

REFLECTIONS ON MATCH-FIXING IN FOOTBALL CONTEXT: A CONTENT ANALYSIS OF NEWSPAPER AS PRINT MEDIA IN TURKEY

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ABSTRACT

The purpose of this study was to investigate the themes of match-fixing news and to analyze whether there were differences across the frequencies of news with respect to match-fixing. A purposive sampling method was employed dates between 4 July 2011 and 4 July 2012 for content analysis. In this study a content analysis forms was composed of two parts. In the first part, various themes related to news comprised year, month, weekday, weekend and size. In the second part, the researchers investigated the news delivery styles. The news or the visuals of match-fixing appearing on the newspaper were coded as 'there is or there isn't,' 'yes or no,' and "multiple choice questions". The results of this study, 58.1 percent of the news of match-fixing were published in 2011, 68.9 percent on weekdays and 24.1 percent of them were published in July. Fenerbahçe Football Club appeared once in the 33.1 percent, and 5 times in the 23.1 percent of the match-fixing news. While 45.4 percent of that news was reported rationally, in 40 percent of them, both rational and sentimental language was used. As a conclusion, it has been observed that the news regarding match-fixing considered to be unethical are commonly covered in Turkish media, but the issue is discussed on the emotional and rational basis.

Keywords: Ethic, Football, Fair-play, Corruption, Match-Fixing

FUTBOL BAĞLAMINDA ŞİKE ÜZERİNE YANSIMALAR: TÜRKİYE'DE YAZILI BASIN OLARAK GAZETE İÇERİK ANALİZİ

ÖZ

Bu çalışmanın amacı, gazetelerde yer alan şike ile ilgili haberlerin içerikleri ve haber sıklıkları arasında bir farklılık olup olmadığını analiz etmektir. Bu çalışmada amaçlı örnekleme yöntemi kullanılmış ve içerik analizi için 4 Temmuz 2011 ve 4 Temmuz 2012 tarihleri arası baz alınmıştır. Bu çalışmada içerik analizi formları iki bölümden oluşmaktadır. Birinci bölümde, haber oluşan yıl, ay, hafta içi, hafta sonu ve büyüklüğü ile ilgili çeşitli temalar. İkinci bölümde ise, araştırmacılar haber dağıtım stilleri incelendi. Gazetede haber veya şike görselleri 'var ya da yoktur' "evet ya da hayır" ve "çoktan seçmeli sorular" olarak kodlanmıştır. Bu çalışmanın sonuçlarına göre, şike haberlerinin yüzde 58.1 oranının 2011 yılı içinde, yüzde 68,9'u hafta içinde ve yüzde 24,1 oranının Temmuz ayı içinde yayımlanmış olduğu bulundu. Fenerbahçe Futbol Kulübü şike haberlerinin yüzde 33,1 oranında en az bir kez ve şike haberleri yüzde 23,1 oranında 5 kez görüldüğü ortaya çıkmıştır. Bu haberlerin yüzde 45.4 mantıklı bir dil kullanırken, haberlerin yüzde 40 kısmı ise hem mantıklı hem de duygusal bir dil kullanıldığı rapor edilmiştir. Sonuç olarak, etik dışı kabul edilen şike ile ilgili haberler yaygın olarak Türk medyasında yer bulurken, ancak bu sorunun duygusal ve mantıklı temelde ele alındığı gözlemlenmiştir.

Anahtar Kelimeler: Etik, Futbol, Centilmenlik, Rüşvet, Şike

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INTRODUCTION

Nowadays, developments in sports reveal several ethical problems arising from current sport practice comprising match-fixing in soccer (Proios et al., 2013). The notion of ethic and fair play is crucial for both football organizations with different federations in countries and their team in order to maintain their fairness and allow them to continue to compete well within the countries. Match-fixing related with a variety of sports across the world has been the object of inquiries and prosecutions (McNamee, 2013).

