



Multi-level framework for
analyzing professionalization
(MFAP):

A case study of Finnish floorball club

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Case study as a pilot...

... to operationalize the MFAP to semi-structured interview in a sport club level

... to identify changes indicating professionalisation in a case club



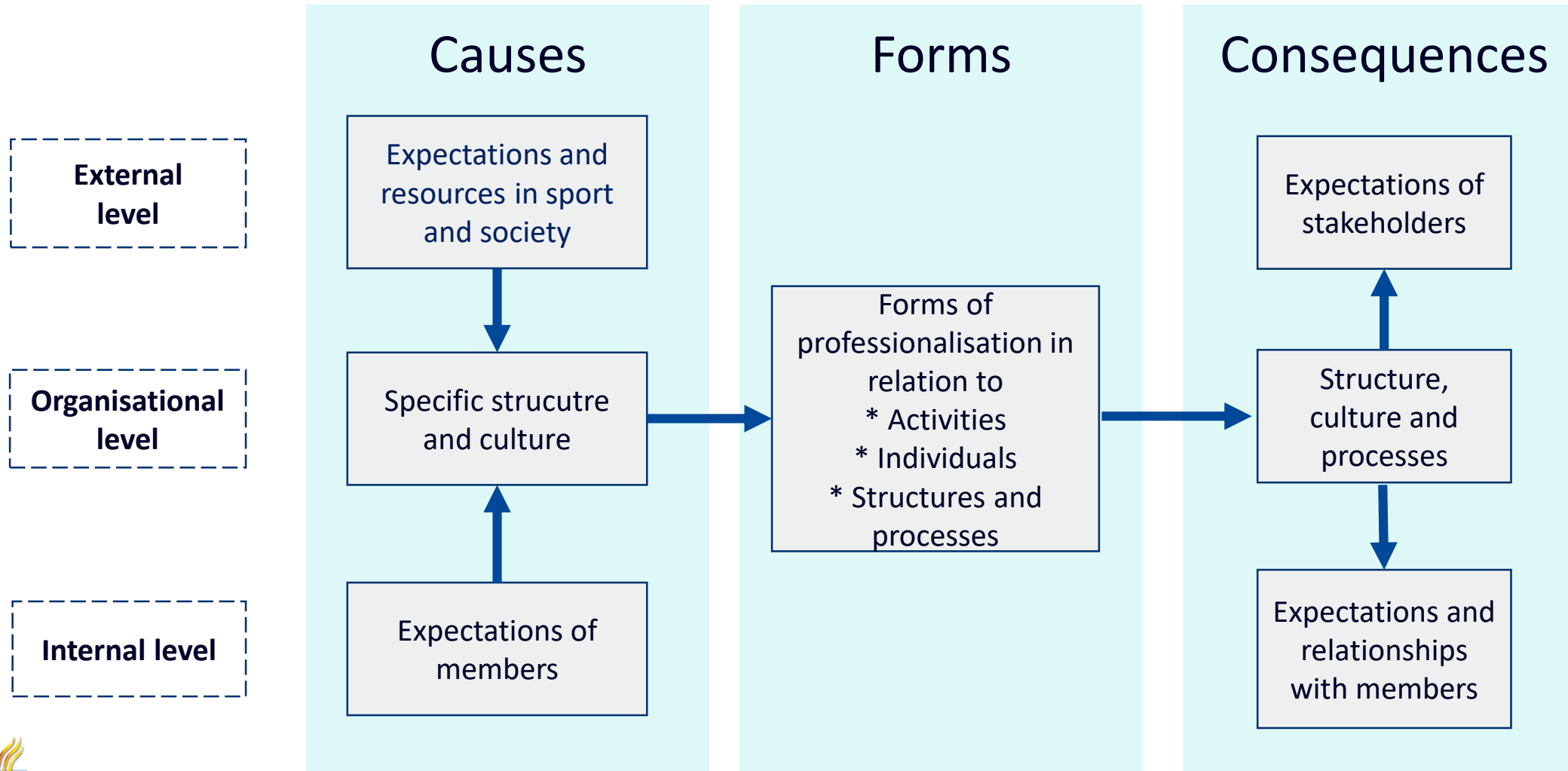
Professionalisation

- Rationalisation, formalisation
- In sport management literature: occupational, organisational or systemic level (Dowling et al. 2014)
- Nagel et al. (2015) in context of MFAP:

"= process of transformation leading towards organisational rationalisation, efficiency and business-like management".

