

42 - FOOTBALL ON THE NET: THE INTERNET AS A MEANS OF SOCIALIZATION OF THE KNOWLEDGE

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INTRODUCTION

The football as an object of study by social sciences and humanities is something quite recent. The Sport as a whole was for a long period ignored by these areas of knowledge especially because of the strong influence of the Marxist theories and the Frankfurt school, (Elias, 1992), Therefore historians and sociologists ended up ignoring that thematic for not considering it a serious matter of discussion. Yet over the past 10 years, productions about football have grown steadily either quantitatively and qualitatively (Silva, 2009).

In face of this transforming scenery, the current study aims to verify the way this thematic has been dealt with by the researchers linked to social and humanist areas. In order to achieve what is being proposed it had been decided to make a gathering of data through the internet for its availability, practicality and large capacity of storage of data.

The study was initially located using Google website search engine. We located the scientific articles, websites, blogs and films whose theme was football. The next step was to store the largest possible amount of information available on the theme. At that stage the reading of TRIVIÑOS (1987) made our march easier because according to the proposal of this author, he defended the idea that once the researcher had made the gathering of the information being used in his work, he should perform a pre-analysis, an analytical description and an inferential interpretation of this documentation.

Such task was fulfilled by the analyses of contents proposed by BARDIN (2009), attitudes that led us to the creation of categories for the different document sources.

During this search, a series of websites of recognized academic importance have been found. Among them we ought to mention: <http://www.periodicos.capes.gov.br>; <http://www.teses.usp.br>; http://www.bu.ufsc.br/teses_nacionais.html; <http://www.nuteses.ufu.br>; <http://www.sibradid.eeffto.ufmg.br>. Although for the initial stage of our study, we made an option to analyze only the studies posted in the websites whose approach were exclusively about the theme football.

Were located four websites bearing these characteristics, which are:

- 1) www.futebolesociedade.com.br;
- 2) www.gefut.wordpress.com
- 3) www.ludopedio.com.br;
- 4) www.universidadedofutebol.com.br.

This delimitation had been made necessary due to the high number of studies found on the internet where the football gather supporters almost daily. Besides, to understand the football based on websites organized by groups whose proposal is to study specifically this subject, it could be an interesting alternative to realize the way this theme is getting into the virtual academic world.

FOOTBALL-RELATED ACADEMIC RESEARCH

After overcoming these steps, some categories were "naturally" in the documentation reviewed. It was found that there was recurrence of the central themes of the articles, from that, it was established that to be considered a category addressed the theme should appear in at least 10 articles. Given this methodological option emerged the following categories:

- 1) Violence (17%): the matter of the mass phenomena such as the organized group of supporters is widely exploited. It has been devised although in a lower degree, another form display of violence that is that occur in the pitch triggered by the players lack of emotional control. The main authors mentioned in this work are: Erick Dunning, Carlos Alberto Máximo Pimenta and Luiz Henrique Toledo;

- 2) racism (15%): the approach of theme in this type of work normally starts from the rescue of black people's history.

- 3) media (13%): I was verified here the relation between media and football as well as their market relation. This study highlights how football is exploited by different agents and the difficulty it experiences to become clear, transparent and social. The main authors for this thematic are Édison Gastaldo e Mauro Betti;

- 4) Gender (12%): This study in this group as focused in the participation of women in football by retrieving the social events that involved women in the Brazilian society, emphasizing the prejudice which they are subjected in society in general and specifically in the football environment. The main reference in this study is Simoni Lahud Guedes;

- 5) Football world cup (11%): The study show the relation between Brazilian people and this event in from which Brazilian people manage to turn their feelings into something concrete expressed through the national team. The main author used as a reference Roberto da Matta;

- 6) Globalization (9%): the study referring to this thematic focused on the dimension football has been taking as well as the exploitation of this sport and its idols by the big companies. The authors mainly referred are Erick Dunning, Norbert Elias e Pierre Bourdieu

