Influence of National Sport Team Identity on National Identity

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INFLUENCE OF NATIONAL SPORT TEAM IDENTITY ON NATIONAL IDENTITY

BY

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To my brother, Angelko Bogdanov...

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ABSTRACT

The purpose of the research was to elaborate on the relationship between sport national team identity and national identity. The relationship has been documented anecdotally and in other areas of study, most notably in sport sociology (Bairner, 2001). There has been no research in sport management, however, addressing how national sport team identity may influence or contribute to the formation of national identity.

One of the researcher’s goals was to advance our understanding of group identities by examining the influence of national sport team identity on national identity. An additional goal was to assess the relative importance of national sport team identity in relation to regional and religious identities as a component of one’s national identity. A supplemental outcome of the current research was to extend the GROUP* ID scale developed by Heere and James (2007) by measuring different group identities in international settings. The four group identities examined were: 1) ‘national’ team, 2) regional, 3) religious, and 4) national. The current study also included an examination of whether there were differences in the respective identities (team, national, regional, and religious) due to demographic characteristics (age, gender, education, and income). Finally, the current study included an examination of whether there were differences in indirect sport consumption (media and merchandise) based on demographic characteristics (age, gender, education, and income) among individuals that identified with a national sport team.

Participants were selected from the countries of Serbia (n = 800) and Ireland (n = 218). The Serbian sample was a random sample of participants from the country of Serbia. The Irish sample was a convenience online sample from residents in Ireland. Confirmatory factor analysis was conducted on the two datasets to provide evidence of reliability and validity of the GROUP*ID scale. The samples were then reduced to reflect ‘only’ those individuals that chose to identify with the nations of Serbia (n = 691) and Ireland (n = 194). Multiple regression and One-Way ANOVA were used to analyze the data.

The Serbian sample (n = 691) was composed of males (52%) and females (48%) and their average age was 43.71. The Irish sample (n = 194) was composed of males (57%) and females (43%) and their average age was 36.59. Descriptive results revealed that Serbians identified with the national soccer team the most (44%). The Irish identified with the national soccer team (37%) and rugby team (37%). The results from a series of multiple regressions
revealed that the influence of national sport team identity on national identity was significant in both Serbia and Ireland. The proposed models explained 49% of variance in national identity in Serbia (n = 691), and 55% of variance of national identity in Ireland (n = 194). Further analysis revealed national sport team identity was not as important as regional and religious identity in assessing a Serbian’s national identity. With the Irish sample, national sport team identity accounted for more variance than religious identity in Irish national identity, but not more than was accounted for by regional identity.

Findings from the current research also included significant differences in team identity relative to gender, age, and education within the Serbian sample (n = 691). A significant difference was also found in national identity relative to gender in Serbia. There were no significant differences in national sport team or national identity within the Irish sample (n = 194). Other findings of the current research included significant differences on indirect sport consumption (media and merchandise) based on demographic characteristics amongst individuals that identified with a Serbian and Irish national sport team respectively. Based on the findings, key research and practical implications are presented.
CHAPTER 1
INTRODUCTION

“The imagined community of millions seems more real as a team of eleven named people” (Hobsbawn, 1990, p. 143).

Throughout history sport and national identity have been inextricably linked. A national sport team or an individual athlete may represent an entire nation and foster a sense of national pride amongst members of a given nation. For example, when the United States ice hockey team beat the Russian team in the 1980 Olympic Games in Lake Placid, there was a sense of pride among the U.S. citizens as a result of the victory (Miracle on Ice, 2005). That pride was written and talked about in the media. Scholars have presented the argument that sport, football for example, is connected to national identity (Archetti 1994a, 1994b, 1999; Armstrong & Giulianotti, 2001; Armstrong & Hognestad, 2003; Bairner, 2001; Brown, 1998; Coehlo, 1998; Duke & Crolley, 1996; Gaffney, 2008; Giulianotti, 1996, 1999, 2000; Houlihan, 1997; Horak & Spitaler, 2003; Sack & Suster, 2000; Shobe, 2008; Sugden & Tomlinson, 1994; Whang, 2006). These studies reflect on Anderson’s (1983) theory of ‘imagined communities’ in capturing this phenomenon.

Popular novels such as Fever Pitch (Hornby, 1992), have articulated the connection between sport and a strong sense of collective identity. There have been studies suggesting the relationship between sport and national identity (Tomlinson & Young, 2006), however, not to the extent of a national sport team influencing national identity. Gavin (2007) examined sports columnists’ work investigating the impact of football on American’s national identity after John F. Kennedy’s assassination, as well as the sport of baseball after the tragic events of 9/11. Researchers have documented the impact of major sporting events on a nation’s identity (e.g., 1998 World Cup in France) (Dauncey & Hare, 1999). Research on motivational factors at the 2004 Olympic Games in Athens showed national identity to be a prime motive for better performance amongst volunteers (Karkatsoulis, Michalopoulos, & Moustakatou, 2005). These examples highlight that there is a connection between sport and national identity. However, no previous research has provided empirical evidence that a sport national team identity is a component of national identity.
The topic for the dissertation is examining the extent to which a national sport team identity may comprise or contribute to national identity. Beyond fostering a sense of pride in citizens, identification with a national sports teams may also play a role in community building (Anderson & Stone, 1981) and even nation-building (Chalip, 2006). Chalip suggested, “if a shared sense of national identity can be forged [by the national team], then a requisite foundation for nation-building will have [can] been [be] established” (p. 9). The current study examined the influence of a sport national team identity on national identity.

**Statement of Problem**

The International Olympic Committee (IOC) and the Federation Internationale de Football (FIFA), two prominent sport organizations, need to be acknowledged as they have contributed to this phenomenon of sport and national identity. The IOC and FIFA were founded in 1896 and 1904 respectively. The major events sponsored by these two organizations, the Olympic Games and the Men’s World Cup, have grown to become international spectacles. The events provide a platform to showcase national pride and prestige (see John MacAloon’s, (2006) work on reviewing Olympic ethnography). Furthermore, the emergence of other national sport governing bodies administering competition at the international level has also contributed to a relationship between sport and national identity. For instance, the establishment of the International Rugby Board (originally the International Football Board) in 1886, the International Cricket Council (originally the Imperial Cricket Council) in 1909, and the Federation Internationale de Basketball (FIBA) in 1932. According to Hobsbawn (1990) the establishment of these various national governing bodies has created opportunities for nations to be part of the international community where members of given nations could bolster their national identity by identifying with the national sport team.

Kellas (1998) argues, ‘the most popular form of nationalist behavior in many countries is sport, where masses of people become highly emotional in support of their national team’ (p. 21). The growth of FIFA can be seen as a major catalyst for giving nations the desire to showcase their national identity, as the World Cup has been seen as an outlet for members of a nation to showcase their nation’s symbols (Billig, 1995). Whang (2006) conducted an observational study (fieldwork) of the Korean population at public viewing venues in South Korea during the 2002 World Cup. Whang found that a sense of national identity was awakened
in large part because of South Korea’s national team performance at the 2002 Finals, finishing fourth.

A key question to ask is, “How much impact does a ‘national’ sports team have on an individual’s national identity?” Previous research has examined sport team identity and national identity from anthropological and sociological positions (Bairner, 2001; Giulianotti, 2000; MacAlloon, 2006) (qualitative), advancing the literature on sport and national identity (Chalip, 2006). However, sport management scholars have been apathetic in researching this relationship empirically. Another relevant question to ask is: What ‘external identities’ are these national teams perceived to represent? A ‘national team’ may not represent all members that live in a nation, leading them to possibly score low on a measure of sport team identity. For example, if an individual has no interest in sport, she or he may not associate a national sport team with his or her national identity. In such a case, team identity would not be expected to impact national identity. In such a case, an important question to consider is, “What other identities may contribute to one’s national identity?”

**Purpose of Study**

The purpose of the study was fourfold. First, to provide empirical evidence that a national identity may be explained in part by identification with a national sports team. Second, to assess the importance of team identity in relation to other group identities (regional and religious) as a component of one’s national identity. Third, examine whether there are differences in the respective identities (team, national, regional, and religious) due to demographic characteristics (age, gender, education, and income). Fourth, to examine whether there are differences in indirect sport consumption (media and merchandise) based on demographic characteristics (age, gender, education, and income) among individuals that identified with a national sport team. An ancillary outcome of the current research was to extend the GROUP* ID scale developed by Heere and James (2007) by measuring different group identities in international settings.

**Significance of the study**

The current investigation contributes to theory and practice. From a theoretical standpoint, this investigation endeavors to advance Anderson’s (1983) ‘imagined communities’ theory. Although Anderson’s work is not developed within a sport specific context, the central themes remain salient when discussing sport and the possible interactions with national identity.
Anderson’s idea of ‘imagined communities’ is explained by stating, “members of even the smallest nation will never know most of their fellow-members, meet them, or even hear of them, yet in the minds of each lives the image of their communion” (p. 6). In a sporting context distant people throughout the country can be united through this communal nature, as followers of a national sports team.

From a sport management perspective efforts to study community and sports have focused on the bond between a fan and specific team (Wann, Melnick, Russell, & Pease, 2001). According to Heere and James (2007a), “the examination of a relationship between a sports team and a surrounding community remains largely unexplored” (p. 320). This study builds on the work of Heere and James’ (2007a) by studying an individual’s identification with a national sports team and its influence on national identity. By linking the team to the nation, the team may have the ability to heighten an individual’s national identity building a strong community through the uniqueness of sport.

The topic is important to contemporary sports marketing in that the research provides an opportunity to extend our understanding of sense of community and the branding of a nation through sport. By determining which identities may drive identification with a particular focal group, marketers may have the information and requisite tools to build a community that leads to the nation being branded within the international community. In other words, better understanding the relationship of multiple group identities to a focal identity may be used to build a community within the country and build a brand to the outside world.

From a practical perspective, the national sporting federations around the world may use the results from this study as a starting point to develop strategies to foster national pride and unity through national (sport) teams. Also from a consumer behavior perspective, the success or failure of the national team may lead individuals to show support of the national team by buying branded/licensed products (Cialdini et al., 1976; Fisher & Wakefield, 1998; Kwon & Armstrong, 2002; Kwon, Trail, & James, 2007; Underwood, Bond, & Baer, 2001).

The project makes a significant contribution to various academic fields: anthropology, marketing, political science, psychology, sociology, social psychology, and sport management. In the social science fields of anthropology, geography and sociology, the relationship between sport (other than soccer) and national identity have been researched from a qualitative
perspective (i.e., case studies, ethnography studies, participant observation, etc.) (Bale, 2003; Chappell, 2008; Gruneau & Whitson, 1993; Horak & Spitaler, 2003; Kotnik, 2007). For instance, Kotnik (2007) explored the role of alpine skiing in Slovenia by conducting ethnographic research. Kotnik (2007) found alpine skiing with its natural sceneries, tradition, media attention, national heroes, and secession from Yugoslavia in 1991, as a means for the Slovenian nation to exercise their national identity. Kotnik (2007) concluded alpine skiing to be “a vehicle for the creation of meaningful discourse about national identity” (p. 72). This study provided a platform to develop quantitative insight which is absent from previous studies (e.g., Kotnik, 2007), a fact academics have acknowledged (Chalip, 2006; Heere & James, 2007a).

The results contribute to academe from another interesting angle as well, considering the Balkan region has seen drastic changes in the 1990s. The disintegration of the Yugoslavian state is of particular interest to scholars as a large number of publications have attempted to explain the break-up of the country (Yugoslavia). Most of the publications have been books dealing with the political and ethnic tensions surrounding the former Yugoslavia, as it was a multi-ethnic state (Colovic, 2002; Glenny, 1996; Holbrooke, 1998; Judah, 2000; Ramet, 1992, 1995; Silber & Little, 1997; Stojanovic, 2003; Woodward, 1995). No work to date examined the importance of sport in relation to the nation building that has occurred following the disintegration of the Yugoslavian state.

It is important to recognize the role sport (soccer) played in the former Yugoslavia before the break-up. A documentary titled The Last Yugoslavian Team (Janic, 2000) chronicles the role of soccer in Yugoslavia before and after the war. Before the war, the Yugoslavian national team can be inferred to be an important part of an individual’s Yugoslav identity. In 1987, the Yugoslavian national team captured the World Youth Championship (a FIFA sanctioned event) in Chile. The team became more commonly known as ‘The Chileans’. They were magnificent, as household names in European football circles such as Boban (Croatian), Prosinecki (Croatian), Suker (Croatian) and Mijatovic (Montenegrin) represented Yugoslavia in 1987. This generation of talent in the then Yugoslavia also included Mihalovic (Serbian) and Savicevic (Montenegrin) under the tutelage of former coach Ivica Osim (Bosnian Muslim), as noted in the documentary. This team was considered the favorite to win the 1992 European Championship in Sweden, but was sent home from the international community due to political tensions in Yugoslavia. The
Yugoslavian national team was replaced with Denmark, who surprisingly went on to win the tournament.

After the break-up of the former Yugoslavia, the players became part of a new homeland, where soccer became an important vehicle for individual’s to express their new national identity. The documentary follows the story of the players that were once considered the ‘golden generation’ of Yugoslavian football as the two soccer nations met in the qualifying group stage for the 2000 European Championships. These two historic matches played between Croatia and Yugoslavia (Serbia and Montenegro) marked the first time these players who played together were now divided due to the ramifications of war. It was now soccer taking center stage in building nations and fostering national identity; compared to the ethnic, religious and political differences that led to the destruction of the former Yugoslavia.

The importance of sport to a national identity was also studied with a sample from Ireland. The importance of sport in Ireland is similar to the importance discussed regarding the former Yugoslavia considering Ireland was under British rule close to 800 years (1169-1921) (Cleary & Connolly, 2005). During the 800 years, a British sport hegemony was apparent as games such as rugby and cricket were organized (Bairner, 2001). According to Bairner (2001) the games (rugby and cricket) imposed by the British was seen as a threat to Irish nationalists. In turn, Irish nationalists engaged in activities (hurling and Gaelic football) that were exclusive to ‘them’ (Irish) helping maintain a separate and unique identity from the British.

The formation of the Gaelic Athletic Association (GAA) occurred in 1884 (Cronin, 1999; Healey, 1998). The Gaelic Games provided a significant vehicle for the expression of resistance to British rule (Bairner, 2001). Various scholars have written about the role of the Gaelic Athletic Association in helping foster a distinctive Irish national identity (Bairner, 2001, 2002; Cronin, 1999; Healy, 1998; Mandle, 1987). However, little work to date (Giulianotti, 1996; Holmes, 1994; Tuck, 2003) has examined the importance of ‘national’ sport in relation to the nation building that has occurred following Irish independence in 1921.

