



Stadium names between commodification and cultural sustainability. A quantitative study of four European countries.

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# Research idea



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# Theoretical framework

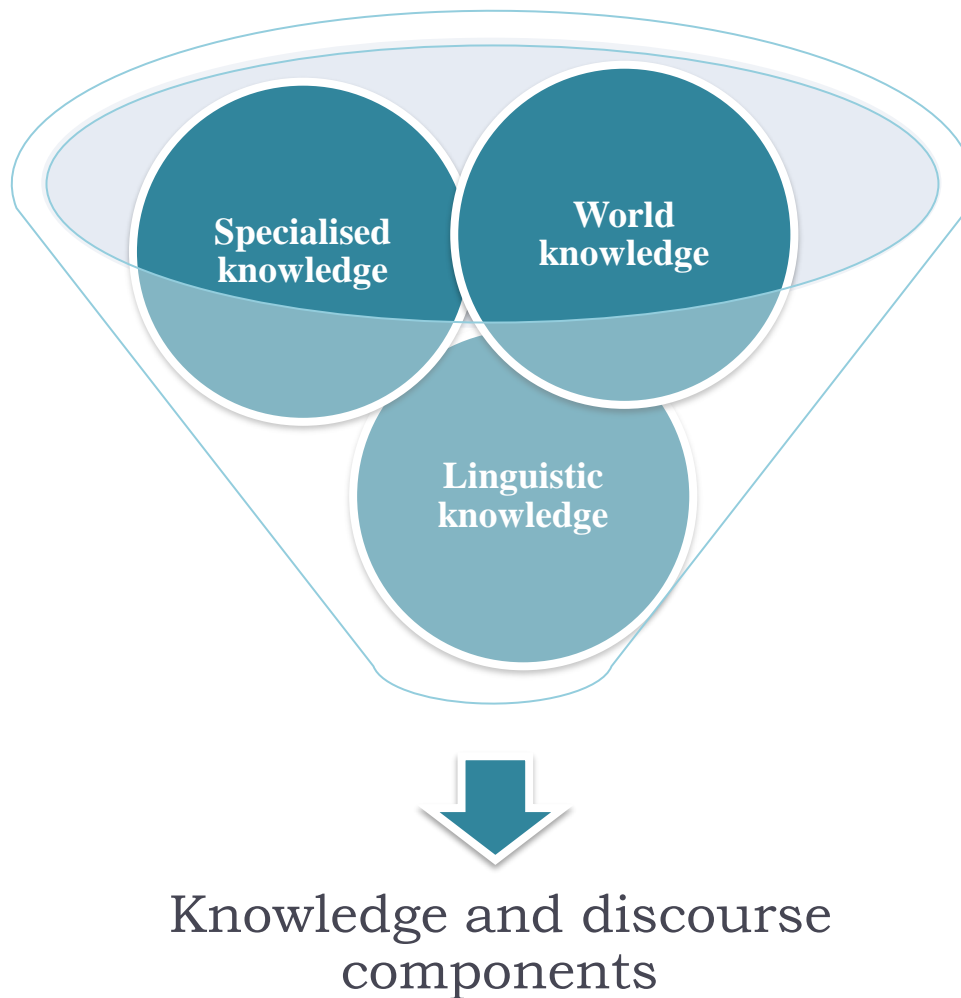
## Cultural sustainability

“(...) refers to the preservation and continuation of cultural heritage and traditions in a way that is consistent with the principles of sustainability. This includes the preservation of cultural sites, artifacts, and practices, as well as the maintenance of cultural knowledge and skills.”  
(Järvelä, 2023)

