

DO NOT BLAME IT ON GOOD TIMES, BLAME IT ON THE ATTRIBUTIONS

**A CONTENT ANALYSIS OF ATTRIBUTIONS TO
WINS AND LOSSES IN MATCH REPORTS
PUBLISHED BY SWEDISH FOOTBALL CLUBS IN
ALLSVENSKAN.**

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Do Not Blame it on Good Times, Blame it on The Attributions: A Content Analysis of Attributions to Wins and Losses in Match Reports Published by Swedish Football Clubs in Allsvenskan.

Abstract:

Football is one of the most followed sports globally and its communication reaches a large audience, including both fans and other stakeholders. The purpose of this thesis is to investigate how Swedish football clubs in the top league, Allsvenskan, ascribe causes to their wins and losses in the match reports published online. The analysis of the club's communication was based on the attribution theory and its three most frequently applied dimensions, locus, stability, and controllability. A content analysis was conducted, and the selected sample consisted of 169 randomly chosen match reports from the 2021 season. The results only showed tendencies and differences in the locus and controllability dimension. Plausible explanations for the revealed attributional tendencies are cultural differences where the effects of impression management and cognitive bias are discussed. Feelings such as pride and responsibility were speculated to have an impact when football clubs explain their outcomes in match reports.

Keywords:

Sports communication, Attribution theory, Sweden, Allsvenskan, Football, Match reports

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1. Introduction

Football is one of the most followed sports in the world, and in Sweden there is no difference. It is a highly involving experience product and some fans even shape their identity with the club and athletes to the extent that it has a substantial impact on their lives. Published match reports do not only reach the fans, but also other stakeholders such as sponsors and investors. What is written and how it is done, therefore, becomes a matter of importance within marketing and communication.

The way sports results are presented by blaming or crediting various causes is a recurring occurrence. The purpose of this thesis is therefore to utilize the attribution theory in order to undress the communication of Swedish sports. To do this we examined how Swedish football clubs in the top league communicate their successes and failures. A content analysis was conducted where a sample of 169 match reports were coded using a coding scheme. Results were examined within the scope of the attribution theory which has been widely adopted in research concerning achievement-related contexts. These topics range from how students attribute causes of an exam outcome, to how executives present causes for the organizational results in their annual reports. Causal explanations have been examined within sports as well.

During the spring of 2020 COVID-19 shook the world and had a significant impact on every facet of daily life, making it a factor to account for. Lastly, while this thesis aims to contribute with insights on how Swedish football clubs' attributes successes and failures in their communication. This study, however, is limited geographically to Sweden and it only focuses on the male league, Allsvenskan, thus not studying the female counterpart which could have provided interesting findings. Further limitations are discussed.

1.1. Background

This section aims to provide a background of firstly, football in Sweden which is the sport with the largest following in the country. Secondly, Allsvenskan which is the top league in Sweden. Thirdly, a more detailed description of the inner workings of football clubs' communication. Lastly, information about how COVID-19 began, its effects on football clubs and a historical context regarding crisis and football.

1.1.1. Football in Sweden

Football is among the topmost popular sports in Sweden. The Swedish Football Association, SvFF, founded in 1904 is today considered the largest sports federation in the country (Svenska Fotbollsforbundet, 2022). It is also one of the most popular sports in terms of spectators and athletes (Lindén et al., 2019).

1.1.2. Allsvenskan

Allsvenskan is the top league out of eight total divisions for male athletes (Svensk Elitfotboll, 2022). The league consists of 16 clubs competing in 30 rounds (ibid.). Several stakeholders such as investors, live streaming services and sponsors are actively involved. This results in the sport having a well-functioning economic climate. The league and its involved clubs receive revenues through for instance entry tickets, player sales, prize money, betting services, TV-license agreements, and advertising (Lindén et al., 2019).

1.1.3. Football clubs' communication

News are being published by the clubs on a regular basis in several different media outlets such as Twitter, Instagram, Facebook, and on their own websites. These publications consist of information such as match results, troop updates, and daily news. Various lengths of explanatory texts are posted on both the social media outlets and the clubs' own webpages. As the length of the texts are vital for our intended purpose, we discovered that the most descriptive match reports were released on their websites. This after conducting a pre-thesis investigation. Therefore, it was chosen as the most appropriate medium for analysis. However, one may argue that analyzing social media posts would be more contemporary. But due to distinct differences in factors such as length and substance in the written content we found that the match reports available on the websites allowed for a more thorough review as they provided more detailed accounts of the matches played.

A typical match report found on a club's website usually contains brief descriptions of key events such as goals, transgressions, saves, player highlights and so on. They can also describe the conditions under which the match is played such as the weather, state of the squad, injuries, and the crowds' presence. It is written by the clubs' sportswriter which sometimes also includes quotes from the athletes or coaches.

1.1.4. Football and COVID-19

The season of 2021 was filled with uncertainty due to COVID-19. The coronavirus disease began spreading during the end of 2019 (Folkhälsomyndigheten, 2020). Shortly thereafter the virus was classified as a pandemic by the world health organization, WHO (ibid.) and several countries forced their citizens to stay in their homes as an action to minimize its rapid spread. Several businesses worldwide, including Allsvenskan and its clubs', were economically affected. Sponsors became more restrictive in allocating financial resources, and the government imposed bans on public gatherings which resulted in economic losses due to empty stands (Ernst & Young, 2020).

COVID-19 is a droplet infection spreading through, for instance, inhaling air with virus particles (Folkhälsomyndigheten, 2022a). The symptoms are, if any at all, like those of

a regular cold and could delay up to two weeks (Folkhälsomyndigheten, 2022b). Therefore, athletes could have been infected without knowing it, leading to devastating effects for both themselves and their entire team. For instance, this could result in a club's star player being unable to play for weeks due to quarantine. Which could impact the outcomes of matches played.

Tovar (2020) shed light on football in a historical context. He concluded that this sport is unique in the sense that its games have been kept going even under the worst circumstances in history, such as World War II (ibid.). During the war, football was used as a coping mechanism and several countries did their best to keep the games going (ibid.). Both players and coaches were hindered from participating in the sport due to, for instance, military obligations (ibid.). Nevertheless, Tovar claims that COVID-19 shocked the world of football in an entirely new way. The coronavirus disease made no difference on who you were, and almost every match was canceled for the first time in the sports history (ibid.).

1.2. Purpose and research questions

1.2.1. Purpose

The purpose of this thesis is to analyze how Swedish football clubs in Allsvenskan communicate their wins and losses through match reports published on their websites. Following a quantitative method, 90 randomly selected matches from the 2021 season were coded, covering match reports from both the winning and the losing club. We aim to identify and discuss explainable patterns of attributions to provide further insights into the structure of Swedish sports communication. We are following a deductive approach as our findings will be discussed primarily based on the empirics in the domain of the attribution theory.

1.2.2. Research question

How do football clubs attribute when communicating in match reports?

More specifically;

- *Does ascribed causes differ between wins and losses?*
- *Does it make a difference whether the outcome is expected or unexpected?*
- *Are any of the causal ascriptions more frequently used in either instance?*

1.3. Delimitations

Firstly, the thesis is limited to Sweden and only considers the Swedish league for male athletes. Secondly, because the study only covers one season, our findings are

constrained to the 2021 season considered. Thirdly, as our selection consists solely of the clubs' match reports, our findings cannot be generalized to include the whole range of sports communication. Lastly, ties are excluded from this thesis, therefore, it only covers matches who are either won or lost.

1.4. Expected contributions

We aim to contribute with insights and further knowledge to how Swedish football clubs in Allsvenskan communicates their wins and losses to fans, investors, and other stakeholders. The studied period was influenced by COVID-19, and therefore the thesis might provide insights into how a global pandemic affects sports communication. Furthermore, due to football's involvement and societal relevance, its communication of results is relevant within a marketing context as the content matters for how brands are perceived by those receiving the messages (Smith, Stavros, & Westberg, 2017). We aim to contribute with indications of why sports clubs' communication is constructed the way it is. That is because we consider these insights to be a matter of importance in a marketing context.

2. Literature review

After thorough searches in databases, we discovered the attribution theory, which has proven applicable in a variety of attribution-related research domains. This theory therefore serves our purpose of analyzing explanations of football clubs' wins and losses. According to Weiner (1986), determining the ascriptions to an occurrence is part of human behavior. This idea is fundamental to the foundations on which the theory is based upon. The search for these kinds of explainable causes, which ascriptions are derived from, intensifies when an event transpires in either an unexpected or negative way, or when the outcome is of importance (ibid.). Establishing which causes are relevant to a specific scenario aids an individual in understanding and coping effectively with both themselves and their surroundings (ibid.).

This section will provide a brief background explanation of the theory applied in our analysis, its cross-cultural implications, and earlier empirical research which entails how the attribution theory has been applied. Moreover, a brief section pointing out some criticism of the theory and lastly, our hypotheses are presented and motivated.

2.1. Attribution theory

Bernard Weiner has over decades been one of the most salient theorists of the attribution theory, already since the 1970s (Savolainen, 2013). However, several other eminent psychologists, such as Fritz Heider, which Weiner refers to several times in his book, have contributed with comprehensive research developing the theory (Weiner, 1986).

People express tendencies of seeking the answer to the persistently recurrent why questions (Nisbett & Wilson, 1977), and this explorative behavior relates to a motivation driven by the desire for survival and adaptation (Weiner, 1986). A causal search begins after the occurrence of an event, and the identified causes serves to explain the outcome (ibid.), paving the way for sequent “choices, evaluations, judgments, and behavior” (Nisbett & Wilson, 1977, p. 231). The identified causes are influenced by, for instance, social norms and past performance, and are assessed based on their appropriateness as explanations (Weiner, 1986). A study by Weiner et al (1971, referred to in Weiner, 1986), identified four main causes in achievement context, that is, when succeeding or failing. These are ability, luck, task difficulty, and effort (ibid.).

The theory is built upon a causal structure, representing the properties of perceived causes as internal or external, stable or unstable, and controllable or uncontrollable (Weiner, 1986). These classifications are represented in the three dimensions locus, stability, and controllability (Schuster, Forsterlung, & Weiner, 1989; Weiner, 1986).

When causes are placed within this structure, or taxonomy, they are given a meaning which influences, for instance, following choices and behaviors (Weiner, 1986).

The first dimension of causality, locus, enables classification of causes as either similar or different (Weiner, 1986), and determines whether they are internal or external to the individual (Schuster et al., 1989). An outcome can depend on several causes such as ability and effort which can be classified as internal while luck and ease of the task falls into the external category (Weiner, 1986). This dimension of causality is assumed to have linkages to an individual's self-esteem (Weiner, 1986; 2014). And causes for success, attributed internally would positively affect feelings such as pride (ibid.).

The second dimension of causality, stability, specifies whether a perceived cause is relatively fixed or if it varies over time (Schuster et al., 1989). Weiner et al (1971, referred to in Weiner, 1986) realized that one had to take the temporal perspective into account when looking at the locus dimension. Thusly they defined the stability dimension. For instance, both ability and effort are internal in locus, whereas only the latter is deemed unstable (Weiner, 1986). The stability placement of a cause relates to the expectancy of achievement (ibid.). That is, if a cause is perceived to remain in subsequent events, then the outcome is expected to be repeated (ibid.). Expected outcomes, therefore, is assumed to elicit attributions to stable rather than unstable causes (Weiner, B., 1979). Furthermore, this dimension has linkages to emotional experiences such as hopefulness (Weiner, 1986; 2014). Although effort is classified as unstable, it can be affected by the individual since it is perceived as an internal cause. While luck which is an external and unstable cause cannot be altered by the individual. Thus, the possibility of impacting one's effort can induce feelings of hope (Weiner, 2014).

The third dimension of causality, controllability, determines whether a perceived cause can or cannot be controlled by free will (Schuster et al., 1989). Controllability was developed using the same logic as stability (Weiner, 1986). For example, effort and fatigue which are internal and unstable can through this dimension be classified as controllable (effort) and uncontrollable (fatigue) (ibid.). Applying this logic to the previous example regarding the two causes effort and luck. Effort is defined as internal, unstable, and controllable. Consequently, luck is classified as external, unstable, and uncontrollable. The controllability dimension is related to responsibility and that is because an individual can only be responsible for a cause of an event as far as he or she can control it (Weiner, 2014). Causes ascribed internally and considered controllable are antecedents of emotional experiences such as guilt, whereas internal and uncontrollable causes elicit feelings such as shame (Weiner, 1986).

According to the purpose of our thesis, how we chose to interpret these match reports is essential. We have chosen to account the match reports as corporate representations since the writer writes for the intentions of the firm.