The concepts of match-fixing and incentive pay have started to pose a major problem in sport by affecting the scores of the sports competitions and allowing many people and clubs to gain illegal income. In recent years, these crimes which are committed by affecting especially the results of football matches have dealt a big blow to the joy of watching football and the concept of fair-play. Many countries have been working on the ways to prevent such crimes. Court of Arbitration for Sport (CAS) considers that match fixing and sports betting activities violated the general clause of Article 5 of the UEFA Disciplinary Regulations, which states that *“member associations, clubs, as well as their players, officials and members, shall conduct themselves according to principles of loyalty, integrity and sportsmanship”* (Leuba, 2010, p.163).

Match-fixing is often linked to corruption. Corruption, as with many ethical concepts, is very difficult to define in a universally acceptable fashion. While Webster’s Dictionary defines corruption as “bribery or similar dishonest dealings,” what may be classified as corruption to

some may not be so classified as corruption by others (Davis and Ruhe, 2003, p.277). Additionally, Bag and Saha (2011) indicates that whenever match-fixing occurs, it involves bribery of only the strong team.

One of the most significant problem in the fields of the sport is match-fixing or match rigging application. Kyprianou (2013) indicates that “match fixing has become known as organized crime and that is how is being treated under both national and European and international legislation. In some countries there are national laws related to match-fixing. Nonetheless, in most of the countries this is not the situation, they are dealing with match-fixers in same way they are dealing with crimes”.

Most of sports in the world, especially football, are faced in serious problem with corruption from competitors. According to Harris (2013), “match-fixing is a growing blight in football, with investigations across the globe raising concerns about the integrity of the sport”. A number of studies have explored match corruption in sports. Forrest (2012) indicates that, the “Bochum trial” in Germany resulted in the sentencing of nine defendants, linked to organized crime in the Balkans, who were found to have engaged in fixing on an industrial scale in April and May 2011. According to Aquilina and Chetcuti (2014), many countries (23) in Europe have already faced issues of match-fixing in football. Three hundred-twenty matches in 10 European countries were identified as having been rigged including 74 in Turkey, 53 in Germany, 35 in Switzerland, and 33 club or country internationals (Forrest, 2012; IRIS, 2012). In July 2011, “93 officials and players

have been indicted on charges ranging from match-fixing to the payment of bribes in relation to 19 matches, in Turkey” (Carpenter, 2012, p.14).

The phenomenon of match-fixing is one of the greatest problems in many sport branches in Europe, notably in football. The fact of ethics in sport has been discussed since the emergence of Olympic Games. As in doping phenomenon, the aim in match-fixing is also to get an unfair result. In this sense, the issue of match-fixing in such countries as Turkey, notably in Italy, has constituted the main topic on the agenda of UEFA. Although there is much effort to take a set of measures to prevent that, no positive results have been obtained yet. Thus, a series of operations in justice were made against some teams in Turkey under the name of match-fixing wave. As a result of this, those teams were punished by both national courts and UEFA.

Almost every football season in Turkey, match-fixing has taken place on the agenda of the media. Turkish football has been for many years' subject to repeated cases of match fixing intended to changing final ranking of the Super League, the Turkcell Turkish Super League or Spor Toto Super League. Some of last matches in football season in Turkey in 2011 evaluated to match-fixing. In July 2011, a major match-fixing scandal was uncovered by Turkish prosecutors and police departments after tapping phone conversations in relation to specific and technical investigation. In the wake of this investigation, Fenerbahce accused of match fixing by a Turkish court. Fenerbahce is the one of four biggest and most supported football clubs

in Turkey. The accusing process has started with a German court's match fixing allegations both in German and Turkish football leagues in 2009. Then a Turkish court started to investigation the situation at 12.12.2011. The prosecutor accuses these two football team's club chairmen's to match fixing in 2011 football league season. By taking all these events discussed also significantly in Turkish football media into account, this paper studied the 2011 Turkish football league's Fenerbahce and Trabzonspor football clubs' matches and searched whether some investors who take into consider match fixing gossips beat the market (Tufan and Hamarat, 2014).

