

**To Investigate the Socio - Economical Factors on the Development of  
Women in Higher Division Clubs: In Addis Ababa**

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This is to certify that the thesis prepared by Robera Amanuel, entitled:

To investigate the socio - economical factors on the development of women in higher division clubs: in Addis Ababa and submitted in partial fulfillment of the requirement of degree of Master of Science in sport science complies with the regulation of the university and meets the accepted standards with respect to originality and quality.

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# Table of Contents

Table contents	Pages
ACKNOWLEDGEMENTS .....	i
TABLE OF CONTENT .....	ii
LIST OF TABLES .....	iv
LIST OF ACRONYMS .....	v
ABSTRACT .....	vi
<b>CHAPTER ONE</b>	
<b>1. INTRODUCTION</b>	
1.1 Background of the study .....	1
1.2 Statement of the problem .....	2
1.3 Research question .....	2
1.4 Objective of the study .....	3
1.4.1 General objective .....	3
1.4.2 Specific objective .....	3
1.5 Significance of the study .....	3
1.6 Delimitation of the study .....	4
1.7 Limitation of the study .....	4
1.8 Operational definition of terms .....	4
1.9 Organization of the study .....	5
<b>CHAPTER TWO</b>	
<b>2. REVIEW OF RELATED LITERATURE</b>	
2.1. The ancient history of football .....	6
2.1.1 Ancient history of women's football .....	6
2.2. Modern history of football .....	8
2.3. The modern history of women's football .....	10
2.4. Football in Africa .....	11
2.4.1. Women's football in Africa .....	12
2.4.2. Football in the horn of Africa .....	13
2.5. History of football in Ethiopia .....	13
2.5.1. Women's football in Ethiopia .....	15
2.6. Sport and Social Outcomes .....	15
2.7. The Mechanisms that Produce Sport's Social Outcomes .....	16
2.8. International organizations and Women's Football .....	16
2.9. Research on Women's Football .....	17
2.10. Women, gender equality and sport .....	18
2.11. Women football economy of Japan and NFL .....	19
2.12. Risk factors of women football players .....	22
2.12.1 Equipment factors .....	22

2.13. Challenges and Opportunities in Women Football .....	23
2.14. Barriers to women football .....	25
2.14.1 Social and Cultural Barriers .....	26
2.15. The benefits of women’s participation in sport and society .....	26
2.16. Women’s sport and the media .....	27
2.16.1 Corporate and Media Investment in Women’s Football .....	28
2.16.2 Increased Media coverage of women in sports .....	29
2.17. Players, equipment, and officials .....	30

**CHAPTER THREE**

**3. RESEARCH DESIGN AND METHODOLOGY**

3.1. Research Design .....	32
3.2. Research Method .....	32
3.3. Source of data collection .....	32
3.3.1 Primary data collection .....	32
3.3.2 Secondary data collection .....	32
3.4. Population of the study .....	33
3.4.1 Sampling and sampling technique .....	33
3.5. Data collecting instrument .....	34
3.5.1 Questioners .....	34
3.5.2 Interview .....	35
3.5.3 Observation .....	35
3.6. Data collection Procedure .....	36
3.7. Data analysis techniques .....	36
3.8. Ethical consideration .....	37

**CHAPTER FOUR**

**4 DATA ANALYSIS, INTERPRETATION AND DISCUSSION**

4.1 Result of data collection .....	38
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**CHAPTER FIVE**

**5.SUMMARY, CONCLUSION, AND RECOMMENDATION**

5.1 Summary .....	54
5.2 Conclusion .....	56
5.3 Recommendation .....	57

Reference

Appendixes

## List of Tables

## Pages

<b>Table 4.1</b> Characteristics of the coach's respondents.....	39
<b>Table 4.2</b> Social factors and women participations.....	40
<b>Table 4.3</b> Factors of sponsors and supporters .....	41
<b>Table 4.4</b> Impacts and affects of media .....	42
<b>Table 4.5</b> The clubs economy .....	43
<b>Table 4.6</b> Facilities and equipment.....	44
<b>Table 4.7</b> Characteristics of the athlete's respondents.....	45
<b>Table 4.8</b> Social factors.....	46
<b>Table 4.9</b> Women participation.....	47
<b>Table 4.10</b> Impacts of media .....	48
<b>Table 4.11</b> Financial capacity of clubs.....	49
<b>Table 4.12</b> Equipments.....	49
<b>Table 4.13</b> Observation checklist for higher division women football club.....	50

## **ACRONYMS AND ABBREVIATION**

**FIFA-** Federation for International Football Association

**BBC-**British Broad cast corporation

**FA-** Football Association

**IFAB-** International Football Association Board

**UEFA -**United England's Football Association

**CAF-**Confederation of African Football

**EFF-** Ethiopian Football Federation

**NFF-** National Football Federation

**WPS-** Women's Professional Sport

**UN-** United Nation

**WF-** Women football

**UK-** United Kingdom

**USA-** United States of America

**U.S-** United States

## **ABSTRACT**

*The purpose of this study was to investigate the socio - economical factors on the development of women in higher division clubs: in Addis Ababa. The sample of the subject consists of 7 higher division clubs coaches, 117 higher division players and 2 Addis Ababa football federation technical staff was included. For the implementation of the study, a descriptive survey design was employed. The study subjects were selected from the availability samples. In this study, data was collected through questionnaires, structured interview and observation check list. Available purposeful and stratified random sampling was used in selecting respondents. The participated in the study. The instruments used for collecting the data were questionnaires and interviews. Low societal awareness towards the sport and an economic limitation of the community doesn't encourage females to participate. The stake holder do not required intensive theoretical base to give attention to recruited women talented youngster players. Most of the respondents witness that women's get less opportunity to participate in playing football, to coach and in the position of administration. The major problem of higher division women club are poor perception towards women football, low societal awareness towards the sport and an economic limitation of the community doesn't encourage females to participate. Among the factors most notable with varying degrees of consequences administrative problems raised who were participated in questionnaire and interview. The study has indicated that administrative problems widely spread out concerning on women football club organizing, especially regarding to concentration, inspiration and follow up of women football club organizing, so the study indicates under expected or low administrative contribution related to organizing women football club.*

*Key words; - social, economical, football, club, women and higher division*

# CHAPTER ONE

## INTRODUCTION

### 1.1. Background of the Study

Football is the most popular sport worldwide and the number of female players is growing rapidly and undergoing constant transformation. The popularity of football is growing quickly and there seems no doubt that this will continue into the foreseeable future. But In most societies, the sport has traditionally been regarded as male-dominated and male-centered, leaving little space for women to enter into, thrive or succeed. Women's football has been somewhat at odds with the male dominance that 'has surrounded football in the world for so long.'Pirinen, R, (1997).

However, the game is playing without rule variation between both sexes; the acceptance of popularity for both sexes is different. Reports of women playing soccer during the Middle Ages are not as common as those referring to men. Although, women football gets its popularity within a short period of time, according to the situation, one can safely say that women football lacks its popularity through time. Maybe it is dishonor to say women football is at the infancy level in relation to the time it started in our Country but it is true that its development is too slow. The causes for these are organizational and that of the outlook of the people. (Alan Bairner 2008).

Although, women football gets its popularity within a short period of time, according to the situation, one can safely say that women football lacks its popularity through time. Maybe it is a dishonor to say women football is at the infancy level in relation to the time it started in our Country but it is true that its development is too slow. This seems that the development of football culture is no longer being distributing all over the places where children and youths have found. Among objective of FIFA the first leading objective is to improve the game of football constantly and promote it globally in the light of its unifying, educational, cultural and humanitarian values, particularly through youth and development programs. This goal is the most common goal for many football associations of different countries including Ethiopian football federation (EFF). (FIFA statutes 2008).

## **1.2 Statement of the Problem**

In this interesting and most popular football game, there is an increase public expectation from the sector forces to create changes in the sport to see women football games as men also to get popularity.

The researchers intended to assess the major factors affecting women football participation: the case of some clubs in Addis Ababa city and comes with possible recommendation for further development. He realized that the number of women football clubs in Addis Ababa city administration is less than that of men. In both subtle and explicit ways, women face many barriers to participating in football, which prevent women and girls from reaping the many benefits that can be gained from playing football and engaging in physical activity. Biniyam Addisu (2012)

As the leadership in sports lacked a popular base in this country, it has been undergoing a series of continuous reorganization. Women's in Ethiopia play football according to their environmental, social and economic status without the help of governmentally organized body. The limited role of the community in women football, the decline of women football in schools, the shortage of facilities ,sport wear and equipment as well as the lack of trained personnel in the sphere have also made the problem more complex. Based on the above complexity the researcher has observed the following factors as the main hindrances for the development of women football in Addis Ababa. Higher division, women football clubs have no public interest, second less media coverage, third poor practice of talent identification, forth less coaching competence, fifth shortage of football equipment's and facilities, sixth lack of family support. Therefore, that is why the researcher was instigated to work with these socio-economical factors that affect the development of higher division women football clubs: the case of Addis Ababa administrative region. However, this has been proposed and undertaken on higher division women football clubs.

## **1.3 Research Questions**

1. What are the major factors that hinder the prospects of Addis Ababa women higher division football clubs?
2. Does the player's family's affect on women higher division football clubs?

3. Do social factors affect the development of Addis Ababa women higher division football clubs?
4. What are the current economies of women higher division clubs?
5. Does a club have enough economies buy materials and equipment's supply for the training?

## **1.4 Objective of the Study**

### **1.4.1 General Objective**

The general objective of the study focused on socioeconomic factors that affect the development of higher division women's football clubs: The case of Addis Ababa administrative region.

### **1.4.2 Specific Objective**

1. To assess major factors those hinder the prospects of Addis Ababa women higher division football clubs.
2. To find out basic solutions for the factors and challenges of Addis Ababa women higher division football clubs.
3. To investigate the social factor of women football on the development of Addis Ababa higher division clubs.
4. To assess the availability of economic assistance for higher division women clubs.
5. To assess the current status of women higher division clubs during training.

## **1.5 Significance of the Study**

This study was designed in the direction to study on to investigate the socio - economical factors on the development of women in higher division clubs: in Addis Ababa. To this end, the study may have the following signs to:

- ❖ To provides accurate facts for the prospect of Addis Ababa women higher division football clubs.
- ❖ To initiate other researchers to conduct further and detailed study on the prospects and challenges of Addis Ababa women higher division football clubs.
- ❖ To gives insight for Addis Ababa football federation, media, clubs, community and administrators to identify women football hindrance.
- ❖ It helps also serves as stepping stone for further investigation on the issues.

## **1.6 Delimitation of the Study**

The main researcher, particularly, focuses on to investigate the socio - economical factors on the development of women in higher division clubs: in Addis Ababa. It seems mandatory and invaluable to make the study at a women's football club on the program in general. However, because of time, resource and financial constraints the researcher has obliged and undertaken the study only on those higher division women football clubs, which are within Addis Ababa city administration. Among this higher division women football club, still, the researcher has conducted the studies with 7, which are under the Addis Ababa football federation. Thus, the study has been delimited only by higher division women football clubs of Addis Ababa city administration. In addition the areas of this study were cover based on questionnaire, interview and observation that will list on the research topic. And also target populations were higher division club coaches, players and Addis Ababa football federation technical staff.

## **1.7 Limitation of the Study**

Any research process is not free from limitation; in such way that the researcher on his side had been facing a shortage of time to conduct the whole research process from the beginning to the end as far as the researcher is a regular government worker. In addition, on the side of respondent's time and interest that some of the coaches, players and Addis Ababa football federation were busy and few respondents were not willing to give more attention in completing correctly and returning the questionnaire with the given time.

## **1.8 Operational Definition for key Terms**

**Club:** - a team that plays in a league.

**Training:** -pedagogical process upgrading or improving the performance of athletes.

**Football:** -is a team game and it demands the collective effort of the eleven players.

**Coach:** -a person who instructs other on the side of sports competition.

**Sport:** -an activity involving physical exertion and skill in which an individual or team competes against another or other for entertainment.