Figure 1 is a comprehensive overview of the attribution theory and its linkages. It has been derived, perceived and interpreted from earlier theorists' assumptions, such as Weiner (1986). Hence, an outcome elicits a search for why the occurrence happened. It will lead to the identification of causes which are influenced by, for example, social norms and past performances. These causes are in turn evaluated in accordance with their appropriateness as an explanation of the outcome. The perceived causes are thereafter classified in the three dimensions which will affect, for instance, self-esteem, expectancy, and feelings such as guilt. This in turn influences the following choices and behaviors.

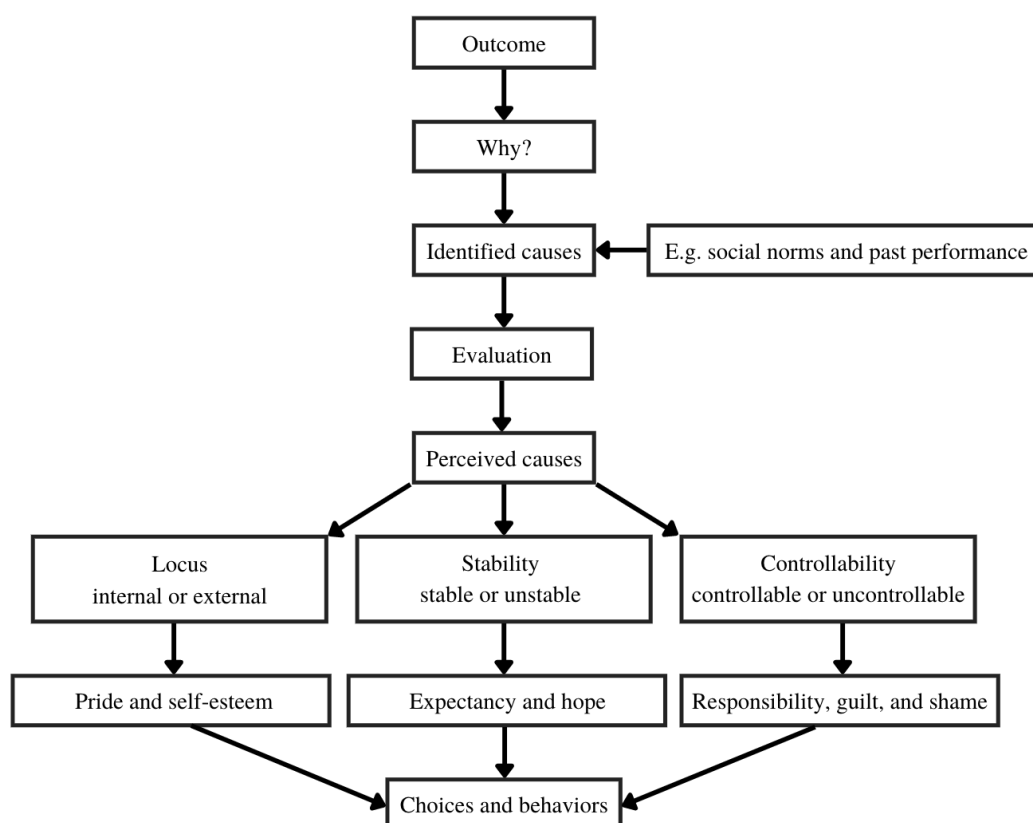


Figure 1. Comprehensive overview of the attribution theory

2.1.1. Cross-cultural dimensional placement of causes

A study by Schuster, Forsterlung, and Weiner (1989) investigated whether the dimensional placement and meaning of causes could vary across cultures. Subjects from five different countries (South Korea, Belgium, India, West Germany, and England) answered an experimental questionnaire (ibid.). Failure was the chosen scenario due to Weiner's assumption that unattained goals tend to elicit attributional search to a larger extent than success (ibid.). The authors presented the following conclusions. There was a high cross-cultural correspondence as attributed causes did not differ in a significant way in meaning or the dimensional placement among subjects, with India being the only exception (ibid.). Considering these results, the attribution theory is applicable

even though its structure and implications were developed in another cultural context than that of Sweden.

2.1.2. Application of the attribution theory

Organizational studies

The main conclusions from empirical research applying the attribution theory in organizational studies is that it seems evident that managers follow a similar attributional pattern. That is, they blame environmental factors for organizational setbacks while internal factors are ascribed in good times. However, some discussions are provided at the end of this section.

Table 1. Empirical studies which analyzed attributions by corporate representatives

Author	Method	Results
Salancik and Meindl (1984)	Content analysis Coded U.S corporations' letters to shareholders.	Managers in both stable and unstable firms credited themselves in the occurrence of an organizational success whether it was shown that they blamed environmental factors during a negative outcome. However, managers of the organizations experiencing unstable outcomes elicited tendencies of acceptance in regard to responsibility when the outcome was not positive. These attributions did, at least in some cases, lead to increased success in future performance.
Clapham and Schwenk (1991)	Content analysis Coded a firm's, operating in a regulated industry, letters to shareholders.	Executives laid blame on external causes for organizational misfortune while they credited themselves for positive outcomes. However, it was shown that the self-serving attributional pattern could be harmful for future performance, at least when performance was measured in earnings per share.
Clatworthy and Jones (2003)	Content analysis Coded companies presented news in good and bad times.	Executives in both improving and declining firms presented news in a self-serving way. The findings also revealed that both groups concentrated on the positive aspects of their achievements.
Sandulescu (2019)	Content analysis	In terms of positive outcomes, self-serving attributions were presented. When outcomes were negative, external factors were

Coded a firm's, which was subject to forced privatization, letters to shareholders.	highlighted and grouped together with explanations of the remedies. Moreover, when the results were negative, focus was put on positive corporate aspects while external factors were assigned blame for the negative outcomes.
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Overall, it seems evident that organizational representatives tend to attribute causes in a self-serving way (i.e., ascribing causes for organizational success internally while blaming external causes for setbacks). However, there are disagreements whether these attributions arise and whether it is favorable to explain outcomes in such a way.

Clapham and Schwenk (1991) argued that differences could occur partly due to the firms accounted in analysis. Salancik and Meindl (1984) argued that their findings, even though managers of firms with unstable outcomes accepted responsibility to a larger extent during setbacks, seemed to be related to presentational biases. The latter authors emphasized how managers overall seemed to attempt to manage illusions of control. That is, an attempt to affect the perceptions of those reading their statements. However, Clapham and Schwenk (1991) found that self-serving attributions could be harmful for a firm's future performance. These authors therefore opposed the discussions of illusion management. They claimed that, because managers plan for their corporations, explanations of positive performance are thereby drawn to the actions which were planned and executed. On the other hand, in the case of a negative outcome, executives avoid discussing internal causes since they planned for the reverse. According to Clapham and Schwenk (1991), these attributions therefore seemed to be related to a cognitive bias affecting executives' recollection of prior events.

Even though Clatworthy and Jones (2003) claimed that impression management seemed to be the most accurate antecedents of attributional patterns, they provided alternative explanations. These authors meant that attributions in explanations of outcomes do not have to be untrue. Moreover, they discussed that a manager could ascribe causes in such a way since he/she might view himself/herself, as the authors state it, "agent of success, whereas external factors are responsible for failure" (p. 182). However, as supported in both the study by Sandulescu (2019) and Clathworthy and Jones (2003), it seemed so that managers, even though they blamed external causes for organizational setbacks, still focused on the positive aspects or the remedies.

Sports pages studies

Researchers analyzing attributions in the sports pages have all found attributional patterns. Some are similar to those in corporate investigations. However, there are some disagreements and differences in the findings which are discussed in the section below the table.

Table 2. Empirical studies which have investigated attributions in the sports pages

Author	Method	Results
Lau and Russel (1980)	Content analysis Coded sports pages focusing on American football and baseball games.	The findings revealed that external attributions were made in the occurrence of losing and internal when winning a game. Also, a greater number of explanations were made in the occurrence of an unexpected outcome regardless if the result was successful or not. Moreover, even though no statistical significance could be reached, expected outcomes generated more stable rather than unstable attributions.
Watkins (1986)	Content analysis Coded New Zealand dailies focusing on several sports. Replicated, to some extent, Lau and Russel's (1980).	Overall, the attributed causes to both positive and negative outcomes tended to be ascribed to internal, unstable, and controllable causes. In addition, wins showed a tendency of internal, stable, and controllable attributed causes of the outcome. The results also showed that expected outcomes, even though no statistical significance was reached, elicited ascribed causes related to stable attributions. The intention was to, at least to some extent, replicate Lau and Russel's (1980) study, but Watkins (1986) did not find exactly similar attributional patterns in all analyzed metrics.
Aldridge and Islam (2012)	Content analysis Coded Australian and Japanese sports pages written after the Sydney Olympics.	This study found how both analyzed countries' athletes ascribed more controllable causes to successes rather than failures. In addition, men from both countries ascribed causes of a win more internally than when they lost. However, gender differences were found in the sense that females showed a lower attributional tendency regarding the locus dimension. Therefore, when considering both locus and controllability, men attributed in a more self-serving way.

The attributions in the sports pages differ, at least to some extent. While Watkins (1986) aimed to replicate Lau and Russel (1980), their findings showed that exactly similar attributional patterns could not be found. Watkins (1986) highlighted that it could be partly due to classification differences, that a greater variety of sports were considered, or that it differed in how the sports writers wrote their articles. Moreover, both Lau and

Russel (1980) and Aldrige and Islam (2012) raised similar concerns. That is, if the self-presentations would be subject to influence by the publicity aspect or whether the attributions reflected the private perceptions of the athletes and coaches. Lau and Russel (1980) pointed out how no absolute answer could be given. They discussed how the attributions could be accurately reflected if those providing the explanations aimed to have consistency. On the other hand, it could be non-accurately presented if norms such as humbleness restricted the attributors as the explanations were publicly published. Lastly, both Lau and Russel (1980) and Aldrige and Islam (2012) highlighted how sportswriters may distort the athletes' genuine perceptions as they select the attributions which they believe will create the best story.

2.2. Criticism of attribution theory

Attribution theory has despite its wide and substantial application, areas raising concerns. First and foremost, it could be considered rather naïve that a large body of research has been focusing on the four causes (ability, task difficulty, luck, and effort) determined when the theory was introduced. Even though these are shown to be expandable (Weiner, 1986), many consecutive researchers have kept following this path relying on these causes. However, as the causes are proven expandable and since the application of the theory has shown repeatable similar patterns with and without these four causes, it seems to hold true.

In addition, problems may arise on the dimensional placement of causes within the attributional taxonomy as an individual has its own subjective meaning of a cause (Weiner, 1979). For example, one might perceive themselves as a person with constant luck which, for that person would be classified as a stable cause, whereas another which had luck one time might suppose to not experience it next time because repeated luck (i.e., classifying luck as stable), out of his perspective, might be perceived "unreasonable". However, at least in the study by Schuster et al. (1989), individuals showed no significant difference in the dimensional placement and meaning among subjects from four out of five cross-cultural countries which could ease these concerns.

2.3. Hypotheses

In the corporate studies investigating attributional patterns, it seems evident that in times of positive outcomes, internal attributions are elicited while negative outcomes are ascribed to external causes. Researchers have had disagreements whether these attributions are positively related to future performance and whether it could be linked with the attempt to manage impressions. However, the firms may have somewhat different representative intentions than athletes or sports clubs. Analysis on sports pages have found both similar and different attributional patterns regarding the locus dimension and raises the concerns that publicly published explanations may affect

attributions. Moreover, ascribed causes of an event are, according to Weiner (1986; 2014) linked to, for instance, pride. We assume that the football clubs, in the event of a win, will feel heightened pride and therefore will attribute causes internally. To examine attributions in the football clubs' match reports, we therefore test the two following hypotheses.

H1: Wins will be attributed to internal causes.

H2: Losses will be attributed to external causes.

Weiner (1979) described how expected outcomes would elicit attributions to stable rather than unstable causes. Two out of three reviewed sports pages studies tested for the stability dimension. Both found tendencies of this pattern, however, no statistical significance was reached. To consider whether these attributions can be found in our thesis, and whether the reverse seems evident, the following hypotheses are tested.

H3: Expected results will be attributed to stable causes.

H4: Unexpected results will be attributed to unstable causes.

Attributions studied in the sports pages have found linkages with an outcome and the controllability dimension. That is, they found support that wins were ascribed to causes which were controllable. Moreover, as this third causal dimension is linked with responsibility (Weiner, 2014), we assume that the football clubs will attribute wins to controllable causes which they are responsible for. While losses will be attributed to causes in which they cannot control. The following hypotheses are therefore tested.

H5: Wins will be attributed to controllable causes.

H6: Losses will be attributed to uncontrollable causes.