Multilevel framework for analysing professionalisation (MFAP)

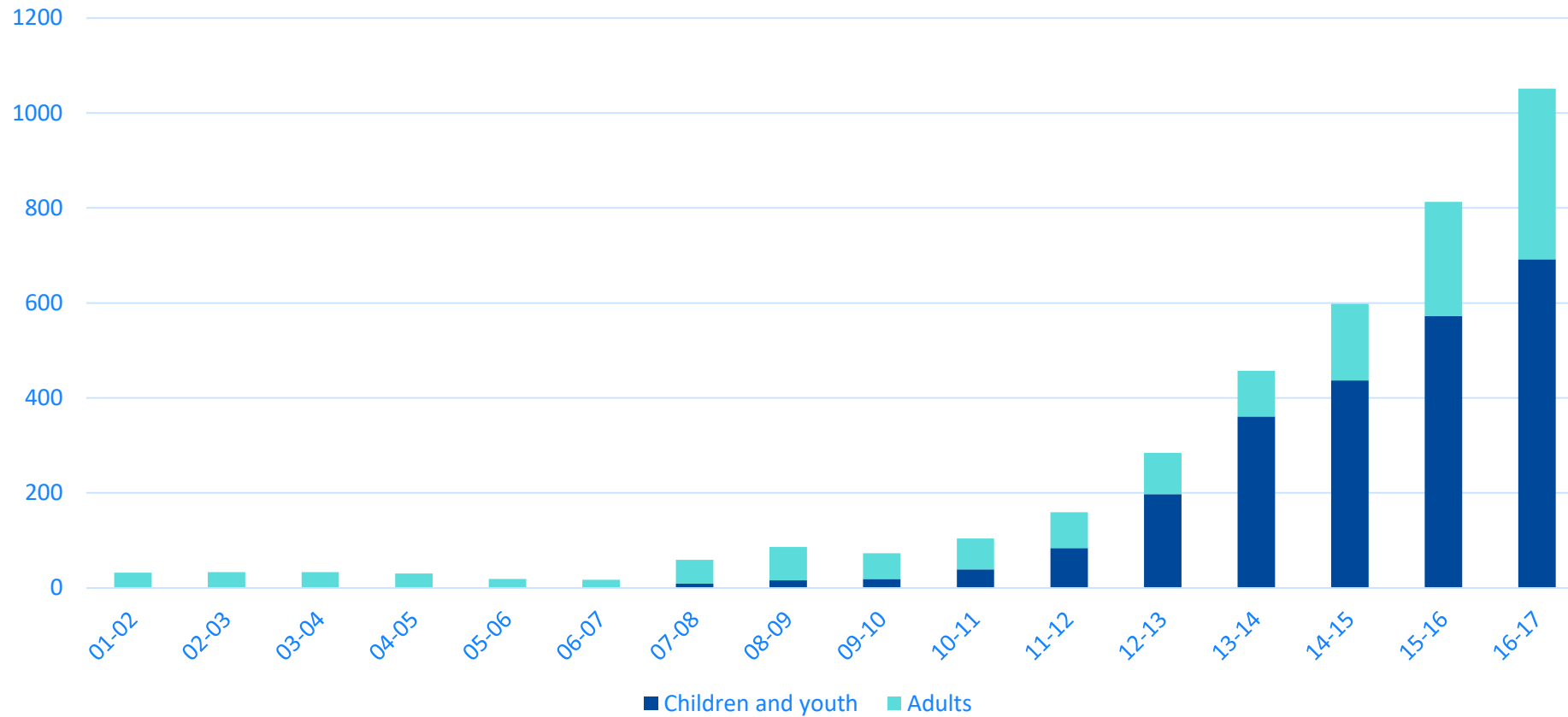
Nagel, Schlesinger, Bayle & Giauque. 2015. Professionalisation of sport federations – a multi-level framework for analysing forms, causes and consequences. *European Sport Management Quarterly* 15 (4), 407-433.