Holmes (1994) and Giulianotti (1996) studied the relationship between the Irish national soccer team and Irish national identity from a sociological perspective. Holmes (1994) and Giulianotti (1996) concluded that the national soccer’s team relationship with Irish national
identity is multifaceted. Holmes concluded one reason why an individual supports the ‘national’ team depends to a considerable extent on an individual’s political identification. Holmes explains that the national team represents the clearest available expression of a 26-county national identity, which views Northern Ireland as a separate entity. Giulianotti conducted an ethnographic study of Irish fans at the 1994 World Cup in the United States. Giulianotti found the soccer culture helped promote a fresh sense of Irish national identity. Tuck (2003) conducted a case study of the rugby union in Ireland since 1945. Tuck demonstrated how various sources of evidence can be "triangulated" to help unravel the relationship between rugby union and a specific ‘nation’. The current study provided a platform to develop quantitative insight about Irish national identity which is absent from previous studies (e.g., Holmes, 1994; Giulianotti, 1996; Tuck, 2003).

**Conceptual Framework**

The diagram in Figure 1.1 illustrates the conceptual framework that guided the study. The figure includes three different relationships: 1) Team identity impacting national identity, 2) regional identity impacting national identity, and 3) religious identity impacting national identity. The three different relationships can be attributed to Heere and James (2007a), who recognized that team identity can symbolize other types of group identities. Moreover, the work by Heere and James on sport teams and their communities led to the conceptualizing of other external identities on national identity.
The first relationship depicted in Figure 1.1 is team identity impacting national identity. Based on the work of Bairner (2001), he presents interesting relationships between sport and national identity in various case studies in six different countries: 1) Ireland, 2) Northern Ireland, 3) Scotland, 4) Sweden, 5) Canada and 6) the United States. In this study, the relationship between sport and national identity in Serbia and the comparable relationship in Ireland was investigated.

The second relationship presented is regional identity impacting national identity. Research supporting this conceptualization is found in political science (Bollen & Medrano, 1998; Ezell, Seeleib-Kaiser, & Tiryakian, 2003). The third and final relationship is religious identity impacting national identity. Academic discourse on Serbian national identity indicated that a strong identity marker is religion (Dordevic, 2007). White (2007) provides a historical account of the relationship between the Catholic Church and Irish national identity.

Moreover, the researcher examined whether there were differences in the various identities (team, region, religious, and national) relative to age, gender, income, and education. Research supporting this idea can be found in the sport management, public opinion, political science and religious studies literature (Evans & Kelley, 2002; Fahey, Hayes, & Sinnott, 2005; James & Ridinger, 2002; Stark, 2002).
Research Questions

The following research questions were generated to help guide the study. These research questions led to hypotheses developed after a thorough literature review on the related constructs (see Chapters 2 and 3). The research questions included:

RQ1: Is national sport team identity a significant component of national identity?

RQ2: What is the relative importance of national sport team identity as a component of national identity compared to other group identities (e.g., region and religion)?

RQ3: Are there differences in national sport team identity based on demographic categories (age, gender, education, and income)?

RQ4: Are there differences in regional identity based on demographic categories (age, gender, education, and income)?

RQ5: Are there differences in religious identity based on demographic categories (age, gender, education, and income)?

RQ6: Are there differences in national identity based on demographic categories (age, gender, education, and income)?

RQ7: Is national sport team identity a significant predictor of media consumption?

RQ8: Is national sport team identity a significant predictor of merchandise consumption?

RQ9: Are there differences in sport consumption based on demographic characteristics (age, gender, education, and income) among individuals that identify with a national team?

Delimitations of the study

The researcher acknowledges the following delimitations for the study.

1. The research study concentrated on two nationalities, Serbian and Irish.

2. The study was restricted to the use of three independent variables (region, religion, and national team identification). There are other group identities that could have been applicable to the current design (i.e., vocational).

3. The data was collected at a time when the Serbian national soccer team was in first place of their qualifying group in order to participate at the 2010 World Cup Finals in South Africa (www.fifa.com).

The researcher acknowledges the following assumptions for the study.
1. Respondents will complete the questionnaires voluntarily and privately.
2. Respondents will honestly answer all survey questions.

Definitions

The researcher defines the following key terms: nation, national identity, team identity and social identity as they are integral to the study.

Nation: the concept of nation is a group of people “possessing common and distinctive elements of culture, a unified economic system, citizenship rights for all members, a sentiment of solidarity arising out of common experiences, and occupying a common territory” (Smith, 1991, p.14).

National identity: the concept of national identity is composed of several “fundamental features,” including “an historic territory, or homeland,” “common myths and historical memories,” “a common, mass public culture,” “common legal rights and duties for all members,” and “a common economy with territorial mobility for members” (Smith, 1991, p. 14).

Social identity: the term social identity is considered to be, “that part of an individual’s self-concept which derives from his knowledge of his membership of a social group together with the value and emotional significance attached to that membership” (Tajfel, 1978, p. 63).

Team identity: the concept of team identity has been described as a psychological attachment providing fans with a sense of belonging to a larger social structure (Wann & Branscombe, 1991). Team identity can be understood as a form of group or social identity.

Regional identity: the concept of regional identity is considered to be, “an interpretation of the process through which a region becomes institutionalized, a process consisting of the production of territorial boundaries, symbolism and institutions” (Paasi, 2003, p. 478).

Religious identity: the concept of religious identity has been described as a “unified system of beliefs and practices relative to sacred things”, which unite individuals “into one single moral
community called a Church” (Durkheim 1915, p. 62). Religious identity can be understood as a form of group or social identity.

Overview of Chapters

The content in the paper is organized as follows: in Chapter 2, a review of literature pertaining to identity, social identity, national identity and team identity will be presented. Also, the chapter reviewed the research conducted on the various external identities (region and religion) that drove further aspects of the study. Further, a review of literature examining the relationship between sport and national identity will be introduced. The chapter also focuses on the relationship between these various external identities (team, region, and religion) and Serbian and Irish national identities. In closing, research hypotheses derived from the literature on the relationship between various identities (team, region, and religion) and national identity in Serbia and Ireland will be presented. In Chapter 3, the methodology and prospective data analysis for the research study are presented. Following the reporting of the results in Chapter 4, key research and managerial implications are discussed to conclude the dissertation in Chapter 5.
CHAPTER 2

REVIEW OF LITERATURE

Sport teams are widely acknowledged to represent a myriad of diverse identities (Heere & James, 2007a) and as a result, have substantial importance to the communities they are part of. The current investigation sought to explore these diverse identities from four perspectives: 1) nation, 2) region, 3) religion, and 4) team. The purpose of the study was threefold. First, to provide empirical evidence that a national identity may be explained in part by identification with a national sports team. Second, to assess the relative importance of team identity in relation to other group identities (region and religion) as a component of one’s national identity. Third, examine whether there were differences in the respective identities (team, national, regional, and religious) due to demographic characteristics (age, gender, education, and income). Fourth, to examine whether there are differences in indirect sport consumption (media and merchandise) based on demographic characteristics (age, gender, education, and income) among individuals that identified with a national sport team. An ancillary outcome of the current research was to extend the GROUP* ID scale developed by Heere and James (2007b) by measuring different group identities in international settings.

Chalip (2006), a distinguished scholar in sport management awarded the prestigious 2005 Earle F. Zeigler Lecture discussed the direction and future of sport management scholarship. Chalip (2006) discussed the five basic legitimate aspects of sport, among them were national identity. Chalip writes about the relationship between sports and national identity, emphasizing “if a shared sense of national identity can be forged [by the national team], then a requisite foundation for nation-building will have [can] been [be] established” (p. 9). Chalip, explained this relationship between sports and national identity by addressing past work (e.g., Horak & Spitaler, 2003). However, Chalip notes, “national identity encompasses a great deal more than sport” (p. 9), referring to the other identities (i.e., city, ethnicity) potentially playing a role in shaping national identity.

In lieu of Chalip’s remarks, Heere and James’ (2007a) provided a conceptual foundation recognizing the different group identities of interest in relation to team identity. The article titled, Sport Teams and Their Communities: Examining the Influence of External Group Identities on Team identity revealed team identity is multifaceted, providing individuals a myriad of
opportunities to identify with a team. The authors suggest this connection between team identity and the various external group identities by providing academic (e.g., Wann, Tucker, & Schrader, 1996) and anecdotal evidence. Heere and James (2007a) noted the pivotal next step was developing an instrument to examine empirically the relationship between multiple group identities and the team.

Heere and James (2007b) developed the GROUP*ID instrument to measure a group identity as a multi-dimensional construct based on the work of Ashmore, Deaux, and McLaughlin-Volpe (2004). The research design for developing the GROUP*ID instrument was based on the eight stages proposed by Churchill (1999). The authors suggest the instrument be used in different group settings, as it may provide valuable insight to the relationship of sport and various identities.

Despite the academic discourse on the study of various identities on team identity within the contemporary sport environment, there is an absence of research examining how team identity influences other identities (i.e., nation). Current research does not address identifying with a specific national team and its prospective consequences on a nation within a national setting. The following review derives from literature pertaining to identity. First, social identity theory will be introduced as it is the theoretical basis for the study. Drawing from social identity theory (Tajfel, 1978) it is reasonable to suggest sport teams serve as important targets of identification for individuals, this is where the individual meshes with the group and a collective ‘we’ and/or ‘us’ develops (Thoits & Virshup, 1997).

Second, a discussion of one of the two prominent identities of this study, national identity, will be introduced. In discussing national identity, various theories surrounding the concept will be introduced (Anderson, 1983; Gellner, 1983; Hobsbawn, 1990; Smith, 1991). The attention is then focused on discussing national identity as a group identity; in turn an empirical overview of studies focused on national identity from a variety of disciplines (social science and sport management) will be reviewed.

Third, a discussion of the second prominent identity, team identity will be presented. In turn the relevant measuring devices for team identity will be reviewed. Previous research efforts of scholars will be reviewed to provide a justification for the instruments to be used in the proposed study (Dimmock, Grove, & Eklund, 2005, Heere & James, 2007b; Wann & Branscobe,
Fourth, a section is devoted to examining the symbolic representation of sport to various group identities (i.e., ethnic, gender). The section is introduced by highlighting a prominent sport figure (Muhammad Ali) and a prominent sporting event (1968 Summer Olympics), which are considered to encapsulate American history. Their influence (anecdotally speaking) on a myriad of identities (gender, race, religion, nation, etc.) will be discussed. The section will close with an in-depth discussion concerning the relationship between sport and national identity.

The final section examines the relationship between sport and national identity in Serbia and Ireland. At the conclusion of the literature review, team identity and various external identities (region and religious) should emerge as plausible explanations for empirically examining their influence on an individual’s national identity in Serbia and Ireland.

Identity

Identity is a challenging concept, as it is both an assertion of sameness and differences (Ashmore, Jussim, & Wilder, 2001). Research has depicted identity as being elusive, intangible, and multi-dimensional, (Erikson, 1974; Gleason, 1983; Malesevic, 2006). Brubaker and Cooper (2000), argue the term “tends to mean too much (when understood in a strong sense), too little (when understood in a weak sense), or nothing at all (because of its sheer ambiguity)” (p. 1). Identity allows individuals, “to make sense of themselves, of their activities, of what they share with and how they differ from others” (Brubaker & Cooper, p. 4). Brubaker and Cooper (2000) propose the term should be abandoned altogether for the sake of conceptual clarity, however that is not feasible considering the word is a staple in our society. For example, expressions such as, ‘ethnic identity’, ‘national identity’, and ‘European identity’ are accepted parts of language.

Erikson (1974) is recognized for popularizing the term ‘identity’ in large part due to his scholarly works on identity formation (Gleason, 1983). Erikson (1974) proposed the following definition, “identity is a process located in the core of the individual and yet also in the core of his communal community” (p. 22). This definition by Erikson (1974) implies identity is a process invoking a personal identity and a collective identity. In this regard, two questions need to be addressed, 1) Who am I? and 2) Where do I belong? The “Who am I?” question implies a personal identity, referring to the characteristics of the self that one believes, in isolation or combination, to be unique to the self, that which sets oneself apart from others (Sedikides & Brewer, 2001; Simon, 1997). The “Where do I belong?” question is answered in terms of
collective identity. Collective identity, also referred to as social identity is explicitly connected to a group of people outside the self sharing some characteristics that set them apart from other groups (Ashmore, Deaux, & McLaughlin-Volpe, 2004). Moreover, it is important to note, although others may refer to one in terms of a particular social category, that category does not become a collective identity unless it is personally acknowledged as self-defining in some respect (e.g., a psychological measure) (Ashmore et al., 2004).

It is important to address that recent writers advocate a shift in terminology from *social identity* to *collective identity* (e.g., Sedikides & Brewer, 2001; Simon, 1997; Simon & Klandermans, 2001). Two primary reasons have been associated with the preference of the term *collective identity* over *social identity*. The first reason purported by Simon (1997) points out, all aspects of the self are socially influenced, stating, “They acquire their meaning and significance only within a context of social relations between people” (p. 321). In this context, identity is only considered as social not distinguishing it from other forms of identification (i.e., personal or relational). However, within the context of this study, information concerning personal and relational identification will not be needed.

Second, Ashmore et al. (2004) conducted a literature review from various fields and subdisciplines and found that the connotations of *social identity* are more numerous and potentially more problematic than are those of *collective identity*. The idea of social identity being problematic has been established in the sport management literature from a measuring standpoint (Heere & James, 2007b). Also, Simon and Klandermans (2001), stress the term *collective identity* be used as it is a psychological concept, referring to the individual rather than to a group compared to the sociologically in-group versus out-group comparison process common in social identity research.

**Social Identity Theory**

Tajfel (1978), a leading author on social identity defined the concept as, “that part of an individual’s self-concept which derives from his knowledge of his membership of a social group (or groups) together with the value and emotional significance attached to that membership” (Tajfel, 1978, p. 63). Brewer (1991) defines social identity as “categorizations of the self into more inclusive social units that depersonalize the self-concept, where I become ‘we’” (p. 476). According to Tajfel and Turner (1986), a group or social unit in this sense is a collection of
“individuals who perceive themselves to be members of the same social category, share some emotional involvement in this common definition, and achieve some degree of social consensus about evaluation of their group and of their membership in it” (p. 15). Collective identity is similar to social identity in this regard, as collective identification is first and foremost a statement about categorical membership (Ashmore et al., 2004, p. 81).

In turn, an extension of social identity theory is self-categorization theory (Turner, Hogg, Oakes, Reicher, & Wetherell, 1987). Self-categorization theory is a way of thinking about the self focusing on social categories. Categorizing oneself into a particular group depends on both the salience of that group and the degree to which the categorization clarifies what is happening in a situation.