According to International Business Times (2012), a total of 93 people-including Aziz Yıldırım, the president of the prestigious Fenerbahce football club - were convicted of match-fixing by an Istanbul court. According to Turkey's Hürriyet Daily News, Yıldırım could spend six years in prison for bribing players and club officials. He was also fined 1.3 million Turkish liras (\$720,000) and banned from managing the club and watching games. The investigation against Fenerbahce has been going on for the 2011 and it kept the league-winning team out of the Champions League tournament. While 92 others were convicted on similar charges, a number of officials from Trabzonspor, the team who lost the Spor Toto Super League title to Fenerbahce last year, were acquitted.

Daily Mail (2011) reported that Fenerbahce were withdrawn from the Champions League and replaced by rivals Trabzonspor, despite both clubs

being engulfed by a match-fixing scandal that has forced the postponement of the Turkish football season.

According to Bag and Saha (2011), “match-fixing and gambling related corruption often grab news headlines”. Almost any sport – horse races, tennis, soccer, cricket, to name a few – is susceptible to negative external. Someone involved in betting on a specific sporting event may have access to player(s) and induce under-performance through bribery (Bag and Saha, 2011). Moreover, there is an issue of legality or ethicality of match-fixing. According to Bag and Saha (2011) “while betting on the basis of inside information may not be illegal, match-fixing through bribery clearly is”. The study researchers’ raise

METHOD

The main aim of the study was to analyze the news by employing content analysis on those regarding match-fixing on the newspapers in Turkey. According to Teddlie and Yu (2007), purposive sampling is mostly used in qualitative researches and it can be defined as choosing such elements as individual, group and institution that ground on specific objectives towards answering the questions of a survey. As Gesternfeld, Grant and Chiang (2011) point out; a purposive sampling method was employed for content analysis on a newspaper (Hürriyet) in Turkey. Content analysis applied on the dates between 4 July 2011 and 4 July 2012. The newspaper ‘Hürriyet’ was selected for content analysis because it has the highest circulation in Turkey. In the study, content analysis which is a qualitative research technique was used as the method. According to Wimmer and

issue about the contests’ unfairness due to match-fixing not only for non-skeptical bettors but also for the viewers and the media that rely on the public’s interest in sports.

The subject of match fixing attracted a great deal of media attention between 2011 and 2014 in Turkey. According to Hill (2010) media takes second place in detect match fixing. In news and articles about corruption and match fixing for football in Turkey, many writers and columnist made a point of drawing a relationship between the general societal corruption and corruption in football. This paper highlights conceptual frameworks for examining and making sense of a range of covering news of match-fixing.

Dominick (2000), content analysis, a qualitative research technique, is an analysis which is carried out systematically, impartially and numerically in order to measure the variables in a text. Bell (2001: 14-15) names a document analyzed by the content analysis as visual and verbal information which is oral, visual, numerical, verbal and even includes cohesion. According to Krippendorff (2004), content analysis is a technique of deductions which are repeated from the texts or other data according to the content in their use, and which are valid. Content analysis is the quantitative analysis and summary of the messages based on scientific methods that include objectivity between subjectivities, prior design, reliability, validity, repeatability and testing a hypothesis, and along with this, it is not limited to the types of variables which can be measured by the content in which the

messages is formed and presented (Neuendorf, 2002: 10). Thus, in this study a content analysis form consisting of two parts was conducted. In the first part, various themes related to news comprised year, month, weekday-weekend, size. In the last part of form, the researchers investigated the news delivery styles. Check list in the content analysis was developed by researchers based on literature and research purpose. The news or the visuals of match-fixing appearing on the newspaper were coded as 'there is or there isn't,' "yes or no," and "multiple choice questions."