3. Method

As the purpose of our thesis is to contribute with further knowledge about how Swedish football clubs communicate their outcomes, the most suitable method was to conduct content analysis. Thereby, attributional patterns could be determined through coding the match reports published after a match. This section will provide information about methodological considerations, the selection of which match reports to include in analysis, participants, construction of the coding scheme, procedure of data collection, data analysis, and lastly the thesis reliability and validity.

3.1. Methodological considerations

The chosen method for this thesis is a content analysis in which published match reports were coded for ascribed causes of either successes or failures. This method has its risks in terms of coder interpretations (Bell, Bryman, & Harley, 2019). Even though the coding scheme was constructed to prevent personal interpretations, this risk cannot be completely eliminated. Moreover, content analysis is an adaptable research method (ibid.). This has been proven as attributional patterns have been examined in different areas using this methodology. Hence, it serves our purpose as well. Given the transparency of the method, opportunities for replications are possible (ibid.). The phenomena of outcome dependent causal ascriptions have been shown empirically. Following a deductive approach, we formed hypotheses based on the reviewed material in accordance with both the previous findings and theorists' assumptions (ibid.).

Alternative methods could have been structured interviews or experiments. However, we chose not to follow these as a substantial number of researchers have used content analysis when investigating purposes similar to our. Moreover, structured interviews would limit the number of matches selected for analysis, which would decrease our sample size immensely compared to our chosen method. Furthermore, as we did not have access to these clubs' we considered it a large obstacle to overcome in terms of finding willing athletes to participate. Lastly, an experiment would produce an artificial setting which researchers investigating attributional patterns, such as Lau and Russel (1980), contend is less beneficial.

3.2. Selection of match reports

During the 2021 season of Allsvenskan, a total of 240 matches were played. To serve the purpose of this thesis, ties were excluded leaving 181 matches left for analysis. Bell et al. (2019) states "there is no one definitive answer" (p. 195) regarding which sample size to choose. Hence, we determined that 90 matches played (i.e., 50%) were an adequate sample size for our purpose given factors such as time constraint and number

of available coders. Moreover, we wanted to ensure not being biased in the selection process and did therefore perform a random sampling (Bell et al., 2019). To do this we used a randomization formula in excel.

Table 3. Distribution of articles and the clubs

Club	Randomly selected match reports	Available match reports
AIK	14	14
BK Häcken	9	8
Degerfors IF	12	12
Djurgården	10	10
Halmstad	10	10
Hammarby	10	10
IF Elfsborg	14	14
IFK Göteborg	11	7
IFK Norrköping	14	12
IK Sirius	10	10
Kalmar FF	11	11
Malmö FF	9	9
Mjällby AIF	9	9
Varbergs BoIS	11	9
Örebro	14	14
Östersund	12	10
Total	180	169

Note: Table 3 presents the distribution of matches involving each club after the random sampling process had been executed. The utmost right column describes how many match reports were available for each club since some elected not to post a match report after their match. The randomly selected match reports represent publications from all 16 participating clubs in Allsvenskan.

3.3. Participants

The requisites for participating in the coding process were that one could understand Swedish and partake on a voluntary basis. Thus, the coders were selected from our family and close friends. Hence, an interest in football was not required and varied among the participants. They were instructed to read the match reports and answer the questions provided in the coding scheme. Before starting they looked through the coding scheme and were able to ask about potential uncertainties. The coders were unaware of the subject of the thesis and their interest in football varied. Two coders coded the same match report to ensure that the coded material was interpreted similarly by the two coders. 12 voluntary coders coded the following matches.

Table 4. Distribution of coders and match reports coded for each match

Coder	Match	Coder	Match
Person A	1-10	Person B	1-10
Person A	11-20	Person B	11-20
Person C	21-30	Person D	21-30
Person E	31-40	Person F	31-40
Person E	41-50	Person F	41-50
Person G	51-60	Person H	51-60
Person G	61-70	Person H	61-70
Person I	71-80	Person J	71-80
Person K	81-90	Person L	81-90

3.4. Construction of the coding scheme

Before finalizing the used version, variants of coding schemes were tested but discarded. When constructing the coding scheme, we first based it upon our three chosen dimensions and searched for commonly used attributions applied in our reviewed literature. These attributions were refashioned into statements which we at a later stage rewrote to fit a football context. The final one was constructed with four main blocks and two blocks containing statements with specific instructions in which the coder's attention was tested. In accordance with Bell et al. (2019), discrete and exhaustive dimensions were developed, and the coders were provided clear coding instructions. In addition, the coders were allowed to consider synonyms to the stated words in the coding scheme but were instructed to not interpret by their own means.

Block one contained 16 statements regarding how the analyzed club described themselves in their match reports. For instance, “det egna lagets spelare beskriver som utmattade” (EN: the own teams’ players are described as exhausted). This block of the scheme had a six-point scale in which the coders would rank to which degree they agreed that the statement was described in the match report, “instämmer inte alls” to “instämmer helt” (EN: disagree completely to agree completely). The second block had the same structure as the first one but concerned how the analyzed club described the opposing team.

The third block contained 33 multiple choice questions in which the coders would fill in the plausible causes of the outcome. Moreover, this section contained a blank space into which the coders could fill in a reason that was not included in the scheme. Block four had the same structure as the third one but contained 22 plausible events which could have influenced the outcome (and a blank space if an event were not included in the scheme).

The scheme contained two additional blocks with a similar structure to the first two. The instructions demanded the coders to fill in either “instämmer helt” or “instämmer inte alls,” and were incorporated to check the coders attention. This instruction

manipulation check, IMC, ensured that the coders' given responses were not randomly selected (Oppenheimer, Meyvis, & Davidenko, 2009). Since each coder coded several match reports, different versions of the coding scheme were constructed. The thesis questions were identical apart from the placement and statements of the IMC (see appendix 12 for the different IMC questions).

3.5. Procedure of data collection

The coding schemes were first created in Qualtrics to ensure a clear structure and were thereafter printed on paper. That, to ensure that the coders easily could get a better overview of the questions. However, the match reports were electronically distributed to the coders and the collected data were thereafter manually inserted into excel.

3.6. Data analysis

When analyzing the gathered data, we have chosen to follow a similar reasoning as Lau and Russel (1980) and Watkins (1986). Which is to classify our coded phrases in accordance with the attribution theorists' assumptions.

- Locus. A cause was determined as internal if it was related internally to the team, or as external if it was related to factors residing the environment of the team represented in the match report (Schuster et al., 1989).
- Stability. A cause was determined stable if it was relatively fixed or unstable if it was varying over time when considering the team represented in the match report (Schuster et al., 1989).
- Controllability. A cause was determined controllable if the team could control it by free will, and as uncontrollable if it could not be controlled by free will by the team represented in the match report (Schuster et al., 1989).

Moreover, expectancy was incorporated into the data analysis. To determine whether an outcome was expected or not, odds of each match were considered and gathered from (Odds portal.2021).

- An outcome was considered expected if the winning (losing) club had the higher (lower) odds implying they were expected to win.
- An outcome was considered unexpected if the winning (losing) club had the lower (higher) odds implying they were expected to lose.

When analyzing the data statistically, we opted for nonparametric tests since the coding scheme was designed with a six-point grading scale which produced ordinal data. The nonparametric tests applied were a Mann-Whitney U-test and a Wilcoxon Signed Rank Test for block one and two. The third and fourth block were tested using the Chi-Square

test. These were performed in SPSS Statistics version 28.0.1.0 (142). Additional measurements were performed in excel including calculating mean, median, minimal, maximal, and standard deviation.

3.7. Reliability and validity

The indication that no or an insignificant number of disruptions are present within a study is linked with its reliability (Krippendorff, 2019). As a result, reliability is concerned with the possibility of repeating a study as well as the consistency of the metrics utilized (Bell et al., 2019). While validity questions whether the drawn implications from a study can be upheld when taking integrity into account (ibid.). Krippendorff (2019) states that validity revolves around the fact that the studies implications are based upon factual grounds. It is therefore important to mind these concerns when conducting the thesis.

3.7.1. Reliability

Two coders were selected to analyze the same match reports. Thus, inter-rater reliability could be measured. That is, ensuring that the collected data was interpreted in a consistent manner and that the two independent coders understood their task. This test was performed due to the limitations of this method, the risks of coder inconsistencies mentioned by Bell et al. (2019), and to ensure the reliability of this thesis.

Inter-rater reliability was measured with weighted kappa (Gisev, Bell, & Chen, 2013). We chose this measure since each match report was coded by pairs of two coders (ibid.). And since the data was ordinal (ibid.), meaning the difference between selecting 1 (“Instämmer inte alls”) and 2 (“Instämmer i mycket liten grad”) is not the same as the difference between 2 (“Instämmer i mycket liten grad”) and 3 (“Instämmer i ganska liten grad”). According to Landis and Koch (1977), a kappa statistic within the interval 0.41-0.60 is considered moderate, between 0.61-0.80 is considered substantial and 0.81-1.00 is considered almost perfect.

Table 5. Measurement of coder consistency

Coders	Match	Weighted Kappa ^a	SD ^a	Number of match reports p<0.05	Interpretation ^b
A & B	1-10	0.701	0.106	20/20	Substantial
A & B	11-20	0.590	0.160	20/20	Moderate
C & D	21-30	0.852	0.043	19/19	Almost Perfect
E & F	31-40	0.761	0.064	16/16	Substantial
E & F	41-50	0.809	0.065	18/18	Almost Perfect
G & H	51-60	0.809	0.073	19/19	Almost Perfect
G & H	61-70	0.796	0.055	19/19	Substantial
I & J	71-80	0.830	0.048	20/20	Almost Perfect
K & L	81-90	0.772	0.061	18/18	Substantial

Note: ^aSpecifies the mean of all match reports in given interval. ^bInterpretations in accordance with Landis and Koch (1977).

As shown in table 5, the main part of the coding was done in a consistent manner. Coder A & B only had moderate consistency, in match 10-20, according to Landis and Koch's (1977) suggested interpretation of the Weighted Kappa. This error is most likely due to one of those coders which answered wrong on the IMC questions and might therefore have been inattentive. However, when analyzing the data, their answers did not differ too much from each other and we therefore chose not to exclude the responses in the analysis.

3.7.2. Validity

One part of our methodology was to determine a sample of which matches and match reports to observe and include in the analysis and coding procedure. On the topic of sample validity Krippendorff (2019) assessed that a sample is valid if it is representative for what the study aims to capture for the analyzed population. Our chosen sample consists of 50% randomly selected matches which resulted in either wins or losses. As the intention of the thesis is to analyze ascribed causes of these outcomes, we consider the sample to be valid in accordance with Krippendorff's (2019) definition. Bell et al. (2019) defines measurement validity as to what extent the measurement tools used actually depict what is sought to be examined. The statements in the coding scheme are based upon a pre-investigation of what terminology is used in a match report. And further based on the theory in consideration. Hence, measurement validity can be ensured as the scheme is in accordance with the statement made by Bell et al. (2019) "captures the phenomenon which it is intended to capture" (p. 46).

4. Results

Each number of matches and match reports presented in this section takes all coded answers into account. As a result of two coders coding the same match reports, N is twofold (i.e., N = 158 represents 79 matches). The decrease in matches when doing the comparisons analysis was due to clubs not posting match reports.

When analyzing the locus and controllability dimension of causality, a Wilcoxon Signed Rank Test was performed in SPSS Statistics. For the stability dimension, wins and losses were not compared. Instead, the match reports were sorted by expected and unexpected results and a Mann-Whitney U-test was conducted in SPSS Statistics. Since the primary selection was made in regard to wins and losses, the distribution between expected and unexpected matches were not evenly distributed. Similar to the reasoning in the latter paragraph N = 88 (250) represents 44 (125) match reports.

The descriptive statistics for block three and four were calculated in excel and we utilized SPSS Statistics to perform a Chi-Square test. As several tests were performed, we contemplated adjusting the p-values where the hypotheses would be supported, in accordance with Bonferroni. The purpose of the Bonferroni correction is to minimize Type I errors in the hypothesis testing (Salkind, 2022). Nonetheless, as the results were not significant enough to reject the null hypothesis before the adjustment, we opted not to implement it.