Stryker and Serpe (1994) defined salience as “a readiness to act out an identity as a consequence of the identity’s properties as a cognitive structure or schema” (p. 17). Also, Stryker and Serpe (1994) introduced the concept, psychological centrality. Centrality refers to an individual’s assessment of how integral a social category is to one’s overall self-concept (Stryker & Serpe, 1994). In this regard, recognizing an individual may have membership in multiple social groups (i.e., gender, region, religion, nationality), the salience of a particular group relates to the strength of membership in one group compared to another. Thus, group membership that is salient and central to one’s self-concept will have a higher degree of importance (Heere & James, 2007b).

The focus of the current study was individuals that categorize themselves as members of the Serbian and Irish nations respectively, and individuals that identify with the Serbian and Irish national teams respectively. In this work, collective identity, social identity theory and self-categorization theory are treated as one and are referred to as ‘social identity theory’ because it is assumed members of the Serbian and Irish nations will identify with the country of Serbia and Ireland respectively, and the respective Serbian and Irish national teams due to the similarities members of Serbia and Ireland share. Thinking of self-categorization as part of social identity theory is consistent with the view of Turner (1999).

Turner (1999) refers to social identities as self-categorizations, defining the individual in terms of, “shared similarities with members of certain social categories in contrast to other social categories” (p. 12). Scholars contend individual’s see themselves as a collective unit belonging
to a distinct category (i.e., nation), sharing in this feeling of ‘we-ness’ and differentiating themselves from others in a positive light (Hogg, Terry, & White, 1995; Tajfel & Turner, 1986). From this vantage point, once an individual’s social identity becomes more salient, personal identity fades into the background. Therefore, it can be suggested a salient social category amongst individual’s can be their national identity.

**Theories of Nation, Nationalism and National Identity**

Through the current study the researcher explored the assumption that national identity is influenced by a myriad of external identities. In an effort to better understand the concept of national identity, greater importance is stressed on clearly defining ‘nation’ as without this association, national identity cannot exist. Smith (1991), the most prolific and perhaps the most influential writer on the subject, defines a nation as a group of people “possessing common and distinctive elements of culture, a unified economic system, citizenship rights for all members, a sentiment of solidarity arising out of common experiences, and occupying a common territory” (p. 14). In addition, Hroch (1996), believes a nation is a “large social group integrated not by one but by a combination of several kinds of objective relationships (economic, political, linguistic, cultural, religious, geographical, historical), and their subjective reflection in collective consciousness” (p. 79).

According to Kellas (1998), a nation is a “group of people who feel themselves to be a community bound together by ties of history, culture and common ancestry” (p. 3). Benedict Anderson (1983) expands the definition further, implying the nation is an ‘imagined community’, indicating, “it is imagined because the members of even the smallest nation will never know most of their fellows, meet them, or even hear of them, yet in the minds of each lives the image of their communion” (p. 6). Table 2.1 outlines the definitions of nation which have been proposed.
Table 2.1 Definitions of nation

<table>
<thead>
<tr>
<th>Source</th>
<th>Definition of nation</th>
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<tr>
<td>Anderson (1983)</td>
<td>“it is as an imagined political community- and is imagined as both inherently limited and sovereign” (p. 6).</td>
</tr>
<tr>
<td>Hroch (1996)</td>
<td>“a large social group integrated not by one but by a combination of several kinds of objective relationships (economic, political, linguistic, cultural, religious, geographical, historical), and their subjective reflection in collective consciousness” (p. 79).</td>
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After analyzing the proposed definitions, one may conclude that the term ‘nation’ has a variety of interpretations leading to the same sentiment. A nation is composed of members who share in the same common characteristics such as belonging to a community, sharing in feelings of fraternity arising out of common experiences (e.g., sharing a common territory), but may never know each other. With this understanding of the term ‘nation’, it is possible to explore “national identity” as it pertains to the overall thesis of this project.

When discussing the theories of nation, nationalism, and national identity, four publications from distinguished scholars on the subject are deserving of particular mention: 1) Anderson’s (1983), *Imagined Communities*, 2) Ernest Gellner’s (1983), *Nations and Nationalism*, 3) E. J. Hobsbawn’s (1990), *Nations and Nationalism Since 1780*, and 4) Anthony D. Smith’s (1991), *National Identity*. What is evident is the concepts of nation and nationalism are interconnected in understanding why individuals identify with a nation.

One of the most influential theorists on the subjects of nation, nationalism and national identity is Benedict Anderson. The book, *Imagined Communities* (1983) has had enormous impact on scholarship (research) concerning nation, being cited 7,806 times (www.goglescholar.com). Anderson’s ideas have influenced various fields including anthropology, cultural studies, film, and sport sociology. For instance, a number of sport sociologists dealing with the relationship between sport and national identity have invoked the term “imagined community,” coined by Anderson, in their writings (Bariner, 2001; Giulianotti, 1999; Sugden & Tomlinson, 1994).
Anderson’s (1983) phrase “imagined communities” stems from his work on describing a nation to be “an imagined political community” (p. 6). Anderson explains the nation is imagined stating, “members of even the smallest nation will never know most of their fellow-members, meet them, or even hear of them, yet in the minds of each lives the image of their communion” (p. 6). Anderson further states a nation is imagined as a community, “because, regardless of the actual inequality and exploitation that may prevail in each, the nation is always conceived as a deep horizontal comradeship” (p. 7). This sense of ‘deep horizontal comradeship’ can be considered as a form of love for the nation; a strong psychological connection to the nation emerges among citizens who are willing to die for their country. Moreover, Anderson notes, the rise of print capitalism can be attributed to the creation of the modern nation leading individual’s to identify with a nation. For instance, the newspaper provides citizens with a source of knowledge, telling stories of individuals of this ‘imagined community’ (i.e., a sport team) leading citizens to have a sense of belonging to the nation. In summary, this ‘imagined community’ provides the formation of a nation, and in turn the sense of collective identity with the nation provides a national identity. The national identity is promulgated in large part due to the rise of print capitalism.

Gellner’s work also published in 1983 titled, Nations and Nationalism, emphasizes the idea of ‘nationalism’ in helping define nation, and ultimately producing a connection to national identity. For Gellner, the thought of nationalism is one of “political legitimacy,” resting on the idea that ethnic and national boundaries must be congruent meaning a unified/shared culture must exist among members before a nation can exist. For instance, in the case of the former Yugoslavia, Croatians and Slovenians felt the government of the Yugoslav nation did not ethnically represent them. The lack of perceived representation led to the rise of a national sentiment among Croatians and Slovenians who then declared independence from the Yugoslavian Federation in 1990 (Gleeny, 1996; Sack & Suster, 2000). The secession by the states of Croatia and Slovenia can be considered acts of nationalism based on the pursuit of political legitimacy. The recognition of Croatia and Slovenia by the world community as independent nations, then a burden of international sanctions imposed on Yugoslavia in the mid 1990s, along with the NATO bombings in 1999, ultimately led to Serbian nationalism and the emergence of a Serbian collective identity (Mandic, 2007).
Gellner (1983) believes it is, “nationalism which engenders nations, and not the other way around” (p. 55). For Gellner (1983) nation is defined in terms of both “will and culture” (p. 55), meaning a will to come together as a community per Anderson’s theory and share in culture. When political legitimacy is established, it leads individuals to share a sense of belonging to the nation, and then there is the emergence of a national identity.

E. J. Hobsbawn’s work (1990), Nations and Nationalism Since 1780, is a valuable source as it contends ‘nation’ is a modern invention. Hobsbawn also takes the position of agreeing with Gellner as it is nationalism that is responsible for the formation of nations. Moreover, he is the first to recognize the role sport plays as an agent to express national identity.

Hobsbawn views nation as a modern invention, advocating nation needs to be studied as a “posteriori” phenomenon (p. 9). In this regard, Hobsbawn is implying past revolutions that took place in the late 1700s (i.e., French revolution) are not responsible for the make-up of the nation which share in the same language, culture and government and is attributed to modernity leading to his thoughts on national identity.

In lines with his thoughts on modernity, Hobsbawn proposed two ways in which national identity found expression after World War I. The first was mass media and the second was organized sport. For the contexts of the dissertation, the latter is the most salient. Hobsbawn writes,

What has made sport so uniquely effective a medium for inculcating national feelings, at all events for males, is the ease with which even the least political or public individuals can identify with the nation as symbolized by young persons excelling at what particular every man wants, or at one time in his life has wanted, to be good at. The imagined community of millions seems more real as a team of eleven named people. The individual, the one who only cheers, becomes a symbol of his nation himself (p. 143).

In regards to the statement by Hobsbawn, the rise of the men’s World Cup and the Olympic Games can be considered obvious influences reflecting national sentiments among members of a given nation. The map of Europe alone has changed drastically in the past twenty years; the break-up of Czechoslovakia, the collapse of the Soviet Union and the destruction of the former Yugoslavia have caused the formation of an unprecedented number of new nations to emerge (i.e., Georgia, Serbia).
To further illustrate the phenomenon of national identity, Anthony D. Smith (1991), a notable scholar, authored the book *National Identity* arguing, national identity is composed of several “fundamental features,” including, “an historic territory, or homeland,” “common myths and historical memories,” “a common, mass public culture,” “common legal rights and duties for all members,” and “a common economy with territorial mobility for members” (p. 14). Moreover, Smith (1991) argues, national identities have several internal and external functions highlighting its multidimensionality. Externally, national identities provide members with “territorial, economic and political” separation from other entities (p. 16). Internally, national identities provide “the socialization of the members as ‘nationals’ and ‘citizens’” (p. 16). National identity also “provides a social bond between individuals and classes by providing repertoires of shared values, symbols and traditions” (p. 16). The final internal function of national identity, according to Smith, is the provision of a “powerful means of defining and locating individual selves in the world, through the prism of the collective personality and its distinctive culture” (p. 17). Smith’s enumeration of the components of national identity gives some sense of what elements must be present in order for national identity to emerge.

The preceding ideas on nation, nationalism and national identity provide ample support that the three concepts are interconnected and are important in understanding what a ‘nation’ actually is (Anderson, 1983; Gellner, 1983, Hobsbawn, 1990, Smith, 1991). Moreover, the focus of the current study is the influence of various external identities on two particular (Serbian and Irish) national identities. Examining national identity as an outcome of these other external identities could provide a sense of unity and belonging (community) amongst the members (group) of Serbia and Ireland.

**National identity as a group identity**

The theoretical approach proposed to understand national identity includes the common thread individuals of a given nation share in this notion of ‘sameness’ differentiating them from others. For instance, sharing in a common language, common beliefs, common territory and providing a sense of belonging. The sense of belonging suggests that national identity may be regarded as a type of social identity. According to Turner (1987) when most of the actors in a certain category share the same perceptions (i.e., language, beliefs, territory, etc.) a social identity is activated allowing for the enhancement as a group member. The feelings of
member and belonging to one’s own group are vital characteristics of national identity leading people of a given nation to act upon these emotions.

Being part of a given nation and taking pride in accomplishments achieved by fellow countrymen seems to be the norm. For instance, many Brazilians identify with the Brazilian national soccer team, which is considered to be the best in the world having won the World Cup an unprecedented five times, (1958, 1962, 1970, 1994, and 2002). Even though the average citizen of Brazil is not playing for the Brazilian national team, s/he experiences an identity leading them to foster sentiments of national identity (see Bellos, 2002; Humphrey, 1994; Lever, 1983). The sense of belonging leads many to have feelings of passion and emotion toward their nation, ultimately leading to sentiments of national identity being fostered among its members, attesting to Hobsbawn’s (1990) statement that, “the imagined community of millions seems more real as a team of eleven named people” (p. 143).

The passion and emotion associated with national identity are similar to the feelings of passion and emotion associated with sport. Therefore, it is reasonable to conclude the national team may work to reinforce a sense of unity and belonging (identity) among individuals of a particular nation. The national team in essence provides people with a group consciousness and fosters a sense of belonging amongst the people of a given nation. It gives people something to believe in; it unites and connects them leading them to have a certain national identity. However, the relationship between team identity and national identity has yet to be empirically tested. The next section highlights how national identity has been examined outside the sports realm in relation to other external identities (i.e., ethnic identity).

**Empirical studies examining various identities influencing national identity**

To understand what external identities have been studied to understand an individual’s identity with a nation, a search across various academic disciplines was completed. The interest in the scholarship of national identity has been abundant in the social sciences, where the terms ‘national identity’, ‘nationalism’, and ‘patriotism’ have been used interchangeably (Bollen & Medrano, 1998; Carey, 2002; Dowley & Silver, 2005; Huddy & Khatib, 2007; Korostelina, 2008; Kosterman & Feshbach, 1989; Muller-Peters, 1998; Sekulic, Massey, & Hodson, 1994; Sidanius, Feshbach, Levin, & Pratto, 1997; Sinnott, 2006).
In reviewing the literature, it was evident that a wide variety of items have been used to measure national identity. At the same time, there is no agreed upon instrument used to measure national identity. It seems researchers have a mental image on what constitutes ‘national identity’ but transferring the attitudinal research from psychology to social psychology has been poorly administered leading various scholars to develop a more credible instrument to capture this multi-dimensional concept of ‘national identity’ (Heere & James, 2007b).

Through the present study the researcher explored the proposition that team identification influences national identification, as well examining the importance of team identity in relation to other group identities (region, religion) as components of one’s national identity. This review derives from literature pertaining to what other external identities have been measured in influencing an individual’s identity with a nation across various disciplines. National identity viewed from a social identity perspective, is one of many instances of social identity (collective identity) that can be available to an individual. For this part of the literature review, examining different external identities influencing national identity was of interest (Bollen & Medrano, 1998; Citrin, Wong, & Duff, 2001; Ezell, Seeleib-Kaiser, & Tiryakian, 2003; Sekulic, Massey, & Hodson, 1994; Sidanius & Petrocik, 2001).

Bollen and Medrano (1998) conducted a study focusing on Spanish national identity. The authors used feedback from 1,200 participants. The interviews were conducted face to face on a random probability sample of the Spanish population, 18 years old and older, stratified at the regional and municipal levels. The empirical findings showed respondent’s ethnic origin (birth and residence in a culturally distinct region) had the strongest negative influence on a Spanish national identity. This study is interesting as it implies that various regional identities may have an influence on an individual’s national identity; however it fails to measure regional identity as a group identity. Bollen and Medrano study did not incorporate a multi-dimensional measure, if a multi-dimensional measure was introduced it is plausible to suggest various regions play a part in explaining a Spanish national identity. The link between regional identity and sport has been established in a sport context (Borucki, 2003), but to the author’s knowledge never empirically tested. The researcher did not aim to address this concern, however the variance regional identity accounts for compared to team identity in constituting a Serbian and Irish national identity
respectively was of interest. It was hypothesized that regional identity is one specific identity constituting a Serbian and Irish identity respectively.