Case: Floorball club O2 (Jyväskylä city)



Members per season



Methods



PART I:

Interview: Identification of significant turning points

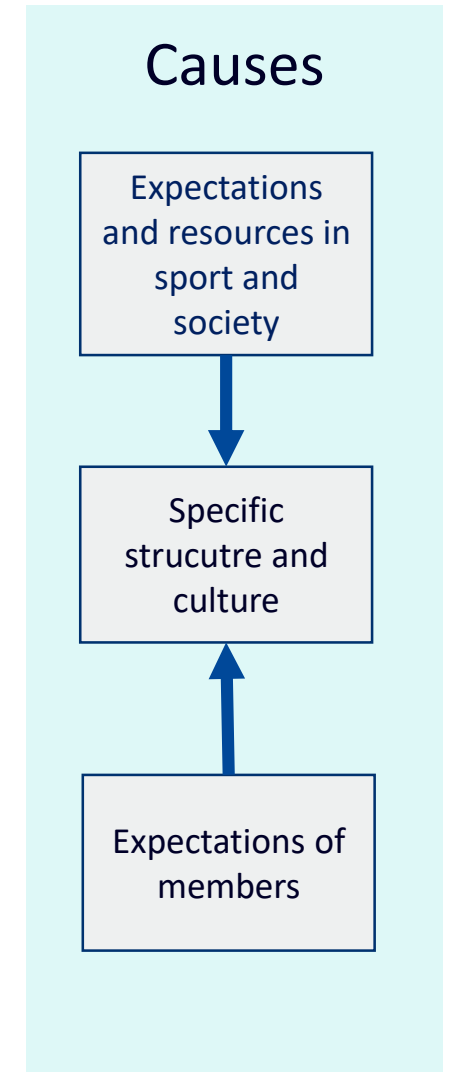
- Application from life course studies
- Tools: In paper a time axis to mark significant changes during club's history



- In discussion: the causes and consequences of these turning points
 - Challenges:
 - Perception of significant changes is influenced by interviewee's own history in the club
- combine interviews with annual reports

PART II: Causes

- Interview:
 - What external requirements or expectations the club has faced?*
 - What requirements or expectations the members have had?*
- Challenge: It is not easy to explicitly identify expectations, "implicit experiences"
- Clubs perspective: *possibilities* that the club has utilized.