**Women:** - an adult human female.

**Performance:** - is an observable behavior of players in the playground.

<http://en.m.wikipedia.org>

## **1.9 Organization of the Study**

This study was organized into five chapters. The first chapter contained the introduction part that consists of the background of the study, statement of the problem, objectives of the study, significance of the study, the delimitation of the study, the definition of operational terms or concepts. The second chapter contained a review of related literature pertinent to the research. The third chapter dealt with research methodology that incorporates, research designed, research method, the source of data, population, sample size and sampling techniques, an instrument of data collection, procedures of data collection, methods of data analysis, and ethical consideration. The fourth chapter concerned with the analysis and interpretation of data and discussion on important issues. Then chapter five presented summary of finding, conclusion, and recommendation of the study. Finally, list of reference materials used for conducting the study, questionnaire, interview questions and respondent statistical descriptive data annexed at the end. One of the biggest problems in the women's soccer was that the sport was often violent, especially when played without a clear set of rules. Even today, with all the rulings and fair-play agreements going around, soccer is still not a sport for the weak. This often made it difficult for however, the game is playing without rule variation between both sexes; the acceptance of popularity for both sexes is different. Reports of women playing soccer during the Middle Ages are not as common as those referring to men. Although, women football gets its popularity within a short period of time, according to the situation, one can safely say that women football lacks its popularity through time. May be it is dishonor to say women football is at the infancy level in relation to the time it started in our Country but it is true that its development is too slow. The causes for these are organizational and that of the outlook of the people.

## CHAPTER TWO

### 2. REVIEW OF RELATED LITERATURE

#### 2.1. The ancient history of football

The history of soccer or associated football evolved from different parts of the world, as many people had their own version of kicking a ball with the feet. Though the games differed, the concept was the same when one looks at the history of soccer: kicking the ball with the feet. Every continent has its share in soccer history and may be why soccer is loved around the globe. According to the (FIFA) the history of soccer began with the Chinese the "very earliest form of the game for which there is scientific evidence was an exercise of precisely this skillful technique dating back to the 2nd and 3rd centuries B.C. in China." Participants in this game used a ball filled with feathers. However, other countries and kingdoms had their versions of soccer. Japanese players juggled a ball in the air with each other like "hacky-sack," without letting it touch the ground in 600 AD. In addition, the Romans had games called Harpastum, which was similar to soccer. [www.fifa.com](http://www.fifa.com)

Eventually, the history of soccer can be traced into different forms being played in Medieval Europe. This type of soccer goes down in history as being called "Mob Football." It was loved by the people but hated by authorities who sometimes opposed the games. Thus, many credit the history of soccer to Great Britain. Having started around 800 AD in England, this form of Rugby grew so popular to the point that King Edward II banned the sport in the 1300s. Still, the game of soccer survived and grew even more; even to the point that history shows it evolving worldwide in the 1800s. In the late 1800s, the history of soccer took an interesting turn. Rugby, the forerunner of American football, was also very popular and it too spread to other countries from travelers, traders, and sailors during the Industrial Revolution. [www.fifa.com](http://www.fifa.com)

#### 2.2.1. Ancient History of Women's football

Women have well been playing "football" for as long as the game has existed. Evidence shows that an ancient version of the game (Tsu Chu) was played by women during the Han Dynasty (25–220 CE). Two female figures are depicted in Han Dynasty (25–220 CE) frescoes, playing Tsu Chu. There are, however, a number of opinions about the accuracy of dates, the earliest

estimates at 5000 BCE. Reports of an annual match being played in Scotland are reported as early as the 1790s. The first match recorded by the Scottish Football Association took place in 1892 in Glasgow. In England, the first recorded game of football between women took place in 1895. [www.fifa.com](http://www.fifa.com) the first written document on the topic of soccer was discovered in a Chinese war manual that dates back to 300 BC.[www.fifa.com](http://www.fifa.com)

This document familiarized men with this ancient version of soccer, which consisted of kicking a ball into a hole in a piece of cloth, which was tied between two poles. The ball was made of stuffed leather or pig bladders. There is no solid proof that women played soccer too, but there is a clear reference present, which is often used to signify the beginning of women's soccer history. In the Middle Ages, there are fewer references about women playing soccer compared with their male counterparts, but a few famous examples do exist in women's soccer history.[www.fifa.com](http://www.fifa.com) 12th century French women have been reported to play soccer side by side with their husbands. Moreover, amongst Scottish women, there was an annual competition around Mid-Lothian, Scotland. In the early eighteenth century, female soccer games were played as an annual ritual between married and single women in Scotland.[www.fifa.com](http://www.fifa.com)

Female soccer became increasingly popular during World War I when games were organized by factory workers in England to raise money for charity (Williamson 1991). In 1921, however, the English Football Association first decided that permission was necessary for clubs to organize female soccer games and later forbade females from playing soccer stating that it was "quite unsuitable for females and should not be encouraged" (Williamson 1991). The ban on female soccer was not lifted until 1971. Today; female soccer is one of the fastest growing sports and has 26 million participants around the world. Soccer is often considered a male-dominated sport in terms of both participation and support. This is partly due to the masculine image of sports generally and soccer in particular. Female participation, however, has existed nearly as long as soccer itself as noted by Murray (1996), Williams (2002) and FIFA (2003).

Although the English Soccer Association (FA) banned women from playing at all grounds it controlled until 1970, women's soccer leagues were formed in Italy and Germany in the 1930s, and the first women's national team was created in 1950 by Italy. Formal international competitions were begun in Europe in the early 1980s. In 1991, FIFA held the first Women's

World Cup (nearly 60 years after the first Men's World Cup), followed by the first Olympic competition in 1996. Women's soccer has always been overshadowed by men's soccer, even though its popularity has grown steadily towards the end of the 20th century. However, women's teams are determined to keep the trend going, and with the way things are currently moving it is not ruled out that someday soccer will come on par with sports like tennis, volleyball, and handball in terms of female popularity. [www.fifa.com](http://www.fifa.com)

### **2.3. Modern History of football**

In 1815, a major development took place that made soccer popular in Universities, Colleges, and Schools. The popular English School and Eton College came forth with a set of rules, known as the Cambridge Rules. Football was segregated into two groups; some colleges and schools opted for Rugby rules that allowed tripping, shin-kicking and also carrying the ball. These rules were exclusively prohibited as per the Cambridge rules. The history of modern-day soccer was established in 1863. In October 1863, eleven representatives from London clubs and schools met at the Freemason's Tavern to set up common fundamental rules to control the matches amongst themselves. [www.fifa.com](http://www.fifa.com)

The outcome of this meeting was the formation of the Football Association. In December 1863, the Rugby Football and Association football finally split as the supporters of the Rugby School rules walked out. Soccer (association football) emerged from a meeting in 1863 of the London Football Association (FA) when the game of Rugby football (played with both feet and hands) and soccer (played just with feet) were distinguished. By this point in soccer history, the game evolved into only being played in universities and schools, but the game had its first set of rules created by the FA. But in the next decade, soccer became popular with the blue-collar work of Britain and therefore the game grew even more. [www.fifa.com](http://www.fifa.com)

The first soccer cup was the FA Cup in 1871 and helped to increase the fan base. 1872 marked the first international competition, when all-star teams from England and Scotland met for the first time (still the oldest soccer competition to date). Scottish footballers from this first meeting were soon to join British soccer clubs after a draw match. Professional players were first

recognized for soccer by the FA in 1885, as soccer history evolved even more. The laws or rules of soccer are determined by the International Football Association Board (IFAB).[www.fifa.com](http://www.fifa.com)

Apparently, soccer spread from England to the rest of the world and gaining so much popularity that a worldwide association needed to be arranged to organize the sport. FIFA was formed in 1904, and it was the start of a new history for soccer. Seven European soccer associations from Denmark, France, Spain, Belgium, Switzerland and the Netherlands met in Paris, France and began FIFA.[www.fifa.com](http://www.fifa.com)

FIFA's headquarters eventually was established in Geneva, Switzerland in the 1930s. By this time, professional soccer leagues were in many countries throughout the world. Today, football is played at a professional level all over the world. Millions of people regularly go to football stadiums to follow their favorite teams, while billions more watch the game on television or on the internet. A very large number of people also play football at an amateur level. According to a survey conducted by over 240 million people from more than 200 countries regularly play football. Football has the highest global television audience in sport. (FIFA published in 2001)

In many parts of the world, football evokes great passions and plays an important role in the life of individual fans, local communities, and even nations. R. Kapuscinski says that people who are polite, modest or even humble in Europe fall easily into a rage with playing or watching soccer games. Kapuscinski, Ryszard (2007). The rules of association football were codified in England by the Football Association in 1863 and the name association football was coined to distinguish the game from the other forms of football played at the time, specifically rugby football. (Mazumdar, Partha 2006) Firmly establishing the foundation of soccer in 1869, the Football Association strictly banned any kind of handling of the ball.

Soccer's popularity spread rapidly during the 1800s as British sailors, traders and soldiers introduced the sport to different parts of the globe. Italians, Austrians, and Germans drew to Europe, while Argentina, Uruguay, and Brazil adopted the sport in South America. FIFA was established in the year 1904 and by early 1930s; different leagues were operating from various countries. FIFA is credited with organizing the first world cup in Uruguay. The history of soccer is rich with events, development and its growing craze all over the world. The first World Cup

was therefore held in 1930. There have been 18 FIFA World Cup tournaments as of 2006, as soccer has grown even more in popularity over the last eight decades.

It is estimated that billions of people around the world watch a soccer game on TV or in-person. Many play soccer at an amateur and professional level, as well. FIFA estimates that 240 million people play soccer regularly in more than 200 countries. This is why soccer is claimed by many to be the most popular sport in the world. (FIFA Survey 2006)

### **2.3.1. The modern history of Women's football**

The history of women's football has seen major competitions being launched at both the national and international levels. Women's football has faced many struggles throughout its history. Women's association football (Women's soccer) is the most prominent team sport played by women around the globe. It is played at the professional level in numerous countries throughout the world. Women have been playing association football since the first recorded women's game in 1895 in North London. It has traditionally been associated with charity games and physical exercise, particularly in the United Kingdom. (Gregory, Patricia 2005).

The growth in women's football has seen major competitions being launched at both national and international level mirroring the male competitions. Women's football faced many struggles throughout its fight for right. It had a "golden age" in the United Kingdom in the early 1920s when crowds reached 50,000 at some matches. (Alexander, Shelley 2005). This was stopped on December 1921 when England's Football Association voted to ban the game from grounds used by its member clubs. The FA's ban was rescinded in December 1969 with UEFA voting to officially recognize women's football in 1971. (Gregory, Patricia 2005). In the early eighteenth century, female soccer games were played as an annual ritual between married and single women in Scotland. Female soccer became increasingly popular during World War I when games were organized by factory workers in England to raise money for charity (Williamson 1991).

In 1920, for example, a game was played with a crowd of 53,000 people in the stands (News ham 1997). In 1921, however, the English Football Association first decided that permission was necessary for clubs to organize female soccer games and later forbade females from playing soccer stating that it was "quite unsuitable for females and should not be encouraged". At the beginning of the 21st century, women's football, like men's football, has become professionalized

and is growing in both popularity and participation. From the first known professional team in 1984 to the hundreds of thousands of tickets sold for the 1999 Women's World Cup, support of women's professional football (soccer) has increased around the globe.(Williamson 1991).

In 2006, 448 female international games were played in 134 countries Moreover; several countries have leagues with full-time professional players. For national teams, the FIFA Women's World Cup, the Olympic Games and the like are the most prestigious tournaments. (FIFA 2007)

#### **2.4. Football in Africa**

Without doubt football (that is, soccer) is the most popular sport in Africa. Indeed, football is probably the most popular sport in every African country. Football was introduced into Africa more than 100 years ago by the British, Belgian, French, and Portuguese colonialists. Football is also the most popular sport in most of Europe, so it is not surprising that European colonists introduced football in there colonies. Football can be a very exciting game, but part of its popularity in Africa is a result of its accessibility. That is, unlike many team sports, it does not take much money or great resources to play football. All you need is a somewhat flat field cleared of rocks, four poles (or just four rocks) to serve as goal-posts and a ball (even a homemade ball made of local materials will do).(Peter Alegi 2010).

Football is accessible because it can be played almost anywhere in Africa, and by almost any healthy young person. Beginning more than 50 years ago football clubs began to be formed in many African cities. These clubs were most often sponsored by large companies or businesses or in some cases by government departments. So, for example, it was not unusual in larger cities for the police force, army, and railroads, to sponsor football clubs that would compete against each other and against clubs sponsored by large businesses. It was from these clubs that the best players were selected to become members of a national team. (Peter Alegi 2010).