4.1. Descriptive statistics

Table 6. Overview of each individual question in block one and two

Question	Attribution	Mean	Min	Max	SD	P-value
Own team - Exhausted	D	1.18	1.00	5.00	0.65	0.002*
Own team - Rested	D	2.40	1.00	6.00	1.91	0.058
Own team - Lazy	A	1.16	1.00	6.00	0.69	<0.001*
Own team - Persistent	A	3.16	1.00	6.00	1.99	<0.001*
Own team – COVID-19	E	1.06	1.00	6.00	0.54	0.647
Own team - Injury	C	1.31	1.00	6.00	1.11	0.109
Own team - Crowd (positive)	E	2.20	1.00	6.00	1.94	<0.001*
Own team - Crowd (negative)	E	1.16	1.00	6.00	0.69	0.063
Own team - Effort (good)	B	4.36	1.00	6.00	1.63	<0.001*
Own team - Effort (bad)	B	1.72	1.00	6.00	1.38	<0.001*
Own team - Individual effort (good)	B	4.62	1.00	6.00	1.66	<0.001*
Own team - Individual effort (bad)	B	1.24	1.00	6.00	0.78	0.001*
Own team - Luck	E	1.16	1.00	5.00	0.64	0.008*
Own team - Bad luck	E	1.68	1.00	6.00	1.32	<0.001*

Own team - Task difficulty (hard)	C	3.87	1.00	6.00	1.83	0.067
Own team - Task difficulty (easy)	C	1.37	1.00	6.00	1.04	<0.001*
Opposing team - Exhausted	E	1.16	1.00	6.00	0.64	0.010*
Opposing team - Rested	E	2.24	1.00	6.00	1.80	0.326
Opposing team - Lazy	C	1.04	1.00	4.00	0.25	0.483
Opposing team - Persistent	C	2.78	1.00	6.00	1.91	0.422
Opposing team – COVID-19	E	1.00	1.00	1.00	0.00	1.000
Opposing team - Injury	E	1.04	1.00	4.00	0.28	0.737
Opposing team - Crowd (positive)	E	1.51	1.00	6.00	1.31	<0.001*
Opposing team - Crowd (negative)	E	1.17	1.00	6.00	0.77	<0.001*
Opposing team - Effort (good)	E	4.03	1.00	6.00	1.57	0.001*
Opposing team - Effort (bad)	E	1.39	1.00	6.00	0.93	0.070
Opposing team - Individual effort (good)	E	3.20	1.00	6.00	1.87	0.001*
Opposing team - Individual effort (bad)	E	1.17	1.00	6.00	0.65	0.184
Opposing team - Luck	E	1.60	1.00	6.00	1.20	<0.001*
Opposing team - Bad luck	E	1.09	1.00	5.00	0.44	0.337
Opposing team - Task difficulty (hard)	C	3.79	1.00	6.00	1.84	0.067
Opposing team - Task difficulty (easy)	C	1.37	1.00	6.00	1.04	<0.001*

Note: N = 338. *P-value < 0.05 indicates statistical differences in each question for wins and losses. The own team refers to the club which match report was coded, whereas the opposing team refers to the club they faced that day. The abbreviations in the attribution column denote the following: A = internal, stable, controllable; B = internal, unstable, controllable; C = external, stable, uncontrollable; D = internal, unstable, uncontrollable; E = external, unstable, uncontrollable.

Table 6 presents the results of a Mann-Whitney U-test. The data consisted of all individual responses for each question in numerical values. The responses were categorized into two groups where 1 represented a win and 0 a loss. Thus, statistical significance implies there is a difference between how the question was answered when the outcome was a win respectively a loss. 18 out of the 32 questions in block one and two reached a level of statistical significance.

Table 7. Overview for frequencies of causes in block three and four

Question	Attribution	f^a_{total}	f^b_{wins}	f^c_{losses}
Own team - Exhausted	D	28 (8%)	7 (4%)	21 (13%)
Own team - Rested	D	35 (10%)	15 (9%)	20 (12%)
Own team - Lazy	A	31 (9%)	1 (1%)	30 (18%)
Own team - Persistent	A	91 (27%)	69 (41%)	22 (13%)
Own team – COVID-19	E	2 (1%)	2 (1%)	0 (0%)
Own team - Injury	D	26 (8%)	13 (8%)	13 (8%)
Crowd absent	E	8 (2%)	2 (1%)	6 (4%)
Crowd affected positively	E	74 (22%)	54 (32%)	20 (12%)

Own team - Effort (bad)	B	58 (17%)	8 (5%)	50 (30%)
Own team - Effort (good)	B	170 (50%)	143 (84%)	27 (16%)
Own team - Individual effort (bad)	B	5 (1 %)	0 (0%)	5 (3%)
Own team - Individual effort (good)	B	144 (43%)	107 (63%)	37 (22%)
Own team - Luck	E	9 (3%)	8 (5%)	1 (1%)
Own team – Bad luck	E	24 (7%)	4 (2%)	20 (12%)
Opponents were better	C	84 (25%)	2 (1%)	82 (49%)
Opponents were worse	C	71 (21%)	68 (40%)	3 (2%)
Opposing team - Exhausted	E	3 (1%)	2 (1%)	1 (1%)
Opposing team - Rested	E	7 (2%)	2 (1%)	5 (3%)
Opposing team - Lazy	C	0 (0%)	0 (0%)	0 (0%)
Other (Block 3)		2 (1%)	0 (0%)	2 (1%)
Opposing team - Persistent	C	76 (22%)	19 (11%)	57 (34%)
Opposing team – COVID-19	E	0 (0%)	0 (0%)	0 (0%)
Opposing team - Injury	E	9 (3%)	5 (3%)	4 (2%)
Crowd affected negatively	E	8 (2%)	1 (1%)	7 (4%)
Opposing team - Effort (bad)	E	31 (9%)	29 (17%)	2 (1%)
Opposing team - Effort (good)	E	118 (35%)	24 (14%)	94 (56%)
Opposing team - Individual effort (bad)	E	28 (8%)	8 (5%)	20 (12%)
Opposing team - Individual effort (good)	E	33 (10%)	7 (4%)	26 (15%)
Opposing team - Luck	E	32 (9%)	5 (3%)	27 (16%)
Opposing team - Bad luck	E	6 (2%)	2 (1%)	4 (2%)
Own team - Coach effort (good)	B	7 (2%)	4 (2%)	3 (2%)
Opposing team - Coach effort (good)	E	7 (2%)	2 (1%)	5 (3%)
Own team - Coach effort (Bad)	B	3 (1%)	0 (0%)	3 (2%)
Opposing team - Coach effort (good)	E	0 (0%)	0 (0%)	0 (0%)
Bad call referee	E	21 (6%)	4 (2%)	17 (10%)
Controversial calls from referee team	E	7 (2%)	6 (4%)	1 (1%)
Opposing team - Time wasting	E	9 (3%)	6 (4%)	3 (2%)
Other (Block 4)		19 (6%)	15 (9%)	4 (2%)
Opposing team - Diving	E	0 (0%)	0 (0%)	0 (0%)
Own team - Diving	B	0 (0%)	0 (0%)	0 (0%)
Own team - Tight match schedule	C	3 (1%)	2 (1%)	1 (1%)
Own team rested players	B	11 (3%)	10 (6%)	1 (1%)
It was raining	E	5 (1%)	2 (1%)	3 (2%)
Opposing team rested players	E	8 (2%)	6 (4%)	2 (1%)
Own team - Unrealized chances	B	114 (34%)	15 (9%)	99 (59%)
Opposing team - Governed chances	E	82 (24%)	2 (1%)	80 (48%)
Own team - Lack of squad depth	D	0 (0%)	0 (0%)	0 (0%)
Opposing team - Lack of squad depth	E	1 (1%)	1 (1%)	0 (0%)
Opposing team - Tight match schedule	C	4 (1%)	2 (1%)	2 (1%)

It was sunny	E	8 (2%)	5 (3%)	3 (2%)
It was snowing	E	2 (1%)	0 (0%)	2 (1%)
It was warm	E	6 (2%)	2 (1%)	4 (2%)
It was windy	E	16 (5%)	11 (6%)	5 (3%)
Opposing fan - Laser	E	0 (0%)	0 (0%)	0 (0%)
Own fan - Laser	E	0 (0%)	0 (0%)	0 (0%)
Pitch invasion	E	0 (0%)	0 (0%)	0 (0%)
Total		1550	704 (45%)	846 (55%)

Note: ^afrequency, N = 338. ^bfrequency, n = 170. ^cfrequency, n = 168. Abbreviations in the attribution column denote the following: A = internal, stable, controllable; B = internal, unstable, controllable; C = external, stable, uncontrollable; D = internal, unstable, uncontrollable; E = external, unstable, uncontrollable. The own team refers to the club which match report was coded, whereas the opposing team refers to the club they faced that day. The table was performed through inserting the raw data into excel where it was formatted for the purpose of the calculations. A formula was then applied to find the number of times each attribution had been detected by the coder (see appendix 13 for formula). The percentage was calculated by dividing the number of times each question was encountered by the total sample for each category.

The independence of the questions in block three and four were determined with a Chi Square test. $\chi^2 = 52.721$, $df = 8$, and the statistical significance ($p < .001$).

4.2. Results for measures of attributional dimensions

This section describes the results of the hypothesis testing for the three dimensions, locus, stability, and controllability.

4.2.1. Locus

A Wilcoxon Signed Rank Test was performed to test whether a winning or losing club attributed differently regarding internal and external causes. 2 of the 158 analyzed matches reached statistical significance $p < 0.05$ considering the internal causes. Mean z-value for these two matches $Z = -2.00$. Regarding the external causes, 7 of the 158 analyzed matches reached a statistical significance level $p < 0.05$. Mean z-value for these seven matches $Z = -2.04$. Thus, H1 and H2 were not supported. Implying that there was no statistical difference in how the competing clubs attributed internally respectively externally. Table 14 in appendix 1 presents statistically significant matches when considering higher p-values. The mean for internal causes was higher when the outcome was a win, 2.47 ($n = 158$) rather than a loss, 2.19 ($n = 158$). And the mean for external causes was higher when the outcome was a loss, 2.04 ($n = 158$) rather than a win, 1.95 ($n = 158$).

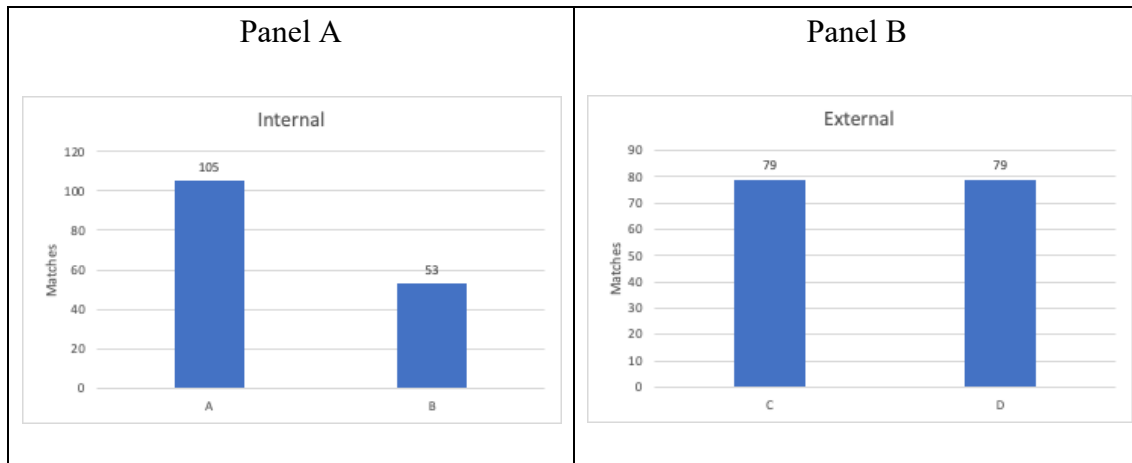


Figure 2. A comparison of mean values between the clubs' internal attributions in a match (Panel A) and external attributions in a match (Panel B). Each mean is based on a scale ranging from 1 (“Disagree completely”) to 6 (“Agree completely”). Internal attributions were more prominent when winning than when losing while external attributions did not differ between matches and results. The abbreviations in Panel A and B denote the following: A = mean for internal is larger for the winning team; B = mean for internal is larger for the losing team; C = mean for external is larger for the losing team; D = mean for external is larger for the winning team.

Table 8. Selected frequencies of internal causes in block three and four

Question	f ^a _{internal, wins}	f ^b _{internal, losses}
Own team - Persistent	69 (41%)	22 (13%)
Own team - Effort (bad)	8 (5%)	50 (30%)
Own team - Effort (good)	143 (84%)	27 (16%)
Own team - Individual effort (good)	107 (63%)	37 (22%)
Own team - Unrealized chances	15 (9%)	99 (59%)

Note: ^afrequency, n = 170. ^bfrequency, n = 168. The own team refers to the club which match report was coded, whereas the opposing team refers to the club they faced that day. The most frequently ascribed internal cause in the occurrence of a win was the own team's good effort, whereas the most frequently ascribed internal cause when losing was the own team's unrealized chances. This table only includes attributions which occurred in over 20% of the match reports. All internal causes are presented in table 15, appendix 2.