In their review of what constitutes an American identity, Sidanius and Petrocik (2001) found stronger ethnic identifications amongst Blacks have a weakened American national identity, whereas stronger ethnic identification amongst Whites predicted a stronger American national identity, suggesting an American national identity is composed of certain dominant groups (e.g., Whites). In contrast, Citrin et al. (2001) found ethnic minorities to have a strong sense of an American identity. In the current study, ethnic identity has been omitted as an external identity considering Serbia and Ireland are composed of homogenous populations (Irish Census, 2006; S. Brankovic, personal communication, April, 7, 2009).

The work by Ezell et al. (2003) is interesting as it examined a unification of countries (East and West Germany) after the tearing down of the Berlin Wall in November 1989. Ezell et al. examined the extent to which the “Wall in the Mind” persists in the new post-cold war generation of West and East Germans. The researchers found in their sample of 544 German students from various regions of Germany (Berlin, East Germany, and West Germany) that the participants had a positive German national identity. This study is interesting as it indicates a strong national identity can exist across the whole country, even though political ideologies were disparate across specific regions (Glaeser, 2001).

East Germany was a socialist state, part of the Eastern bloc created in the Soviet zone of occupied Germany. In contrast to West Germany’s democratic capitalistic free world position being aligned with the United Kingdom, the United States, and France. In a sporting context, Eastern bloc states and Western bloc states were considered to have different values especially when competing at the Olympic Games (Tcha, 2004). Eastern bloc nations stressed superiority over Western Bloc nations (Tcha, 2004). For instance, according to Wallechinsky (2004), “by 1978, East German athletes in every sport except sailing were being given anabolic steroids” (p. 32). These findings have clear implications for the study of regional identity and its potential influence on Serbian and Irish national identities. In the current study the researcher concentrates on two nations (Serbia and Ireland). Serbia was a nation that emerged due to the disintegration of the former Yugoslavia in the early 1990s due to the fragile “Yugoslav” national identity (Sekulic, Massey, & Hodson, 1994). Ireland is a nation that claimed its independence in 1921.
ending British rule in most of Ireland, and established the Irish Free State. However, six northern counties would remain within the United Kingdom as Northern Ireland, remaining a bone of contention for Irish nationalists (Bariner, 2001).

Sekulic et al. (1994) conducted a study to understand what constituted a ‘Yugoslav’ identity. The authors conducted two surveys (1985 and 1989). The 1985 survey concentrated on residents in the republic of Croatia and the 1989 survey analyzed data from the three largest republics, Croatia (N=2,040), Bosnia (N=1,569), and Serbia (N=2,617). Sekulic et al. found urban residence (city identity), political participation (communist party) (political identity), individuals from nationally mixed-marriages, and individuals that were in the minority of certain regions of ex-Yugoslavia were most likely to report a Yugoslav identity. Of particular interest with regards to a Yugoslav identity (national) are the Yugoslavian national sport teams considering the collective achievements by the Yugoslavian basketball and soccer national teams.


From these five studies, it could be said national identity is a complex form of social identity, as its meaning and its relationship with other category memberships are dynamically determined according to their historical, cultural, and political context (e.g., Sekulic, Massey, &
Hodson, 1994). In the case of the war in the former Yugoslavia, the historical accounts from the past and the ethnic conflict that ensued led to the emergence of identities that were suppressed during the communist/socialist era in Yugoslavia leading, for instance a religious identity leading to a re-established national identity (Hayden, 1992). The same can be said in the case of Ireland. Historical accounts from the past and the conflict that ensued between the British and Irish led to the emergence of identities that were suppressed during British rule in Ireland. For instance a religious identity (Catholic) sparked an established Irish identity (Bairner, 2001). The current literature review did not find any empirical studies, focusing on the influence religious identity has on influencing an individual’s national identity. Thus, the outcomes of a national identity be can be influenced from a variety of identities (i.e., ethnic, political, regional), in a positive or negative sense. In the context of the present study, a national sport team identity has never been the focal point for empirical inquiry in understanding its influence on what constitutes an individual’s national identity; however there have been very limited studies in the realm of sport management trying to understand this phenomenon of national identity.

**Empirical studies of national identity/nationalism/national pride in sport management**

Initial research into the phenomenon of group identity in sport (Heere & James, 2007b) has revealed it is multifaceted, providing a myriad of opportunities for future research to be explored. Consequently, national identity has also been regarded as a multidimensional concept (Smith, 1991). Relatively little is known about the phenomenon of national identity as it relates to team identity in a quantitative setting (Bogdanov, 2005; Funk, Mahony, & Ridinger, 2002; Heere & Bogdanov, 2008).

A belief that national identity may play a role in team identity was first introduced by Funk, Mahony and Ridinger (2002), examining the idea of national pride as a sport consumer motive. Funk et al. (2002) examined different motivational factors to better understand fan support for the United States Women’s national team. The study was done after the United States won the 1999 Women’s World Cup, which was held in the United States. The survey had 42 items measuring 14 individual factors, including national pride. Each factor was represented with three items. Table 2.2 lists the items used to measure national pride.
Table 2.2 Items used to measure National Pride, Funk et al. (2002)

<table>
<thead>
<tr>
<th>National Pride</th>
</tr>
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<tbody>
<tr>
<td>I attend the U.S Cup to support my country’s team.</td>
</tr>
<tr>
<td>When my country’s team wins, I feel proud to be a citizen.</td>
</tr>
<tr>
<td>Patriotism is a big reason I attended the U.S. Cup.</td>
</tr>
</tbody>
</table>

The authors did a good job presenting researchers with potential new factor; however, after examining the items believed to represent national pride, Funk et al. (2002) suggested that the items be reworded to increase predictive validity. The study was done on a very small scale to understand the implications of national pride as a fan motive to attend a women’s national soccer game. The authors only concentrated on fans who attended one women’s national team game; in addition the game was a sponsored event by Nike, and the desired outcome of the match did not have any consequences, compared to playing in the World Cup. One concern with the results reported by Funk et al. (2002) is that the ‘national pride’ construct does not fit well with the audience that was surveyed. The United States Women’s National Team was a new phenomenon to hit the front pages of America in 1999. There was no sense of history or culture behind the team to foster some type of national pride. And, as noted by the authors, additional work is needed to improve the proposed national pride construct.

Bogdanov (2005) recognized the void of ‘national identity’ (nationalism) not being studied in the context of sport management and developed a scale to measure ‘nationalism’ as a motive for sport fan consumption. Data was collected at the 2004 European Championships in Portugal. The sample included Dutch, English and Portuguese fans (N = 481). It was determined seven items captured the essence of nationalism as a sport fan motive (Appendix A). In the present study it is posited that national sport team identity influences national identity, which is important to foster a sense of community within Serbia and Ireland respectively. Moreover, the Serbian and Irish nations can be branded to the international community considering their turbulent past (e.g., British rule, famine, sanctions, civil war). In Bogdanov’s study, the major concern was to highlight the relationship between sport and nationalism. However, this nationalism scale can be viewed as a negative feeling, implying superiority (Kosterman & Feshbach, 1989), and per the development of the GROUP*ID scale (Heere & James, 2007b), the
term should be considered ‘national identity’ as individuals identify with various social categories (Turner, 1987).

Heere and Bogdanov (2008) examined the influence of national identity on the sport consumption behaviors (media consumption and merchandise sales) of Dutch and English supporters at the 2004 European Championships. The findings of the study demonstrated national identity plays a role in the ways individuals consume aspects of their national team. Individuals acknowledged the potential impact national identity had in a national sporting environment (Heere & Bogdanov, 2008). However, it is believed the national team plays a positive role on an individual’s national identity. A more rigorous analysis is needed to address this idea, hence the present study. The present study represents an attempt to explore the influence of Serbian and Irish national team identity on Serbian and Irish national identity respectively.

**Sport and community**

Anderson and Stone (1981) discuss the power of sport as a catalyst for identification for people in modern times. Anderson and Stone point out that the urbanization of the 20th century has changed the living patterns of people, resulting in a mass-consumption society. The term “Gesellschaft” conveys the idea that relationships have become less intimate amongst community members in today’s modern cities. The days of going to church on Sunday mornings and spending time with family have now been replaced with community being experienced through friends and informal organizations (such as supporting a sports team) (Heere & James, 2007a). The use of a sports team to identify with a community has been evident through the use of city and state names in team names such as the Dallas Cowboys and New York Yankees. Moreover, on a scholastic level, members of small towns across the state of Texas have used high school football as a means for individuals from diverse backgrounds to come together to share in this sense of community, an idea which is documented in the book *Friday Night Lights* (Bissinger, 2003). The sport of high school wrestling has also been documented as a passion for members of various Iowa communities (Kreidler, 2007). Two classical studies, *Elmtown’s Youth* (Hollingshead, 1949) and *Middletown* (Lynd & Lynd, 1929) have suggested the mere power of interscholastic sport teams in providing a sense of community pride to its members. Further, Hollywood has noticed the importance of sport in various communities and brought them to life.
on the big screen in movies such as *Hoosiers* (1986) and *Remember the Titans* (2000). In *Hoosiers*, high school basketball was depicted as a community event in the state of Indiana, whereas in *Remember the Titans*, the newly racially integrated high school football team T.C. William High School in Alexandria, Virginia, football was depicted as bringing the divided community together. Additionally, various studies have emphasized the importance of a sport team as an instrument reflecting community pride between the team and its geographic location (i.e., city, state) (Baade, 1996; Davies, 2002; Eckstein & Delaney, 2002; Jarvie, 2003a; Lertwachara & Cochran, 2007; Noll & Zimbalist, 1997; Sparvero & Chalip, 2007).

Anderson and Stone (1981) recognized the growing popularity of sport teams and the potential relationship that can be fostered among individuals in need of a collective identity. This relationship between an individual and his/her sport team was further documented by Putnam (2000), and described as social capital. The idea of social capital refers to the value placed upon various social networks leading individuals to be regarded as part of a community. In this light, sport teams have become a popular source for community building, drawing on social capital as a means for people to be reinvigorated and part of the community. In illustrating this relationship between sporting teams and social capital, Daniel Wann and colleagues first empirically examined the phenomenon of ‘team identity’

**Team identity**

Wann, Melnick, Russell, and Pease (2001), define team identification as, “the extent to which a fan feels psychologically connected to a team” (p. 3). Trail, Anderson, and Fink (2000) defined identification, as “as an orientation of the self in regard to other objects including a person or group that results in feelings or sentiments of close attachment” (p. 165-166). Team identification provides fans with a sense of belonging and attachment to a larger social structure (Wann & Branscombe, 1991). Based on the idea of social capital, it is reasonable to infer that an individual’s identification with a team will influence relationships with other larger social networks surrounding the team, such as the nation the teams plays in. This ‘team’ has the potential to strengthen a national community.

Team identification has also been described as, “the spectator’s perceived connectedness to a team and the experience of the team’s failings and achievement’s as one’s own” (Gwinner & Swanson, 2003, p. 276). Additionally, team identification has been conceptualized as a construct
reflecting personal commitment and emotional involvement spectators have with a sport organization (Sutton, Milne, & McDonald, 1997). The idea of a sport team reflecting an emotional element was highlighted at the 2008 European Championship tournament, with its slogan, “Expect Emotions” (www.euro2008.com). It should be noted that the psychological connection individuals have with a sports team may vary (Funk & James, 2006). In regards to further understanding team identity, the forthcoming sections will introduce the seminal work, an empirical study (Wann, Tucker, & Schrader, 1996) that suggested external group identities have an influence on team identity, the devices used to measure team identity and how the influence of various multiple identities on team identity has been studied empirically.

**Team identity-the early work**

The seminal piece of literature that has paved the way for research concerning team identification was first introduced by Cialdini, Borden, Throne, Walker, Freeman, and Sloan (1976). They presented the concept of BIRGing (basking in reflected glory). Cialdini et al.’s (1976) study sampled college students from seven universities with strong Division-I football programs during the 1973 season. The author’s hypothesized students would be more likely to wear clothes representing the school after a football team’s victory. The author’s results confirmed the hypothesis showing students wore clothing with their school’s logo or name more on Monday following a victory than on Monday after a loss (Dalakas, Madrigal, & Anderson, 2004).

In their second study, Cialdini et al. conducted a telephone interview amongst students enrolled at a university with a Division I football program. The authors manipulated the questions by asking, “In the [first, third game] of the season, your school’s team played the University of [Houston, Missouri]. Can you tell me the outcome? The authors found the subjects would BIRG, as they used the pronoun ‘we’, to associate themselves with a positive source (Cialdini et al., 1976).

The third study by Cialdini et al. included phone interviews with students at a different university with a major football program. The authors chose to ask questions concerning two of the football teams games, one was an important victory compared to a non-victory. The researchers hypothesized students would use the pronoun ‘we’ describing an important victory
and ‘non-we’ (they) when describing a non-victory. The findings provided additional support for the phenomenon of BIRGing (Dalakas, Madrigal, & Anderson, 2004).

The findings of this seminal work provide the platform for research directed towards understanding team identification. The work by Cialdini et al. is the basis for understanding how individuals use a sport team to exhibit positive emotions and to associate with successful groups. The article also paved the way for Snyder, Lassegard, and Ford’s (1986) discussion of the phenomenon of cutting off reflected failure (CORFing), where individuals distance themselves from unsuccessful groups. Moreover, Cialdini et al.’s (1976) study also led Sloan (1979) to note that even after defeat some individuals maintain their allegiance to the team (e.g., fans of the Chicago Cubs) (Bristow & Sebastian, 2001), leading to Wann and Branscombe’s (1990) work studying, “Die-Hard and Fair Weather Fans”. Wann and Branscombe (1990) found that highly identified fans are much less likely to ‘jump ship’ when their teams are performing poorly, such as fans of the Chicago Cubs who filled Wrigley Field to capacity every home game in the 1995 season, despite the team winding up in last place in the division in the 1994 season (see Scully, 1995).

Recognition of the BIRGing and CORFing effects has led to more insight concerning team identity and the sport consumer (Trail, Robinson, Dick, & Gillentine, 2003; Wann & Branscombe, 1993 Wann, Tucker, & Schrader, 1996). Moreover, the potential influence of external group identities on team identity was examined by Wann et al. (1996).

**Influences of external group identities on team identity**

Wann, Tucker, and Schrader (1996) study illustrated a number of factors associated with individuals becoming fans of their favorite sport team. In their sample (N = 91) of undergraduate students with a mean age of 24, the researchers found the success of the team, geographic reasons and the players were the main factors in influencing their decision in becoming a fan and continuing their support. The findings suggested that team identity was associated with a regional identity (community). Kolbe and James (2000) reported similar results finding in a professional team setting, the association between the city and team were of strong importance. Individuals on average agreed with the statement that it was important to them that the Browns were their hometown team (M = 5.66), with approximately two-thirds of respondents (65.1%) rating this item a 6 or 7 on a 7-point Likert scale.
The studies by Wann et al. (1996) and Kolbe and James (2000) yield similar results, finding individuals support a team based on the geographic area they are from. Furthermore, the studies findings support the idea of community identification (Anderson & Stone, 1981; Sutton et al., 1997; Trail et al., 2003; Wann et al., 2001). This empirical study provides justification a sport team is integral part to a community. The current study aims to assess the importance of national sport team identity to an individual’s national identity.