Krippendorff and Bock (2009) point out that content analysis is explained in five stages in literature. First of those is the preparation of survey questions or hypothesis. Second is the choice of sampling. The third one is the classification of categories. The fourth stage is education of the coders and checking the reliability of coding. And the last stage is the analysis and interpretation of the data. The stages in question were applied in the same way in this research. In the study, the classification of categories was done towards the characteristics of match-fixing news. The collection of data was conducted in a systematic way. Two coders took part in the study and analyzed the news on the newspaper according to the match-fixing characteristics. Coders were divided into two groups and they had been informed before they evaluated the newspapers in order to independently study the criteria

RESULTS

In this study of content analysis, findings were assessed under two headings. One of them reveals the level and form of

which were the subject of a research into the news about match-fixing. Data collection process matches up with the validity dimension on the basis of the literature. According to Potter and Donnerstain (1999), validity consists of two parts. First of them is forming a coding table guiding in content analysis. If the coding table overlaps with theory in taking the coders to focusing concepts, it is regarded as a valid coding table. Second one is evaluating the decisions that coders make according to some standards. If the codes meet the standard in making right decision, it is considered to provide valid data. In this study, the fact that the number of coders is high makes it possible for the research to be assessed reliably. In this sense, during the study into 20 themes dealt with in this research, Cohen's Kappa coefficient which has a wide scope of usage in content analysis was used so as to measure the inter-coders reliability. In the coding stage of the research, two coder groups took part in and data was coded independently by the coders. Coding was done nominally as "there is or there isn't" in terms of the themes handled in the study. For each feature, the rate of the coders' agreement was determined as 0.8 for nominal variables. Total 7980 encodings were done, but in 214 of them no agreement could be reached. As a result of the coding, the rate of agreement is determined as 97,3 percent and it could be said that the research is reliable in this respect.

media coverage of match-fixing news, whereas the other is to deal with the news and columns concerning match-fixing with the help of an interpretative

technique. The details with regard to these findings have been provided below comprehensively.

Quantitative Findings

The first of the results related to the study put emphasis on the one with quantitative quality. Table 1 shows these findings. On the basis of the years when match-fixing news were published, while 58,1 percent of those news belong to the year 2011 when the match-fixing came out, the

other 41,9 percent were published in 2012. In terms of weeks, the rate of media coverage of match-fixing is 68.9 percent. When it is evaluated on the basis of months, it has been observed that more match-fixing news appeared in August (13.5 percent) and in December (10.3 percent). While the rate of the news about match-fixing on the cover page is 12.3 percent, the majority (86.7 percent) of those news was given place on sport pages.

Table 1. Form of newspaper coverage of match-fixing news

Themes	F	P	Themes	F	P
Year of the newspaper			Page of the newspaper		
2011	232	58.1	Front cover	49	12.3
2012	167	41.9	Centerfold	4	1
Day of the newspaper			Sports Page	346	86.7
Weekday	275	68.9	Location on the page		
Weekend	124	31.1	Top right-hand corner	40	10
Month of the newspaper			Bottom right-hand corner	35	8.8
January	24	6	Top left-hand corner	49	12.3
February	28	7	Bottom left-hand corner	51	12.8
March	17	4.3	Centre of the page	224	56.1
April	19	4.8	Size of the news		
May	30	7.5	50 cm ² and <	36	9
June	38	9.5	51-100 cm ²	53	13.3
July	96	24	101-150 cm ²	42	10.5
August	54	13.5	151-200 cm ²	36	9
September	18	4.5	201 cm ² and >	232	58.2
October	20	5.0	Frequency of appearance of the name "FB"		
November	14	3.5	1	132	33.1
December	41	10.3	2	88	22.1
			3	53	13.3
			4	34	8.5
			5 and >	92	23

F= Frequency; P=Percent

In terms of the location of the match-fixing news on the newspapers' page, it can be said that center of the page occupies space more than half (56.1 percent). The rate of top and bottom left-hand corners is around 12 percent. The size of the news can be considered to be the proof of how much place was given to the match-fixing. According to this, more than half (56.1

percent) of the news about match-fixing is grouped as 201 cm². In terms of the frequency of appearance of the name "Fenerbahçe", the team which became the subject of match-fixing and match-fixing has been attributed to, it was mentioned at least once in the 33.1 percent of the news and at least twice in the 22.1 percent of them.