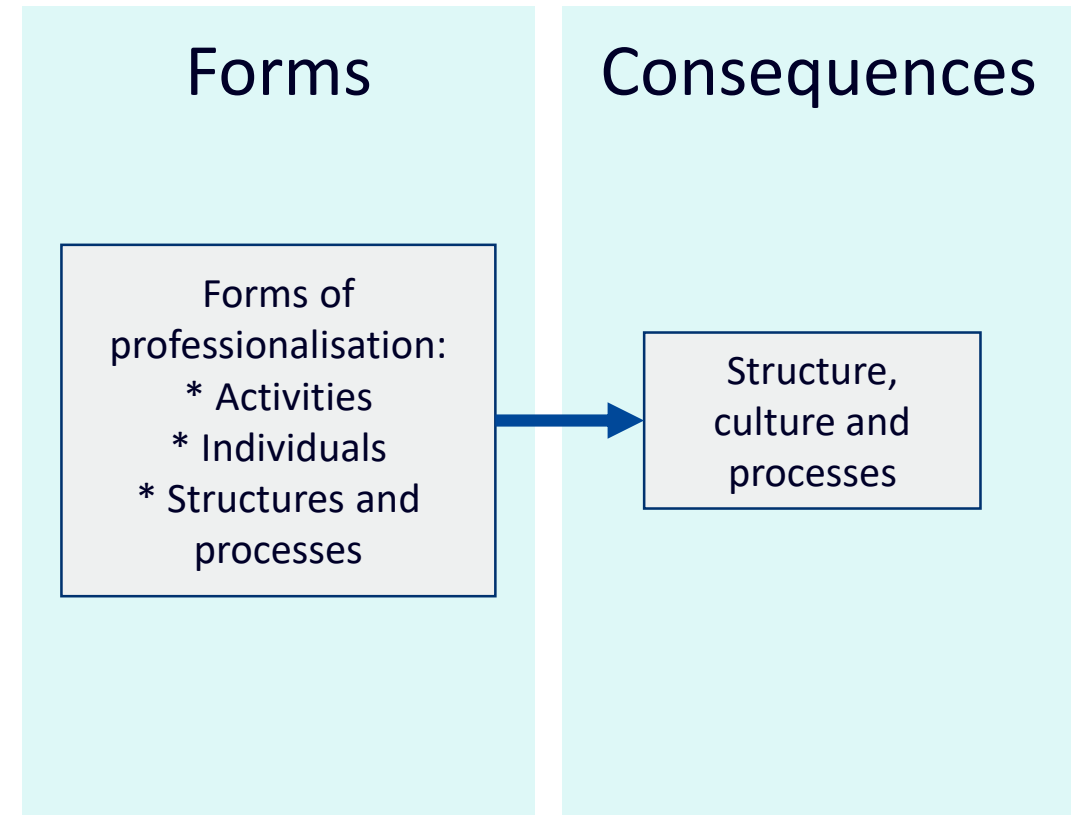
PART III

Forms and consequences in organisational level

Interview questions:

- *Club's experiences on and changes in*
 - *Purpose and goals*
 - *Government and decision making*
 - *Management and organisation*
 - *Human resources*
 - *Quality and quantity of activity*

”Supplementary questions”



Results



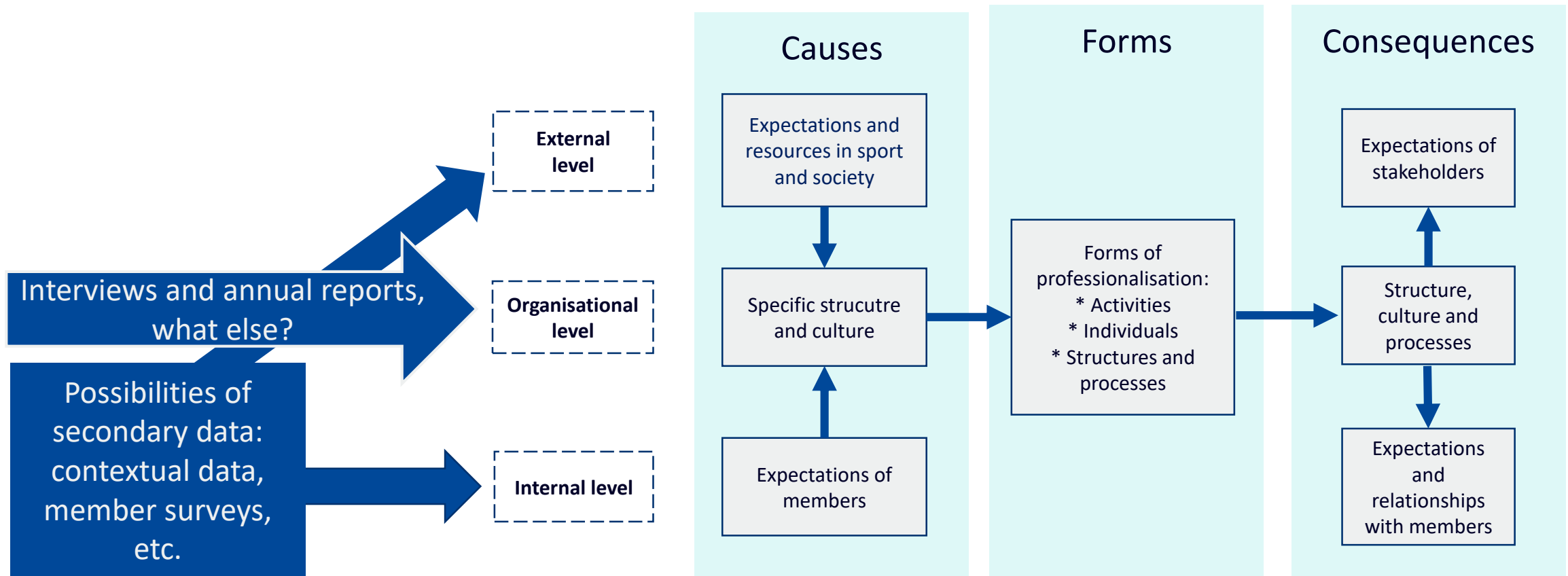
Changes indicating professionalisation

Management	People
Sport activities	Facilities



■ Children and youth ■ Adults

Methodological remarks





Thank you!