## (Hyper-)Commodification

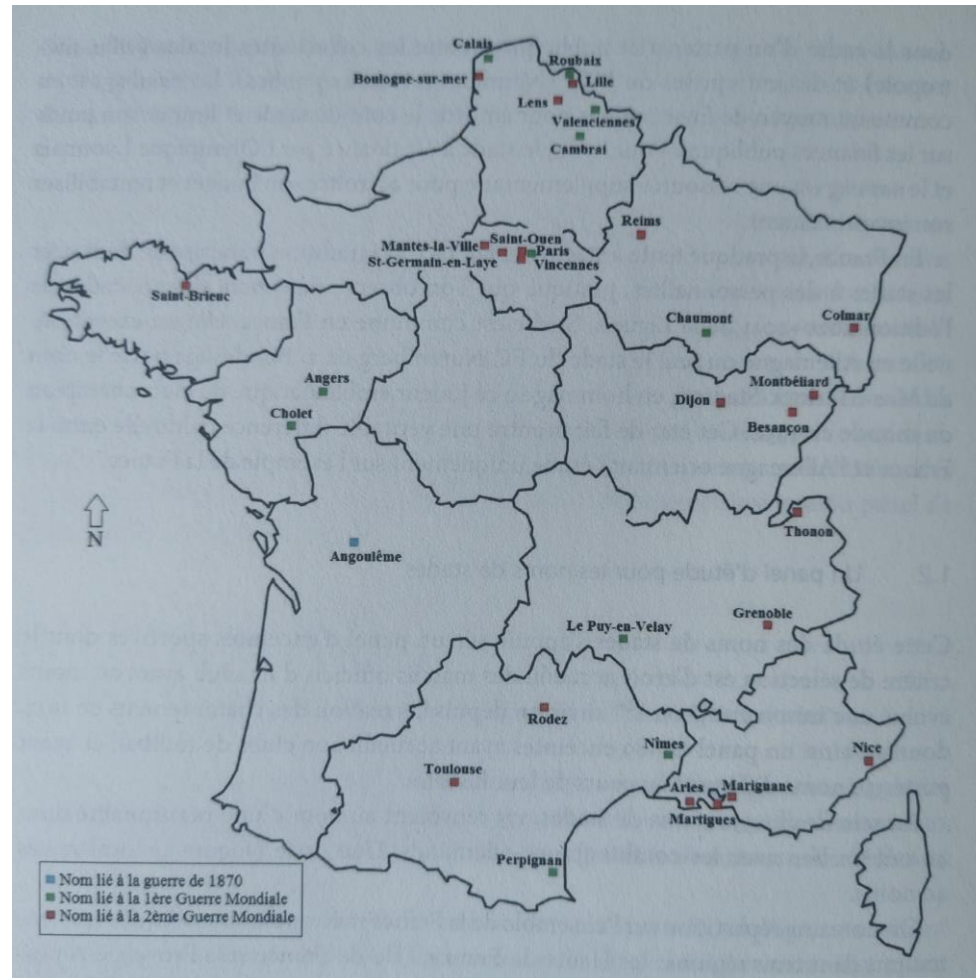
- “(...) (*means*) that process by which an object or social practice acquires an exchange value or market centered meaning. Commodification is (...) an ongoing one, often involving the gradual entry of market logic to the various elements that constitute the object or social practice under consideration”. (Giulianotti 2002)

# Theoretical framework



# State of the art

## “morts pour la France”



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# Hypotheses

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- ▶ 1<sup>st</sup> : We assume that due to different cultural contexts the number of eponyms and sponsor names as an indicator of traditional naming practices is distributed differently from country to country.
- ▶ 2<sup>nd</sup> : We suppose that the evolution which we measure by the number of stadium name changes varies significantly due to a different culture of remembrance.
- ▶ 3<sup>rd</sup> : We claim that the league affiliation, the attendance capacity, the year of construction, the ownership, and the language family significantly influence the naming practice of stadiums.