Club football expanded with the coming of independence in many African countries in the 1960s. Some African countries were able to form an entire league of football clubs that competed over a long season to be crowned the league champion in their country. Each year the national champion teams from all over Africa compete for the African Club Champions Cup. In the past

twenty years, African football teams and players have gained a solid international reputation. Today, more than 100 footballers from all over Africa play on first division professional soccer teams in Europe, South America and in the United States. Beginning in 1970 the continent of Africa was given one guaranteed place in the World Cup championships.(Peter Alegi 2010).

Based on the great improvement in African football, by 1986 Africa was awarded two places, by 1998 Africa had four guaranteed places, and in May 2002 at the World Cup tournament hosted by South Korea and Japan the continent of Africa will be represented by five teams: Cameroon, Nigeria, Senegal, South Africa, and Tunisia. Only Europe and South America will have more national teams represented at the World Cup than Africa this is a clear testimony to the international importance of African football.(Peter Alegi 2010).

#### **2.4.1. Women's football in Africa**

Women's football in Africa can be divided into distinct historical periods. Football is one of several sports played by women in Africa with the sport facing several challenges during development. Initially, seen as a male participant sportswomen have long held leadership and support roles within football in Africa. has identified distinct time periods with the development of Women's football in Africa including, "emergence and development (the 1970s–1980s), growth and transition (1990s), and institutionalization (2000–present)."(Peter Alegi 2010).

During the 1960s and 1970s, male football administrators across Africa were largely uninterested in supporting the development of women's football teams. Though in Nigeria women teams were playing during the 1940s with the matches was reported in the national newspaper Nigerian Spokesman. These games featured women playing in shorts and were attended by a number of spectators. Football has had to compete with a number of sports that are more popular with women across the continent, including track and field, netball, basketball, team handball and other sports. The masculine nature of football has proved a deterrent to women's involvement in football in Africa. (Peter Alegi 2010).

#### **2.4.2. Football in the Horn of Africa**

In international sporting circles, the region is known more for athletics, with male and female runners from Ethiopia and Kenya, in particular, dominating the competitive circuits in the middle and long-distance running. Football remains the most popular sport, both for participants and spectators, though now many seem to prefer to watch European leagues rather than local competitions. Overall, the Horn of Africa seems to lie in a backwater of global football currents. In the men's game, the national teams have not performed notably on the continent or beyond. Compared with West and North Africa, few players from the Horn make it to the professional leagues in Europe and beyond. Yet, the Horn is important to the history of African football as CAF was founded in Khartoum, Sudan in 1957, and Horn countries constituted half of the founding members: Sudan, Ethiopia, Egypt and South Africa. Indeed, an Ethiopian, Yidnekechew Tessema, was one of the founders of CAF and was a formidable force in African and international sports until his death in 1987. Others from the region, including Farah Addo from Somalia and Dr. Abdel Halim Mohamed from Sudan, have also been central figures in CAF. (Martha S. 2011. Sweden)

Football has deep roots in the countries of the Horn of Africa – Djibouti, Eritrea, Ethiopia, Kenya, Somalia, and Sudan. Ethiopia and Sudan were founding members of the Confederation of African Football. While neither the men's nor women's national teams in any of the countries of the Horn are highly ranked internationally, football remains extremely popular throughout the region. And more and more women are playing football whether in organized leagues, school tournaments, informal games, or grassroots programs. (Martha S. 2011. Sweden)

#### **2.5. History of football in Ethiopia**

Football is the most popular sport in Ethiopia. Although not one of the leading footballing nations in Africa, Ethiopia has produced some outstanding teams at both club and international level as well as some talented individual players. The games were being played thereafter between the area schools and the existing clubs mostly composed of foreign nationalities of Armenians, Greeks, Indians, and Italians who were playing against themselves. There were no records as who first introduced soccer in Ethiopia and yet credit was given to these foreign nationals before the Italian invasion of Ethiopia. (Martha S. 2011. Sweden)

The geographical exploration of Europeans in search of colony brought many to Ethiopia including of course the French sailors who played against selected players from Addis Ababa and lost 3 to 1 which was then considered to be the first international competition and to the surprise of the fans in this hard time, it brought them the greatest satisfaction of victory against an European. Children all over the country continued to form their own teams in the neighborhoods with enthusiasm and ardently attached and absorbed in an interest for the game. There may have been teams formed but the commonly called Arada area and of course due to its urban location considered to be the birthplace of an organized soccer team named St. George Club. It was then that the team started to play with the then organized foreign teams of Greeks and Armenians and was believed to win most of the games as most considered to have the power of St. George on their sides. These were an indication where soccer was heading and pioneered by the first Ethiopian club in soccer barren country and initiating an Ethiopian past time cycle in history throughout all these times many of the tournaments between teams were held in the then available open fields of Filweha, Jalmeda, and Taleyane Sefer. (Martha S. 2011. Sweden)

Young men traveled from one area to the others equipped with the goal posts and strangely enough played barefooted of which they loved and preferred. As a result of the Italian invasion, the newly introduced soccer game was temporarily terminated. The Sports Federation then continued its service and mobilized the Addis Ababa clubs to register under its office to compete the first recorded tournament on the same historic year 1942. At the time the clubs were the Ethiopian Giorgis, Armenian Ararat, Italian Fortissimo, Greek Olympiacos and the English Military Mission. The game was played with round Robin tournament and the result was the English Military Mission, St. George, Fortissimo, Ararat, and Olympiacos. (Martha S. 2011. Sweden)

Success and triumph got rhythm and rhyme, the Ethiopian past time fully developed in the 1950's and even extended its historic attachment to the African Championship, world, and inter-continental competitions. The country from border to border joined in the effort of forming clubs in towns, cities, and neighborhoods where it reached all provinces of the then divisional states of the country. (Martha S. 2011. Sweden)

### **2.5.1. Women`s football in Ethiopia**

Only Ethiopia, whose federation has concentrated its resources on its female national team following the poor performance of the men, and Ghana, bucked this trend, and both thus reached the last four in Johannesburg. Since the beginning of the year when the women`s team, nicknamed Dinkinesh the Amharic name for Lucy, began its successful run in pursuit of a 2012 Olympic berth, one blog, (Ethiosports.com) Journalistic reports are a valuable tool for gaining basic information about the organizations, persons, and histories involved in the women`s game. The presence or absence of reports and the way they are presented can also indicate how at least one section of the community views the participation of women. Online versions also provide access to comments, which though extremely unrepresentative can provide other insights into the reception of the women`s game and into the nature of the events related in the news piece. (Addis Ababa football federation unpublished material 2003)

### **2.6. Sport and Social Outcomes**

There is a persistent myth in a near-hegemonic belief concerning sport and society. It is a myth which purports sport to be a socio-positive, inclusive and egalitarian meritocracy. The cultural strength of this myth is so strong, parents, players, coaches, scholars, and fans tend to overlook a large number of problems associated with the culture of sports and the way we structure and run them. When the utility of sport and its ability to produce socio-positive outcomes is examined, there is often a negation of the socio-negative aspects through a ‘they do more good than harm’ framework. Yet, there is no ‘first do no harm’ creed in the sport. Miracle & Reese (1994).

Rather, the mantra is generally ‘won at all costs’ despite the breadth and intensity of those costs. Paradoxically, social thinking on sports commonly attributes most sporting activities as desirable vessels for the building of self-esteem, the teaching of teamwork, and for delivering improved health to the individual and community, despite this paradigm`s failure to prove this under empirical scrutiny. For example, show that only a few kids seem to have their self-esteem raised in sport, and those who do largely do so at the expense of others. Similarly, rather than sports teaching kids to work together, they more often pit people against one another for social promotion, creating social division instead of cohesion. Finally, the health benefits attributed to most sports may easily be maintained by a walking or jogging program, which generally incurs

less risk of injuries, social marginalization or potentially being subject to a coach's physical and verbal abuse. Miracle & Reese (1994).

## **2.7. The Mechanisms that Produce Sport's Social Outcomes**

The social structure of sport refers to the manner in which the game is physically structured and played, the manner in which athletes are promoted, divided and rewarded. For example, one structure (of almost all sports) is that they are performed in order to determine a sole winning individual or winning team over other losing individuals or teams. Yet, this is not the only structure upon which one can play the sport. The culture of sport simply refers to the values and norms associated with any given sport. The collective value of all sports can also be generalized into that of a sporting ethos for our society as a whole. You have heard the mantras before; sport is supposed to teach the value of 'hard work' and sport certainly esteems 'giving it one's all.' But there are other creeds within our sporting culture.(Anderson 2005b; Oxendine 1988)

We value a hyper-masculine disposition in the sport. There is after all 'there is no 'I' in the team.' Finally, and of primary concern to this article, the socially exclusive nature of sport is influenced by the coach who came up through this system, and may, therefore, utilize his or her individual agency to reproduce a system he/she believes worked for them. But the coach does maintain a great deal of power in socializing individuals into a particular belief system and, to a lesser extent, the coach also maintains the ability to alter certain sports structures. Thus, as gatekeepers, coaches maintain a great deal of sway in determining the social outcomes of the sport.(Anderson 2005b; Oxendine 1988)

## **2.8. International organizations and Women's Football**

FIFA President Blatter's statement "The future of football is feminine" highlighted a major shift in the institutional view of women's football. As mentioned previously, the history of women's football has been marked by institutional disapproval and, often, out-rights bans. However, in the mid-1990s, and even more so, in the last 10 years, institutions have added employees focused entirely on women's football, included women's football in official strategy documents, and made public statements affirming the legitimacy of women's football. On a global level, FIFA

introduced the U-20 Women's World Cup in 2002 and, in 2008, also organized the first U-17 Women's World Cup in New Zealand.(Anderson 2005b; Oxendine 1988)

These international youth tournaments aim to give women's football increased exposure and credibility on the youth level. Beyond hosting tournaments, the stewards of the global game have required national associations to earmark 10% of funding provided by FIFA specifically for women's football, a reflection of the participation statistics published in 2006. The European Commission White Paper on Sports states, "All residents of the European Union should have access to sport and that it is important to promote an inclusive approach to the sport." The United Nations goes one step further and declared sport a right for everyone. "The right to play and to participate in sports has been embodied in United Nations instruments like the Convention on the Rights of the Child and the Convention on the Elimination of Discrimination against Women." It is clear through public statements and in some cases financially, institutions have now come to embrace its growth officially. Similarly, those within the English FA, forming the new Super League in England, have expressed their optimism that the new league will create a better platform for women's football development in the country, which will, in turn, improve the national team's performance.(Anderson 2005b; Oxendine 1988)

## **2.9. Research on Women's Football**

The existing body of academic research done on women's football can largely be categorized into two areas of study; one being histories, focusing on the past challenges and struggles of women to participate in football, the other being a feminist discourse and/or political studies approach looking at the current state of women's football through the feminist perspective or focusing on equality laws (gender equality laws in Europe). With very few histories having been written about women's football at that stage, researchers focused on discovering and writing the history of the women's game. With the exception of personal stories of players, the majority of histories focused on an academic discussion of how the game developed in the respective country.(Anderson 2005b; Oxendine 1988)

The change started to come in Europe in the 1970s. For example, Pfister emphasized that the success of German women's football was, in part, assisted by the support within the national association starting in the late 1970s.Likewise, Skill points out the NFF (Norsk Football For

bund or Football Association of Norway) in the early 1970s “had to declare its acceptance of football for girls and women,” opening up opportunities for girls and women to participate in football. It was not an internal push but pressure from societal changes toward equality and the NOC’s mission for ‘sport for all’, which led to this change within the NFF. Beyond building a history of women’s football, there has been an equal focus of academic studies concerning women’s football written within the scope of feminist discourse.(Anderson 2005b; Oxendine 1988)

As discussed by Scranton, et.al there has been more than 20 years of research using mainstream sport, often football, to consider power dynamics and gender relations. They argue the greatest obstacle for the development of women’s football is the close link between football and “conventional stereotypes of hegemonic masculinity.” However, their main focus is simply on access to the sport for women, who eventually attained elite status. Similar areas of discussion and conclusions in relation to women’s participation were found in many countries.(Anderson 2005b; Oxendine 1988)

## **2.10. Women, gender equality and sport**

Women’s participation in sport has a long history. It is a history marked by division and discrimination but also one filled with major accomplishments by female athletes and important advances in gender equality and the empowerment of women and girls. Women have taken up top leadership positions in sport, such as Presidents and Secretaries-General of National Olympic Committees. More and more women have also taken up employment opportunities in all areas of sport, including as coaches, managers, officials and sports journalists.(www.northnet.Org)

These achievements were made in the face of numerous barriers based on gender discrimination. Women were often perceived as being too weak for sport, particularly endurance sports, such as marathons, weightlifting, and cycling, and it was often argued in the past that sport was harmful to women’s health, particularly their reproductive health. In 1896, Baron Pierre de Coubertin, founder of the modern Olympics, stated: “No matter how toughened a sportswoman may be her organism is not cut out to sustain certain shocks.” (www.northnet.Org)

## **2.11. Women football economy of Japan and NFL**

Pittsburgh native Julia Garrity, 28, has long been a diehard Steelers fan. Even after moving to Washington, she attends five home games a year and has accumulated hundreds of dollars worth of Steelers jerseys, bottle openers and flip-flops. But tension is developing with a fellow fan: her mother, who is troubled by the NFL's handling of the domestic assault case involving former Baltimore Ravens running back Ray Rice. "I couldn't imagine not watching it on Sundays," Garrity said. "But my mom's very turned off. She said, 'The NFL makes me not want to watch the sport.' "

Women make up an estimated 45 percent of the NFL's more than 150 million American fans and have become perhaps pro football's most valuable players. Female fans, a group beloved by advertisers, represent the league's biggest opportunity for growth. Keeping these women spending has become a chief goal of the NFL, which has funded research, expanded merchandising and sponsored spreads in women's magazines.