**Measurement of Team Identification**

In an effort to understand the literature devoted to team identity, it is imperative to understand how researchers have endeavored to measure the team identity construct. Several instruments have been used to measure team identity (Dimmock, Grove, & Eklund, 2005; Heere & James, 2007b; Wann & Branscombe, 1993). The instruments developed thus far have helped measure the strength of an individual’s identity with a team. A review of the three instruments that have been developed to measure team identity in empirical research are reviewed in the following section. A critical analysis will follow the discussion of each instrument.

*Sport Spectator Identification Scale (SSIS)*

The first scale, the Sport Spectator Identification Scale (SSIS), was introduced and developed by Wann and Branscombe (1993). The development of the SSIS can be classified as seminal work in creating a measure of team identification. The SSIS contains seven items with responses ranging from 1 to 8. Higher numbers represent greater levels of team identification. After answering the seven items proposed by Wann and Branscombe (1993), the sum of all responses is added up to determine the level of identification with a certain team. Scores below 18 indicate a low level of identification, while scores above 35 suggest a high level of identification, and individuals scoring between 18 and 35 would be classified as moderately identified (Wann, Melnick, Russell, & Pease, 2001). Table 2.3 lists the seven items of the SSIS developed by Wann and Branscombe (1993).
Table 2.3 Wann and Branscombe (1993) SSIS scale items

<table>
<thead>
<tr>
<th>Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. How important to YOU is it that the (team) wins?</td>
</tr>
<tr>
<td>2. How strongly do YOU see yourself as a fan of the (team)?</td>
</tr>
<tr>
<td>3. How strongly do your FRIENDS see YOU as a fan of the (team)?</td>
</tr>
<tr>
<td>4. During the season, how closely do you follow the (team) via ANY of the following: a) in person or on television, b) on the radio, or c) television news or a newspaper?</td>
</tr>
<tr>
<td>5. How important is being a fan of the (team) to YOU?</td>
</tr>
<tr>
<td>6. How much do YOU dislike (your team’s) greatest rivals?</td>
</tr>
<tr>
<td>7. How often do YOU display the (your team’s) name or insignia at your place of work, where you live, or on your clothing?</td>
</tr>
</tbody>
</table>

In an attempt to validate the proposed scale, Wann and Branscombe (1993) conducted an empirical study with undergraduate students (N = 188) attending the University of Kansas. Wann and Branscombe (1993) found the scale to be reliable as the results yielded an acceptable Cronbach alpha coefficient of .91 (Nunnally & Bernstein, 1994). The SSIS serves as one of the earliest reliable measures to demonstrate team identification, as various international scholars have successfully administered the scale in different settings including the United States (Gayton, Coffin, & Hearns, 1998), England (Jones, 1997, 2000), and Japan (Uemukai, Takenouchi, Okuda, Matsumoto, & Yamanaka, 1995). Despite the sound reliability and internal consistency scores, there have been concerns surrounding the items. Dimmock and Grove (2005) note, “the scales measure team identification indirectly by inferring it from other responses” (p. 76). Furthermore, the SSIS has been criticized as measuring team identification as a unidimensional variable (Dimmock, Grove, & Eklund, 2005; Heere, 2005; Heere & James, 2007b). For instance, Heere (2005) in his dissertation work realized the uni-dimensional perspective of measuring team identity was losing valuable information, not truly grasping an individual’s relationship with the team (group).

Wann and Branscombe’s (1993) article does not make an attempt to measure it as a multi-dimensional construct focusing only on the single construct characterized by the sense of belonging (or attachment). Despite the concerns surrounding dimensionality, the scale developed by Wann and Branscombe (1993), has been utilized extensively or alluded to in the sport management literature (Gayton, Coffin, & Hearns, 1998; Jones, 1997, 2000; Sutton et al.,1997). The work by Wann and Branscombe (1993) opened the doors for scholars to advance our
understanding by developing new instruments to measure team identity (Dimmock, Grove, & Eklund, 2005; Heere & James, 2007b).

*Dimmock, Grove, and Eklund (2005) Reconceptualizing team identification*

To adhere to the criticism put forth by scholars, Dimmock, Grove, and Eklund (2005) advanced the study of team identification by examining ‘team identity’ as a multi-dimensional construct compared to the single construct conducted by Wann and Branscombe (1993). In an effort to examine team identity as a multi-dimensional construct, Dimmock, Grove, and Eklund (2005), developed a scale guided by Tajfel’s (1978) social identity theory. Dimmock et al. (2005) used the social identity theory as a premise to examine the relationships among cognitive, affective, and evaluative dimensions of team identification. Previous work identified determinants of group identity research to include affective and cognitive dimensions (see Ellemers, Kortekaas, & Ouwerkerk, 1999). Further, the evaluative dimension was considered as the authors relied on previous studies that found fans associating themselves with successful teams (e.g., Cialdini et al., 1976; Sloan, 1979). Table 2.4 provides the 15 items selected for confirmatory factor analyses used in study one.

**Table 2.4 Items Selected for Confirmatory Factor Analyses in Study 1**

<table>
<thead>
<tr>
<th>Item and intended dimensions</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Cognitive identification</td>
<td></td>
</tr>
<tr>
<td>1. I think of the [team name] as part of who I am</td>
<td></td>
</tr>
<tr>
<td>2. The [team name] are an important reflection of who I am</td>
<td></td>
</tr>
<tr>
<td>3. I sometimes refer to myself as a [team name] fan when I introduce myself to others</td>
<td></td>
</tr>
<tr>
<td>4. I have a number of qualities typical of [team name] fans</td>
<td></td>
</tr>
<tr>
<td>Affective identification</td>
<td></td>
</tr>
<tr>
<td>5. The [team name] successes are my successes</td>
<td></td>
</tr>
<tr>
<td>6. I have a strong emotional attachment to the [team name]</td>
<td></td>
</tr>
<tr>
<td>7. If a story in the media criticized the [team name], I would feel embarrassed</td>
<td></td>
</tr>
<tr>
<td>8. My friends think that I have a strong emotional attachment to [team name]</td>
<td></td>
</tr>
<tr>
<td>Evaluative identification (personal)</td>
<td></td>
</tr>
<tr>
<td>9. I have little respect for the [team name]</td>
<td></td>
</tr>
<tr>
<td>10. I think the [team name] have little to be proud of</td>
<td></td>
</tr>
<tr>
<td>11. I feel that the [team name] are not worthwhile</td>
<td></td>
</tr>
<tr>
<td>12. My image of the [team name] is negative</td>
<td></td>
</tr>
<tr>
<td>Evaluative identification (other)</td>
<td></td>
</tr>
<tr>
<td>13. Overall, the [team name] are considered good by others</td>
<td></td>
</tr>
<tr>
<td>14. In general, others respect the [team name]</td>
<td></td>
</tr>
<tr>
<td>15. In general, most people consider [team name] to be better than other [name of league] teams</td>
<td></td>
</tr>
</tbody>
</table>
Dimmock et al. (2005) examined the relationships of the proposed dimensions (cognitive, affective, and evaluative) and found the cognitive and affective dimension loaded on one factor, and the measure of evaluative identification loaded on two factors, depicted self-evaluations (i.e., I think the team name are not worthwhile) and evaluations perceived by others (i.e., In general others respect the team name). The findings supported a two-dimensional construct: 1) cognitive-affective and 2) evaluative. Dimmock et al.’s (2005) two-dimensional model received criticism from Heere & James (2007b), addressing, Dimmock et al.’s observation that the measure, “did not include an examination of the validity of the constructs, and the combination of the affective and cognitive dimensions raised concerns regarding discriminant validity” (p. 68).

**Heere & James Group*ID Scale**

Heere and James (2007b) acknowledge the work by Dimmock et al. as a step in the right direction, but suggested further work be done to measure team identity as a multi-dimensional construct. In this light, Heere and James (2007b) sought to build from the work of past measures on team identity, as well as focusing on scholarship in the social psychology field that has examined different constructs to assess group identity (Ashmore, Deaux, & McLaughlin-Volpe, 2004; Gurin & Townsend, 1986; Karasawa, 1991; Luhtanen & Crocker, 1992; Mael & Tetrick, 1992; Sellers, Rowley, Chavous, Shelton, & Smith, 1997). See Ashmore, Deaux, and McLaughlin (2004) for an exhaustive literature review concerning group identity in social psychology.

Heere and James (2007b) worked from the review by Ashmore and colleagues as a basis to develop their six-dimensional scale. For instance, Ashmore et al. (2004) argued, that the process of identification with different groups consists of underlying constructs, such as attachment, evaluation, and importance, among others. Adhering to this line of thought, Heere and James (2007b) conceptualized team identity as a multi-dimensional construct and developed the TEAM*ID scale based on the work of Ashmore, Deaux, and McLaughlin-Volpe (2004).

The TEAM*ID scale was developed based on the eight stages of scale development proposed by Churchill (1999). In Stage 1, the group (team) identity constructs were defined (See Table 3). In Stage 2, sample items were developed for their pilot study. In Stage 3, a pilot study was conducted (N = 50) at a large southeastern university (Study 1), Stage 4 assessed the reliability and validity of the initial items from Study 1. The scale was then modified in Stage 5
based on the reliability and validity assessments that included a content validity review by a panel of experts. Stage 6 included a second data collection (N = 311) at the same Southeastern university (Study 2). In Stage 7, reliability and validity tests were conducted from Study 2. The final stage, Stage 8 identified the implications of the survey instrument, thus providing standard techniques for future data collection using the TEAM*ID scale.

Heere and James’ (2007b) final analysis inferred, “that the instrument demonstrates that team (group) identity may (and should) be evaluated as a multi-dimensional construct” (p. 84). The Group*ID scale is composed of seven dimensions: 1) Self-categorization, 2) Private evaluation, 3) Public evaluation, 4) Interconnection of self, 5) Sense of interdependence, 6) Behavioral involvement and 7) Cognitive awareness. The definitions of the seven constructs constituting the TEAM*ID scale are listed in Table 2.5.

<table>
<thead>
<tr>
<th>Constructs</th>
<th>Definitions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-categorization</td>
<td>“Identifying self, as a member of, or categorizing self in terms of, a particular social grouping” (Ashmore et al., 2004, p. 83)</td>
</tr>
<tr>
<td>Private evaluation</td>
<td>“Favorability judgments made by people about their own identities” (Ashmore et al., 2004, p. 83)</td>
</tr>
<tr>
<td>Public evaluation</td>
<td>“Favorability judgments that one perceives others, such as the general public, to hold about one’s social category (Ashmore et al., 2004, p. 83)</td>
</tr>
<tr>
<td>Interconnection of self</td>
<td>‘The degree to which people merge their sense of self and the group” (Ashmore et al., 2004, p. 83).</td>
</tr>
<tr>
<td>Sense of interdependence</td>
<td>“The emotional involvement felt with a group” (Ashmore et al., 2004, p. 83)</td>
</tr>
<tr>
<td>Behavioral involvement</td>
<td>“The degree to which a person engages in actions that directly implicate the collective identity in question” (Ashmore et al., 2004, p. 83)</td>
</tr>
<tr>
<td>Cognitive awareness</td>
<td>“The degree of knowledge a person has of a group that directly implicates his or her identity with the group as a whole” (Heere &amp; James, 2007b, p. 70)</td>
</tr>
</tbody>
</table>

The results of the initial work by Heere and James (2007a) led to the conclusion that the TEAM*ID Scale is an initial step in the development of a reliable and valid instrument to measure team identity as a multi-dimensional construct in multiple group settings. The conceptual article posits team identity to be a group identity being influenced by the relationship
an individual has with other external groups the team is perceived to represent (i.e., city and gender) (Heere & James, 2007a, p. 321). The article led to the development of a multi-dimensional scale that could be used to measure different external identities (see Heere & James, 2007b). Following the initial work, another study has been conducted using the TEAM*ID scale to examine different external identities (city, state, and university) and the relationships among the various group identities (Heere, James, Yoshida, & Scremin, in review). The work by Heere et al. provides the initial evidence that the scale may be used to measure different group identities in the same setting. The results provided evidence that the GROUP*ID instrument is reliable and valid within four settings: team, university, city and state. Results also indicated the identity students had with their favorite college football team was positively influenced by their identification with the university and the state in which a team was located.

The aforementioned studies represent important contributions to understanding team identification. Since the publication of Heere and James’ (2007a) conceptual article, a new line of research has been developed adhering to Chalip’s (2006) claims that in order to understand the focal identity in question, other identities may play a significant role. Heere and James (2007b) have recognized this claim, and developed a multi-dimensional scale that can be used measuring multiple group identities in a single setting.

The development of the TEAM*ID scale has increased the quality of past measurement efforts and it is now conceivable for future research to examine empirically the effects of these various external identities (i.e., city, political affiliation, and religion) on team identity. For example, does religion play a major part in the identity of Celtic and Rangers fans in the Scottish soccer league? Is there a political identity amongst supporters of FC Barcelona? Additionally, to add to the body of knowledge in sport management the variables of interest could be reversed, examining the influence a team has on a particular identity. For instance, are the Dallas Cowboys truly America’s team? For the purpose of this investigation, it is hypothesized that identification with the Serbian and Irish national sport teams respectively will positively affect an individual’s Serbian and Irish national identity.

Researchers have discussed how different group identities may have an influence on team identity (see Heere & James, 2007a for a review). However, within the context of this study the independent variable is the team/individual athlete. Past anecdotal sporting events provide
further evidence that a sport team/athlete have an influence on a variety of different external identities. In the realm of sporting history, the next section will concentrate on a specific athlete (Muhammad Ali) and a specific event (1968 Summer Olympics) potentially having an influence on a variety of external identities (i.e., race and religion). Although no empirical work has been done to prove Ali’s and the ‘Black Power Salute’ at the 1968 Summer Olympic Games impacted a wider set of external identities (e.g. race, region, religion, etc.), anecdotal work and commentary is extensive. These examples provide a great impetus for the study of sport and its influences on external identities.