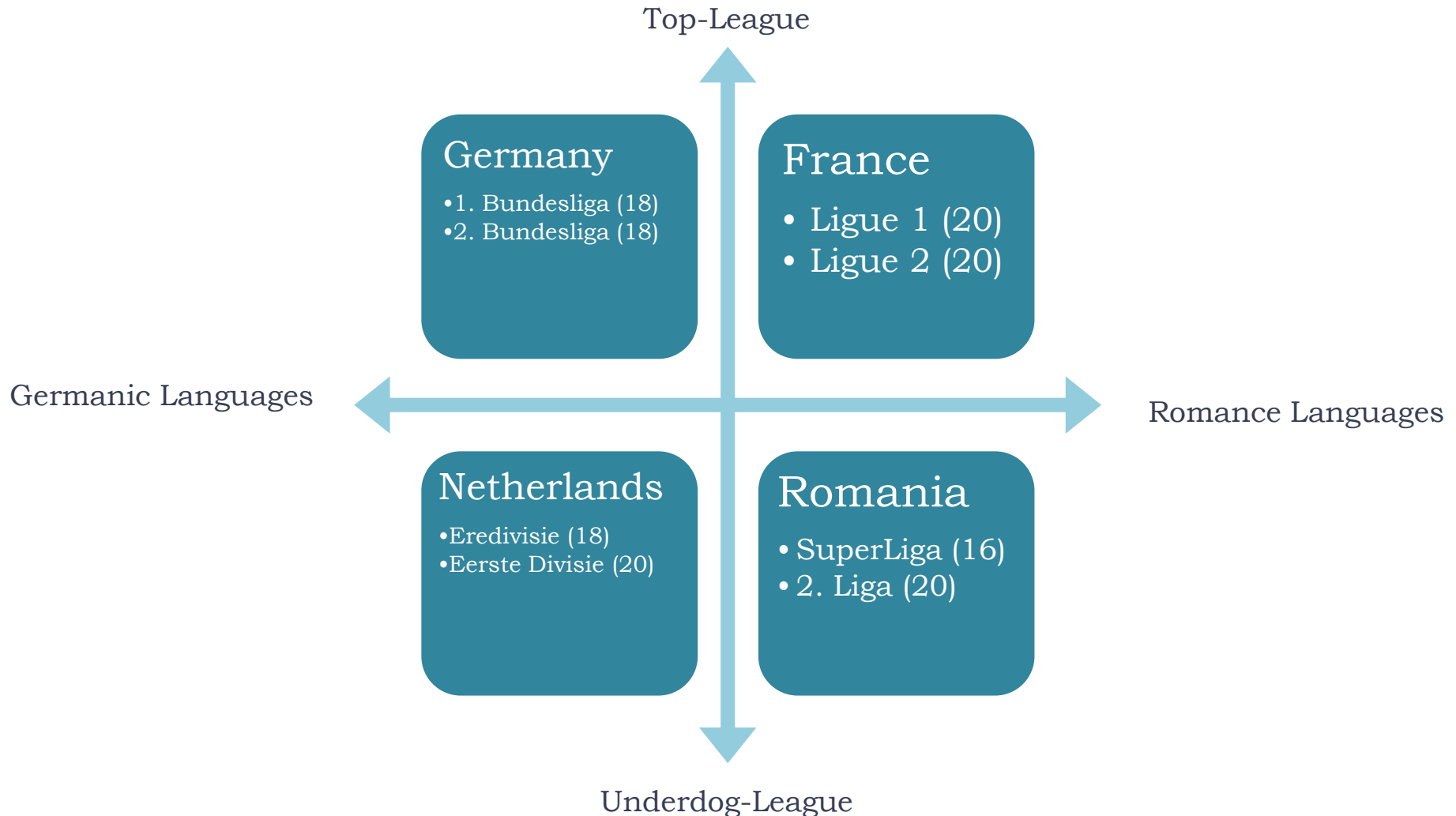
# Methodology

## SIGNAL IDUNA PARK

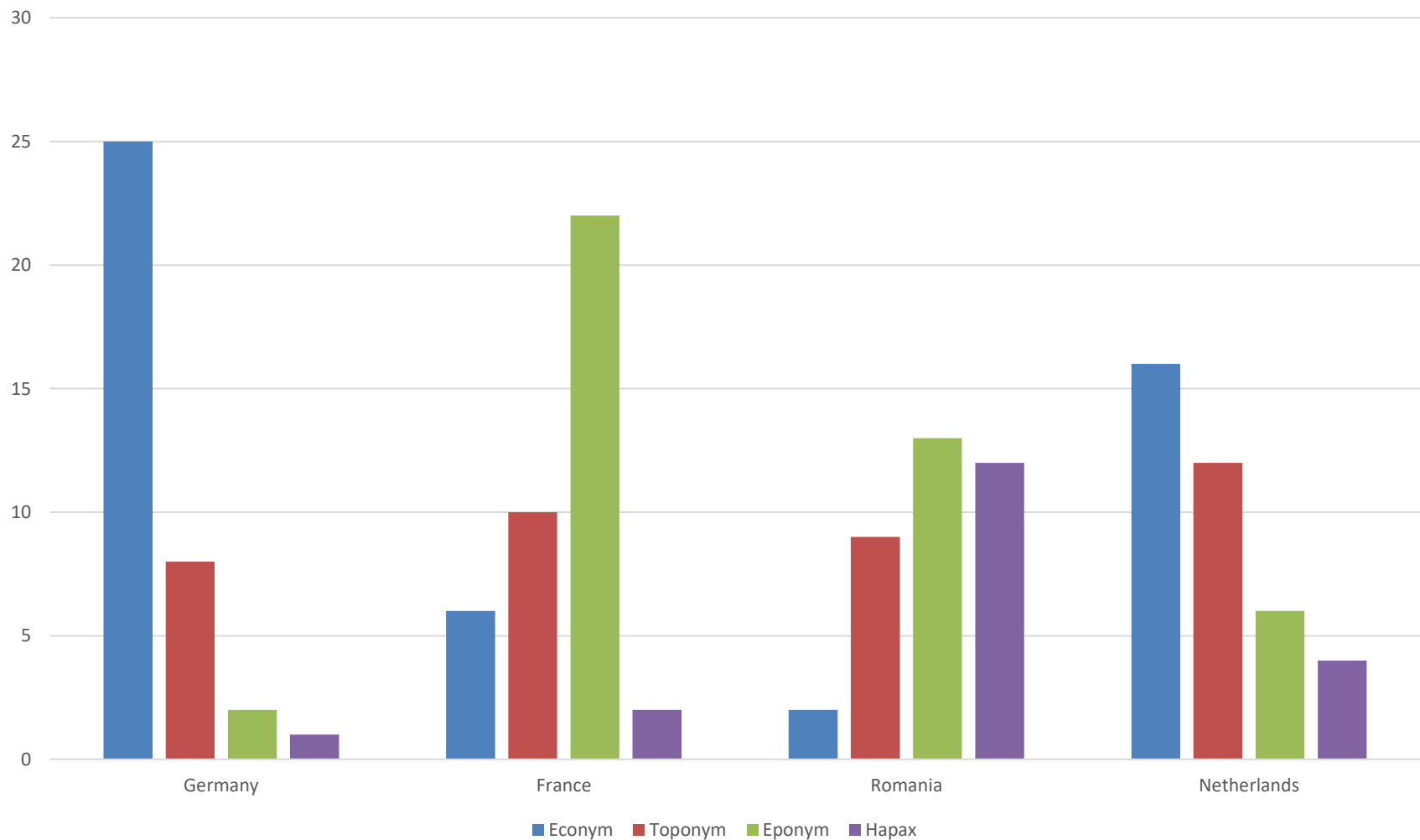


Nom du stade:	SIGNAL IDUNA PARK
Capacité totale:	81.365
	66.099 Capacité pour les matchs internationaux
Tribunes debout:	28.337
	En 28.337 Couvert
Sièges:	53.028
	En 53.028 Couvert
Loges:	18
Places en loge:	163
Date de construction:	1974
Coûts de construction:	45,00 mio. €
	(Reconstruction la plus récente : 2005)
Noms historiques du stade:	Westfalenstadion (bis 30.11.2005)