Table 9. Selected frequencies of external causes in block three and four

Question	f ^a _{external, wins}	f ^b _{external, losses}
Crowd affects positively	54 (32%)	20 (12%)
Opposing team - Was better	2 (1%)	82 (49%)
Opposing team - Was worse	68 (40%)	3 (2%)
Opposing team - Persistent	19 (11%)	57 (34%)
Opposing team - Effort (good)	24 (14%)	94 (56%)
Opposing team - Governed chances	2 (1%)	80 (48%)

Note: ^afrequency n = 170. ^bfrequency n = 168. The own team refers to the club which match report was coded, whereas the opposing team refers to the club they faced that day. The most frequently ascribed external cause when winning was that the opposing team was worse, whereas the most frequently ascribed external cause in the occurrence of a loss was the opposing team's good effort. This table only includes attributions which occurred in over 20% of the match reports. All external causes are presented in table 16, appendix 3.

4.2.2. Stability

A Mann-Whitney U-test was performed to test whether an expected or unexpected match report attributed differently regarding stable and unstable causes. 29 of the 250 analyzed match reports for expected outcomes reached statistical significance $p < 0.05$. Mean z-value for these matches 29 match reports $Z = -2.26$ and mean Mann-Whitney U value was $U = 15.40$. 9 of the 88 analyzed match reports where the result was unexpected reached statistical significance $p < 0.05$. Mean z-value for these nine match reports $Z = -2.30$ and mean Mann-Whitney U value was $U = 15.11$. Neither H3 nor H4 were supported and there was no difference in how expected and unexpected outcomes were attributed to stable and unstable causes. Table 17 and 18 in appendix 4 and 5 presents statistically significant match reports when considering higher p-values.

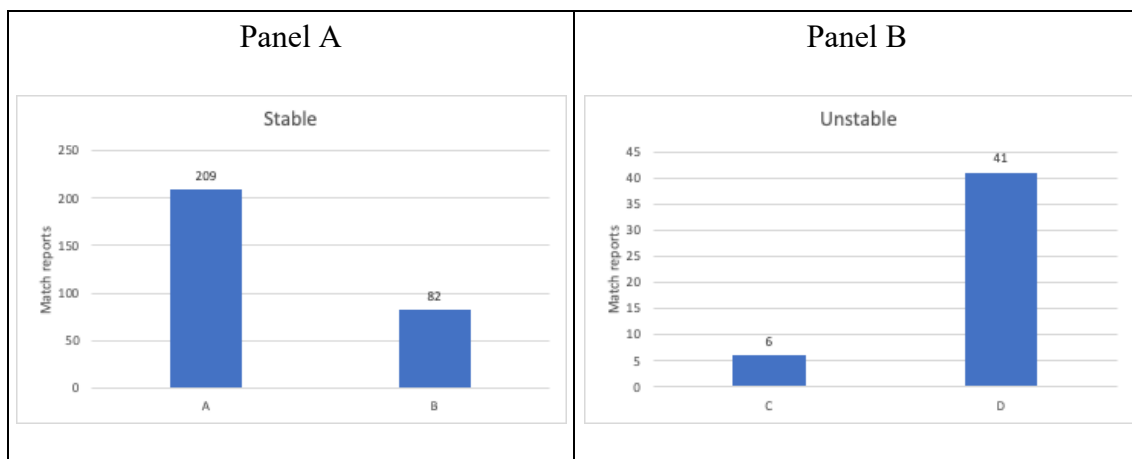


Figure 4. A comparison of mean values between the clubs' stable attributions in a match report (Panel A) and unstable attributions in a match report (Panel B). Each mean is based on a scale ranging from 1 (“Disagree completely”) to 6 (“Agree completely”). Even though H3 were not statistically significant, there were tendencies of expected results to elicit more stable rather than unstable attributions. However, unexpected

outcomes were also attributed to stable rather than unstable causes. Thus, H4 was not statistically significant and showed no tendency supporting the hypothesis. The abbreviations in Panel A and B denote the following: A = mean for stable is larger for the expected outcome; B = mean for stable is larger for the unexpected outcome; C = mean for unstable is larger for the unexpected outcome; D = mean for unstable is larger for the expected outcome.

Table 10. Selected frequencies of stable causes in block three and four

Question	$f^a_{\text{stable, expected}}$	$f^b_{\text{stable, unexpected}}$
Own team - Persistent	66 (26%)	25 (28%)
Opposing team was better	64 (26%)	20 (23%)
Opposing team was worse	58 (23%)	13 (15%)
Opposing team - Persistent	53 (21%)	23 (26%)

Note: ^afrequency n = 250. ^bfrequency n = 88. The own team refers to the club which match report was coded, whereas the opposing team refers to the club they faced that day. The most frequently ascribed stable cause in the occurrence of both expected and unexpected outcomes was that the own team was persistent. This table only includes attributions which occurred in over 20% of the match reports. All stable causes are presented in table 19, appendix 6.

Table 11. Selected frequencies of unstable causes in block three and four

Question	$f^a_{\text{unstable, expected}}$	$f^b_{\text{unstable, unexpected}}$
Crowd affected positively	57 (23%)	17 (19%)
Own team - Effort (good)	122 (49%)	48 (55%)
Own team - Individual effort (good)	107 (43%)	37 (42%)
Opposing team - Effort (good)	87 (35%)	31 (35%)
Own team - Unrealized chances	84 (34%)	30 (34%)
Opposing team - Governed chances	61 (24%)	21 (24%)

Note: ^afrequency n = 250. ^bfrequency n = 88. The own team refers to the club which match report was coded, whereas the opposing team refers to the club they faced that day. The most frequently ascribed unstable cause in the occurrence of both expected and unexpected outcomes was that the own team's good effort. This table only includes attributions which occurred in over 20% of the match reports. All stable causes are presented in table 20, appendix 7.

4.2.3. Controllability

A Wilcoxon Signed Rank Test was performed to test whether a winning or losing club attributed differently regarding controllable and uncontrollable causes. 0 of the 158 analyzed matches reached statistical significance $p < 0.05$ considering the controllable causes. 0 out of 158 analyzed matches reaching a statistical significance level $p < 0.05$ considering the uncontrollable causes. Thus, H5 and H6 were not supported. Implying that there was not a statistically significant difference in how the competing clubs

attributed controllable respectively uncontrollable causes. Table 21 in appendix 8 presents statistically significant matches when considering higher p-values. The mean for controllable causes was higher when the outcome was a win, 2.84 (N=158) rather than a loss, 2.55 (N=158). And the mean for uncontrollable causes was higher when the outcome was a loss, 2.35 (N=158) rather than a win, 2.16 (N=158).

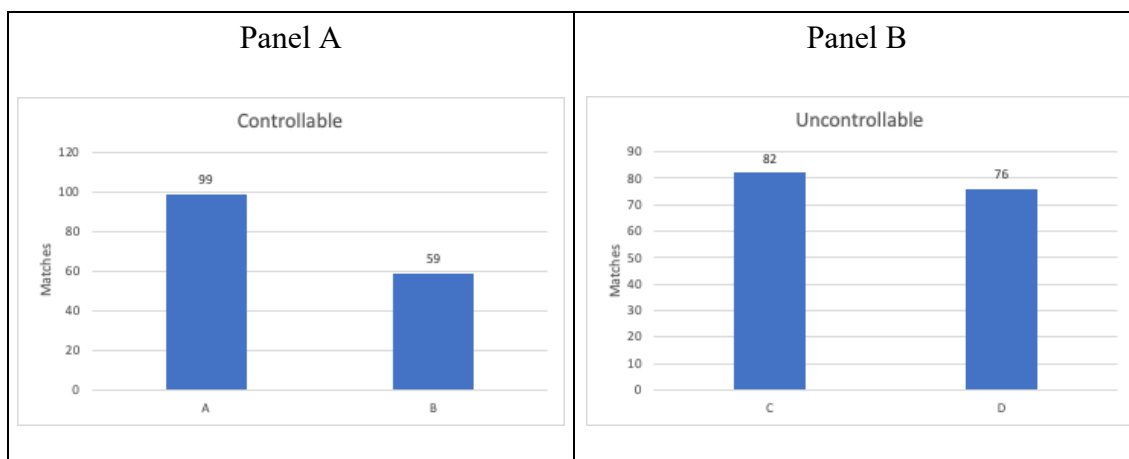


Figure 5. A comparison of mean values between the clubs' controllable attributions in a match (Panel A) and uncontrollable attributions in a match (Panel B). Each mean is based on a scale ranging from 1 (“Disagree completely”) to 6 (“Agree completely”). Controllable attributions were more prominent when the outcome was a win rather than a loss. There was a minor difference for uncontrollable attributions, these were weighted towards uncontrollable when losing. The abbreviations in Panel A and B denote the following: A = mean for controllable is larger for the winning team; B = mean for controllable is larger for the losing team; C = mean for uncontrollable is larger for the losing team; D = mean for uncontrollable is larger for the winning team.

Table 12. Selected frequencies of controllable causes in block three and four

Question	f ^a controllable, wins	f ^b controllable, losses
Own team - Persistent	69 (41%)	22 (13%)
Own team - Effort (bad)	8 (5%)	50 (30%)
Own team - Effort (good)	143 (84%)	27 (16%)
Own team - Individual effort (good)	107 (63%)	37 (22%)
Own team - Unrealized chances	15 (9%)	99 (59%)

Note: ^afrequency n = 170. ^bfrequency n = 168. The own team refers to the club which match report was coded, whereas the opposing team refers to the club they faced that day. The most frequently ascribed controllable cause in the occurrence of a win was the own team's good effort, whereas the most frequently ascribed controllable cause when suffering a defeat was the own team's unrealized chances. This table only includes attributions which occurred in over 20% of the match reports. All controllable causes are presented in table 22, appendix 9.

Table 13. Selected frequencies of uncontrollable causes in block three and four

Question	f ^a _{uncontrollable, wins}	f ^b _{uncontrollable, losses}
Crowd affected positively	54 (32%)	20 (12%)
Opposing team was better	2 (1%)	82 (49%)
Opposing team was worse	68 (40%)	3 (2%)
Opposing team - Persistent	19 (11%)	57 (34%)
Opposing team - Effort (good)	24 (14%)	94 (56%)
Opposing team - Governed chances	2 (1%)	80 (48%)

Note: ^afrequency n = 170. ^bfrequency n = 168. The own team refers to the club which match report was coded, whereas the opposing team refers to the club they faced that day. The most frequently ascribed uncontrollable cause in the occurrence of a win was that the opposing team was worse, whereas the opposing team's good effort was the most frequently ascribed uncontrollable cause in the occurrence of a loss. This table only includes attributions which occurred in over 20% of the match reports. All stable uncontrollable causes are presented in table 23, appendix 10.

5. Discussion and conclusions

The purpose of this thesis is to analyze attributions in match reports written by Swedish Allsvenskan football clubs published after either a win or a loss. As we aimed to provide insights into the structure of Swedish football clubs' communication, this section will discuss the findings revealed in the analysis of the coded match reports. The variables analyzed stemmed from the three dimensions; locus, stability, and controllability rooted in the attribution theory. The findings did not match the attributional patterns found in previous studies reviewed in the literature section. However, some exhibited tendencies aligned with the empirical studies. None of the hypotheses were supported and explanatory discussions and conclusions are provided in this section.

5.1. Discussion

Below we discuss each dimension out of the theoretical framework and empirics provided in the literature section. COVID-19 was incorporated as a potential cause which we suggested would be prominent during the analyzed 2021 season. The results showed no evidence of COVID-19 being attributed to in match reports included in our sample. Reasons for this can only be speculated about, but it could be because changes in the line-up for a match are common in football. Furthermore, we speculate that the clubs might not state that a player has COVID-19 outright to the public due to various reasons, such as privacy. Lastly, COVID-19 might not be prominent on account of more strict regulations and ramped up testing imposed during the pandemic. Thus, leading to less infection amongst players in Allsvenskan.

5.1.1. The “us and them” causal dimension, locus

Even though the hypotheses were not statistically supported, the found attributions could be explained with support in figure 1. As presented in table 8, the most frequently used internal attributions in the occurrence of a win were positive and highlighted the own team's good performance, both collectively and individually, and their perseverance. We suggest that these internal attributions depend on the linkage to pride and that the clubs' attribute internally because they feel heightened pride of their achievement. Somewhat opposed to reviewed findings wherein one ascribes blame to external causes when losing, table 8 presents how clubs tended to take responsibility for their bad performance when exposed to failure. We speculate, analogously to Salancik and Meindl (1984), that taking responsibility for losses could be an impression management strategy. Which means that the clubs might attribute in this way to show their awareness of what needs to be improved in order to win subsequent matches. In doing so they retain the support of their fans and stakeholders. Even though we utilized

different metrics than Salancik and Meindl (1984) to determine the antecedent of attributions, we consider presentational bias as an appropriate explanation. That is because the clubs highlighted the positive influence of the crowd when winning and therefore emphasized the importance of their fans' presence during the matches. When consolidating these two aspects, there is a possibility that the clubs attribute their wins and losses through a communication strategy of managing the impression of those reading their match reports.