**Muhammad Ali**

Boxing legend Muhammad Ali’s illustrious career in the ring and controversial positions outside it may explain an individual’s identity with Ali. However it depends on the salience the individual has on the identity in question. For instance, in 1960, when Muhammad Ali, Cassius Clay at that time represented the United States at the Summer Olympic Games in Rome, a number of different identities could be explained with identifying with Ali. For instance, Clay was fighting for America (national identity), he was black during a turbulent time in America (racial identity), as well as being from Louisville, Kentucky (city and state identity) in the Midwest/Southern portion (regional identity) of the United States. In the next four years (1964), Clay took on a new identity, by becoming a member of the Nation of Islam and changing his name to Muhammad Ali (Ezra, 2009; Hauser & Ali, 1991; Remnick, 1998).

The name change from Clay to Ali caused controversy in America, because certain members of society insisted on calling him Cassius Clay, for instance boxer Ernie Terrell. Ali faced Terrell on February 6, 1967 and in regard to Terrell’s refusal to call Ali by his new name under Islam, Ali punished Terrell deliberately for 15 rounds refusing to knockout him out, instead Ali repeatedly shouted at Terrell during the bout, “What’s my name? What’s my name?” (Hauser & Ali, 1991; Remnick, 1998). After his fight with Ernie Terrell, it could be said (anecdotally speaking) the Nation of Islam had a sporting figure reflecting their identity.

**1968 Summer Olympics**

At the 1968 Olympic Games in Mexico City, two Black American athletes, Tommie Smith and John Carlos, won the gold and bronze medals respectively in the 200 meter track event representing the United States. During the medal ceremony, with the American anthem
being played and the raising of the American flag, the two male American athletes performed gestures of a different kind. The two male athletes raised two black gloved fists forming an arch representing ‘Black Power’ and ‘Black Unity’ (see Figure 2.1), in protest against American racism which was plaguing the country (Bass, 2002; Hartmann, 1996). This moment in sport history includes various collective identities, such as race and national identity.

![Figure 2.1 Black Power Salute](image)

The preceding examples illustrate the relative importance of a sporting figure in relation to other identities (e.g., city, race, gender, etc.). The context of team identity will now be discussed in relation to these different external identities, offered by Heere and James (2007a).

In Heere and James’ (2007a) conceptual piece, the work conducted by Deaux, Reid, Mizrahi, and Ethier (1995) was discussed to provide some clarity for the study of group identity. Deaux et al. (1995) recognized individuals identify with many different group identities, with some being more important than others. Deaux et al. identified three different social categories serving as a basis for identifying with an array of different external identities. To advance the literature concerning group identification, Heere, James, Yoshida and Scremin (in review) measured three different group identities (city, state, and university) in an effort to extend the TEAM*ID scale (Heere & James, 2007b) by measuring multiple group identities (GROUP*ID scale) in a single setting: demographic categories, social roles, and membership organizations. The model developed by Heere and James (2007a) omitted the ‘social roles’ category as it was not considered unique to the organization. However, Heere and James acknowledged social roles should not be underestimated as they may play a part in designing effective marketing strategies for the sporting organization. Thus, the model concentrated on demographic categories and membership organizations to illustrate the importance of team identity in relation to the
individual’s group identity (i.e., ethnicity, gender). The demographic categories and membership organizations will outline the structure in the review of external identities influenced by a team. An overview of potential group identities in relation to sport is listed in Table 2.6. It is important to note, when conducting such a review, there may be an overlap between the various identities. For instance, the South African Rugby national team considering South Africa’s political position in years past in reference to their policy on apartheid, racial and national identity have a significant chance of being influenced.

Table 2.6 An overview of the different group identities influenced by a sport team

<table>
<thead>
<tr>
<th>Demographic Categories</th>
<th>Membership Organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Geographic identity</td>
<td></td>
</tr>
<tr>
<td>City Identity</td>
<td>New York Yankees, Manchester United</td>
</tr>
<tr>
<td>Regional Identity</td>
<td>Boston Red Sox, New England Patriots, West Indies cricket team</td>
</tr>
<tr>
<td>State Identity</td>
<td>University of Alabama, Arizona Diamondbacks</td>
</tr>
<tr>
<td>National identity</td>
<td>United States men’s hockey team, Brazilian men’s soccer team</td>
</tr>
<tr>
<td>Ethnic Identity</td>
<td>Boston Celtics, Notre Dame Football, Athletic Bilbao (Spanish soccer team), Croatian-Australian soccer clubs</td>
</tr>
<tr>
<td>Racial identity</td>
<td>Historical Black Colleges and Universities (HBCU’s) (e.g., Grambling State University)</td>
</tr>
<tr>
<td>Gender-based identity</td>
<td>US Women’s National Soccer team, University of Connecticut Women’s basketball</td>
</tr>
<tr>
<td>Sexual-based identity</td>
<td>Gay Games</td>
</tr>
<tr>
<td>Social class-based identity</td>
<td>Los Angeles Lakers, Pittsburgh Steelers, Schakle 04</td>
</tr>
<tr>
<td>Membership Organizations</td>
<td></td>
</tr>
<tr>
<td>Vocational identity</td>
<td>University Student, Police officer</td>
</tr>
<tr>
<td>University-based Identity</td>
<td>Florida State University, Penn State University</td>
</tr>
<tr>
<td>Corporate identity</td>
<td>NY Red Bull, PSV Eindhoven</td>
</tr>
<tr>
<td>Religious identity</td>
<td>Brigham Young University, Notre Dame, Celtic Glasgow</td>
</tr>
<tr>
<td>Political identity</td>
<td>FC Red Star Belgrade (Serbian soccer team), FC Barcelona (Spanish soccer team)</td>
</tr>
</tbody>
</table>
The following section provides a discussion of the external identities most pertinent to the proposed study (region, religion, and nation). For a more thorough analysis of the various external identities in relation to sport teams refer to Heere and James (2007a). Heere and James (2007a) discuss demographic categories such as gender-based identity, ethnic/racial identity and social class-based identity, and membership organization based identities such as universities and corporations, as outlined in Table 2.6. It is crucial to acknowledge that the initial work conducted by Heere and James’ (2007a) used ‘team’ as the focal object. Moreover, it is conceivable that the focal object can change depending on the researcher(s) objective. For instance, the purpose of the current study is to assess the influence of other identities (region, religion, and team) on national identity as the focal object.

It should be noted that a multitude of different identities (i.e., political, racial) could comprise national identity. In the context of the present study, the three identities (region, religion, and team) focused on are a starting point due to the intuitive connection as the forthcoming section(s) will address. Thus, the study will be limited to these three other group identities as components of national identity in the belief that the GROUP*ID measure can be used with these other groups.

Geographic identity will be first discussed, showing how sport teams from around the world possess some form of geographic entity based on city, region, and state. Secondly, a discussion on how sport teams have the capability of symbolizing a religious identity will be discussed. Finally, teams representing a national identity will be discussed.

Geographic Identity

The growth of sport in the modern world has meant the growth of sport teams around the world (Bale, 2003). Teams have developed an identity based on the geographical location (city, state, and region) in which they operate. For instance, in America, a geographical identity is associated with the team name. For instance, the Los Angeles Lakers carry a city identity, the University of Alabama represents the state of Alabama and the New England Patriots reflect a regional identity (Northeast).

The review of the top four sporting leagues in North America and the top 32 teams in European soccer competing for the UEFA Champions League in 2008/2009 will be used to discuss the geographical locations (city, state, and region) in which they operate. Table 2.7 below
provides a review of team names in the four major sporting leagues in North America; Table 2.8 reflects the 32 teams represented in the UEFA 2008/2009 Champions League.
<table>
<thead>
<tr>
<th>MLB</th>
<th>NBA</th>
<th>NFL</th>
<th>NHL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta Braves</td>
<td>Atlanta Hawks</td>
<td>Arizona Cardinals</td>
<td>Atlanta Thrashers</td>
</tr>
<tr>
<td>Arizona Diamondbacks</td>
<td>Boston Celtics</td>
<td>Atlanta Falcons</td>
<td>Anaheim Ducks</td>
</tr>
<tr>
<td>Baltimore Orioles</td>
<td>Charlotte Bobcats</td>
<td>Baltimore Ravens</td>
<td>Boston Bruins</td>
</tr>
<tr>
<td>Boston Red Sox</td>
<td>Chicago Bulls</td>
<td>Buffalo Bills</td>
<td>Buffalo Sabers</td>
</tr>
<tr>
<td>Chicago Cubs</td>
<td>Cleveland Cavaliers</td>
<td>Carolina Panthers</td>
<td>Calgary Flames</td>
</tr>
<tr>
<td>Chicago White Sox</td>
<td>Dallas Mavericks</td>
<td>Chicago Bears</td>
<td>Carolina Hurricanes</td>
</tr>
<tr>
<td>Cincinnati Reds</td>
<td>Denver Nuggets</td>
<td>Cincinnati Bengals</td>
<td>Chicago Blackhawks</td>
</tr>
<tr>
<td>Cleveland Indians</td>
<td>Detroit Pistons</td>
<td>Cleveland Browns</td>
<td>Colorado Avalanche</td>
</tr>
<tr>
<td>Colorado Rockies</td>
<td>Golden State Warriors</td>
<td>Dallas Cowboys</td>
<td>Columbus Blue Jackets</td>
</tr>
<tr>
<td>Detroit Tigers</td>
<td>Houston Rockets</td>
<td>Denver Broncos</td>
<td>Dallas Stars</td>
</tr>
<tr>
<td>Florida Marlins</td>
<td>Indiana Pacers</td>
<td>Detroit Lions</td>
<td>Detroit Red Wings</td>
</tr>
<tr>
<td>(Miami Marlins)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Houston Astros</td>
<td>Los Angeles Clippers</td>
<td>Green Bay Packers</td>
<td>Edmonton Oilers</td>
</tr>
<tr>
<td>Kansas City Royals</td>
<td>Los Angeles Lakers</td>
<td>Houston Texans</td>
<td>Florida Panthers</td>
</tr>
<tr>
<td>Los Angeles Angels</td>
<td>Memphis Grizzlies</td>
<td>Indianapolis Colts</td>
<td>Los Angeles Kings</td>
</tr>
<tr>
<td>Los Angeles Dodgers</td>
<td>Miami Heat</td>
<td>Jacksonville Jaguars</td>
<td>Minnesota Wild</td>
</tr>
<tr>
<td>Milwaukee Brewers</td>
<td>Milwaukee Bucks</td>
<td>Kansas City Chiefs</td>
<td>Montreal Canadiens</td>
</tr>
<tr>
<td>Minnesota Twins</td>
<td>Minnesota Timberwolves</td>
<td>Miami Dolphins</td>
<td>Nashville Predators</td>
</tr>
<tr>
<td>New York Mets</td>
<td>New Jersey Nets</td>
<td>Minnesota Vikings</td>
<td>New Jersey Devils</td>
</tr>
<tr>
<td>Oakland A’s</td>
<td>New York Knicks</td>
<td>New Orleans Saints</td>
<td>New York Rangers</td>
</tr>
<tr>
<td>Philadelphia Phillies</td>
<td>Oklahoma City Thunder</td>
<td>New York Giants</td>
<td>Ottawa Senators</td>
</tr>
<tr>
<td>Pittsburgh Pirates</td>
<td>Orlando Magic</td>
<td>New York Jets</td>
<td>Philadelphia Flyers</td>
</tr>
<tr>
<td>San Diego Padres</td>
<td>Philadelphia 76ers</td>
<td>Oakland Raiders</td>
<td>Phoenix Coyotes</td>
</tr>
<tr>
<td>San Francisco Giants</td>
<td>Phoenix Suns</td>
<td>Philadelphia Eagles</td>
<td>Pittsburgh Penguins</td>
</tr>
<tr>
<td>Seattle Mariners</td>
<td>Portland Trailblazers</td>
<td>Pittsburgh Steelers</td>
<td>San Jose Sharks</td>
</tr>
<tr>
<td>St. Louis Cardinals</td>
<td>Sacramento Kings</td>
<td>San Diego Chargers</td>
<td>St. Louis Blues</td>
</tr>
<tr>
<td>Tampa Bay Rays</td>
<td>San Antonio Spurs</td>
<td>San Francisco 49ers</td>
<td>Tampa Bay Lightning</td>
</tr>
<tr>
<td>Texas Rangers</td>
<td>Toronto Raptors</td>
<td>Seattle Seahawks</td>
<td>Toronto Maple Leafs</td>
</tr>
<tr>
<td>Toronto Blue Jays</td>
<td>Utah Jazz</td>
<td>St. Louis Rams</td>
<td>Vancouver Canucks</td>
</tr>
<tr>
<td>Washington Nationals</td>
<td>Washington Wizards</td>
<td>Tampa Bay Buccaneers</td>
<td>Washington Capitals</td>
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</table>
In looking at the 30 teams composing of Major League Baseball, 29 teams are in the United States and one in Canada. The one team outside the United States is the Toronto Blue Jays; the current research indicates the Toronto Blue Jays may represent the entire nation of Canada. Of the 29 teams in the United States, five states are represented by the team (Arizona Diamondbacks, Minnesota Twins, New York Mets, New York Yankees, and Texas Rangers), the remaining 23 teams representing the respective cities. One could argue the New York Yankees and New York Mets do not represent the state, as they play in two of the five boroughs representing New York City, the New York Yankees in the Bronx and the New York Mets in Queens. Moreover, the Miami Marlins were called the Florida Marlins until a new ballpark agreement in the Miami area was reached in 2009 (Frisaro, 2009).

The National Basketball Association (NBA) consists of 30 teams. Of the 30 teams, 28 are located in the United States with two in Canada. Of the 28 teams in the United States, four states are represented by the team (Minnesota Timberwolves, New Jersey Nets, New York Knicks, and Utah Jazz). As mentioned in the preceding section, one could argue about the state identity of both New York teams as they most likely represent a city/regional identity.

The National Football League (NFL) consists of 32 teams. Of the 32 teams, all are located in the United States; however, one could argue the Buffalo Bills have a following in the Toronto (Canada) area, as one of their scheduled games for the 2009 season was played in Toronto on December 3\textsuperscript{rd} against the New York Jets (www.buffalobills.com) inferring a regional identity. Of the 32 teams in the league, four states are represented by the team (Arizona Cardinals, Minnesota Vikings, New York Giants, and New York Jets), with 27 teams representing a city and the New England Patriots being the sole team carrying a regional identity.