# Case selection

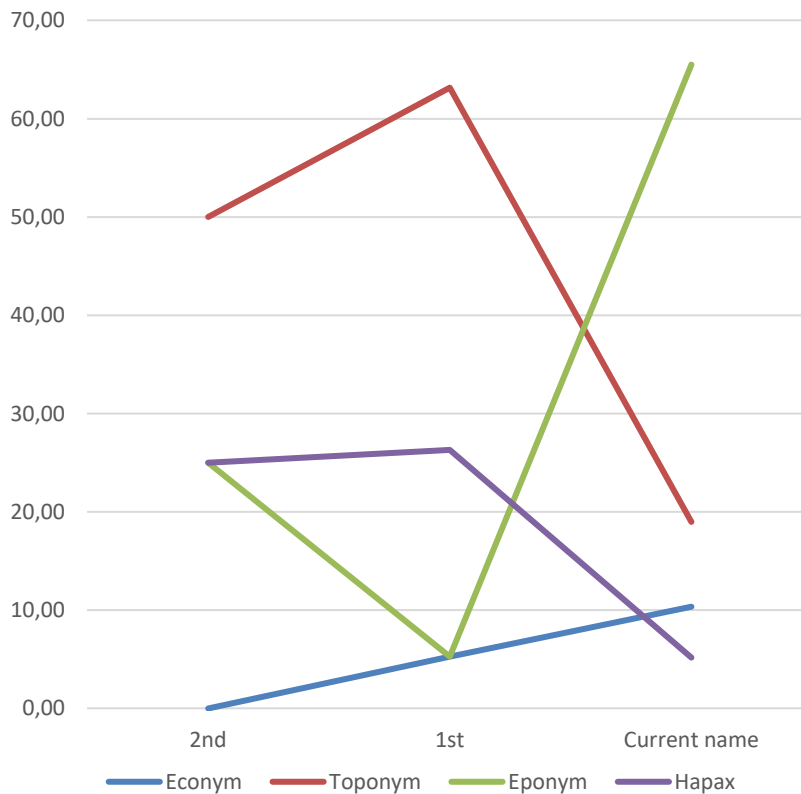


# Preliminary results



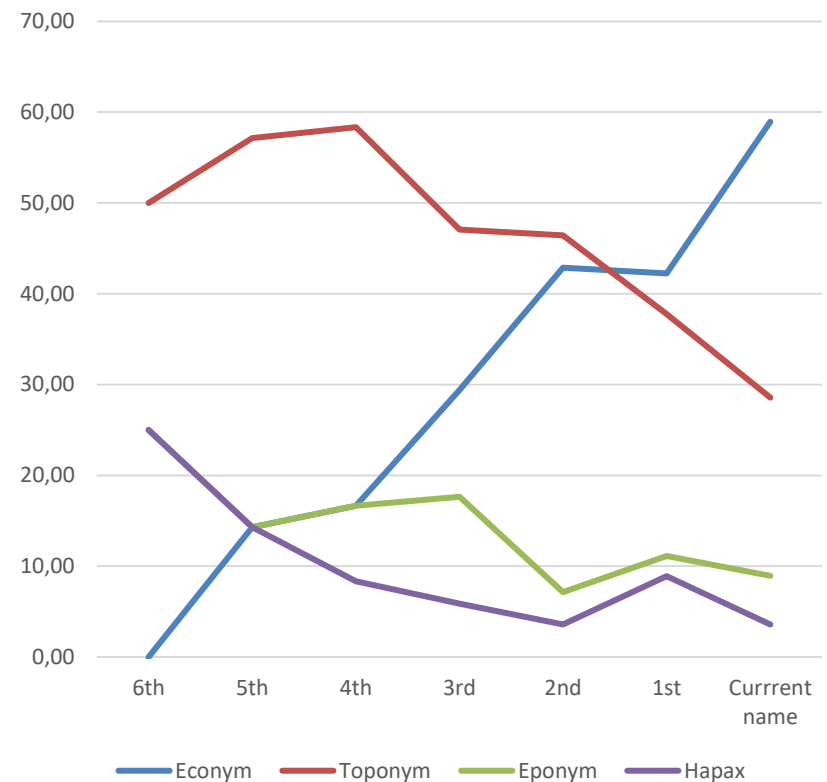
# Preliminary results

Evolution of stadium names in France by linguistic category (in %)



High stability of traditional naming practices

Evolution of stadium names in Germany by linguistic category (in %)



