Naam presentator:	Paul Hover
Titel abstract/symposium:	Big Data Analysis Of Major Elite Sport Events In The Netherlands. Case Studies Of The 2017 UEFA Women's Championship And The Rabo EuroHockey Championships 2017.
Medeauteurs:	1. Peter-Jan Mol 2. Kim Wassenaar

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Introduction

Despite governmental investments in the organisation of major sports events and measuring its social impact and a rapid development of social media management software, research on big data related to major sports events - largely generated by social media - is scarce. It was for this reason this explorative study on big data was developed. The aim of this study is threefold. Firstly, to assess the development of the level of online interest of two elite sport events. Secondly, to evaluate the sentiment of these events. In the third place, to reflect on the method and results.

Method

Using software package Coosto two methods were applied, namely quantitative text analysis and sentiment analysis. Ten types of online sources were taken into account.

Results

In the period studied 172,000 messages were sent about the 2017 UEFA Women's Championship, with a potential of 945 million contact moments. 4 percent of the messages was negative, 69 percent neutral and 27 percent positive. As regards the Rabo EuroHockey Championships 2017 31,000 messages were posted, with a potential of 230 million contact moments; 4% of the messages was negative, 71% neutral and 25% positive.

Discussion and conclusion

With the high internet penetration and numerous platforms to communicate, major sports events result in a continuously stream of spontaneous and real-time posts. This can be construed as a form of collective wisdom (Asur & Huberman, 2010). Our results provide sufficient grounds to be positive about the capability of QTA and SA to become an even better method for capturing the level of online interest of sport events and to evaluate the sentiment of these events.

References

Asur, S. & Huberman, B.A. (2010). "Predicting the Future with Social Media", 2010 IEEE/WIC/ACM International Conference on Web Intelligence and Intelligent Agent Technology, Toronto, ON, 2010, pp. 492-499. doi: 10.1109/WI-IAT.2010.63.