



# Media Technologies and Platforms Have a Huge Impact on Football Fandom

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**Abstract:** This paper examines the significant impact of media technologies and platforms on football fandom. With the rapid development of digital media, social media, streaming services, and mobile technologies, the ways in which fans engage with and consume football have big changes. The paper explores how these technologies have facilitated increased access to football content, enhanced fan interaction, and altered the dynamics of fan culture. Additionally, it discusses the challenges and opportunities presented by these changes, including issues related to the globalization of football fandom. By analyzing case studies and drawing on insights from fan research, this paper contributes to an understanding of the evolving relationship between media technologies and football fandom, and highlights the importance of continued adaptation and innovation in this rapidly changing landscape.

**Keywords:** media technologies, media platform, football fandom, mobility

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## 1. Introduction

In the past several decades, Mobility has played an important role in the contemporary world. Mobility is closely linked to Media, Culture. Researchers are gradually focusing on this topic. There are different definitions and interpretations of Mobility. This is a complex problem and to simplify it requires knowledge of relevant theory. Moreover, few studies have focused on the Mobility of the football fan base. A large number of alternative approaches have been developed over the last few decades to explore the impact of Media Communication technologies and platforms on the Football Fan Base Mobility. It would be of special interest to investigate. The aim of this work is to develop an exploratory study of Football Fan Base Mobility. The contributions made should be of wide interest.

Firstly, the researcher read and checked related articles about this topic. Researcher found that a number of factors can have an impact on it. Media Communication technologies and platforms, Economic development, Globalization, Censorship and so on. These factors have a different impact on the Mobility of the Football Fans Base. Researcher will explore the Mobility of the football fan base in three different times: past, present and future. The researcher will compare and classify them according to the criteria of restricting Football Fan Base Mobility and promoting Football Fan Base Mobility. These factors facilitate the Mobility of the Football Fan Base, or limit it, at three different times: past, present and future, which reflects Mobility in time.

Media Communication technologies and platforms have an impact on the Football Fan Base. In some aspects, Media Communication technologies and platforms will limit the Mobility of Football Fan Base. While in other aspects, Media Communication technologies and platforms can promote the Mobility of Football Fan Base. It depends on the angle.

## 2. Media Communication technologies and platforms will limit the Mobility of Football Fan Base

Media Communication technologies and platforms will limit the Mobility of Football Fan Base. In the past, if football fans wanted to see the match, they had to buy flight tickets and apply for the Visa. Nowadays, they can see the match by Phone, TV, Applications, Website. It can be more convenient for them. They do not have to go to the stadium to see the match as before, they have more choices. They can see the match at home and they just need to open their TV, Phone, Computer. They do not have to leave and take the plane from one place to another place, one country to another country. The Mobility of their physical positions will be limited. Besides, Elihu et al. (1973) thought that Users could be not only viewers but also creators of web content[1]. If football fans could not go to the stadium to watch the game, they could watch relative videos, articles, photos made by other fans.

Besides, thanks to the inability to view the game from 360 degrees without any dead angle has an impact on what view-

ers see, and the content is influenced by the camera and guide, football fans cannot see the full content of the match. It can also limit the Mobility of Football Fan Base. As mentioned before, Media Communication technologies and platforms will limit the Mobility of Football Fan Base.

So, the Mobility of space and place would be limited.

### **3. Censorship can limit the Mobility of Football Fan Base**

Censorship has the potential to limit the Mobility of the Football Fan Base, primarily by limiting access to information and restricting freedom of expression.

When censorship measures are implemented, they often involve controlling or suppressing certain forms of communication, media channels or platforms, communities. Censorship can restrict the flow of information related to football activities, such as match schedules, player transfers or news about the club. This lack of information can hinder the ability of fans to stay updated and engaged with their teams.

Besides, Censorship can prevent fans from freely expressing their opinions, whether through social media, fan forums, or other platforms. Fans may not be able to openly discuss their views on the game, players, or team management, limiting their ability to connect with other fans and engage in meaningful dialogue. Bakhtin's theory of rave points to the eclectic language of rave as the key to creating an atmosphere and feeling the vibe, which implies a subversion of the traditional order[2]. But censorship makes it difficult for fans to engage in more activities.

Censorship also can affect the media's coverage of football, leading to limited or biased reporting. This can distort the narrative around the game, player performance, and even off-field issues. When the media is unable to provide accurate and unbiased coverage, fans may struggle to form an informed opinion and make sense of the game. So, Censorship can limit the Mobility of Football Fan Base.

