

The formation of new team identification: A case study of Sydney FC

Contact details

Name author: Dr Daniel Lock

Institution(s) or organisation(s): University of Technology, Sydney

City and country: Sydney, Australia

Email address for correspondence: Daniel.lock@uts.edu.au

Abstract

This paper explores why individuals choose to identify with new sporting teams. Unlike established clubs, which have a history, public understanding and profile - new sport teams begin from a clean slate and the key factors leading to the formation of new team identification are under researched. A mixed-method research design was implemented to study identity formation with members of new A-League football club, Sydney FC. Data analysis highlighted three key themes in the formation of new team identification: Football First, Origin and Occasion. Future research is required to retest these findings in different cases and contexts.

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