It is difficult to establish which interest groups who read the clubs' match reports, and other revealed findings suggest we cannot discard the possibility that football clubs are cognitively biased, similar to what Clapham and Schwenk (1991) discussed. Therefore, we speculate that the clubs can be cognitively biased in the sense that they perceive the outcomes of the matches based on their reality. This alternative explanation is based upon the findings presented in table 9 where the clubs showed tendencies of highlighting the opposing teams' bad performance when winning. Table 9 also uncovered that clubs suffering a defeat ascribed external causes relating to the opponent's good performance. The relation to cognitive bias is therefore the suggestion that the clubs consider themselves the best, and vice versa, that they consider themselves to not be as good as their opponents – out of their own reality. These perceptions might therefore permeate their match reports. However, as we did not incorporate metrics enabling taking any subsequent match results into account, future researchers are suggested to include these metrics enabling underlying properties and eventual biases to be fully explained. Nonetheless, what is written may actually reflect reality, meaning that there are no biases influencing the match reports. Even though no biases might be present, the social norms and cultural context in which Allsvenskan is situated might. The impact of social norms is further discussed in the stability section.

Moreover, partly aligned with the findings of Sandulescu (2019) and Clatworthy and Jones (2003), several match reports focused on positive aspects in the occurrence of a defeat. As presented in table 8, clubs tended to highlight the good performance of one or several players in their own team when losing. From the theoretical standpoint, figure 1, we suggest that this tendency is related to pride and self-esteem in the sense that the clubs are proud of the good effort by individual athletes, whilst these positive aspects are elevated to retain a level of esteem. Moreover, each player is a monetary investment for the club, and it might therefore not be in the club's interest to communicate malicious content regarding their individual players. Therein protecting their investment.

In conclusion, we find that impression management is the most reasonable explanation for the shown tendencies. Because a football club, similarly to a corporation, needs resources and support. Meaning, by showing accountability for their bad performance, the recipients of their messages know that the club are aware of their weaknesses, thus retaining their trust in them. Presenting the outcomes in this manner might thereby be a

strategy for attracting fans and other stakeholders to huddle together around the undying light of hope.

5.1.2. The temporal causal dimension, stability

As stable attributions regardless of whether the outcome was expected or not proved dominant, our findings oppose the found tendencies of both Lau and Russel (1980) and Watkins (1986). We speculate that social norms could be at fault. Similarly, to the discussions by Watkins (1986) our thesis incorporates a different sport. And none of the previous investigations has been conducted within the cultural context of Sweden. In terms of cultural context Watkins (1986) meant that how sports writers compose their stories might differ between cultures. However, we propose that social norms might affect in several instances. The attributor (i.e., the players and clubs) could be subject to cultural influence as they seek an appropriate explanation to present publicly. Hence, affecting the way the Allsvenskan writers compose their match reports, making the attributional tendencies exhibited in Swedish match reports differ from other investigated sports pages. Or the writers themselves could be influenced by social norms impacting how they compose their stories, thus distorting the true perceptions of those involved in the match. This discussion is in part supported by the publicity aspect discussed by both Lau and Russel (1980) and Aldrige and Islam (2012). Therefore, we cannot discard the possibility that Swedish Allsvenskan football clubs reacts to eventual norms. Such as how clubs themselves should respond to expected and unexpected outcomes, and which statements are appropriate to present when communicating achievements with fans and stakeholders.

One could further question the impact which cultural differences might have on our thesis and other researchers' attributional findings. However, we cannot come to conclusive implications partly due to the skewed distribution of match reports analyzed regarding stability, our results, and the lack of research investigating a club's attributions in relation to expectancy.

5.1.3. The causal dimension of free will, controllability

The results from the controllability dimension exhibited tendencies but no statistically significant support to the hypotheses. As many of the already discussed causes in the causal dimension locus align with controllability, we consider similar explanatory speculations. Nonetheless, in the controllability dimension match reports showed tendencies of taking responsibility for wins while uncontrollable causes were elicited to a larger extent when losing. This aligns with our speculations of presentational bias in the sense that the clubs, when they won, presented causes they controlled by free will. Whereas when losing, causes which they were not responsible for appeared more frequently. We suggest that this might be an attempt to hold onto the trust and support of fans and stakeholders.

As our thesis concerns a setting which is rather unobserved, athletic competitions viewed out of an organizational standpoint, findings in this controllability (i.e., responsibility) dimension can therefore be discussed from this perspective. It has been proposed that attributed responsibility can affect the atmosphere within an organization (Gibson & Schroeder, 2003), emphasizing why our findings might differ from other studies analyzing athletes and sports writers' attributions. Gibson and Schroeder (2003) stated that the employees at the bottom of the hierarchy tended to receive more praise than criticism. Much like the findings in table 12, a club accredited the individual players' effort in a good way when winning. This occurred in 63% of the matches won. Whereas these clubs only accredited criticism to the individual's effort in 3% of the matches resulting in a loss (see table 22, appendix 9). Our results also revealed that 84% of the match reports written after a match won exhibited attributions related to good team effort (table 12). While the team's bad effort was ascribed as a cause of the outcome in 30% of the matches when losing (table 12). Similarly, Gibson and Schroeder (2003) discovered that groups as opposed to individuals ran a higher chance of getting praise rather than criticism. Therefore, the attributions could look like this because the clubs are trying to uphold a good intra organizational atmosphere. However, these ascriptions could also be presented in order to appear in a certain way, or to influence how those reading the match reports view the club. Thus, these attributions might explain our findings, as the clubs themselves communicate the results publicly.

5.2. Conclusions

Overall, the Allsvenskan football clubs match reports most frequently used explanation of an outcome was the description of their own team's good effort. Losses elicited more attributions overall than wins. Even though none of the hypotheses were statistically supported in our thesis, tendencies were found. We speculate that the football clubs try to manage impressions when explaining their outcomes, thus being exposed to presentational bias. This speculation is derived from the fact that the clubs tended to ascribe causes to which they could not control by free will when suffering a defeat. While they tended to ascribe more internally when losing which could infer a strategy of managing impressions.

Moreover, some parts of the coded attributions aligned with the notion of how organizations attribute differently between groups and individuals but also depending on hierarchy levels. The expected outcomes yielded slightly more explanations than unexpected outcomes, and stable attributions were utilized to a greater extent regardless of expectancy level. However, the latter results are not considered fully representative due to the unjust weight distribution of match reports with expected and unexpected outcomes. We suggest that our opposed result in regard to reviewed studies could be partly affected by social norms. Moreover, it is challenging to determine whether the clubs aimed to write their match report in order to tweak what is being presented since it

could reflect reality. Or at least their own reality, that is, the written match reports are cognitively biased. When contemplating the foundations upon which the attribution theory lies, we cannot help questioning it. We raise the concern that regardless of statements, explanations of an outcome could be categorized within the theory drawing conclusions which might not align with the true feelings of the attributor. A club blaming their result on someone or something other than themselves might in fact just be a depiction of reality.

An additional speculation regarding our findings is that the law of Jante (i.e., the notion that you are not better than anyone else) may distort the attributions available for analysis within the studied country. We believe that it could be a plausible explanation for why our results differ from previous studies conducted in other countries. This is because this law predominantly exists within the cultural borders of Scandinavia.

5.3. Criticisms and suggestions for further research

First, one needs to consider the complex nature of the attribution theory and what context is lost when trying to turn these explainable ascriptions into quantifiable numbers. Even though coding the match reports was considered the most appropriate method for analyzing the football club's communication, Bell et al. (2019) raises the concern that this method entails the risk of losing context when fragmenting data. Moreover, several studies investigating attributions have used psychology undergraduates to determine attributions. As we did not have access to the same resources, a coding scheme had to be constructed in a manner enabling coders to use it without prior knowledge within the psychology domain. To mitigate this risk and to enable the use of any coders, we developed statements which were imbued with attributional causes but adjusted for a football context. However, the developed coding scheme and the coders selected might have affected our results.

The coding scheme included the option to provide a text-based response to the third and fourth block. It was our belief that the coders would utilize this option to a greater extent. Albeit they only used this function scarcely and when they did, they used it to signal that another cause was explained and did not fill in any text describing the cause, making the option obsolete.

As discussed, the sample size when analyzing the stability dimension was weighted in such a way that unexpected matches were under-represented. We consider this as a criticism since this skewed distribution might have impacted the results. This was an error when randomly selecting the match reports since the selection was made based on wins and losses. However, we tried to manage this error by using weighted means when presenting the outcomes.

We believe that further research should continue studying cultural differences to gain a deeper understanding of how sports communications could be explained within the domain of attribution theory. As well as levels of expectations and if it is the case that Swedish sports clubs are not affected by it. Moreover, aforementioned metrics included in analysis could perhaps determine whether any bias affects the way sports results are being communicated.

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7. Appendices

Appendix 1

Table 14. Number of matches with statistical differences between how won and loss matches attributed internal and external causes

Definition	Internal causes	External causes
Number of matches with $p < 0.05$	2	7
Number of matches with $p < 0.10$	18	17
Number of matches with $p < 0.15$	35	31
Number of matches with $p < 0.20$	61	54

Note: N=158. Table 14 presents the results of a Wilcoxon Signed Rank Test. There was few matches with statistical significance in the difference of how the winning and losing club in a match attributed to internal and external causes.

Appendix 2

Table 15. Frequencies of internal causes in block three and four

Question	$f^a_{\text{internal, wins}}$	$f^b_{\text{internal, losses}}$
Own team - Exhausted	7 (4%)	21 (13%)
Own team - Rested	15 (9%)	20 (12%)
Own team - Lazy	1 (1%)	30 (18%)
Own team - Persistent	69 (41%)	22 (13%)
Own team - Injury	13 (8%)	13 (8%)
Own team - Effort (bad)	8 (5%)	50 (30%)
Own team - Effort (good)	143 (84%)	27 (16%)
Own team - Individual effort (bad)	0 (0%)	5 (3%)
Own team - Individual effort (good)	107 (63%)	37 (22%)
Own team - Coach effort (good)	4 (2%)	3 (1%)
Own team - Coach effort (bad)	0 (0%)	3 (1%)
Own team - Diving	0 (0%)	0 (0%)
Own team - Resting players	10 (6%)	1 (1%)
Own team - Unrealized chances	15 (9%)	99 (59%)
Own team - Lack of squad depth	0 (0%)	0 (0%)

Note: ^afrequency, n =170. ^bfrequency, n =168. The own team refers to the club which match report was coded, whereas the opposing team refers to the club they faced that day. The most frequently ascribed internal cause in the occurrence of a win was the own team's good effort, whereas the most frequently ascribed internal cause in the occurrence of a loss was the own team's unrealized chances.

Appendix 3

Table 16. Frequencies of external causes in block three and four

Question	$f^a_{\text{external, wins}}$	$f^b_{\text{external, losses}}$
Own team – COVID-19	2 (1%)	0 (0%)
Crowd absent	2 (1%)	6 (4%)
Crowd affects positively	54 (32%)	20 (12%)
Own team - Luck	8 (5%)	1 (1%)
Own team - Bad luck	4 (2%)	20 (12%)
Opposing team - Was better	2 (1%)	82 (49%)
Opposing team - Was worse	68 (40%)	3 (2%)
Opposing team - Exhausted	2 (1%)	1 (1%)
Opposing team - Rested	2 (1%)	5 (3%)
Opposing team - Lazy	0 (0%)	0 (0%)
Opposing team - Persistent	19 (11%)	57 (34%)
Opposing team – COVID-19	0 (0%)	0 (0%)
Opposing team - Injury	5 (3%)	4 (2%)
Crowd affects negatively	1 (1%)	7 (4%)
Opposing team - Effort (bad)	29 (17%)	2 (1%)
Opposing team - Effort (good)	24 (14%)	94 (56%)
Opposing team - Individual effort (bad)	8 (5%)	20 (12%)
Opposing team - Individual effort (good)	7 (4%)	26 (15%)
Opposing team - Luck	5 (3%)	27 (16%)
Opposing team - Bad luck	2 (1%)	4 (2%)
Opposing team - Coach effort (good)	2 (1%)	5 (3%)
Opposing team - Coach effort (bad)	0 (0%)	0 (0%)
Bad call from referee	4 (2%)	17 (10%)
Controversial calls from referee team	6 (4%)	1 (1%)
Opposing team - Time-wasting	6 (4%)	3 (2%)
Opposing team – Diving	0 (0%)	0 (0%)
Own team - Tight match schedule	2 (1%)	1 (1%)
It was raining	2 (1%)	3 (2%)
Opposing team - Resting players	6 (4%)	2 (1%)
Opposing team - Governed chances	2 (1%)	80 (48%)
Opposing team - Lack of squad depth	1 (1%)	0 (0%)
Opposing team - Tight match schedule	2 (1%)	2 (1%)
It was sunny	5 (3%)	3 (2%)
It was snowing	0 (0%)	2 (1%)
It was warm	2 (1%)	4 (2%)
It was cold	11 (6%)	5 (3%)
It was windy	2 (1%)	2 (1%)

Opposing fan - Laser	0 (0%)	0 (0%)
Own fan - Laser	0 (0%)	0 (0%)
Pitch invasion	0 (0%)	0 (0%)

Note: ^afrequency, n =170. ^bfrequency, n =168. The own team refers to the club which match report was coded, whereas the opposing team refers to the club they faced that day. The most frequently ascribed external cause in the occurrence of a win was that the opposing team was worse, whereas the most frequently ascribed external cause in the occurrence of a loss was the opposing team's good effort.