But crisis after crisis, from a string of lawsuits accusing some NFL teams of underpaying cheerleaders to the Ray Rice scandal, threaten to undermine the league's efforts to expand beyond its saturated boys' club and attract new female fans. League watchers are beginning to wonder: Will women forgive the NFL? "The value of women in professional sports as fans matters more than ever before. The real question is: Will that group of women put two and two together?" said Wendy Murphy, a former prosecutor and New England Patriots cheerleader who runs the Women's and Children's Advocacy Project in Boston.

"I hope and expect that women as consumers of sports . . . feel empowered enough not only to say this is unacceptable but to do something about it. . . . But it's so easy to default to the gentle version of the narrative. We don't want to believe our heroes can be so brutal." Women, and the companies who depend on them, helped NFL revenue to a record \$9.5 billion last year, and Nielsen data shows women have grown to represent more than a third of the league's average viewership. "Sunday Night Football" ranked first among women ages 18 to 49 for the first time last season, and Fox said its female football viewing audience had hit a record high.

Super Bowl XLVIII, during which advertisers paid \$4 million for 30 seconds of air time, was the most-watched TV program for women this year, with 45 million female viewers. According to

Nielsen, recent Super Bowls have logged higher female viewership than the Oscars, Grammys and Emmys combined. Yet just after this season's ticket-holders entered stadiums, their eyes turned to a casino elevator in Atlantic City. A video posted Monday by TMZ showed Rice knocking out his then-fiancee, Janay Palmer. Rice was dismissed by the team and indefinitely suspended by the league, but former FBI director Robert S. Mueller III has been hired to investigate, after an Associated Press report contradicted the league's insistence that no one at NFL headquarters had seen video of the attack.

On Wednesday, the National Organization for Women called for NFL Commissioner Roger Goodell's resignation, saying the league "has a violence against women problem." Women who had been abused shared stories on Twitter, via hashtags such as #why stayed, that sparked a national debate on the everyday tragedies of domestic abuse. ESPN's Keith Olbermann said the images of Rice's assault were "symbolically knocking out every woman football fan in this country." Though no sponsor has cut ties with the NFL, corporate partners of the league, a marketing juggernaut, have found themselves suddenly on the defensive. Facing criticism on social media about their relationship with the NFL, Marriott Hotels and FedEx said on Twitter that they were "closely" watching for new developments. PepsiCo, a key sponsor, said in a statement, "Domestic violence is completely unacceptable. We are encouraged to see the NFL is now treating this with the seriousness it deserves."

They are world champions and brought hope to a nation reeling from a natural disaster, but Japan's female Olympic footballers had to make do with economy class seats during their gruelling flight to Europe this week, while the less celebrated men's team relaxed in business class. The issue surrounding "Nadeshiko Japan", who lifted the women's world cup in Germany last summer, began soon after they arrived in Paris on a Japan Airlines flight from Tokyo.

"I guess it should have been the other way around," Homare Sawa, the team's star player, told Japanese media. "Even just in terms of age, we are senior," she joked. The teams are due to play a warm-up match against France on Thursday before flying to London. Their first Olympic match is against Canada, in Coventry, on 25 July, in a group that also includes Sweden and South Africa. Sawa, 33, who will be taking part in her fourth Olympics, noted that the team had been awarded business class seats after they won the world cup in Germany last July.

That proved to be an exception: the Japan football association [JFA] has since reinstated the practice of putting female players in economy class, although they were given a little extra leg room in premium economy during the flight to Paris, thanks to their status as potential medalists. The team received a heroes' welcome on their return from Germany last summer. Their victory was a rare bright spot for the people of Japan, who were still reeling from the 11 March tsunami, in which almost 20,000 people died, and the Fukushima nuclear accident. Sawa and other players were feted with commercial deals, made numerous TV appearances and became the first sports team to receive the people's honour award from the government.

The most effusive praise came from JFA president Junji Ogura: "The players have showed the brilliance of Japanese women," he said. While the women set off for London days after an effortless 3-0 victory over Australia, the men failed to impress with a dull 1-1 draw with New Zealand. Nadeshiko are being talked about as gold medal prospects in London, but the men face a difficult opening fixture against Spain, followed by matches against Morocco and Honduras, and are not expected to win a medal. Japan's Olympic committee pointed out that most of the country's Olympic athletes, as amateurs, are required to fly economy, with exception made for judoka and other physically large competitors. Well-known athletes often get round the rule by upgrading with help from their sponsors, but that isn't an option for players in team sports aiming to preserve the esprit de corps. The JFA said the men's football team had been given business class seats since the Atlanta Olympics in 1996 in view of their professional status.

Sawa, who won the golden boot as top scorer in Germany and was named FIFA women's world player of the year in 2011, suggested that the team's best chance of securing a more comfortable flight back to Tokyo would be to win gold in London. "When we won the world cup, our seats were changed to business class for our return flight," she said. "I hope we can produce a good result again and be treated the same way."

## **2.12. Risk Factors of women Football Players**

Stress fractures in female football players probably occur due to a range of factors with the relative contribution of each varying among individuals. There are currently no prospective or even retrospective data establishing risk factors for stress fractures in female football players. Therefore, knowledge on this topic must be translated from data on other populations. General risk factors for stress fractures in athletes have recently been reviewed. They were divided into two categories extrinsic and intrinsic. Extrinsic risk factors are factors in the environment or external to an individual that influence the likelihood of sustaining an injury. In terms of stress fractures in female football players, these include training programme, equipment, and environmental factors. Davies J.H (1969)

Extrinsic factors are critical in the development of stress fractures as some form of loading needs to be placed on a bone for damage to generate and accumulate. However, development of a stress fracture is also influenced by the ability of the body to respond to applied loads. Intrinsic risk factors refer to characteristics of an individual, and how their body responds to loading and any damage it generates. The contribution of intrinsic risk factors in female football players is indicated by the fact that not all players will develop a stress fracture despite being exposed to equivalent extrinsic risk factors. Intrinsic risk factors for stress fractures in female football players include gender, endocrine, nutritional, physical fitness and neuromuscular skeletal factors. Davies J.H (1969)

### **2.12.1 Equipment Factors**

Equipment factors can influence the risk of stress fracture by altering the loading environment of the skeleton, with the most commonly implicated pieces of equipment in football players being shoes/boots. Shoes act as filters that theoretically attenuate ground impact forces. They also have the potential to influence foot and ankle motion, thereby altering mechanics proximally in the kinetic chain. By improving cushioning (decreasing bone strain) and modifying skeletal alignment (changing mechanics), shoes have been hypothesized as potential contributing factors in stress fracture development in football players. Although this contribution has logic, the supportive scientific evidence is lacking. Studies have not found appreciable differences between shoes of differing shock absorptive capacity on tibia peak strain or strain rates during running.

Similarly, studies using bone pin markers to assess skeletal mechanics have shown that differences in bone movements between barefoot and shod running are small and unsystematic (mean effects being less than 2°), compared with differences between subjects (up to 10°). Thus, bone strains and skeletal kinematics during running seem individually unique and do not appear to be substantially influenced by shoe characteristics. Crocker P.R.E (1989:236-24).

This is supported by a general lack of clinical evidence for a role of shoes in the development of stress fracture. One study found that military recruits who trained in a modified basketball shoe had a lower incidence of metatarsal stress fractures compared with those who trained in a standard infantry boot; however, there were no differences in the incidence of tibias or femoral stress fractures. Also, there was no difference in the total number of stress fractures in the two groups. In contrast, Gardner et al found that military recruits who started training in shoes of advanced age (an indicator of possible reduced shock absorptive capacity) were at a greater risk of developing a stress fracture. With regard to football boots, there is some evidence to suggest that peak pressures below the metatarsals vary according to the type of stud design used, thus potentially influencing metatarsal stress fracture risk. However, the overall contribution of football shoes/boots to stress fracture development in female football players currently remains uncertain. Crocker P.R.E (1989:236-24).

### **2.13 Challenges and Opportunities in Women Football**

From the longtime of reference participation of women in a physical activity were very difficult and unable event for women in a younger age. Even restriction and social affairs with in a combination of an idea of “impossibility” of football for girls and women was challenging everywhere across the world. However, after unmoors study and factual attitudes shined-out which made the ‘unable ‘to be able.(UN, 2007)

Before the participation of women in football various women, gender equality actions have been taken place. However challenges that had faced with empowerment of women were not easy. As one UN document emphasized, women’s access to positions of leadership and decision making was constrained from the local level to the international level. The value placed on women’s sport was often lower resulting in inadequate resources and unequal wages and prizes. In the media, women’s sport was not only marginalized but also often presented in a different style that

reflects and reinforces gender stereo types. Violence against women, exploitation and harassment in sport were manifestation of the perception of men's dominance, physical strength and power, which were traditionally portrayed in male sport. (UN, 2007)

Another challenge that became obstacle for women football development was lack of role models in sport. Women and girls have been less involved in sport than man and boys through the centuries. At all levels and in all roles. Community participation, elite athletics, coaching, managing and leading sports organizations. Women, especially those from marginalized groups, have been under represented. This situation is gradually changing in some areas because of the concerted efforts of individuals and groups. But change is slow. In 2006, around 29% of all representatives on strategic sports boards and committees were women. (UN, 2007)

According to 4th FIFA Women's Football Symposium some of the main challenges on application of the women football are:

- Outcomes from plans, seminars and courses are implemented and supported by the member associations
- Investments are made to progress the development of WF administration structure is strong
- Ensure sustainable activities –build the foundation for the future
- Provide path ways for talent to progress (create opportunities)
- To secure additional resources
- To maintain long-term partnership
- Accessibility to infrastructure. Are the main challenges to be faced. (FIFA 2007)

In women, gender equality script well expressed that women could be beneficiary if they would like to participate in many physical activities. Although many of clinical trials and epidemiological studies in health research have excluded women, the data available suggest that women derive much health benefit from an active lifestyle. Participation in sport and physical activity can prevent a myriad of non-communicable diseases which account for over 60 percent of global death, 66percent of which occur in developing in developing countries. For girls it can

have a positive impact on childhood health, as well as reduce the risk of chronic diseases in later life.(FIFA2012)

For older women sport and physical activity as well football, can contribute to the prevention of cardiovascular diseases which account for one third of deaths among women around the world and half of all deaths among women over 50 in developing countries. An important role of physical activity in the life of older women lies in prolonging independence. Much of the physical decline that was presumed an inevitable consequence of aging is now thought to be the result of in activity.(FIFA2012)

Participation in sport and physical activity can also facilitate good mental health for women of all ages, including the management of mental disorders such as Alzheimer's disease. It can promote psychological wellbeing through building self-esteem, confidence and social integration, as well as help reduce stress, anxiety, loneliness and depression. (FIFA2012)

The benefits of participation in physical activities are great, and the potential costs of inactivity can be severe. Many girls around the world are not currently able to take advantage of the benefits of regular sports and physical activities due to equitable access and opportunities. (FIFA2012)

