appendices).
- **Do not** use **complicated** language (if complex technical terms are important, create a glossary as an appendix).

Developing an appropriate writing style

Tips when writing the report

a. Clarity and simplicity

- ✓ Write simple sentences (e.g. one idea = one sentence; avoid long sentences) .
- ✓ Avoid jargons (jargon is different than technical terminology; do not assume readers know everything about the topic).
- ✓ Beware of using large numbers of quotations from the literature (use it occasionally and not as the norm; instead, explain the ideas using your own words).
- ✓ Check you spelling and grammar (spelling errors detract readers from the content; ask a friend to read the report prior to submissions).

b. Person, tense and gender

- ✓ The convention has been to write impersonally, in the past tense and in the passive voice (e.g., interviews were conducted following the analysis of the questionnaires).
- ✓ This convention is no longer as strong, but the style is still the most used.
- ✓ The use of language that assumes the gender of a classification of people is not always well received.

c. Preserving anonymity

- ✓ Unless you have permission, the identity of the participants and/or organisations involved in the study must be protected.

Developing an appropriate writing style

Tips when writing the report

d. Continual revision



Box 14.12 Checklist

To evaluate each draft of your project report

- ✓ Is there a clear structure?
- ✓ Is there a clear storyline?
- ✓ Does your abstract reflect the whole content of the report accurately?
- ✓ Does your introduction state the research question(s) and objectives clearly?
- ✓ Does your literature review inform the later content of the report?
- ✓ Are your methods clearly explained?
- ✓ Have you made a clear distinction between findings and conclusions in the relevant chapters?
- ✓ Have you checked all your references and presented these in the required manner?
- ✓ Is there any text material that should be in the appendices or vice versa?
- ✓ Does your title reflect accurately your content?
- ✓ Have you divided up your text throughout with suitable headings?
- ✓ Does each chapter have a preview and a summary?
- ✓ Are you happy that your writing is clear, simple and direct?
- ✓ Have you eliminated all jargon?
- ✓ Have you eliminated all unnecessary quotations?
- ✓ Have you checked spelling and grammar?
- ✓ Have you checked for assumptions about gender?
- ✓ Is your report in a format that will be acceptable to the assessing body?
- ✓ Would you be proud of your project if it was placed in the university's library as it is now?

Writing a reflective session

Depending on the University guidelines, a reflective section may be included in the research report – sometimes as an appendix.

Questions that you may ask yourself to help writing the reflective section include:

- i. Which aspects of my research project went well?
- ii. Why do I think these aspects of my research went well?
- iii. What are my key learning points from these aspects?
- iv. Which aspects of my research did not go so well?
- v. Why do I think these aspects of my research did not go so well?
- vi. What are my key learning points from these aspects?
- vii. What adjustments did I make to my research practice as a results of this learning?
- viii. How well did these adjustments work in practice?
- ix. What further adjustments did I make, or could have made, to my research practice and why?
- x. How would I summarise my learning from my research project and what skills have I developed?
- xi. How has my learning from this experience influenced what I do in the event of another research project: what would I do the same and what would I do differently, and why?

Oral presentation of the report

Sometimes you have to present the research project orally (as part of the assessment or to an external organisation).

Planning and preparing

- All presentations should have clear aims and objectives.
- The abstract of the report could serve as a guide to the content.
- Be focused. Report the key ideas that allow the audience to understand what was done, and not turn the presentation into a teaching session.

Using visual aids

- 'I hear and I forget, I see and I remember' (slides).
- Be professional.
- It is unlikely that you have time to use videoclips in a research report presentation.

Making the presentation

- Practice your presentation beforehand.
- Ensure you can deliver the presentation in the allocated time.
- The structure should be clear to the audience.
- Consider how you will deal with potential questions.
- Check the room before the presentation.
- Present the key findings and recommendations and then how you got there.
- Do not stand in front of the screen
- Do not overcrowd slides
- Lots of text is never a good idea
- Be careful about colours

<https://www.youtube.com/watch?v=V8eLdbKXGzk>