Appendix 4

Table 17. Statistical test testing the total number of match reports with statistical differences in how expected and unexpected outcomes ascribed stable and unstable causes

Definition	Stable and unstable causes
Number of match reports with $p < 0.05$	38
Number of match reports with $p < 0.10$	72
Number of match reports with $p < 0.15$	124
Number of match reports with $p < 0.20$	138

Note: N=338. Table 17 presents the results of a Mann-Whitney U-test. There were few match reports with statistical significance in the difference of how expected and unexpected match reports attributed stable and unstable causes.

Appendix 5

Table 18. Table 17 split up between expected and unexpected outcomes

	Expected outcome ^a	Unexpected outcome ^b
Definition	Stable and unstable causes	Stable and unstable causes
Number of match reports with $p < 0.05$	29	9
Number of match reports with $p < 0.10$	55	17
Number of match reports with $p < 0.15$	94	30
Number of match reports with $p < 0.20$	101	37

Note: ^aN=250. ^bN=88. Table 18 presents the result of a Mann-Whitney U-test. There were few match reports with statistical significance in the difference of how expected and unexpected match reports attributed stable and unstable causes.

Appendix 6

Table 19. Frequencies of stable causes in block three and four

Question	f ^a _{stable, expected}	f ^b _{stable, unexpected}
Own team - Lazy	21 (8%)	10 (11%)
Own team - Persistent	66 (26%)	25 (28%)
Opposing team was better	64 (26%)	20 (23%)
Opposing team was worse	58 (23%)	13 (15%)
Opposing team - Lazy	0 (0%)	0 (0%)
Opposing team - Persistent	53 (21%)	23 (26%)
Own team - Tight match schedule	3 (1%)	0 (0%)
Opposing team - Tight match schedule	4 (2%)	0 (0%)

Note: ^afrequency, n =250. ^bfrequency, n =88. The own team refers to the club which match report was coded, whereas the opposing team refers to the club they faced that day. The most frequently ascribed stable cause in the occurrence of both expected and unexpected outcomes was that the own team was persistent.

Appendix 7

Table 20. Frequencies of unstable causes in block three and four

Question	f ^a _{unstable, expected}	f ^b _{unstable, unexpected}
Own team - Exhausted	21 (8%)	7 (8%)
Own team - Rested	27 (11%)	8 (9%)
Own team – COVID-19	2 (1%)	0 (0%)
Own team - Injury	22 (9%)	4 (5%)
Crowd absent	7 (3%)	1 (1%)
Crowd affected positively	57 (23%)	17 (19%)
Own team - Effort (bad)	45 (18%)	13 (15%)
Own team - Effort (good)	122 (49%)	48 (55%)
Own team - Individual effort (bad)	5 (2%)	0 (0%)
Own team - Individual effort (good)	107 (43%)	37 (42%)
Own team - Luck	5 (2%)	4 (5%)
Own team - Bad luck	19 (8%)	5 (6%)
Opposing team - Exhausted	3 (1%)	0 (0%)
Opposing team - Rested	7 (3%)	0 (0%)
Opposing team – COVID-19	0 (0%)	0 (0%)
Opposing team - Injury	7 (3%)	2 (2%)
Crowd affected negatively	6 (2%)	2 (2%)
Opposing team - Effort (bad)	26 (10%)	5 (6%)
Opposing team - Effort (good)	87 (35%)	31 (35%)
Opposing team - Individual effort (bad)	19 (8%)	9 (10%)
Opposing team - Individual effort (good)	30 (12%)	3 (3%)
Opposing team - Luck	24 (10%)	8 (9%)
Opposing team - Bad luck	5 (2%)	1 (1%)

Own team - Coach effort (good)	6 (2%)	1 (1%)
Opposing team - Coach effort (good)	5 (2%)	2 (2%)
Own team - Coach effort (bad)	2 (1%)	1 (1%)
Opposing team - Coach effort (bad)	0 (0%)	0 (0%)
Bad call by referee	17 (7%)	4 (5%)
Controversial calls from referee team	7 (3%)	0 (0%)
Opposing team - Time wasting	7 (3%)	2 (2%)
Opposing team - Diving	0 (0%)	0 (0%)
Own team - Diving	0 (0%)	0 (0%)
Own team rested players	7 (3%)	4 (5%)
It was raining	4 (2%)	1 (1%)
Opposing team rested players	3 (1%)	5 (6%)
Own team - Unrealized chances	84 (34%)	30 (34%)
Opposing team - Governed chances	61 (24%)	21 (24%)
Own team - lack of squad depth	0 (0%)	0 (0%)
Opposing team - lack of squad depth	1 (1%)	0 (0%)
It was sunny	6 (2%)	2 (2%)
It was snowing	2 (1%)	0 (0%)
It was warm	6 (2%)	0 (0%)
It was cold	12 (5%)	4 (5%)
It was windy	4 (2%)	0 (0%)
Opposing fan - Laser	0 (0%)	0 (0%)
Own fan - Laser	0 (0%)	0 (0%)
Pitch invasion	0 (0%)	0 (0%)

Note: ^afrequency, n = 250. ^bfrequency, n = 88. The own team refers to the club which match report was coded, whereas the opposing team refers to the club they faced that day. The most frequently ascribed unstable cause in the occurrence of an expected outcome was the own team's good effort, similarly, the most frequently ascribed unstable cause in the occurrence of an unexpected was the own team's good effort.

Appendix 8

Table 21. Number of matches with statistical differences between how won and loss matches attributed controllable and uncontrollable causes

Definition	Controllable causes	Uncontrollable causes
Number of matches with $p < 0.05$	0	0
Number of matches with $p < 0.10$	6	9
Number of matches with $p < 0.15$	27	29
Number of matches with $p < 0.20$	56	64

Note: N=158. Table 21 presents the result of a Wilcoxon Signed Rank Test. There were no matches with statistical significance in the difference of how the winning and losing club in a match attributed to controllable and uncontrollable causes.

Appendix 9

Table 22. Frequencies of controllable causes in block three and four

Question	f ^a _{controllable, wins}	f ^b _{controllable, losses}
Own team - Lazy	1 (1%)	30 (18%)
Own team - Persistent	69 (41%)	22 (13%)
Own team - Effort (bad)	8 (5%)	50 (30%)
Own team - Effort (good)	143 (84%)	27 (16%)
Own team - Individual effort (bad)	0 (0%)	5 (3%)
Own team - Individual effort (good)	107 (63%)	37 (22%)
Own team - Coach effort (good)	4 (2%)	3 (2%)
Own team - Coach effort (bad)	0 (0%)	3 (2%)
Own team - Diving	0 (0%)	0 (0%)
Own team rested players	10 (6%)	1 (1%)
Own team - Unrealized chances	15 (9%)	99 (59%)

Note: ^afrequency, n = 170. ^bfrequency, n = 168. The own team refers to the club which match report was coded, whereas the opposing team refers to the club they faced that day. The most frequently ascribed controllable cause in the occurrence of a win was the own team's good effort, whereas the most frequently ascribed controllable cause in the occurrence of a loss was the own team's unrealized chances.

Appendix 10

Table 23. Frequencies of uncontrollable causes in block three and four

Question	f ^a _{uncontrollable, wins}	f ^b _{uncontrollable, losses}
Own team - Exhausted	7 (4%)	21 (13%)
Own team - Rested	15 (9%)	20 (12%)
Own team – COVID-19	2 (1%)	0 (0%)
Own team - Injury	13 (8%)	13 (8%)
Crowd absent	2 (1%)	6 (4%)
Crowd affected positively	54 (32%)	20 (12%)
Own team - Luck	8 (5%)	1 (1%)
Own team - Bad luck	4 (2%)	20 (12%)
Opposing team was better	2 (1%)	82 (49%)
Opposing team was worse	68 (40%)	3 (2%)
Opposing team - Exhausted	2 (1%)	1 (1%)
Opposing team - Rested	2 (1%)	5 (3%)
Opposing team - Lazy	0 (0%)	0 (0%)

Opposing team - Persistent	19 (11%)	57 (34%)
Opposing team – COVID-19	0 (0%)	0 (0%)
Opposing team - Injury	5 (3%)	4 (2%)
Crowd affected negatively	1 (1%)	7 (4%)
Opposing team - Effort (bad)	29 (17%)	2 (1%)
Opposing team - Effort (good)	24 (14%)	94 (56%)
Opposing team - Individual effort (bad)	8 (5%)	20 (12%)
Opposing team - Individual effort (good)	7 (4%)	26 (15%)
Opposing team - Luck	5 (3%)	27 (16%)
Opposing team - Bad luck	2 (1%)	4 (2%)
Opposing team - Coach effort (good)	2 (1%)	5 (3%)
Opposing team - Coach effort (bad)	0 (0%)	0 (0%)
Bad call by referee	4 (2%)	17 (10%)
Controversial match from referee team	6 (4%)	1 (1%)
Opposing team - Time wasting	6 (4%)	3 (2%)
Opposing team - Diving	0 (0%)	0 (0%)
Own team - Tight match schedule	2 (1%)	1 (1%)
It was raining	2 (1%)	3 (2%)
Opposing team rested players	6 (4%)	2 (1%)
Opposing team - Governed chances	2 (1%)	80 (48%)
Own team - Lack of squad depth	0 (0%)	0 (0%)
Opposing team - Lack of squad depth	1 (1%)	0 (0%)
Opposing team - Tight match schedule	2 (1%)	2 (1%)
It was sunny	5 (3%)	3 (2%)
It was snowing	0 (0%)	2 (1%)
It was warm	2 (1%)	4 (2%)
It was cold	11 (6%)	5 (3%)
It was windy	2 (1%)	2 (1%)
Opposing fan - Laser	0 (0%)	0 (0%)
Own fan - Laser	0 (0%)	0 (0%)
Pitch invasion	0 (0%)	0 (0%)

Note: ^afrequency, n = 170. ^bfrequency, n = 168. The own team refers to the club which match report was coded, whereas the opposing team refers to the club they faced that day. The most frequently ascribed uncontrollable cause in the occurrence of a win was that the opposing team was worse, whereas the most frequently ascribed uncontrollable cause in the occurrence of a loss was the opposing team's effort was good.

Appendix 11 - The distributed coding scheme

17/04/2022, 20:32

Qualtrics Survey Software

Beskrivning

Hej kära respondent!

Vi är två studenter på Handelshögskolan i Stockholm. Just nu skriver vi vår kandidatuppsats där vi undersöker hur organisationer presenterar deras framgångar och motgångar (med en inriktning på fotbollsklubbar). Underlaget för uppsatsen är klubbarnas matchrapporter/artiklar och de analyseras med hjälp av denna enkäten.

Läs igenom frågorna och instruktionerna noggrant både innan du börjar men också löpande när du besvarar dem.

Enkätstruktur

På alla frågor förutom den sista betyder "Instämmer inte alls" att ämnet inte berörs i texten/artikeln. Dvs. det är möjligt att någon eller flera av de frågor som ställs inte tas upp i artikeln.

Dessa är de möjliga svarsalternativen för samtliga frågor (förutom sista delen):

Svarsalternativ:

Instämmer inte alls	Instämmer i mycket liten grad	Instämmer i ganska liten grad	Instämmer i ganska hög grad	Instämmer i mycket hög grad	Instämmer helt
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Frågor?