#### **2.14. Barriers to women football**

Women's football has been played for many decades but, it was associated with charity games and physical exercise in the past before the breakthrough of organized women's association football came in the 1970s. Before the 1970s, football was seen as men's game. Football is the most prominent team sport for women in a few countries like USA, China, Japan and England; and one of the few women's team sports with professional's leagues.(FIFA2012)

The growth in women's football has been major competitions being launched at both national and international level. Women's football has faced many struggles though out its fight for right. Although women's football had its first golden age in the UK in the early 1920s when some matches achieved over 50,000 spectators. This was stopped once December 1921 when England's football association voted to ban the game from grounds used by its member clubs. The ban was not cancelled until July 1971.(FIFA2012)

In 1970s women's club teams started to appear on college campus, but it wasn't until the 1980s that they started to gain recognition and gained a varsity status. The first national level tournament was held at Colorado College, in 1981. Women's football over looked for century because of different reasons. At one time it was rising up and going strong for certain period of time. Besides for the banning and becoming unable of the women's football there were a lot of barriers. Although women's football has its first golden ages in the UK in the early 1920s there are also different barriers. (FIFA2012)

### **2.14.1 Social and Cultural Barriers**

1. The male dominated culture of sport it might seem strange to suggest that a barrier to participation in sport is sport itself, but this idea is worth considering some people argue that sport has traditionally been defined, organized promoted and constructed as a male activity. For example, some women or girls are turned off sport all together because they see it as male dominated activity. Working in sector when you are a minority can make you feel that you don't belong.
2. Attitudes and prejudices about sexuality Women's sport or especially male dominated sport such as football is still regarded by some as fundamentally unfeminine. The resulting erroneous, conclusion is that all sports men must be. There are several consequences some women or girls refrain from certain sports for fear of being perceived as unfeminine and or lesbian.
3. Sexual Harassment and Abuses Recent studies indicate that sexual harassment and abuse is just as much a problem in sport as it is elsewhere in society. Many females drop out sport rather than continue being subjected to the undermining effects of constant harassment and abuse others endure the sexual attention of their male coaches or because of fear, desire for athletic reward, low self-esteem or ignorance of who to turn for help. UNNITED NATION (Dec, 2007)

### **2.15. The benefits of women's participation in sport and society**

In addition to improvements in health, women and girls stand to gain specific social benefits from participation in sport and physical activity. Sport provides women and girls with an alternative avenue for participation in the social and cultural life of their communities and promotes the enjoyment of freedom of expression, interpersonal networks, new opportunities and

increased self-esteem. It also expands opportunities for education and for the development of a range of essential life skills, including communication, leadership, teamwork, and negotiation.(Bailey, Richard, 2004)

And also other than their benefits for women and girls themselves, women's increased involvement can promote positive development in the sport by providing alternative norms, values, attitudes, knowledge, capabilities, and experiences. The contributions of women, particularly in leadership positions, can bring diversity and alternative approaches and expand the talent base in areas such as management, coaching and sports journalism. The participation of women and girls in sport challenges gender stereotypes and discrimination, and can, therefore, be a vehicle to promote gender equality and the empowerment of women and girls. In particular, women in sports leadership can shape attitudes towards women's capabilities as leaders and decision-makers, especially in traditionally male domains. Women's involvement in sport can make a significant contribution to public life and community development. (Bailey, Richard, 2004)

## **2.16. Women's sport and the media**

The gender-based discrimination against women in sport-related employment is also apparent in the unequal representation of women in sports media, and the negative portrayal of women athletes and women's sports remains a persistent problem. ILO (2006)

In addition, women's sporting events remain marginalized from the mainstream multi-billion dollar sport-media industry and while many local, national and international competitions include both men's and women's events, the men's events invariably dominate media coverage and local and global attention. ILO (2006)

Media representation and portrayal of men's and women's sport are also significantly different. Media coverage of women's sport continues to be influenced by gender stereotypes, which reinforce traditional images of men and women. Numerous research studies have, for example, shown that in sports media, women are frequently portrayed as "girls", no matter what their age, and described in terms of their physical attributes and emotional responses, often in ways that stress their weakness, passivity, and insignificance. Phillips, Murray G. (1996)

The promotion and popularization of women's sport require an increase in media coverage as well as a significant improvement in the breadth, depth, and quality of women's sport. Non-discriminatory portrayal of female athletes in sport media and marketing could not only provide positive role models that encourage more women and girls to become athletes, but it could also persuade more women to become consumers of sport media and other products, as well as positively influence gender stereotypes and the equalization of women in all areas of society. Phillips, Murray G. (1996)

### **2.16.1 Corporate and Media Investment in Women's Football**

The male sport has significantly developed via its increasingly intrinsic relationship with corporate and media bodies, which has been conceptualized as the 'sports media- business alliance' involving the 'tripartite model of sponsorship rights, exclusive broadcasting rights and merchandising' (Horne and Manzenreiter 2006). Women's football has consistently struggled to gain as much attention, investment and exposure as the men's game, despite the increasing number of female players worldwide.(Saavedra 2007).

To boost women's football, there have been efforts internationally to train up and build the capacity and skills of women in administrative, coaching and refereeing roles. The significance and the successes of this campaign are widely recognized. In 2007, there were 52 female International Referees in Africa as a result of FIFA's infrastructure and capacity building programs (Saavedra 2007).

Although this recruitment process must continue if we are to have women managing and envisaging the future of the women's game, it is simply not enough to have these women within football working in isolation from wider processes. With increasing female participation levels within the sport, women's football is carving out an expanding future at the amateur level. (Saavedra 2007).

This, however, would remain 'unthreatening to football authorities' and would do little to 'alter the essentially amateur nature of the female game'. Fans of these women's sports have been given opportunities to follow their favorite female athlete, access constant updates on their

sporting progress via various media channels, and be consumers of merchandise and sports events. Where corporations and sponsors have envisaged economic opportunities in the backing of these sports played by women, there has been a dramatic shift in the awareness and perceptions in a society of women as athletes and has accelerated developments within the sport. (Santomier 2008).

This indicates that global market forces have the potential to create a profitable market from women's football through the establishment of local iconic teams and players. As sponsors use the emotional impact of sport to build and connect with consumers, there is the opportunity for them to target sophisticated marketing of female sport to women and girls and indeed male followers of women's sport (Santomier 2008).

### **2.16.2 Increased Media coverage of women in sports**

Even though women's sports are not covered as often or in the same detail as men's sports, girls and women now can see and read about the achievements of women athletes in a wider range of sports than ever before. Seeing women athletes on television and reading about them in newspapers and magazines encourage girls and women to be active as athletes themselves. The media images in the coverage of that event were very powerful and inspirational to girls and women. (Santomier 2008).

As girls grow up, they often want to see what is possible before they experiment with and develop their own athletic skills. This is the case because of money of them still receiver mixed message about becoming serious athletes. For example, their vision of being an athlete can be clouded by swimsuit models in sports illustrated powerful images connecting thinness and vulnerability with sex appeal and by homophobic fears about becoming too strong and too "male-like". (Santomier 2008).

Despite mixed messages, the media coverage of everything from professional women's basketball to synchronized swimming helps girls and young women conclude that sports are human activities, not male activities. Media companies, like their corporate counterparts that sell sporting goods, have begun to realize that women makeup half the world's population and, therefore, half the world's consumers. (Santomier 2008).

Many men complained about this new approach; they liked it better when the media catered to their interested alone. Despite these complains, women's sports will continue to be covered in the media, and that coverage will change the images that all of us associate with sports and athletic achievement.(Santomier 2008).

### **2.17 Players, equipment, and officials**

Each team consists of a maximum of eleven players (excluding substitutes), one of whom must be the goalkeeper. Competition rules may state a minimum number of players required to constitute a team, which is usually seven. Goalkeepers are the only players allowed to play the ball with their hands or arms, provided they do so within the penalty area in front of their own goal. Though there are a variety of positions in which the outfield (non-goalkeeper) players are strategically placed by a coach, these positions are not defined or required by the Laws. (Laws of the Game 2010/2011 FIFA)

The basic equipment or kit players are required to wear includes a shirt, shorts, socks, footwear and adequate shin guards. An athletic supporter and protective cup are highly recommended for male players by medical experts and professionals. Headgear is not a required piece of basic equipment, but players today may choose to wear it to protect them from head injury (Strikingeagles.tripod.com)Players are forbidden to wear or use anything that is dangerous to themselves or another player, such as jewelry or watches. The goalkeeper must wear clothing that is easily distinguishable from that worn by the other players and the match officials. (Laws of the game FIFA)

A number of players may be replaced by substitutes during the course of the game. The maximum number of substitutions permitted in most competitive international and domestic league games is three, though the permitted number may vary in other competitions or in friendly matches. Common reasons for a substitution include injury, tiredness, ineffectiveness, a tactical switch, or time wasting at the end of a finely poised game. (Laws of the game FIFA)

In standard adult matches, a player who has been substituted may not take further part in a match. IFAB recommends that "that a match should not continue if there are fewer than seven

players in either team." Any decision regarding points awarded for abandoned games is left to the individual football associations. ("Laws of the game" FIFA)

A game is officiated by a referee, who has "full authority to enforce the Laws of the Game in connection with the match to which he has been appointed" (Law 5), and whose decisions are final. The referee is assisted by two assistant referees. In many high-level games there is also a fourth official who assists the referee and may replace another official should the need arise. ("Laws of the game (Law 5–The referee)" FIFA)

There are 17 laws in the official Laws of the Game, each containing a collection of stipulation and guidelines. The same laws are designed to apply to all levels of football, although certain modifications for groups such as juniors, seniors, women and people with physical disabilities are permitted. The laws are often framed in broad terms, which allow flexibility in their application depending on the nature of the game. The Laws of the Game are published by FIFA but are maintained by the International Football Association Board (IFAB). In addition to the seventeen laws, numerous IFAB decisions and other directives contribute to the regulation of football. ("Laws of the game" FIFA)

## CHAPTER THREE

### 3. RESEARCH DESIGN AND METHODOLOGY

This section of the thesis deals with the search design, sources data, population of the study, data collection instruments, data collection procedure and data analysis techniques.

#### 3.1 Research Design

The main objective of this study is to examine the study on to investigate the socio - economical factors on the development of women in higher division clubs: in Addis Ababa. This method is selected because it is helpful to identify present conditions and point to present needs, the immediate status of a phenomenon and facts findings (Youghs 2006).Moreover, it is an economical and rapid turnaround in data collection and identifying an attribute of a large population from a small group of individuals. Therefore, the first approach of the data study was to gather data, to examine the study on socioeconomic factors that affect the development of higher division women's football club: the case of Addis Ababa administrative region.(Kothari2004)

#### 3.2Research Methodology

A descriptive survey has been used in order to find out about to investigate the socio - economical factors on the development of women in higher division clubs: in Addis Ababa. As its nature, this method was appropriate to define, describe and understand about the limitation that blocks the program. In addition this method was used to gather variety of data related to the study and to analyze the in mixed type of quantitative approach.(Creswell,2003:128)

#### 3.3 Source of Data Collection

In order to strengthen the findings of the research the relevant data for the study were being collected from two sources.

**3.3.1 Primary data collection-** This was done with coach, players and observation by the researchers. (Questionnaire, interview and observation).

**3.3.2 Secondary data collection-** On this section also the researcher believes that Secondary sources are documents written after an event has occurred, providing secondhand accounts of that event, person, or topic. Those are: -

- Encyclopedias
- Textbooks
- Books etc, basically for this study the researcher used websites and books.

**3.4 Population of the study** this study was conducted in higher division women football clubs of Addis Ababa. The population of the study comprised women higher division (i.e. Addis Ababa football federation technical staff, higher division players, and higher division coaches). The total numbers of clubs are 7.

1) Players =  $25 \times 7 = 175$

2) Coaches = 7

3) Technical staff = 2

Generally, the study incorporated 184 total populations

**3.4.1 Sample and Sampling Techniques[**

This sampling technique is selected by Yamane’s formula because it gives equal and independent chance for all clubs in their fine population of being selected as a sample.