Process of (accelerated) commodification and de-commemoration

# Preliminary results

Naming	Country	League affiliation	European league affiliation	Capacity (categorical)	Year of construction (categorical)	Stadium owner	Language family
	Germany = 25/36	1. BL=15/18 2. BL=10/18	Top League = 19/38	< 30.000 = 25/109	< 1945 = 8/45	Club = 13/32	Germanic language = 41/74
	France = 6/40	Ligue 1=4/20 Ligue 2=2/20	Underdog league = 7/34	> 30.000 < 50.000 = 14/25	> 1945 < 2000 = 19/55	Town / District = 13/84	Romance language = 8/76
	Romania = 2/36	SuperLiga=1/16 2. Liga=1/20		> 50.000 = 10/16	> 2000 = 22/50	Company = 23/34	
	Netherlands = 16/38	Eredivisie=6/18 Eerste Divisie=10/20					
In total	49/150	49/150	26/72	49/150	49/150	49/150	49/150
Pearson's $\chi^2$	$\chi^2 (3) = 41.383$ $p = <.001$	$\chi^2 (7) = 46.197$ $p = <.001$	$\chi^2 (1) = 6.728$ $p = <.009$	$\chi^2 (2) = 17.355$ $p = <.001$	$\chi^2 (2) = 7.543$ $p = <.023$	$\chi^2 (2) = 31.114$ $p = <.001$	$\chi^2 (1) = 34.333$ $p = <.001$
V-Cramer	= .525 $p < .001$	= .555 $p < .001$	= .306 $p < .009$	= .340 $p < .001$	= .224 $p < .023$	= .455 $p < .001$	= .478 $p < .001$



# Preliminary results

## Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	62.108	7	<.001
	Block	62.108	7	<.001
	Model	62.108	7	<.001

## Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	127.430 <sup>a</sup>	.339	.473

a. Estimation terminated at iteration number 6 because parameter estimates changed by less than .001.

## Variables in the Equation

		Regression coefficient					Odds ratio	95% C.I. for EXP(B)	
		B	S.E.	Wald	df	Sig.	Exp(B)	Lower	Upper
Step 1 <sup>a</sup>	Germany			12.982	3	.005			
	France	-1.881	.723	6.763	1	.009	.152	.037	.629
	Romania	-3.252	.979	11.044	1	<.001	.039	.006	.263
	Netherlands	-.874	.638	1.877	1	.171	.417	.119	1.457
	Capacity	.000	.000	.976	1	.323	1.000	1.000	1.000
	Year of construction	.020	.007	8.693	1	.003	1.020	1.007	1.034
	Owner company			6.134	2	.047			
	Owner town/state	-.835	.599	1.944	1	.163	.434	.134	1.403
	Owner club	-1.484	.602	6.072	1	.014	.227	.070	.738
	Constant	-38.199	13.222	8.346	1	.004	.000		

a. Variable(s) entered on step 1: Country, Capacity, Year of construction, Ownership.

# Conclusion & Outlook



- ▶ 1<sup>st</sup> Hypothesis: The national context largely determines the naming practice. In France, particular importance is attached to local personalities, especially mayors and / or (war) heroes, while in Germany and the Netherlands former toponyms are (often) pragmatically replaced by sponsor names.



- ▶ 2<sup>nd</sup> Hypothesis: The evolution of commemorative stadium names varies also largely supposedly due to national differences in the 'culture' of commemoration. While in France, eponyms of local personalities are extremely stable, in Germany alternating sponsor names for stadiums without (almost) any commemorative purpose dominate, especially in the first division.



- ▶ 3<sup>rd</sup> Hypothesis: All variables tested individually - - are highly significant. In addition, the logistic regression confirms that the overall model including the variables – country, year of construction and the ownership – is also significant and predicts correctly nearly 80% of all cases.
- ▶ Further research questions to explore ...
  - ▶ How to integrate traditional naming practices in the cultural sustainability concept?
  - ▶ To what extent supporters influence the traditional naming practice?
  - ▶ To what extent a changing social / political environment influences the traditional?



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## Questions ? Suggestions ?

Thanks for your attention

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