The National Hockey League (NHL) consists of 30 teams. Of the 30 teams, 25 are located in the United States, with five located in Canada. Of the 25 teams in the United States, 18 teams carry a city identity, where the remaining seven teams go by the state name (e.g., Colorado Avalanche). The preceding section addressed the North American professional landscape of sporting team identities (i.e., city, state). It should be noted, there are a large number of recognized collegiate programs bearing the names of either the city or state in which they are located (i.e., University of Alabama, University of Miami). The following section will address how teams in Europe represent various geographic identities, see Table 2.8.
Table 2.8 UEFA Champions League Teams 2008/2009 Season

<table>
<thead>
<tr>
<th>Team</th>
<th>Team</th>
<th>Team</th>
<th>Team</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aalborg (Denmark)</td>
<td>Bremen (Germany)</td>
<td>Juventus (Italy)</td>
<td>PSV (Holland)</td>
</tr>
<tr>
<td>Anothosis (Cyprus)</td>
<td>Bordeaux (France)</td>
<td>Liverpool (England)</td>
<td>Real Madrid (Spain)</td>
</tr>
<tr>
<td>Arsenal (England)</td>
<td>Celtic (Scotland)</td>
<td>Lyon (France)</td>
<td>Roma (Italy)</td>
</tr>
<tr>
<td>Atletico Madrid (Spain)</td>
<td>Chelsea (England)</td>
<td>Internazionale (Italy)</td>
<td>Shakhtar (Ukraine)</td>
</tr>
<tr>
<td>Barcelona (Spain)</td>
<td>CFR Cluj (Romania)</td>
<td>Manchester United (England)</td>
<td>Sporting (Portugal)</td>
</tr>
<tr>
<td>Basel (Switzerland)</td>
<td>Dynamo Kyiy (Ukraine)</td>
<td>Marseille (France)</td>
<td>Steau Bucharest (Romania)</td>
</tr>
<tr>
<td>BATE (Belarus)</td>
<td>Fenerbache (Turkey)</td>
<td>Panathinaikos (Greece)</td>
<td>Villarreal (Spain)</td>
</tr>
<tr>
<td>Bayern Munich</td>
<td>Fiorentina (Italy)</td>
<td>Porto (Portugal)</td>
<td>Zenit St. Petersburg (Russia)</td>
</tr>
<tr>
<td>(Germany)</td>
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</tbody>
</table>

Of the 32 teams that qualified to compete for the 2008/2009 UEFA Champions League, it can be said all 32 cities are represented with a team identity from the nation they are representing. For instance, *Barcelona* from Spain, *Manchester United* from England, and *Bayern Munich* from Germany; the italics represent the city name. These are potential examples of club teams not only representing the city, but possibly the national identity as well. However, anecdotal sources have shown a conflicting argument, where fans support teams outside the nation when those teams compete against teams in their domestic league. For instance, fans of Liverpool can be seen cheering for Barcelona against Chelsea or Manchester United, and vice versa, indicating the trumping nature of club identity over national identity. However, when these players from these club teams are joined together to represent the national team, an individual’s national identity may be influenced due to identification with the national team.

Aside from a few sport teams represented by a particular region (e.g., New England Patriots), the cases of particular sports have been used to represent certain regions. For instance, cricket in the West Indies has been used an instrument to express a regional identity in the Caribbean (see Beckles, 1998). Moreover, the sport of college football has been used to highlight a Southern identity (Borucki, 2003). For instance, the accounts of St. John (2004) shed light on the relationship between sport and regional identity. St. John, spent an entire college football season traveling with die-hard tailgaters of the University of Alabama football team in a motor home (RV). During his travels, he writes, “Past Knoxville we see RVs decked out in Georgia, Florida, and Auburn gear-half the American South it seems is barreling toward a football game.
in a land yacht” (p. 48). This description of events highlights the South’s identity with college football.

Religious identity

Sporting teams can foster a religious identity. The establishment of the YMCA in 1844 developed a strong relationship between religion and sport (Baker, 2007), and several teams around the world reflect this relationship. A religious identity is at the foundation of one of the most heated soccer rivalries in the world, between Glasgow Rangers (Protestant) and Glasgow Celtic (Catholic) in the Scottish Premier League, as songs are sung abusing Catholics and the Irish, the British Empire, and Scottish Rebel tunes (Bradley, 1998). In the United States, universities such as Brigham Young University and Notre Dame University use their sporting teams to emphasize a religious identity amongst students. For instance, on the campus of Notre Dame, a mural of Jesus can be seen from the football stadium, more commonly known as “Touchdown Jesus” (see Figure 2.2) (Baker, 2007).

![Figure 2.2 Touchdown Jesus](image)

National identity

When discussing national identity it is important to recognize sport is a unique vehicle through which citizens from a nation who may be different based on appearance, socioeconomic indicators, gender, speech, etc., are drawn together around a single object, a sports team. National teams are apparent and evident in sport today (i.e. World Cup, Olympics). For instance, the number of member associations for the International Olympic Committee and FIFA has increased significantly to 206 and 207 respectively, in comparison to the 191 state members taking part in the United Nations (Smart, 2007). Moreover, the popularity of the 2006 FIFA
World Cup in Germany was reflected with an estimated 26.29 billion viewers over the course of the tournament with the finals attracting an estimated audience of 715.1 million people (www.fifa.com).

Before discussing national identity as it pertains to sport, it is important to point out, according to Cronin and Mayall (1998) that, “sport cannot win territory or destroy an opposing ideology or religion which the nation seeks to demonize” (p.2). However, throughout the 20th century sport has been a valuable weapon for nationalists (Hoberman, 1984), allowing citizens of a given nation to showcase their national identity. To further illustrate the importance of international sport competition as a medium to showcase a countryman’s national identity is the mere fact that according to Hobsbawn (1990), “even the least political or public individuals can identify with a nation symbolized by young people excelling at what practically every man wants to be, or at one time in his life has wanted, to be good at” (p. 143).

Throughout history, sport has been widely acclaimed as a unity-building agent and as an object for individuals to connect with. An example illustrating the relationship between team identity and national identity, outside the sport of soccer would be the 1980 United States Olympic Hockey Team. In a time of political unrest in the Middle East and economic turmoil in the United States, a sports team was able to unite a nation with a new feeling of hope. The United States ice hockey team, a group of amateur athletes was able to do the unthinkable and beat the tournament favorite Soviet Union team at their own game, and advance to the finals and win Olympic gold. This example infers the U.S hockey aroused in many Americans a strong national identity. Other examples of anecdotal evidence showing signs of national identity being influenced by team sport include, alpine skiing and an Austrian national identity (Horak & Spitaler, 2003) basketball in a Lithuania national identity (Cingiene & Laskiene, 2004), cricket in an Indian national identity (Bose, 2006), Gaelic games and Irish national identity (Cronin, 1999), ice hockey and Canadian national identity (Gruneau & Whitson, 1993), little league baseball and Taiwanese national identity (Sundeen, 2001), rugby and Welsh national identity (Harris, 2008), and soccer and Dutch national identity (Lechner, 2007).

Major sporting events such as the World Cup and the Olympic Games also aid in bolstering an individual’s national identity. Before the start of a major international soccer match, both national anthems are played. At the Olympics, it is customary at the awards
ceremony that the medal winner’s national flag is raised while the respective country’s national anthem is played. Hearing the national anthem played for a world audience, and cheering on teams/representatives of one’s nation, provides a national identity for the citizen’s of the particular country. For the context of this paper, an instance where nationalistic fervor and politics took center stage between the neighboring nations of the former Yugoslavia (Croatia and Serbia) during the 1995 European Basketball Championship to further illustrate the role sport has played in the former Yugoslavia in influencing an individual’s national identity. The 1995 European Basketball Championship game was won by Yugoslavia beating Lithuania, with Croatia taking third. During the ceremonies on the medal stand, the Croatian team walked off, before Yugoslavia had received their gold medals, in protest of suspicious officiating or a possibly political motive considering the events that had transpired five years earlier (Wolff, 1996).

Television ratings provide another piece of evidence demonstrating the crucial role national identity plays in shaping viewing habits. Markovits and Hellerman (2001) found that viewership of any international sporting event sporting competition drops at least one-half, often more, whenever representatives of that country no longer participate in that event due to elimination, disqualification, or any other reason for departure. Nüesch and Franck (2009) analyzed the Swiss TV audience and found television ratings were highly affected by the groups of foreign residents with teams playing on the pitch. Also, studying the impact of the World Baseball Classic played in 2006 amongst South Korean students, Jun and Lee (2007) found 83% of the subjects watched the national team via television, while 10% watched them via the Internet.

The concept of national identity has enjoyed a greater presence in soccer worldwide than any other sport (Markovits & Hellerman, 2001). If you are from Chile, Holland or Mexico you are raised to take pride in the national soccer team. At a Dutch National team game, the presence of flags, symbols, clothing and color unite total strangers in a common bond of fraternity and national identity (Bogdanov, 2000, 2004). The feeling is so powerful that it is no surprise when soccer matches are used as political forums. This higher degree of nationalism was the case when El Salvador played Honduras in 1969 for the right to compete at the 1970 World Cup in Mexico. The encounter in San Salvador was dubbed by journalists as the “soccer war” (Kapusinski,
The game did not actually cause the war, but it did become an outlet for these two neighboring nations involved to settle political and economic disputes. For instance, a Honduran land reform policy threatened to expel Salvadorian settlers living in Honduras and redistribute their land to native-born Honduran citizens (Montgomery, 1995). It is no surprise, given the political tensions between the two nations the game was marred by violence. According to media accounts, several Honduran fans were killed and a much larger number were injured. Cars were burned, Honduran fans were kicked and beaten and several women were raped. Within a few hours the border was closed (Kapuscinski, 1990). In the wake of that event, the Salvadoran Army on July 14th invaded Honduras beginning a war lasting five days and left several thousand dead and at least 100,000 Salvadorans homeless (Montgomery, 1995).

The soccer game between the two neighboring nations did not cause the war but it did inflame the passions that were already pushing Honduras and El Salvador toward conflict. As Sugden and Tomlinson (1998) have argued, “Sport in general, and football [soccer] in particular have been proven to be significant theatres for the working up and expression of national identity, and its mobilized form, nationalism” (p. 8). Soccer continues to be the world’s most popular sport and countries all over the world have used soccer as a way to unite, promote, and celebrate their national identity. The next section of the paper highlights a distinguished scholar studying the relationship between sport and national identity.

Alan Bairner

Alan Bairner has been instrumental in the study of sport and national identity. Bairner’s (2001) book Sport, Nationalism, and Globalization: European and North American Perspectives presents interesting relationships between sport and national identity in various case studies in six different countries, offering additional insight on the impact of globalization in the modern era on an individual’s national identity. The subtitle of the book may be a bit misleading considering the European countries chosen do not reflect an area of Europe where sport is highly contested and viewed as a catalyst to influence national identity, omitting countries in Central and Eastern European. Bairner focuses his research on the following six nations: 1) Ireland, 2) Northern Ireland, 3) Scotland, 4) Sweden, 5) Canada and 6) the United States.

Bairner’s work helps guide the current research as his chapter titled, National Identity, Globalization, and Sport, unveils there is a relationship between sport and national identity by
providing literature warranting a quantitative look at the two constructs in question. Aside from Bairner’s lack of examination of other European countries, where national identity is prevalent as well, he does introduce the reader to a nation in need of research in regards to national identity, the United States. Bairner asserts the topic of national identity and sport has gone unnoticed by American researchers/scholars (with the exception of the work by Funk et al., 2002). In his analysis of the United States, Bairner (2001) concluded Americans were more interested in sport and race, sport and gender, and the political economy of sport. Bairner (2001) contends interest in other topics is one reason for America’s disinterest in the topic of national identity and sport, “…it is because nationality is less of an issue for Americans than it is for most other people” (p. 91). One factor contributing to the lack of interest in national identity is that the sport of soccer is overshadowed by the other major sporting leagues (i.e., MLB, NBA, and NFL) in North America. The researcher is willing to except Bairner’s claim regarding the lack of scholarly inquiry concerning sport and American national identity, as the researcher was born in the United States and finds himself more keen on the influences his university football team have on him compared to the United States soccer team. With this being said, the researcher has decided to take Bairner’s remarks to a different part of the world (Serbia), where empirical research is non-existent in regards to sport and national identity. It is believed the Serbian national team may strongly influence an individual’s national identity. The researcher has also decided to take his research interest to Ireland. Bairner has led research efforts in this part of the world (Ireland) from a qualitative perspective (case study). The current research looks to provide quantitative insight, as it is believed an Irish national team may strongly influence an individual’s national identity with Ireland.

Furthermore, Bairner’s work fueled scholarly interest in the study of nation, nationalism, and national identity in relation to sport (see Armstrong & Hognestad, 2003; Hunter, 2003; Jackson, 2004; Jarvie, 2003b; Poulton, 2004; Tuck, 2003; Wong & Trumper, 2002; Yu & Bairner, 2008). Moreover, the line of research introduced by Heere and James (2007a, 2007b) could further aid in having a better understanding of various group identities (i.e., ethnic, gender and national identity), as Bairner contends are of particular interest in the United States. To advance the research, the GROUP*ID scale developed by Heere and James (2007b) was used in
measuring multiple group identities (city, state, team, university) in one particular setting (see Heere, James, Yoshida, & Scremin, in review).

Despite the extensive study of national identity within the field of sport sociology (Abell, Condor, Lowe, Gibson, & Stevenson, 2007; Armstrong & Hognestad, 2003; Bairner, 2001; Bishop & Jarowski, 2003; Burdsey, 2006; Campos, 2003; Cashman, 2006; Cingiene & Laskiene, 2004; Cronin & Mayall, 1998; Danforth, 2001; Evans, 2004; Giullianotti, 2000; Grainger, 2006; Guoth, 2006; Hargreaves & Ferrando, 1997; Hassan, 2003; Heinrich, 2003; Hogan, 2003; Holmes, 1994; Horak & Spitaler, 2003; Houlihan, 1997; Hunter, 2003; Ikhioya, 2001; Jackson, Batty, & Scherer, 2001; Jackson & Ponic, 2001; Johnes, 2000; Maguire, 1993; Maguire & Poulton, 1999; Maguire, Poulton, & Possamai, 1999; Maguire & Tuck, 1998; Malcolm & Parry, 2004; Marschik, 1998; Mewett, 1999; Sack & Suster, 2000; Smith & Porter, 2004; Sundeen, 2001; Tzanelli, 2006), there is an absence of quantitative studies examining the influence a national sport team identity has on a nation. Current research does not address the specific concept of national identity and its prospective consequences on a Serbian’s national identity. The aim in this work was to conceptually link the respective Serbian and Irish national team identities to national identity.

With a multitude of different identities surrounding communities it was crucial for researchers to identify the most effectual identities pertaining to the study. An aim of the current study was to examine the nation of Serbia, as it provided an ideal target around which to examine the influences of various group identities (team, region, and religion) on a focal identity (nation) as the subsequent section(s) will address.