To determine sample size based on Yamane’s formula was applied. i.e.

$$n = \frac{N}{1 + N \times (e^2)}$$

$$n = \frac{184}{1 + 184 \times (0.05)^2}$$

$$n = \frac{184}{1 + 184 \times 0.0025}$$

$$n = \frac{184}{1.46}$$

$$n = \underline{126.02}$$

Is sample size

Whereas n = the sample size

N= population size

e= the margin errors of 5 percentage points. (Yamane ,Toro.1967)

The target population consisted of Addis Ababa football federation Technical staff, higher division players and higher division coach's use as a source of data for the purpose of the study. For the specific research, the following samples were selected using both probability (simple random) and non –probability (purposive). simple random sampling ensures that each possible sample has an equal probability of being selected, and each item in the entire population has an equal chance of being included in the sample. A purposive sample is a non- probability sample that is selected based on characteristics of a population and the objective of the study.

### **3.5 Data collecting instrument**

In order to achieve the specific objectives and research questions; the researcher used the following instrument to analyze data properly.

1. Questionnaire
2. Interview
3. Observation

#### **3.5.1 Questionnaires**

Questionnaires are a good way to obtain information from a large number of people and/or people who may not have the time to attend an interview or take part in experiments. They enable people to take their time, think about it and come back to the questionnaire later. Participants can state their views or feelings privately without worrying about the possible reaction of the researcher. Unfortunately, some people may still be inclined to try to give socially acceptable answers. People should be encouraged to answer the questions as honestly as possible so as to avoid the researchers drawing false conclusions from their study.

(Available at <http://www.alzheimer-europe.org/Types-of-research>)

Questionnaires typically contain multiple choice questions, closed questions, and open-ended questions. The drawback for researchers is that they usually have a fairly low response rate and people do not always answer all the questions and/or do not answer them correctly. To gather data from the players, coaches, administration, and concerned body will be distributed in translated to Amharic in order that adequately understands and responds the questions correctly.(Available at <http://www.alzheimer-europe.org/Types-of-research>)

### **3.5.2 Interviews**

Interviews are usually carried out in person i.e. face-to-face but can also be administered by telephone or using more advanced computer technology such as Skype. Sometimes they are held in the interviewee's home, sometimes at a more neutral place. It is important for interviewees to decide whether they are comfortable about inviting the researcher into their home and whether they have a room or area where they can speak freely without disturbing other members of the household. (Available at <http://www.alzheimer-europe.org/Types-of-research>)

The interviewer (which is not necessarily the researcher) could adopt a formal or informal approach, either letting the interviewee speak freely about a particular issue or asking specific pre-determined questions. This will have been decided in advance and depend on the approach used by the researchers. A semi-structured approach would enable the interviewee to speak relatively freely, at the same time allowing the researcher to ensure that certain issues were covered. (Available at <http://www.alzheimer-europe.org/Research/Types-of-research>)

When conducting the interview, the researcher might have a checklist or a form to record answers. This might even take the form of a questionnaire. Taking notes can interfere with the flow of the conversation, particularly in less structured interviews. The interview will be held in Amharic to avoid language barrier (Available at <http://www.alzheimer-europe.org/Types-of-research>)

### **3.5.3 Observation**

#### **Field observation**

Observation is one way of collecting primary data. Observation is a purposeful, systematic and selective way of watching and listening to an interaction or phenomena as it takes place. The researcher took field observation to see what is actually happening in the interpersonal relationship of the team in the practical training session and competition. The observation focused on socioeconomic factors that affect the development of higher division women's football club; the case of Addis Ababa administrative region. The researcher prepared observation checklists that lead the researcher to collect enough information about the successes and challenges. (Available at <http://www.alzheimer-europe.org/Research/Types-of-research>)

### **3.6 Data Collection Procedures**

After designing the research instruments (observation checklist, questionnaire, and interview), the research sites and samples size of participants were identified. Then, observation of the clubs training session takes the first step in data collection. This is because to gain first-hand information the Usual principles, method, and character of the team and the coach during the training session. Secondly, date and times of contact were determined and questionnaires were distributed to select the team players and their coaches. The interview session follows with coaches and administrative officials. After completing the data collection, processing the raw data or analysis follow suit (Kumar 1996).

### **3.7 Data Analysis Techniques**

The information obtained from relevant documents the responses which gathered through interviews, questioners and observation were organized, framed to analysis and inferences were made .finally, interpretations of the data are qualitative used frequently and counted. Percentages were also formulated depending on the nature of the data collected and first-hand information from the respondents was applied. After carrying out the collection of data through a questionnaire, structured interview, and observation checklists, based on the available data; the process of tabulation was carried out. The items then were first classified into different tables according to the nature of issues raised in questionnaires and interviews and the data were analyzed.(Kumar 1996).

In analyzing the data, both the quantitative and qualitative methods were used. Accordingly, all the close-ended questions of the questionnaires were analyzed quantitatively using frequency count and percentage .the data obtained from the open-ended questions of the questionnaires interview, written questioners, and observation were analyzed qualitatively and served as supportive tools for quantitative data .hence ,the quantitative data were triangulated by the qualitative data of the study, therefore ,has fairly a high level of breadth from the quantitative surveys and depth from the qualitative interviews, document analysis and observation, at all.(Kumar 1996).

### **3.8. Ethical Considerations**

The main ethical consideration for this study, relates to providing the respondents with information as to the purpose of the study, the issue of confidentiality, the need for honesty in collecting data, and the need for objectivity in reporting data. Measures were taken to ensure the respect, dignity and freedom of each individual participating and to assure confidentiality in the study. The Participants may have that the information to keep confidential and the researcher will not be disclosed to anyone else including anyone in the sub city.

## **CHAPTER FOUR**

### **4 DATA ANALYSIS, INTERPRETATION AND DISCUSSION**

#### **4.1 Result of data collection**

The primary objective of this chapter is to find out the appropriate responses for the basic questions raised under the statement of the problem from the data gathered through questionnaires distributed to the women higher division players and higher division coaches, structured interview designed, for Addis Ababa football federation technical members, observation conducted on actual training and document analysis.

Initially, 117 questionnaires for women and 7 questionnaires for coaches were set to gather reliable information in breadth. Hence, the researcher distributed questionnaires to the 117 women higher division players and 7 women higher division football coaches. Besides these interview questionnaires was prepared to Addis Ababa football federation technical members, so the data was from 100% of women higher division players and 100% women higher division coach respondents that it could be possible to generalize the finding.

#### 4.1.1 Analysis of coach's response data collected through questionnaires

**Table 4.1** Characteristics of the coach's respondents

No	Items	No of coaches( $N=7$ )	
		No	%
1	Sex		
	Male	7	7
	Female	0	0
2	Age		
	Under 25	2	28.57
	25-30	4	57.14
	31-35	-	-
	36-40	-	-
	Above 40	1	14.28
3	What is the educational level?		
	10 completed	2	28.57
	12 completed	1	14.28
	Certificate level	2	28.57
	Diploma	-	-
	Degree	2	28.57
	Masters	-	-
4	What is your current qualification level in coaching?		
	First level	2	28.57
	Second level	1	14.28
	C license	3	42.85
	B license	1	14.28
	A license	-	-
5	How many years of experience do you have in coaching?		
	Less than 1 year	-	-
	1-4 years	4	57.14
	5-10 years	-	-
	Above 10 years	3	42.85

Source:-Field surveys, April 2018

From the data collected and tabulated, the following characteristics or participants background despondence have been obtained.

According to the personal detail show in table 1 all Women higher division coaches. On item 1 shows, that (100%) of the coaches respondents are male. Item two shows, that 2(28.57%) of under 25 years, 4(57.14%) have 25-30 years and 1(14.28%) above 40 years old. Item three shows that 10 complete, 2(28.57%) of the respondents have completed grade 12,1(14.28%) and 2(28.57%) have their degree. Item four indicate 2(28.57%) of the use occur coaches are certified by first level coaching course, 1(14.28%) have second level coaching, 3(42.85%) received CAF 'C' License and the remaining 1(14.28%) received CAF 'B' license. As one coach reaches so many players he can affect many players adversely. So it seems for better for coaches to support themselves by current and better education. To express their work experience 4(57.14%) have 1-4 years, and 3(42.85%) above 10 years' experience. Based on this it is fair to have the perception that the women higher division coaches have acceptable work experience in the area of coaching higher division.

**Table 4.2** Social factors and women participations

No	Items	Respondents In	
		No	%
6	Does a social factor affect your club?		
	Yes	5	71.42
	No	2	28.57
	If your answer to the question number 1 is No, please write your reason?		
7	Do you believe female have got chances to play football, to coach to and act as a manager?		
	Yes	2	28.57
	No	5	71.42
8	Does to affect less number of clubs establishments on women football economies?		
	Yes	6	85.71
	No	1	14.28
9	Do you think that the participation of women's footballer has increased at the current time?		
	Yes	5	71.42
	No	2	28.57

Source Field survey, April 2018

Table 2 of Items 6, shows that 5(71.42%) of the coaches replied that yes social effects low societal awareness towards the sport and poor perception towards women football 2(28.57%) no affects responses Items 7, shows that 2(28.57%) yes the coach replied 5(71.42%) No most of the respondents witness that women’s get less opportunity to participate in playing football, to coach and in the position of administration. Items 8 shows 6(85.71%) yes Women’s football players and their coaches believes high emphasize is given to training participation but the concerned and responsible bodies believe as less emphasis given this area. 1(14.28) the coaches replied that no. Items 9 shows 5(71.42%) coaches replied yes and 2(28.57%) coaches are no.

When the utility of sport and its ability to produce socio-positive outcomes is examined, there is often a negation of the socio-negative aspects through a ‘they do more good than harm’ framework. Yet, there is no ‘first do no harm’ creed in the sport. Miracle & Reese (1994).These international youth tournaments aim to give women’s football increased exposure and credibility on the youth level. The right to play and to participate in sports has been embodied in United Nations instruments like the Convention on the Rights of the Child and the Convention on the Elimination of Discrimination against Women.” (Anderson 2005b; Oxendine 1988)

**Table 4.3** Factors of sponsors and supporters

No	Items	Response In	
		No	%
10	Do you get appropriate encouragement from your society?		
	Yes	2	28.57
	No	5	71.42
11	Does the technique committee work jointly with sponsors?		
	Yes	0	0
	No	7	100
12	Are you happy with your club supporters?		
	Yes	0	0
	No	7	100
13	Does your club provide adequate support for women football team?		
	Yes	1	14.28
	No	6	85.71

Source Field survey, April 2018

Table 3 of Items 10 shows 2(28.57%) the coaches' responses, yes and 5(71.42%) no there are no encouragements in the society, poor perception towards women football and low societal awareness towards the sport. Items 11 show 7(100%) all coaches responses No technique committee works jointly with sponsors, since sponsors have a poor attitude towards women football, they are not willing to support or encourage us and most of the sponsors give more attention to male when it is compared with women in organizing different women football clubs. Items 12 shows 7(100%) all coaches responses I am not happy with my club supporters and the absence of spectator community. Item 13 shows 1(14.28%) coaches' responses, yes and 6(85.71%) coaches do no supports for women clubs it is found out that there is less emphasis given to female football players empowerment poor perception towards women football.

The cultural strength of this myth is so strong, parents, players, coaches, scholars, and fans tend to overlook a large number of problems associated with the culture of sports and the way we structure and run them. Miracle & Reese (1994).FIFA starts to organize specific women's football community seminars, helping member association to enhance media coverage, public sector support and commercial sponsorship to get women's football off the ground in their countries.[www.fifa.com](http://www.fifa.com)

**Table 4.4** Impacts and affects of media

No	Items	Response In	
		No	%
14	Do media affect the development of your football club?		
	Yes	6	85.71
	No	1	14.28

Source Field survey, April 2018

Table 4 of Items 14 shows 6(85.71%) coaches responses yes media affects developments of women football and the media should give screen coverage on women football through interviewing players, streaming matches and promoting them to the community. They should also play and to help important role in helping the clubs find sponsors and encourage the best players 1(14.28%) coaches' responses are no effects.

Media representation and portrayal of men’s and women’s sport are also significantly different. Media coverage of women’s sport continues to be influenced by gender stereotypes, which reinforce traditional images of men and women. The promotion and popularization of women’s sport require an increase in media coverage as well as a significant improvement in the breadth, depth, and quality of women’s sport. Phillips, Murray G. (1996)

**Table 4.5** The clubs economy

No	Items	Response In	
		No	%
15	What is the current status of your club economy?		
	High	-	-
	Moderate	-	-
	Low	1	14.28
	Never	6	85.71
16	Does your club have a sufficient annual budget?		
	Yes	0	0
	No	7	100
17	Do you agree that payment for the players is sufficient?		
	Yes	0	0
	No	7	100
18	Does financial capacity affect the development of your club?		
	Yes	6	85.71
	No	1	14.28
	If your answer to the question number 13 is No, please write your reason?		

