Sport Informatics - Exploring IT Support for Spectators at Sporting Events

Andreas Nilsson

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IT-University of Göteborg, Forskningsgången 6
Torg 2, Second floor, House Patricia
417 56 Göteborg (Lindholmen)

Abstract

Sporting events is a growing global enterprise of athletes, the media and spectators. Sports constitute an important and prevalent part of our society, culture and economy. The media industry and its symbiotic relationship with sports have evolved over half a century. Advances in technology and especially information technology, have as now reached and enabled interaction between spectators and sporting event information content, as complement to traditional one-way broadcast support. This is an interesting development and much research remains to explore and exploit the benefits of this interaction. This research investigates how the on site spectator experience at sporting events can be enhanced through the use of information technology. The research has been guided by the following overall research question: *How can information technology support the spectator in her experience of sporting events?* The uncertainty of how the event will unfold is at the core of the event experience. Sporting event information is an important factor in the balance of this uncertainty, mediating anticipation and stakes of the event. To enhance the balance of this uncertainty and thus the experience, an understanding of the context-specific attributes on information and technology is needed. The relationship between information and system qualities is elaborated to examine these attributes. Based on a literature survey, field studies and two developed prototypes, a framework is proposed. The framework identifies the attributes that need consideration to improve the balance of the mentioned uncertainty in order to enhance the experience of the on site spectators.

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