- 7) Leisure (7%) on the issue of recreational soccer is focused on two distinct segments - the practice during free time, showing a football perspective of socialization and its passive consumption of television or seen in football stage, at which time it becomes a spectacle capable of assisting in the release of daily tensions, these studies highlight the importance of defense of the status of the fans. Most authors used Norbert Elias and Eric Dunning;

- 8) Literature (6%): one addresses questions about the romantic and ideological presented by scholars from Rio de Janeiro and Sao Paulo. The most cited authors are Antonio Candido, Nelson Rodrigues, Mario Filho and Jose Lins do Rego;

- 9) Cinema (5%): analyze the close relationship between these two phenomena present in modern society, studies show that even both having been accepted as elements of popular culture, their trajectories were quite different. The authors used these approaches were more Victor Melo and Luiz Orichio;

- 10) Education (5%) discusses teaching methods and the influence of sports initiation of soccer schools in the

training of children. The authors are most used: Paulo Freire, João Batista Freire, Cristina Suraya Darido Wey Moreira and Wagner.

After reviewing the items noted above is the inability to account for the totality of information that address issues directly related to football. Thus, we chose this first stage of the study, to work with the following categories: 1) Football and Film, 2) Football Sites and 3) Football Blogs. As a matter didactics, each of these subjects was divided, a fact which helped us understand what were the main social elements that were being dealt from the studies of football.

It was felt initially a natural historical process, involving the football and the national cinema, objects that are developed in Brazilian society quite distinct.

To better understand this relationship, the films were divided into categories, that moment it was decided to maintain the standard of disclosure used by the film market, which has the following categories: documentaries, fiction, comedy, drama, children's, suspense and war. We located 326 movies, documentary being 241 (73.9%), 47, fiction (14.4%), comedy 16 (4.9%), 15 are drama (4.6%), 2 children (0, 6%), a thriller (0.3%), and a war (0.3%). The figures show a fairly large concentration in relation to the documentary, is justified by the fact that early stage of Brazilian cinema, which produced the film category, for allowing us to approach everyday life and presenting a lower production cost.

The third category emerged from the mapping sites were about football. 55 sites were registered, which were categorized according to their main goal, which gave us two distinct categories, but not excluding, where we identified 40 sites for information (72.7%) and 15 biographical sites (27.3%). It was considered informative sites those that address the main theme of football, but without being restricted to any particular type of news. The sites represent a biographical play space that use to publicize their historical and sponsors.

The fourth category emerged and were analyzed blogs, which were listed, categorized and then ranked according to the purpose for which it was created, ie a virtual diary, which as such is crucially dependent on speed and constant updating of information. Based on this understanding, we analyzed 40 blogs that were divided into five categories, based on their frequency of update. We obtained the following results: 8 are updated sporadically (20%), 2 monthly (5%), fortnightly 4 (10%), 5 week (12.5%) and 21 daily (52.5%). Here it is noted that Internet users have taken seriously the commitment to keep up their virtual space, which usually is intended to present facts and trivia about the everyday football.

FINAL THOUGHTS

It was noticed until now that football on the internet has not even reached the symbolic capital that have considered essential fields of society (politics and economics), which present numerous specific virtual spaces. However, this scenario has been overcome with greater speed than has happened in the academic world is not virtual.

The literature review showed that this sport has gone through various moments in the academic and historical trajectory of the country, starting with the tension between acceptance and denial as part of Brazilian culture, walking down the tension between professionalism and amateurism, consolidating its position along the Cup World as a national identity element and most recently as an important phenomenon of the global market.

Times and different actors have marked the historical path that is socialized to be more dynamically over the Internet, which through its various elements to provide virtual spaces that you can understand how this field has been structured, the forces that have brought no changes and groups who want it to remain unchanged. However, this understanding becomes possible only if these elements are analyzed in an interdependent way. In this sense, the game is just beginning for this communication allows for an identification of categories that enable us to understand the logic of operation of the Brazilian Football, needing to be further studies to deepen the debate.