So censorship could limit the mobility of football fans.

### **4. Globalization promotes the Mobility of Football Fan Base**

Globalization promotes the Mobility of Football Fan Base. Globalization has led to an expansion and internationalization of the football game. Tournaments such as the FIFA World Cup, UEFA Champions League attract fans from all over the world. For many of football fans who travel home and away with their team, fandom is analogous to carnival[3]. These events have created opportunities for fans to travel to different countries to support their teams, fostering a sense of global mobility within the Football Fan Base.

Globalization has made travel easier and more affordable. Improvements in transport infrastructure, such as international flights and high-speed trains, have made it easier for fans to travel to different countries and attend matches. This has facilitated the mobility of fan bases, allowing supporters to follow their teams across borders.

So, Globalization promotes the Mobility of Football Fan Base.

### **5. Economic Development also can promote the Mobility of Football Fan Base**

Economic development often leads to higher incomes and an improved standard of living. With more disposable income, fans have more financial resources to travel and attend matches. They can afford transport, accommodation and match tickets, enabling them to follow their teams both nationally and internationally.

Economic development often requires improved transport infrastructure, such as airports, rail and road networks. An enhanced transport system makes it easier for fans to travel to different cities or countries to support their team. Efficient and convenient transport options reduce barriers and allow fans to move more freely.

Economic development can boost tourism and attract visitors from all over the world. Football matches, especially high-profile ones, become major tourist attractions, drawing fans to different destinations. The presence of international fans helps to increase the mobility of the football fan base as supporters come together from different places to experience the sport and explore new places.

Economic development tends to attract corporate sponsorship and investment in the sports industry. This influx of money supports the organization of international tournaments, friendly matches and promotional events. As a result, football fans have more opportunities to watch matches and events in different locations, and their mobility increases when they follow their teams and participate in these events.

Brian(1998) pointed out that new media technologies were influenced by economy development[4]. Economic development had contributed to technological improvements, driving the spread of new technologies, better stadium equipment and signal conditions, and more fans travelling to stadiums to watch matches.

Therefore, economic development promotes the mobility of football fandom.

## 6. Media Communication technologies and platforms can promote the Mobility of Football Fan Base

Media Communication technologies and platforms can limit the Mobility of Football Fan Base in some aspects, they also can promote the Mobility of Football Fan Base.

Virtual Reality and Augmented Reality: Emerging technologies such as Virtual Reality (VR) and Augmented Reality (AR) have the potential to increase the mobility of the football fan base. VR experiences can simulate the feeling of being at a match in person, giving fans an immersive experience without being at the stadium. AR applications can overlay real-time match information and visuals into a fan's environment, creating an interactive and engaging experience, wherever they are.

Besides, Apple Vision Pro will create new angle for Football Fan Base, so Football Fan Base can see the full match and get more content information. So, it can promote the mobility of ideas and thinking. Sen, B said that Carey's famous "ritual view"—that saw mass communication and mass media as the primary ground for modern society[5].

By social media platform on their mobile phones, fans could talk with others easily. Carey points out that the ritual view of communication means that communication is not the dispersal of information in the air, but the maintenance of a community in time. Communication is not the act of sharing information, but the representation of shared beliefs[6]. Football fans who have similar interests, topics, and ideas, they can enjoy the convenient of media technologies to communicate with others.

So media communication technologies and platforms can promote the mobility of football Fan base.

## 7. Findings and Conclusion

The aim of the present research was to explore the Mobility of the Football Fan Base. The results of this investigation show that the Mobility of the Football Fan Base are influenced by some factors. These factors have different effects on it.

These findings have significant implications for the understanding of how related factors influence the Mobility of Football Fan Base. Some factors can promote the Mobility of Football Fan Base, others can limit the Mobility of the Football Fan Base.

The findings in this report are subject to at least three limitations. First, researcher did not do a good job of connecting the content back and forth. This makes for a smoother and more natural short film. Secondly, the researcher forgot to choose some photos, pictures and videos are related to the topic and add them to the film content. When researcher talked about a certain aspect of the factors, there was not enough relevant picture content to support it. Thirdly, the researcher should pay more attention to my expression and presentation. These two aspects are vital to my short film. Finally, a number of important weaknesses need to be considered. Several questions still remain to be answered. About this topic, this would be a fruitful area for further work.

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