Source Field survey, April 2018

Table 5 of Items 15 shows that 1(14.28%) of the coaches reported that “low” and 6(85.71%) of the respondents said that no current status of clubs economy. Items 16 shows that 7(100%) all coaches replied yes Does not have an annual budget. Items 17 shows that 7(100%) all coaches replied no payment for the players monthly or yearly and the absence of monthly income or

permanent salary for women football players. Items 18 shows that 6(85.71%) of the coaches replied yes and 1(14.28%) of the respondents said that no.

Most women’s football clubs rely on patrons or supporting organizations for this sustainability. Financial sustainability is there less about making profit than it is about attracting and maintaining responsible patronage. They show that insolvency is an endemic problem, but clubs survive despite recurring losses and debt most clubs would not survive in a normal business sector, however, which challenges the use of profitability to measure financial health in football. Traditional business metrics also do not reflect on key issues that are unique to football and crucial to integrity. [www.hks.harvard.edu](http://www.hks.harvard.edu)

**Table 4.6** Facilities and equipment

No	Items	Response In	
		No	%
19	Does your club have facilities all materials during training?		
	Yes	2	28.57
	No	5	71.42
20	Does your club use visual equipment for training purposes?		
	Yes	4	57.14
	No	3	42.85

Source Field survey, April 2018

Table 6 of Items 19 shows that 2(28.57%) of the coaches replied yes whereas 5(71.42%) of the respondents said that no have no facilities. Items 20 shows that 4(57.14%) of the coaches replied yes the clubs use visual equipment and 3(42.85%) of the respondents said that no.

The basic equipment or kit players are required to wear includes a shirt, shorts, socks, footwear and adequate shin guards. An athletic supporter and protective cup are highly recommended for women players by medical experts and professionals.("Laws of the game" FIFA)

#### 4.1.2 Analysis of athlete's response data collected through questionnaires

Table 4.7 Characteristics of the athlete's respondents

No	Items	No of Athletes (N=117)	
		No	%
1	Age		
	Under 18	68	58.11
	18-21	38	32.47
	22-24	11	9.24
	Above 25	-	-
2	What is the educational level?		
	1-8	50	42.01
	9-10	38	31.93
	11-12	24	20.16
	Certificate level	3	2.52
	Diploma	2	1.70
	Degree	-	-
	Masters	-	-
3	How many years of experience playing in this club?		
	Less than 1 year	4	3.41
	1 year	18	15.12
	1-4 years	95	79.83
	Above 4 years	-	-

Source:-Field surveys, April 2018

From the data collected and tabulated, the following characteristics or participants background despondence have been obtained.

According to the personal detail show in table 7 all Women higher division athletes. On Item 1 shows, that 68(58.11%) of under 18 years, 38(32.47%) have 18-21 and 11(9.40%) of 22-24 years. Item 2 shows that grade 1-8 students, 50(42.73%) grade 9-10 students, 38(32.47%) grade

11-12 students, 24(20.05%) of the certificate level 3(2.56%) and of them possess college diploma 2(1.70%). Item 3 indicates 4(3.41%) less than 1 years playing experience, 18(15.38%) are 1 years' experience and 95(81.19%) have 1-4 years' experience. Based on this it is fair to have the perception that the women higher division athletes have acceptable work experience in the area of athletes' higher division.

**Table 4.8** Social factors

No	Items	Response In	
		No	%
4	Do you get appropriate help and support from your family?		
	Yes	45	38.46
	No	72	60.50
5	Do you get appropriate encouragement from your society?		
	Yes	40	34.18
	No	77	64.70
6	Does a social factor affect your clubs?		
	Yes	78	65.54
	No	39	33.33

Source:-Field surveys, April 2018

Table 8 of Items 4, shows that 45(38.46%) of the athletes replied yes and 72(61.53%) of the athletes replied as No family supports, lack of awareness and economic limitations of parents preventing them to send their female children to football and it is found out that there is less emphasis given to female football players empowerment. Items 5, shows that 40(34.18%) of the athletes replied yes and 77(65.81%) most of the athletes replied no encouragement from the society and poor perception towards women football. Items 6, shows that 78(66.66%) most athletes replied yes social effects in higher division clubs, low societal awareness towards the sport and 39(33.33%) of the respondents said that no.

The social structure of sport refers to the manner in which the game is physically structured and played, the manner in which athletes are promoted, divided and rewarded. The cultural strength

of this myth is so strong, parents, players, coaches, scholars, and fans tend to overlook a large number of problems associated with the culture of sports and the way we structure and run them. When the utility of sport and its ability to produce socio-positive outcomes is examined, there is often a negation of the socio-negative aspects through a ‘they do more good than harm’ framework. Yet, there is no ‘first do no harm’ creed in the sport. Miracle & Reese (1994).

**Table 4.9** Women participation

No	Items	Response In	
		No	%
7	Do you believe female get chances to play football, to coach and act as a manager		
	Yes	16	13.67
	No	101	84.87
8	Does to affect less number of clubs establishments on women football economies?		
	Yes	82	70.08
	No	35	29.91
9	Are you satisfied being in your club?		
	Yes	67	57.26
	No	50	42.73

Source:-Field surveys, April 2018

Table 9 of Items 7, shows that 16(13.67%) the athletes replied yes and 101(86.32%) No most of the respondents witness that women’s get less opportunity to participate in playing football, to coach and in the position of the administration. Items 8, shows that 53(45.29) of the athletes replied that “high” Women’s football players and their coaches believe high emphasize is given to training participation but the concerned and responsible bodies believe as less emphasis given this area. Whereas 37(31.62%) of the respondents said that “moderate” 27(23.07%) of the athletes reported that “low”. Items 9, shows that 67(57.26%) of the athletes replied yes satisfied my club and 50(42.73%) of the respondents said that no satisfied.

Women's football has faced many struggles throughout its history; women's football faced many struggles throughout its fight for right. It is played at the professional level in numerous countries throughout the world. (Gregory, Patricia 2005). These international youth tournaments aim to give women's football increased exposure and credibility on the youth level.” It is clear through public statements and in some cases financially, institutions have now come to embrace its growth officially. (Anderson 2005b; Oxendine 1988)

**Table 4.10** Impacts of media

No	Items	Response In	
		No	%
10	Do media affect the development of your football club?		
	Yes	82	70.08
	No	35	29.91

Source:-Field surveys, April 2018

Table 10 of Items 10, shows that 82(70.08%) of the athletes replied yes media affects and the media should give screen coverage on women football through interviewing players, streaming matches and promoting them to the community. They should also play and to help important role in helping the clubs find sponsors and encourage the best players 35(29.91%) of the respondents said that no.

Media representation and portrayal of men's and women's sport are also significantly different. Media coverage of women's sport continues to be influenced by gender stereotypes, which reinforce traditional images of men and women. The promotion and popularization of women's sport require an increase in media coverage as well as a significant improvement in the breadth, depth, and quality of women's sport. Phillips, Murray G. (1996)

**Table 4.11** Financial capacity of clubs

No	Items	Response In	
		No	%
11	Does financial capacity affects the development of your club?		
	Yes	98	83.76
	No	19	16.23
12	Are you satisfied your club monthly salary?		
	Yes	0	0
	No	117	100
	If your answer to the question number 9 is No, please write your reason?		

Source:-Field surveys, April 2018

Table 11 of Items 11, shows that 98(83.76%) most of the athletes replied yes financial capacity effects in higher division clubs and 19(16.23%) of the respondents said that no. Items 12, shows that 117(100%) all athletes replied no payment for the players monthly or yearly.

Most women's football clubs rely on patrons or supporting organizations for this sustainability. Financial sustainability is there less about marking profit than it is about attracting and maintaining responsible patronage. Traditional business metrics also do not reflect on key issues that are unique to football and crucial to integrity. [www.hks.harvard.edu](http://www.hks.harvard.edu)

**Table 4.12**Equipment's

No	Items	Response In	
		No	%
13	Do you have appropriate materials for the training?		
	Yes	14	11.96
	No	103	88.03
	If your answer to the question number 5 is No, please write your reason?		

Source:-Field surveys, April 2018

Table 12 of Items 13, shows that 14(11.96%) of the replied yes and 103(88.03%) no most of the athlete's respondents said that have no appropriate materials.

The basic equipment or kit players are required to wear includes a shirt, shorts, socks, footwear and adequate shin guards. An athletic supporter and protective cup are highly recommended for women players by medical experts and professionals.("Laws of the game" FIFA)

#### 4.1.3 Observation check list for higher division women foot ball clubs

Name of observer-(The researcher himself)

Date of observer

17/07/2010E.C,18/07/2010E.C,19/07/2010E.C,20/07/2010E.C,21/07/2010E.C,23/07/2010E.C,  
24/07/2010E.C

Club—Yemariyam Terefea F.C, World Wide F.C, Getachew Kechnea F.C, Yenegea Tesefa F.C,  
Gulela Wereda 6 F.C, Legetafo Legedadi F.C, Saint Mary F.C

Time of observation---10:00---starting-----10:00-----ending----12:00----

**Table 4.13** Observation checklist

No.	Items of observation	Rank			
		Excellent	Very good	Satisfactory	Un Satisfactory
1	The clubs have a sufficient annual budget?				X
2	Did club have requirement and amount of money used to recruit youth and elite players?			X	
3	The clubs administrative bodies follow up?				X
4	Did clubs have appropriate facility and equipment for the training purpose?			X	
5	Did the administration works or meeting jointly with player's family or society?		X		

Source:-Field surveys, April 2018

The checklist above table 13 shows that the clubs have a sufficient annual budget was not satisfactory. Does a club have requirement and amount of money used to recruit youth and elite players are satisfactory. The clubs provide adequate supports for women football team are unsatisfactory. Did clubs have appropriate facility and equipment's for the training purpose was satisfactory. Did the administration works or meeting jointly with player's family or society was satisfactory.

### **4.3 Open-ended semi-structured Interview Schedule for Addis Ababa football federation president, technique committee, and higher division clubs manager**

From the Interview quaternary that investigate the socio - economical factors on the development of women in higher division clubs specifically with reference to Addis Ababa football Federation president, technique committee, and higher division clubs manager were interviewed:

1. What are the socio-economical factors on the development of higher division women football clubs?
  - Lack of attention on players of women football.
  - Lack of awareness and Economic limitations of parents preventing them to send their female children to football.
  - An economic limitation of the community doesn't encourage females to participate.
  - The absence of monthly income or permanent salary for women football players.
  - Uncomfortable playgrounds for women.
  - The absence of spectator community.
2. Does the technique committee work jointly with higher division women football clubs?
  - The technical committee doesn't work hand in hand with the women football clubs.
  - The championship committee is working hand in hand with the clubs.
3. What do you think about the challenges and reasons of higher division women football clubs development in Addis Ababa region?
  - Poor community awareness towards the topic.

- Most women don't appear in matches/championships.
  - Those women who appear in the championships are coming with challenges.
  - The absence of women changing and resting facilities.
  - The absence of payment or benefits to women football players.
  - The absence of sponsorship from government, private firms or investors.
4. Do you support Addis Ababa higher division women football clubs?
- Apart from organizing matches, we never provided support for women football clubs.
  - However, the clubs pay 3,000 birr for a match which is less when compared to male counterparts.
5. How do you describe the attitude of governmental authorities in the women to organizing higher division football club?
- There are no clubs established by government organizations.
  - There is a tendency of not giving equal attention to women clubs as compared to men.
  - Sub cities didn't establish women clubs but only established men clubs.
  - Poor perception towards women football.
6. Does the clubs administration work corporately with the sponsors /how and why/?
- No. Because the club administrators are also coaches.
  - Even if some clubs pay 3,000 birr for matches, we have no funding for sports clothing, transport, and other costs.
  - Since sponsors have a poor attitude towards women football, they are not willing to support or encourage us.
7. What do you think can solve the problems?
- Actions should be taken to increase the awareness of the community towards the topic.
  - Psychological support should be given to women football players so that they can be confident and proud of their participation.
  - Providing economic support for the players and their families.