Table 2. Styles related to Match-fixing news

Themes	F	P	Themes	F	P
Form of presenting news			Heading is in the form of Command		
Rational	181	45.4	Yes	6	1.5
Emotional	58	14.5	No	393	98.5
Mix	160	40.1	Other		
Tone of reporting news			Yes	2	0.5
Positive	100	25	No	397	99.5
Neutral	169	42.4	Team Name can be recognized clearly		
Negative	130	32.6	Yes	264	66.2
Exciting			No	135	33.8
Yes	170	42.6	Name of club president exists		
No	229	57.4	Yes	226	56.6
News/Information			No	173	43.4
Yes	385	96.5	Names of team players exist		
No	14	3.5	Yes	57	14.3
Heading exists			No	342	85.7
Yes	399	100	Names of directors exist		
No	0	0	Yes	116	29.1
Heading is in the form of Question			No	283	70.9
Yes	13	3.3			
No	386	96.7			
F= Frequency; P=Percent					

Table 2 reveals the styles of the news or columns. In terms of the form of presenting the news, rationality (45.4 percent) and mix style (40.1 percent) are in the forefront. The rate of the columns approaching the match-fixing news in an emotional way is 14.5 percent. Given the tone of reflecting or reporting the news, 42.4 percent was reported in neutral tone and 32.6 percent was in negative tone. In addition, a series of issues as regards the headings related to match-fixing were evaluated. All texts have a heading and the rate of usage of exciting heading is 42.6 percent while the rate of presenting them in news form or information form is 96.5 percent. The usage of heading in question form is limited and the rate is 3.3 percent. Similarly, the level of presenting the heading in the form of command is also low (1.5 percent). In the 66.2 percent of the news or columns, the name of Fenerbahce can be recognized clearly. In

terms of the rates of appearance of the people who are the subject of match-fixing, club President Aziz Yildirim is in the first place with a rate of 56.6 percent, and directors are in the second place with 29.1 percent while the names of the players are ranked as the third with 14.3 percent.

Table 3 shows the state of the themes connected with the newspaper coverage of the news about match-fixing according to the style and tone of reporting the news. In terms of reporting the news, there are statistically meaningful differences in three themes. According to the style of presenting the news ($X^2=6.481$; $p<0.05$), name of the team can be distinguished clearly in the news. Similarly, a statistically meaningful relationship exists between the appearance of the name of managers ($X^2=9.778$; $p<0.01$), frequency of usage of team name in the news ($X^2=24.584$;

$p < 0.01$), the size of the news ($X^2=17.350$; $p < 0.05$), and the style of reporting the news. There is also a meaningful relationship between the tone of reporting news and the appearance of the players'

names ($X^2=8.477$; $p < 0.05$), appearance of managers' names ($X^2=14.822$; $p < 0.01$), the frequency of the usage of the team name ($X^2=15.525$; $p \leq 0.05$) and the size of the news ($X^2=26.647$; $p < 0.01$).

Table 3. Themes' situation according to the style and tone of reporting

Themes	Form of Reporting news			Tone of news		
	X ²	df	p	X ²	df	p
Team name is recognized clearly	6.481	2	0.039*	1.042	2	0.594
The name of club president is mentioned	0.148	2	0.929	1.587	2	0.452
Names of players are mentioned	0.300	2	0.861	8.477	2	0.014*
Names of managers are mentioned	9.778	2	0.008**	14.822	2	0.001**
Frequency of usage of the team name	24.584	8	0.002**	15.525	8	0.050*
Location of the news on the page	9.806	8	0.279	13.178	8	0.106
Size of the news	17.350	8	0.027*	26.647	8	0.001**
* $p < 0.05$; ** $p < 0.01$						

Qualitative Findings

As part of the match-fixing and incentive pay operations starting on July 3, 2011, many clubs, club presidents, managers and footballers got certain punishments. However, the club which was heavily convicted of match-fixing became Fenerbahce. With the start of this process, it has been possible to see the name of the club in much news related to match-fixing and incentive bonus. Therefore, the basis of our study is formed by the news coming up related to the club which was subjected to that much accusation.

In the content of the news which carries value of news/information and the headings used in the news on the newspaper that was examined, generally match-fixing process and the state of the club in that process were mentioned. In addition, in the news where exciting headings were used, the punishments related to the club president (Aziz

Yıldırım), managers (Sekip Mosturoğlu, İlhan Ekşioğlu), and footballers (Emenike). The fact that there are exciting headings and news can be considered to be towards increasing the interest in the news.