Har ni några frågor gällande enkäten eller uppsatsen? (24424@student.hhs.se)

GDPR

[Consent to participation in student's survey.](#)

The student's project. As an integral part of the educational program at the

https://hhs.ca1.qualtrics.com/Q/EditSection/Blocks/Ajax/GetSurveyPrintPreview?ContextSurveyID=SV_23KegQUgE3Jj8y&ContextLibraryID=UR_eEi0BfJ... 1/9

Stockholm School of Economics, enrolled students complete an individual thesis. This work is sometimes based upon surveys connected to the subject. Participation is naturally entirely voluntary, and this text is intended to provide you with the necessary information that may concern your participation in the study or interview. You can at any time withdraw your consent and your data will thereafter be permanently erased.

Confidentiality. Anything you say or state in the survey will be held strictly confidential and will only be made available to supervisors, tutors, and the course management team.

Secured storage of data. All data will be stored and processed safely by the SSE and will be permanently deleted when the project is completed.

No personal data will be published. The thesis written by the students will not contain any information that may identify you as a participant in the survey subject.

Your rights under GDPR. You are welcome to visit <https://www.hhs.se/en/aboutus/data-protection/> in order to read more and obtain information on your rights related to personal data.

Jag har tagit del av GDPR-informationen ovan och samtycker till att delta i denna studien.

Ja

Nej tack, jag samtycker inte till att delta i studien

Skriv dagens datum (YYYY-MM-DD) samt dina initialer

Exempel:

2022-04-05	S.R.
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Info om matchen

Info om matchen

Ange artikelns nummer så vi kan identifiera vilken artikel du har läst.

Det egna laget

Hur beskrivs det egna laget i artikeln?

Vänligen ange i vilken grad som du instämmer i respektive påstående

	Instämmer inte alls	Instämmer i mycket liten grad	Instämmer i ganska liten grad	Instämmer i ganska hög grad	Instämmer i mycket hög grad	Instämmer helt
Det egna lagets spelare beskrivs som utmattade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det egna lagets spelare beskrivs som utvilade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det egna lagets spelare beskrivs som lata	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det egna lagets spelare beskrivs som ihärdiga	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vissa spelare i det egna laget är drabbade av Covid-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vissa spelare i det egna laget är frånvarande på grund av skada	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Publiken hade en positiv inverkan på spelarna i det egna laget	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Publiken hade en negativ inverkan på spelarna i det egna laget	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Instämmer inte alls	Instämmer i mycket liten grad	Instämmer i ganska liten grad	Instämmer i ganska hög grad	Instämmer i mycket hög grad	Instämmer helt
Det egna lagets prestation beskrivs som bra	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det egna lagets prestation beskrivs som dålig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
En eller flera enskilda spelares prestationer i det egna laget beskrivs som bra	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
En eller flera enskilda spelares prestationer i det egna laget beskrivs som dåliga	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det beskrivs hur det egna laget hade tur	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det beskrivs hur det egna laget hade otur	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motståndet beskrivs som tufft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motståndet beskrivs som enkelt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

IMC 1

Fyll enbart i "instämmer inte alls" på samtliga påståenden nedan (*ignorera alla andra instruktioner*)

Vänligen ange i vilken grad som du instämmer i respektive påstående

	Instämmer inte alls	Instämmer i mycket liten grad	Instämmer i ganska liten grad	Instämmer i ganska hög grad	Instämmer i mycket hög grad	Instämmer helt
Det egna lagets bollkalle beskrivs som utvilad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motståndarlagets bollkalle beskrivs som utvilad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det egna lagets bollkalle beskrivs som lat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Motståndarlaget

Hur beskrivs motståndarlaget i artikeln?

Vänligen ange i vilken grad som du instämmer i respektive påstående

	Instämmer inte alls	Instämmer i mycket liten grad	Instämmer i ganska liten grad	Instämmer i ganska hög grad	Instämmer i mycket hög grad	Instämmer helt
Motståndarlagets spelare beskrivs som utmattade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motståndarlagets spelare beskrivs som utvilade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motståndarlagets spelare beskrivs som lata	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motståndarlagets spelare beskrivs som ihärdiga	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vissa spelare i motståndarlaget är drabbade av Covid-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vissa spelare i motståndarlaget är frånvarande på grund av skada	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Publiken hade en positiv inverkan på motståndarnas spelare	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Publiken hade en negativ inverkan på motståndarnas spelare	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motståndarlagets prestation beskrivs som bra	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motståndarlagets prestation beskrivs som dålig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
En eller flera enskilda spelares prestationer i motståndarlaget beskrivs som bra	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Instämmer inte alls	Instämmer i mycket liten grad	Instämmer i ganska liten grad	Instämmer i ganska hög grad	Instämmer i mycket hög grad	Instämmer helt
En eller flera enskilda spelares prestationer i motståndarlaget beskrivs som dåliga	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det beskrivs hur motståndarlaget hade tur	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det beskrivs hur motståndarlaget hade otur	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motståndet beskrivs som tufft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motståndet beskrivs som enkelt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

IMC 2

Fyll enbart i "instämmer helt" på samtliga påståenden nedan (*ignorera alla andra instruktioner*)

Vänligen ange i vilken grad som du instämmer i respektive påstående

	Instämmer inte alls	Instämmer i mycket liten grad	Instämmer i ganska liten grad	Instämmer i ganska hög grad	Instämmer i mycket hög grad	Instämmer helt
Det egna lagets Zlatan beskrivs som utvilad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motståndarlagets Zlatan beskrivs som utvilad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det egna lagets Zlatan beskrivs som lat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

F8: Resultet

Nedan följer ett antal tänkbara anledningar till matchresultatet. Vilken/Vilka anser du stämmer?

Spelarna i det egna laget var utmattade
Spelarna i motståndarlaget var utmattade
Spelarna i det egna laget var utvilade
Spelarna i motståndarlaget var utvilade
Spelarna i det egna laget var lata
Spelarna i motståndarlaget var lata
Spelarna i det egna laget var ihärdiga
Spelarna i motståndarlaget var ihärdiga
En eller flera spelare i det egna laget var sjuka i Covid-19
En eller flera spelare i motståndarlaget var sjuka i Covid-19
En eller flera spelare i det egna laget var skadade/frånvarande
En eller flera spelare i motståndarlaget var skadade/frånvarande
Publiken var frånvarande
Publiken påverkade negativt
Publiken påverkade positivt
Det egna lagets prestation var dålig
Motståndarlagets prestation var dålig
Det egna lagets prestation var bra
Motståndarlagets prestation var bra
En/flera enskilda spelares prestation i det egna laget var dålig
En/flera enskilda spelares prestation i motståndarlaget var dålig
En/flera enskilda spelares prestation i det egna laget var bra
En/flera enskilda spelares prestation i motståndarlaget var bra
Tränaren i det egna laget presterade bra
Tränaren i motståndarlaget presterade bra
Tränaren i det egna laget presterade dåligt
Tränaren i motståndarlaget presterade dåligt
Det egna laget hade turen på sin sida
Motståndarlaget hade turen på sin sida
Det egna laget hade otur under matchen
Motståndarlaget hade otur under matchen
Motståndarlaget var bättre
Motståndarlaget var sämre

Annat

F9: Resultet del 2

Nedan följer tänkbara händelser som kan ha bidragit till matchresultatet. Vilken/Vilka anser du är relevanta?

Domaren gjorde ett felaktigt beslut

Matchen var fylld av kontroverser från domarteamet

Motståndarlaget maskade

Motståndarlaget filmade till sig en straff, frispark eller annan avgörande händelse

Det egna laget filmade till sig en straff, frispark eller annan avgörande händelse

Det egna lagets matchschema var pressat och de hade spelat en annan match tätt inpå denna

Motståndarlagets matchschema var pressat och de hade spelat en annan match tätt inpå denna

Det egna laget vilade spelare

Motståndarlaget vilade spelare

Det egna laget skapade inte/förvaltade inte sina målchanser

Motståndarlaget förvaltade sina målchanser

Det egna lagets trupp saknade bredd (För få spelbara spelare för vila och rotation i truppen mellan matcher)

Motståndarlagets trupp saknade bredd (För få spelbara spelare för vila och rotation i truppen mellan matcher)

Det regnade

Det var soligt

Det snöade

Det var varmt

Det var kallt

Det var mycket vind

Någon i publiken riktade laserpekare mot en spelare i det egna laget under en straff, frispark eller annan avgörande händelse

Någon i publiken riktade laserpekare mot en spelare i motståndarlaget under en straff, frispark eller annan avgörande händelse

Ett fan genomförde en planinvasion (sprang in på spelplanen utan tillåtelse)

Annat

F10

Tack för din medverkan!

For those who want the coding scheme in English, or want to access the unpublished data, feel free to contact us through 24424@student.hhs.se.

Appendix 12 – The different IMC variations

IMC 1

Fyll enbart i "instämmer inte alls" på samtliga påståenden nedan (*ignorera alla andra instruktioner*)

Vänligen ange i vilken grad som du instämmer i respektive påstående

	Instämmer inte alls	Instämmer i mycket liten grad	Instämmer i ganska liten grad	Instämmer i ganska hög grad	Instämmer i mycket hög grad	Instämmer helt
Det egna lagets bollkalle beskrivs som utvilad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motståndarlagets bollkalle beskrivs som utvilad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det egna lagets bollkalle beskrivs som lat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

IMC 2

Fyll enbart i "instämmer helt" på samtliga påståenden nedan (*ignorera alla andra instruktioner*)

Vänligen ange i vilken grad som du instämmer i respektive påstående

	Instämmer inte alls	Instämmer i mycket liten grad	Instämmer i ganska liten grad	Instämmer i ganska hög grad	Instämmer i mycket hög grad	Instämmer helt
Det egna lagets Zlatan beskrivs som utvilad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motståndarlagets Zlatan beskrivs som utvilad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det egna lagets Zlatan beskrivs som lat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

IMC 3

Fyll enbart i "instämmer inte alls" på samtliga påståenden nedan (*ignorera alla andra instruktioner*)

Vänligen ange i vilken grad som du instämmer i respektive påstående

	Instämmer inte alls	Instämmer i mycket liten grad	Instämmer i ganska liten grad	Instämmer i ganska hög grad	Instämmer i mycket hög grad	Instämmer helt
Det egna lagets assisterande tränare beskrivs som utvilad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motståndarlagets assisterande tränare beskrivs som utvilad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det egna lagets assisterande tränare beskrivs som lat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

IMC 4

Fyll enbart i "instämmer helt" på samtliga påståenden nedan (*ignorera alla andra instruktioner*)

Vänligen ange i vilken grad som du instämmer i respektive påstående

	Instämmer inte alls	Instämmer i mycket liten grad	Instämmer i ganska liten grad	Instämmer i ganska hög grad	Instämmer i mycket hög grad	Instämmer helt
Det egna lagets frisör beskrivs som utvilad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motståndarlagets frisör beskrivs som utvilad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det egna lagets frisör beskrivs som lat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

IMC 5

Fyll enbart i "instämmer inte alls" på samtliga påståenden nedan (*ignorera alla andra instruktioner*)

Vänligen ange i vilken grad som du instämmer i respektive påstående

	Instämmer inte alls	Instämmer i mycket liten grad	Instämmer i ganska liten grad	Instämmer i ganska hög grad	Instämmer i mycket hög grad	Instämmer helt
Det egna lagets sportchef beskrivs som utvilad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motståndarlagets sportchef beskrivs som utvilad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det egna lagets sportchef beskrivs som lat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

IMC 6

Fyll enbart i "instämmer helt" på samtliga påståenden nedan (*ignorera alla andra instruktioner*)

Vänligen ange i vilken grad som du instämmer i respektive påstående

	Instämmer inte alls	Instämmer i mycket liten grad	Instämmer i ganska liten grad	Instämmer i ganska hög grad	Instämmer i mycket hög grad	Instämmer helt
Det egna lagets kalle anka beskrivs som utvilad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motståndarlagets kalle anka beskrivs som utvilad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Det egna lagets kalle anka beskrivs som lat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Appendix 13 – Excel Frequency Formula

$Frequency := SUMPRODUCT(- - \left(\left(ISNUMBER(FIND(R3; \$M\$3:\$M\$362)) \right) \right))$

The formula shown above is one of the formulas used to find the frequency for attributions reported in block three and four. This specific example calculated the frequency for “Spelarna i det egna laget var utmattade”. Each attributional statement was given a letter enabling identification – in this example the letter used was “A” and R3 is the position of the letter on the excel sheet. “\$M\$3:\$M\$362” returns the array in which the collected responses are located, where each attributional statement had been assigned a letter. We had to give each statement a letter in order to use this formula since block three and four consisted of multiple-choice questions meaning that a single cell could contain multiple responses.