- Encouraging women to participate in matches/championships.
- Making sure that government organizations are supporting women football clubs.
- Working with sponsors to support the women football clubs.
- The media should give screen coverage on women football through interviewing players, streaming matches and promoting them to the community. They should also play an important role in helping the clubs find sponsors and encourage the best players.

## CHAPTER FIVE

### 5.SUMMARY, CONCLUSION, AND RECOMMENDATION

#### 1.1 SUMMARY

The purpose of this to investigate the socio - economical factors on the development of women in higher division clubs: in Addis Ababa. In this study all possible efforts were made to get the most probable answers to the basic questions by making strong review of related literature. Next to that the crucial or back bone of the study were research methodology basically incorporated research design, source of data, population of the study, data collection instrument, data collection procedure, data analysis techniques. Whereas chapter four have summarize in this section.

For this study participants determined based up on data collection instrument, for the domain of interview 2 of respected Addis Ababa football federation technical staff and 3 of coaches, totally in the interview section 5 respondents participated. On the questionnaire domain 117 players and 7 coaches participated. On this domain totally 124 participants were included. The data collected through questionnaires was thus, analyzed using frequency count and percentage.

Finally the major findings are presented as follows:

- Low societal awareness towards the sport and an economic limitation of the community doesn't encourage females to participate.
- The stake holder do not required intensive theoretical base to give attention to recruited women talented youngster players.
- Most of the respondents witness that women's get less opportunity to participate in playing football, to coach and in the position of administration.
- Almost all the respondents witness that the chance of getting experience sharing and degree of preparedness is less and insufficient
- The clubs have not annual budget.
- The clubs have not appropriate materials for the training.
- The emphasis given to women football players' improvement is less. Lack of awareness and Economic limitations of parents preventing them to send their female children to football.

- The absence of monthly income or permanent salary for women football players.
- They should also play and to help important role in helping the clubs find sponsors and encourage the best players. The media should not give screen coverage on women football through interviewing players, streaming matches and promoting them to the community.
- Uncomfortable playgrounds for women football clubs.
- The technical committee doesn't work hand in hand with the women football clubs.
- The government organizations no have interest to established women football clubs.
- Since sponsors have a poor attitude towards women football, they are not willing to support or encourage us.

## 5.2. CONCLUSIONS

Based on the analysis and major findings of the study, the following conclusions are drawn;

- The major problem of higher division women club are poor perception towards women football, low societal awareness towards the sport and an economic limitation of the community doesn't encourage females to participate.
- Among the factors most notable with varying degrees of consequences administrative problems raised who were participated in questionnaire and interview. The study has indicated that administrative problems widely spread out concerning on women football club organizing, especially regarding to concentration, inspiration and follow up of women football club organizing, so the study indicates under expected or low administrative contribution related to organizing women football club.
- Regarding to financial status it's very low. Especially the interviewee of sport administrators implicated that there is lack of budget allocation concerning on women football club organizing.
- One of the aspects that help to assure women football club organizing and to avoid challenges, effectiveness of football expert was crucial. Regarding to football expert in the Addis Ababa very well and they can organize women football club with the cooperation of the Addis Ababa Administration.
- Since sponsors have a poor attitude towards women football, they are not willing to support or encourage us, they are not willing to support or encourage us and most of the sponsors give more attention to male when it is compared with women in organizing different women football clubs.
- Most of the sponsors given more attention to male when it is compared with women's in organizing different women's football clubs.
- It is found out that there is less emphasize given to women's football players empowerment.

### 5.3 RECOMMENDATION

The researcher suggested the following recommendations in light of the summary and the conclusions made:

- The federation should give special emphasis on the basis of employment in such a way that amateurs presently working in the federation should be replaced by full-timers. The concerned government body should set the standard and help clubs to fulfill the criteria's.
- Women football clubs should work to their level best for the formation of supporters' association.
- All the stake holders, mainly the government, should create awareness among the people to minimize the negative attitude by using different mass media in order to improve the participation of the women football players.
- The clubs should give emphasis for basic conditional exercise in addition to football training. Sufficient wages and incentives for coaches and players should be given the utmost attention by clubs
- Lack of spectators is another problem that women's football league faced and the federation should work hard to increase football attendants. Making time of the match suitable to the spectators or arranging appropriate time schedule accordingly to the interest of the people, introducing and reporting the game in advance and after and work in collaboration with media's are some of the possible solution to increase number of attendants.
- Greater emphasis has to be given to the youth women's football in the area so that it could be possible to recruit adult players in the near future and this could also be a fundamental base for the sustainability of the major adult women's football clubs in the city.
- The existing football court should improve to be comfortable for players and maximum effort has to be made by the Addis Ababa sport commission to increase the number and fulfill facilities for the available courts.
- Taking younger women's to watch football games to stadium. Community initiatives to repair sports fields and improve safety can play a key role in making football attractive to girls.

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**Appendix A**  
**Questionnaire (English)**

Addis Ababa University  
School of Graduate Studies  
Department of Sport Science  
Questionnaire for players

Dear respondents,

This questionnaire is designed to obtain information on socio economical factors that affect the development of higher division women football clubs: The case of Addis Ababa administrative region. I will appreciate your willingness to participate in this investigation by responding to a questionnaire and supporting me by providing any constructive ideas. I would like to emphasis that your responses are extremely valuable for me and I would immensely appreciate your answering all questions. The information will be kept confidential and be only applied for the study. Yours right information helps to reach the goals of the study. Thank you for investing your time and honesty completing this questionnaire.

This questionnaire has two parts and I would like to ask you to answer according to the respective direction.

Thank you!

General Direction

1. you are advised not to write your name
2. After reading the question put a (√) mark for the questions which has alternative response in the space (box) provided

Part one: Background information

1) Age

A) 18- 21

C) 26- 29

B) 22- 25  D)above 30

2)What is your educational level and qualification?

1- 8 complete  10 complete  12 complete

Certificate level  Diploma  Degree

3) How many years of experience do you have in coaching?

A) Less than one year  B) 1 year

C) 2- 4 years  D) above 4 years

Part two: Questions related to research question

1) Do you get appropriate help and support from your family?

Yes  No

If your answer for question is No, please write your reason?

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2) Does financial capacity affects the development of your club?

A) Yes  C) No

If your answer for question is No, please write your reason?

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3) Are you satisfied being in your club?

Yes  No

If your answer for question is No, please write your reason?

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4) Do you get appropriate encouragement from your society?

Yes

No

5) Do you have appropriate materials for the training?

Yes

No

If your answer for question is No, please write your reason?

---

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6) Do you believe female get chances to play football, to coach and act as a manager?

Yes

No

7) In what degree that the less numbers of club establishments affect the women football participation?

A) High

C) Low

B) Moderate

D) Never

8) Does social factors affect your clubs?

Yes

No

If your answer for question is Yes, please write your reason?

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9) Are you satisfied your club monthly salary?

Yes

No

10) Do media affect the development of your football club?

Yes

No

If your answer for question is No, please write your reason?

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## Questionnaire (English)

Addis Ababa University

School of Graduate Studies

Department of Sport Science

Questionnaire for coaches

Dear respondents,

This questionnaire is designed to obtain information on socio economical factors that affect the development of higher division women football clubs: The case of Addis Ababa administrative region. I will appreciate your willingness to participate in this investigation by responding to a questionnaire and supporting me by providing any constructive ideas. I would like to emphasize that your responses are extremely valuable for me and I would immensely appreciate your answering all questions. The information will be kept confidential and be only applied for the study. Your right information helps to reach the goals of the study. Thank you for investing your time and honesty completing this questionnaire.

This questionnaire has two parts and I would like to ask you to answer according to the respective direction.

Thank you!

General Direction

1: you are advised not to write your name

2: After reading the question put a (√)mark for the questions which has alternative response in the space (box) provided

Part one: Background information

1) Sex

Male

Female

2) Age

A) Under 25 years  C) 31- 35  E) above 40 years

B) 25- 30

D) 36-40

3) What is your educational level and qualification?

Grade ten complete  Twelve complete  Certificate level

Diploma  Degree  Masters

4) How many years of experience do you have in coaching?

A) Less than one year  B) 1-4 years

C) 5-10 years  D) above 10 years

5) What is your current qualification level in coaching?

A) First level  B) second level

C) C license  D) B license  E) A license

Part two: Questions related to research question

1) Does your club have facilities all materials during training?

Yes

No

2) Does the technique committee work jointly with sponsors?

Yes

No

3) Does social factors affect your club?

Yes

No

If your answer for question is Yes, please write your reason?

---

---

4) Do you believe female have got chances to play football, to coach to and act as a manger?

Yes

5) Does to affect less number of clubs establishments on women football participation?

Yes

No

6) Are you happy with your club supporters?

Yes

No

7) Do you get appropriate encouragement from your society?

Yes

No

8) Does financial capacity affect the development of your club?

Yes

No

If your answer for question is No, please write your reason?

---

---

9) Does your club have a sufficient annual budget?

Yes

No

10) Do you agree that payment for the players is sufficient?

Yes

No

11) Does your club provide adequate support for women football team?

Yes

No

12) Do your club use visual equipments for training purposes?

Yes

No

13) What is the current status of your club economy?

High

Medium

Low

poor

14) Do media affect the development of your football club?

Yes

No

15) Do you think that the participation of female footballers has increased at the current time?

Yes

No

**Appendix B**  
**Interview Questionnaire (English)**

Addis Ababa University  
School of Graduate Studies  
Department of Sport Science

Open ended semi structured Interview Schedule for clubs manager

Thank you for agreeing to participate. This is an interview designed to obtain information on socio economical factors that affect the development of higher division women football clubs: The case of Addis Ababa administrative region. Therefore kindly requested to give genuine and truthful responses. The interview will be recorded with your permission and later destroyed. Offer a summary of the report. Thank you in advance for your cooperation!

General information

Date of interview: -----

Duration: -----

Place: -----

•Is there anything you'd like to ask me before we begin?

Background of the respondent

•Name of the respondent: -----

•Age-----

•Sex-----

•Educational level-----

•Marital status-----

•Working experience-----

Part II. Questions related to research questions

1. What are the socio economical factors that affect the development of your club?
2. Does the administration work corporately with the sponsors /how and why/?
3. What do you think about the challenges and reasons of women football clubs development in Addis Ababa region?
4. What do you think can be solve the problems?

## Interview Questionnaire (English)

Addis Ababa University

School of Graduate Studies

Department of Sport Science

Open ended semi structured Interview Schedule for Addis Ababa football federation president and technique committee

Thank you for agreeing to participate. This is an interview designed to obtain information on socio economical factors that affect the development of higher division women football clubs: The case of Addis Ababa administrative region. Therefore kindly requested to give genuine and truthful responses. The interview will be recorded with your permission and later destroyed. Offer a summary of the report. Thank you in advance for your cooperation!

### General information

Date of interview: -----

Duration: -----

Place: -----

•Is there anything you'd like to ask me before we begin?

Background of the respondent

•Name of the respondent: -----

•Age-----

•Sex-----

•Educational level-----

•Marital status-----

•Working experience-----

## Part II. Questions related to research questions

1. What are the socio economical factors that affect the development of higher division women football clubs?
2. Does the technique committee work jointly with women football clubs?
3. What do you think about the challenges and reasons of women football clubs development in Addis Ababa region?
4. Do you support Addis Ababa women football clubs?
5. How do you describe attitude of governmental authorities in the women to organizing football club?
6. What do you think can solve the problems?

**Appendix C**  
**Observation**

Addis Ababa University  
School of Graduate Studies  
Department of Sport Science

**Observation checklist for higher division clubs**

Name of observer-----

Date of observer-----

Club-----

Time of observation-----starting-----ending-----

No.	Items of observation	Rank			
		Excellent	Very good	good	poor
1	The clubs have a sufficient annual budget?				
2	Did club have requirement and amount of money used to recruit youth and elite players?				
3	The clubs administrative bodies follow up?				
4	Did clubs have appropriate facility and equipment's for the training purpose?				
5	Did the administration works or meeting jointly with player's family or society?				

## **Declaration**

I declared that this thesis is my own original work and has not been presented for any degree and that all sources of materials used for the study have been duly acknowledged.

Name    Robera Amanuel

Signature \_\_\_\_\_

Date: June 2018

This thesis has been submitted for examination with my approval as a university advisor.

Name    Sahlemichael Bizuneh (Dr)

Signature \_\_\_\_\_

Date: June 2018