In the news made, the attitudes of the authors may show variance. When we think that some authors are the fan of this club, we can see the differences in reporting of the news to the readers. While some writers approach the issue emotionally, some others do that rationally. However, some writers only reported the events as they were and tended not to behave emotionally.

Upon analyzing the news for one year, we see that some authors approach the events in an emotional way. In those approaches, it was stressed that match-fixing should not be considered to be done only the club of Fenerbahçe. The thought that match-fixing and incentive bonus known to be in football for years have been

tried to clear of through Fenerbahçe has become common. It has been advocated not to charge the club without adequate documents and evidence, and investigations should be done in the same way for each club.

Nevertheless, some columnists have pointed out that this event is not an operation of match-fixing, but a political conflict and some initiations to throw Aziz Yıldırım out of focus were launched. In this period, news in which it is mentioned frequently to be fair is seen. It has been observed that players and the fans of the club have been worn out within this process and that people reach an agreement on the idea that the things done are not fair. As a consequence, this idea "All colors are getting dirty at the same pace and they gave the first place to white" is prevalent in the news reported in an emotional approach. When it is considered that the white color here represents Fenerbahçe and many clubs have committed the crimes of match-fixing and incentive pay for years, it is agreed upon the thought that it is not fair to be in a struggle for cleaning of those crimes immediately via Fenerbahçe.

However, in the news reported rationally on the newspaper that was studied, the notion that so much accusation like that would not be possible if there weren't a crime committed is dominant. It is advocated that match-fixing was done in a lot of matches and the championship they won came by this way. In law and ethical perspectives match fixing is considered as a criminal phenomenon (Zaksaitė, 2013). For this reason, it has been stated that whoever committed this crime should be punished. It has also been pointed out that football can develop within fair play and

sports ethics and Turkish Football must be cleaned up by punishing the criminals right away.

But some columnists approached this event just narrating the process which has been experienced. It has been expressed that not only clubs and the people, but also those who love and watch football were punished in that experienced process. It has also been pointed out that the events which were experienced will adversely affect the fans and football will have a loss of spectators. The fact that Turkish football will regress and have a prestige loss as a result of the punishments given was emphasized. It was agreed upon the idea that convictions should be documented and no action should be taken via just rumors. They have a consensus on the fact that criminal should be punished in a short time if the crime has been conclusive and the efforts to strengthen the football again in the country should be started.

Discussion and Conclusion

The aim of this study was to reveal the rate of appearance of match-fixing phenomenon on newspapers, one element of print media. In this context, in consequence of a content analysis conducted with reference to some certain themes, it is possible to state that match-fixing news is widely covered on newspapers. It has been witnessed that match-fixing is heavily dealt with especially on sports pages including cover page. The name of Fenerbahçe and its club chairman Aziz Yıldırım always appeared in the news. The issue dominantly focused on Aziz Yıldırım. It has also been observed that rational, neutral and emotional-rational (mix) tone of writing (written language) was used in the news. In addition to that, the

rate of the news written in negative tone is about one-third.

This paper analyzed the relationship between match-fixing and news in a Turkish newspaper. Unlike previous studies on match-fixing in football in Turkey, the results could indicate on evidence of news on Turkish print media. The results reveal that concerns of unpretentious teams may be a substitute for financial bribes. From a pragmatic perspective, implications suggest that after this event, teams are more cautious about match-fixing in Turkey. As indicated by Davis and Ruhe (2003), there are a relationship between perceptions of a country's perceived corruption and its cultural characteristics. For this reason, in countries like Turkey with orientalist culture, the expression titled "a tribulation is better than thousand counsels" becomes meaningful. The perception of match-fixing and bribery in the countries having Mediterranean and oriental culture may vary according to their ethical point of view. In this respect, it may not be wrong to say that the rate of bribery and unethical income is high in feudal countries which have not been individualized and have not completely become capitalist yet, like Turkey. As it is noted in the Current EU policy, manipulation of football results is considered within the scope of match-fixing crimes and unethical behavior (Zaksaite, 2013). Because there are various kinds of sports manipulations, best way to prevent manipulation is that athletes, club managers, fans and all stakeholders must be aware of the ethical behaviors.