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FOOTBALL ON THE NET: THE INTERNET AS A MEANS OF SOCIALIZATION OF THE KNOWLEDGE

ABSTRACT

Football on the network: the Internet as a means of socialization of knowledge

The aim of this study is to present the mapping done on the football on the internet. We tried to see how this theme which was recently incorporated into objects of study of humanities and social sciences has been analyzed and disseminated through the World Wide Web. After a preliminary survey, the approaches were divided into four distinct categories, but interdependent, because all have as a central approach to football, whether through scientific articles, websites, blogs or movies. It was felt that this is a theme that every day gained more adherents in the academic world and also on the big screen. However, what has been produced so far is still far from reaching the potential generator of this issue (be it in terms of academic or commercial), which at times has been used to define the culture and identity of the Brazilian.

KEYWORDS: Social Sciences, Humanities Sciences, Movies and Football.

RÉSUMÉ

Football sur le réseau: l'Internet comme un moyen de socialisation de la connaissance

Le but de cette étude est de présenter la cartographie fait sur le football sur internet. Nous avons essayé de voir comment ce thème qui a été récemment incorporés dans des objets d'étude des sciences humaines et sociales ont été analysées et diffusées par le biais du World Wide Web. Après une enquête préliminaire, les approches ont été divisés en quatre catégories distinctes, mais interdépendants, parce que tous ont une approche au cœur de football, que ce soit par des articles scientifiques, sites web, blogs ou des films. Il a estimé que c'est un thème que chaque jour gagné plus d'adhérents dans le monde académique et aussi sur le grand écran. Cependant, ce qui a été produit à ce jour est encore loin d'atteindre le générateur potentiel de cette question (que ce soit en termes de scientifique ou commercial), ce qui a parfois été utilisé pour définir la culture et l'identité du Brésil.

MOTS CLÉS: Sciences sociales, sciences humaines, et de football du film.

RESUMEN

Fútbol en la red: Internet como medio de socialización del conocimiento

El objetivo de este estudio es presentar el inventario realizado en el fútbol en Internet. Tratamos de ver cómo este tema que ha sido admitida recientemente en objetos de estudio de las humanidades y las ciencias sociales ha sido analizada y difundida através de la World Wide Web. Después de un estudio preliminar, los planteamientos fueron divididos en cuatro categorías distintas, pero interdependientes, porque todos tienen como enfoque central al fútbol, ya sea a través de artículos científicos, sitios web, blogs o películas. Se consideró que este es un tema que cada día ganado más adeptos en el mundo académico y también en la gran pantalla. Sin embargo, lo que se ha producido hasta la fecha está aún lejos de alcanzar el potencial generador de este problema (ya sea en términos de académico o comercial), que a veces se ha utilizado para definir la cultura y la identidad de la brasileña.

PALABRAS CLAVE: Ciencias Sociales, Humanidades y Fútbol Cine.

O FUTEBOL NA REDE: A INTERNET COMO MEIO DE SOCIALIZAÇÃO DO CONHECIMENTO

RESUMO

O futebol na rede: a internet como meio de socialização do conhecimento O objetivo do presente estudo é apresentar o mapeamento realizado sobre o futebol na internet. Buscou-se verificar como essa temática que recentemente foi incorporada aos objetos de estudo das Ciências Humanas e Sociais, vem sendo analisado e divulgado através da rede mundial de computadores. Após um levantamento preliminar, as abordagens foram divididas em quatro categorias distintas, porém interdependentes, pois todas apresentam como elemento central a abordagem do futebol, seja por meio de artigos científicos, sites, blogs ou filmes. Percebeu-se que este é um tema que a cada dia ganha mais adeptos no mundo acadêmico e também nas telas do cinema. Entretanto, o que tem sido produzido até o momento ainda está longe de alcançar o potencial gerador desta temática (seja ele do ponto de vista comercial ou acadêmico), que em alguns momentos tem sido utilizada para definir a cultura e a identidade do brasileiro.

PALAVRAS-CHAVE: Ciências Sociais, Ciências Humanas, Futebol e Cinema.