Ironically, it can be stated that the content of the columnists' interpretations bases on their supported teams involved in match-fixing. Even the style of newspaper

coverage of match-fixing phenomenon could not be evaluated impartially in Turkey. It is highly natural that this claim has been put forward. The basic viewpoint is the logic that "I am dirty but you are not less dirty than me." It is likely to say that there is an approach to the event on the basis of the injustice that all of the crime is imputed to only Fenerbahçe. It is possible to express, in an ironic explanation, that "All colors are getting dirty at the same pace and they gave the first place to white." In most cases, columnists tend not to criticize the team which they are fans of. Especially sports press in the personality of fanatic supporter may deal with the issue on an emotional basis.

Although this paper is focused on match-fixing for the football industry, it has implications that may go beyond sports ethics. A different application of corruption has not been investigated to date by empirical work, in line with Boeri and Severgnini's (2011) study. Even though this study seems it is connected with football, it could shed light into various sports branches in terms of societal purity. It would be a great surprise unless there was match-fixing phenomenon in an environment where unfair competition, easy income and oriental culture dominate. It is extremely difficult to prove the phenomenon such as match-fixing, but the fact that it couldn't be proved does not necessarily mean it was not committed. As it should also be noted that, theoretically, it must be applied application of sanctions for the prevention of match-fixing (Zaksaite, 2013) and should be given education on ethics. Because it is difficult to tackle with match-fixing issue (Carpenter, 2012), the most effective way of may be raising awareness of ethics. As underlined by the Vodde (2013) in the

book chapter, the role of the university education in terms of match-fixing should be considered as quite comprehensive and forward-looking.

Although the acquirements regarding match-fixing have brought short-term results, it adversely affects football and general point of view to sports in the long-term. For instance, the next year after the one when the match-fixing event was experienced, the interest in the matches played and sports media was extremely low. Sponsors also may not be eager to get involved in football when the joy of watching the league decreases. Indeed, match-fixing dealt a blow to joy of watching football and fair play as well.

Overall, the findings of the study suggest that the phenomenon of championship and gain money from another team are very important in match-fixing. Well, is winning or being champion everything? The fact that ethics and moral sentiment become widespread in the society means more than the championships to be won. In the societies like Turkey where bribery, corruption and inequity are absolved through elections, to deem immorality proper for the government constitutes the starting point of terrible situation. The viewpoint of the media to match-fixing and bribery is also nothing other than the reflection of that kind of perspective. It is necessary for the media which has been a front-man to consider the reflection of the event to the society as well as the immorality of it. Therefore, the style of approaching to the issues such as match-fixing and bribery should not be assessed according to what a person takes side with. The most essential way of doing this is to be impartial and independent as the press. Any press which lost its soul and

independence will be the largest medium of acquitting bribery and immorality.

Limitation and Future Studies

As in all scientific study, there are limitations of this study as well. For this reason, several limitations of the present study must be considered. Quantitative researches have inherently a problem of generalizability. This situation composes the biggest limitation in this study. The purposive sampling used in this research constitutes another limitation. Within the context of sampling and time limitation, only one newspaper was handled. The study applied only on Turkey's Hürriyet Daily News. This is a serious limitation of this empiric study on match-fixing because content analysis on a single newspaper represents generalizable problem. One of the most significant limitations of it is the fact that it was applied on a single newspaper because the world-view of the newspapers determines their level of evaluating social phenomena. Moreover, the teams that the columnists in the newspaper "Hürriyet" are fan of can also determine the content of their columns.

Also, news on single team represents another limitation in this study. In this regard, scanning the news related to other teams on a larger number of newspapers may provide more meaningful results. Through the applications of multiple newspapers in the future, analyzing the content related to all teams whose names are involved in match-fixing events in a way that includes various themes may provide more generalizable results.

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