**Relationship between sport and national identity in Serbia**

The current research focused on the country of Serbia, where sport is believed to have played an important role in providing a sense of national identity. During the 1990s, Serbia was engrossed in a decade long period of war. From 1991 to 1995, Serbia was involved in a bloody civil war against Bosnian Muslims and Croatians leaving 250,000 people dead in the Former Yugoslavia. Sport, more specifically soccer, played a crucial role in the prelude to war, as the first cracks of the federation could be seen on May 13, 1990, during a match between Dinamo Zagreb (Croatia) and Red Star Belgrade (Serbia). Fans for the team teams engaged in acts of violence that culminated with an invasion of the pitch (the field) by fans. Media accounts
depicted the scenes at the soccer match as episodes from a battlefield with “soldiers” from each country engaged in lethal combat. The importance of sport to Serbia is illustrated in the punishment inflicted on the nation for its role during the civil war. The Yugoslavian nation was banned from competing at major international competitions such as the 1992 European Championship.

After the civil war in Bosnia and Herzegovina ended, the conflict in Serbia’s heartland Kosovo began to escalate as warplanes from the North Atlantic Treaty Organization (NATO) forces began a 78 day bombing campaign on Serbia in 1999. In the aftermath of the Kosovo crisis, the terraces at Serbian national soccer matches became an outlet for the Serbian people to express themselves, as supporters chanted, “Kosovo je Srpsko” (Kosovo is Serbian) (Bogdanov, 2000; Janic, 2000). According to Mael and Ashforth (2001), sport is, after war an outlet for identification for the people to enhance national pride.

The national basketball team is held in high regard by the people of Serbia, which was illustrated during the 2002 World Basketball Championship in Indiana. Yugoslavia won the competition beating Argentina in the final 84-77. Figure 2.3 shows Vlade Divac and Predrag Stojakovic (players from the NBA’s Sacramento Kings at that time) hoisting the championship trophy. Figure 2.4 shows how the nation celebrated in Belgrade after Yugoslavia’s sporting achievement. In the aftermath of the victory, Belgrade staged a homecoming party, where nearly 100,000 fans crowded the capital’s main square to welcome ‘their’ champion basketball team home (www.nytimes.com).

Figure 2.3 Vlade Divac and Predrag Stojakovic hoisting the 2002 World Basketball Trophy
It was Yugoslavia’s win in the quarter-finals against the United States, however, that played a major part in impacting a Serbian national identity, considering the NATO and the United States bombing campaign three years earlier. This win for the Serbian nation was best illustrated by Predrag Stojakovic, stating, “You can’t imagine how happy my people are. They feel so good right now. They’ve been up at 3 a.m., getting out of bed and watching this thing. They love this. We wanted to win for them.” (www.cnnsi.com). These anecdotal sources acknowledge that a national sport team plays a part in influencing a Serbian national identity. A country with a rich history that intertwines sport and nationalism is an ideal setting for the study of national sport team and national identity. Thus the following hypothesis is derived:

H1a: Team identity will positively impact national identity in Serbia.

Relationship between sport and national identity in Ireland

It is believed sport has played an important role in providing a sense of Irish national identity. Gaelic football and hurling are the most popular sports in Ireland in terms of attendance, media coverage and community involvement (www.esri.ie). For example, in 2003, 34% of all attendance at sporting events in Ireland was associated with Gaelic football matches. The Gaelic Athletic Association (GAA) organizes the sport of football and hurling. It is important to note within the context of this study, these two sports (Gaelic football and hurling) are not considered to be national sport teams as these games are only played on the island of Ireland. It warrants mentions as the Gaelic games can be regarded the ultimate means of expressing Irish national identity (Bairner, 2001).

On the international level, Ireland has been impressive in rugby, soccer, and golf. The national rugby team is held in high regard by the people of Ireland. The team competes annually
in the ‘Six Nations Championship’ (England, France, Ireland, Italy, Scotland, and Wales). Winning the competition eleven times outright and sharing it eight times. Ireland has competed at every ‘Rugby World Cup’ since the tournament was first held in Australia and New Zealand in 1987. The furthest Ireland has progressed at any Rugby World Cup has been the quarter-finals, making it four times (1987, 1991, 1995, and 2003). According to Bairner (2001), “rugby has given the Irish a particularly valuable vehicle for the promotion of sporting nationalism since it provides annual opportunities to play (and hopefully to beat) the English at one of their own games” (p. 72). The statement by Bairner is in response to English colonization of Ireland in the 12th century and British rule for almost 800 years.

Soccer is the largest participation team sport in Ireland (www.fai.ie). The national body in the Republic of Ireland is the Football Association of Ireland (FAI) while the national body in Northern Ireland is the Irish Football Association (IFA). Soccer is the only sport where Northern Ireland has a separate governing association. For a small country (nearly 4.5 million residents), Ireland has enjoyed success at the World Cup. Ireland has competed in the World Cup three times (1990, 1994, and 2002). Their strongest finish was a quarter-final exit in 1990 at the hands of the Italians. Ireland missed out on competing in its fourth World Cup this summer (2010). It was a controversial play by France’s Thierry Henry, who controlled the ball twice with his forearm and hand before passing to a teammate (William Gallas) to score the winning goal, ensuring France a place at the World Cup and sending Ireland home. The FAI lodged an appeal that was denied by FIFA (football.co.uk). Golf is also very popular in Ireland. A notable Irish golfer is Padraig Harrington, a winner of three majors (British Open 2007, 2008; PGA Championship 2008).

These anecdotal sources acknowledge that a national team sport plays a part in influencing an Irish national identity. A country with a rich history that intertwines sport and nationalism is an ideal setting for the study of sport team and national identity. Thus the following hypothesis is derived:

H1b: Team identity will positively impact national identity in Ireland.
**Relationship between region and national identity in Serbia**

Figure 2.5 illustrates the map of Serbia and the three major regions: Vojvodina (North), Kosovo (South), Belgrade (Central Serbia). Central Serbia is the region of Serbia that lies outside the autonomous province of Vojvodina and the disputed region of Kosovo.

In this current study it is hypothesized that regional identity is one specific group identity constituting a Serbian collective identity, bolstering a sense of community amongst Serbians. Using a sample of Serbian citizens (N = 2009), Dordevic (2007) indicated Serbians were most attached to the following four groups: 1) family, 2) nation, 3) religion, and 4) region. The findings from Dordevic (2007) put the desired study in perspective as religion and regional identity will be two identities focused on to better understand what constitutes a Serbian national identity.

It is important to note that there are two regions in Serbia that may have influenced the results of the pilot study and may impact the results for the main study. In the southern part of Serbia is a region called Kosovo, dominated by a large number of ethnic Albanians (90%). In the
northern part of Serbia is a region called Vojvodina consisting of a large ethnic Hungarian community (Jenne, 2004).

This is interesting in relevance to the current study considering an individual interviewed from the Vojvodina area may consider Serbia their nation, however they may have a stronger ethnic identity (Hungarian) and may score low on both identities (team and nation). Research found 60% of the individuals surveyed in Hungary felt there were ‘parts of neighboring countries that really should belong to Hungary’ (Miller, White, & Heywood, 1998, p. 127), alluding to the Vojvodina region as it borders the country of Hungary. This may be a challenge to the researcher, as a hypothesis was developed illustrating the influence regional identity has on constituting a Serbian national identity.

Further, challenges the researcher may encounter is in the Southern region of Serbia (Kosovo), considering its current political climate. Kosovo has declared independence and been recognized by parts of the world community, but not officially recognized by Serbia (www.bbc.co.uk). The Kosovo region has historical significance to the Serbian nation as it is considered to be the heartland of Serbia, and the home of the Orthodox Church (Judah, 2000). The ‘Battle of Kosovo’ fought in 1389 against Ottoman rule is held in high regard amongst the Serbian people (Judah, 2000). From this vantage point, the region of Kosovo may have a significant influence on an individual’s Serbian’s national identity (Judah, 2000; Woodward, 1995) no matter where the individual is from in Serbia, which in turn affects an individual’s national identity.

Moreover, Kapor (2007) writes about the mystique of certain regions in Serbia, such as Central Serbia, where the capital is located (Belgrade). Momo Kapor (2007) a distinguished writer from Belgrade, has written extensively over the years studying the mentality of his countrymen (Serbian). In his book, titled, A Guide to the Serbian Mentality, Kapor grasps the essence of Serbian life and their way of life, and makes reference to what is it important to the Serbian people and what constitutes a Serb from the inside. Kapor introduces the Serbian culture within, from what Serbs like and dislike, whom they admire and despise, what they eat and what they drink, how they spend their free time, what they dream about and what they believe. Kapor alludes to the importance of Belgrade (Central Serbia) to the Serbian community as he provides
narrative accounts of Belgrade from its culture and deep history, to its lifestyle ultimately to its people.

The empirical findings (Dordevic, 2007; Miller et al., 1998), the deep history of Central Serbia (Judah, 2000; Woodward, 1995) and anecdotal illustrations (Kapor, 2007) provide the rationale of connecting regional identity to Serbian national identity. Thus, the following hypothesis is derived:

H2a: Regional identity will positively influence national identity in Serbia.

Relationship between region and national identity in Ireland

Figure 2.6 illustrates the map of Ireland and its four major regions: Ulster (North), Munster (South), Leinster (East) and Connaught (West). In the current study it is hypothesized that regional identity is one specific group identity constituting an Irish collective identity, bolstering a sense of community amongst the Irish. It is important to note that there is a region in Ireland that may influence the results for the main study.

In the northern part of Ireland is a region called Ulster (Northern Ireland). According to Bairner (2001; 2002), there is a sizeable group of residents in the north-east corner of Ireland that
consider themselves British. This is interesting in relation to the current study considering an individual from the north-east (Northern Ireland) area may consider Ireland their nation, however they may have stronger regional identity (Ulster) considering their political position and may score low on both identities (team and nation). O’Dowd (1990) observed the ‘motherland’ is not a faraway country but a neighboring island with which there have been centuries-long exchanges of population. This may be a challenge to the researcher, as hypotheses were developed regarding the influence regional identity has on constituting an Irish national identity.

Fahey, Hayes, and Sinnott (2005) conducted an empirical study providing evidence of Bairner’s (2001; 2002) claims. Using the results from the 1999-2000 European Values Study (EVS), Fahey et al. (2005) presented a detailed comparison of cultural values and attitudes in the Republic of Ireland and Northern Ireland. The researchers highlight the two regions deep division of separation on religious identity and political allegiance identity. The findings from Fahey et al. (2005) put the desired study in perspective as religion and regional identity will be two identities focused on to better understand what constitutes an Irish national identity.

Horner (2000) writes about the geographical regions in Ireland. In his article, titled, Geographical Regions in Ireland-Reflections at the Millenium. Horner’s reviews the issue of dividing Ireland into various regions and discusses the landscape and lifestyle characteristics associated with various regions (i.e., major city-regions, developing city-regions, etc.). Horner alludes to the importance of Dublin, the capital of the Republic of Ireland. Dublin is a major city region distinguished by their highly diversified range of economic, social, and cultural activities. Dublin has attracted a number of ‘hi-tech’ firms of global significance (Dell, Intel, Microsoft) to establish European headquarters and/or major production facilities. From a cultural vantage point, Dublin is home to their most famous export, Guinness (a high profile global beer brand). Within the context of the study, the link between sport and Guinness has been studied in Ireland (Amis, 2005), but to the author’s knowledge never empirically tested. The current study does not aim to address this concern; however the contribution of regional identity (i.e., Dublin) in constituting an Irish national identity is of interest.

Academic discourse (Amis, 2005; Bairner, 2001; 2002), empirical findings (Fahey et al, 2005), and the deep history of the geographical regions in Ireland (Horner, 2000) provide the
rationale for connecting regional identity to Irish national identity. Thus, the following hypothesis is derived:

H2b: Regional identity will positively influence Irish national identity.

**Relationship between religious and national identity in Serbia**

Research (Colovic, 2002; Dordevic, 2007; Woodward, 1995; Zikic, 2004) has purported the relationship between religion and Serbian national identity, however not to the extent of quantifiably measuring its influence on an individual’s national identity. During the Ottoman rule, the church’s close association with the Serbian resistance led to Serbian Orthodoxy becoming inextricably linked with Serbian national identity. According to the 2002 Census (excluding Kosovo), 82% of the Serbian population (6.2 million) declared their nationality as Serbia implying their religious faith, Serbian Orthodox. This statistic is crucial in understanding what identities constitute a Serb, considering the tragedy that unfolded during World War II.

When German forces occupied Belgrade in 1941, an Independent State of Croatia was formed led by Ante Pavelic. Pavelic’s formed a pro-Nazi group called the ‘Ustashe’. The ‘Ustache’ position was to exterminate non-Croatians, as a policy of ethnic genocide was carried out at the Jasenovac Concentration Camp killing between a controversial number ranging from 350,000 to 750,000 Serbians (Brune, 2005). Fighting against the Ustache and representing the Serbian movement were the Chetniks led by Dzra Mihalovic. Both of these movements were represented by their religious faith, Ustache (Catholic) and the Chetniks (Serbian Orthodox). The Chetniks were founded as a royalist movement fighting for their King who was in exile in Britain, but evolved into an underground nationalist militia fighting for a “Greater Serbia”. In response to King Peter’s exile, many Chetniks grew elaborate beards during the war until his return. This tradition is associated with the Serbian Orthodox Christian faith as a symbol of mourning. After the war, the Serbian Orthodox Church was suppressed under the rule of Tito, under the suspicion of the links associated with the Church and the nationalist Chetnik movement.

Under the establishment of communist rule under Tito, the political slogan ‘Brotherhood and Unity’ was developed in an attempt to create a common Yugoslav identity. Tito’s aim was to eradicate and suppress the ethnic and religious components of its members, particularly between
the country’s two largest ethnic groups, Croats (Catholic) and Serbs (Orthodox). During Tito’s rule, the Church was strictly controlled in the Yugoslav state, prohibiting teaching of religion in schools and discouraging religious activity among its ethnic population (Sekulic et al., 1994). In the aftermath of Tito’s death, the Yugoslav state collapsed in 1991, and nationalism ran rampant between the various republics, hence the civil war between Croatia and Serbia. Individual’s identities (ethnic and religious) that were silenced were now able to be voiced freely to exemplify Serbian national identity.

Another rationale for the connection between religion identity and national identity, is the gesture of the three finger salute by Serbians (Zikic, 2004). The three finger salute involves certain positioning of the fingers. The thumb, the forefinger, and the index finger need to be spread while the other two fingers are curled toward the palm. The body motion of the salute involves the raising of the arm forward with multiple movements stemming from the elbow. It is a nonverbal communicative gesture, often displayed at political rallies and sporting events. The origin of the three finger salute is attributed in the manner how the Serbian Orthodox cross is preformed (Zikic, 2004). The difference being from the salute, the three fingers (thumb, forefinger, and index finger) are circularly joined together at the fingertips, while the other two fingers are curled to the palm.

The Serbian Orthodox Church demands the cross to be performed with the three fingers, beginning at the forehead, downward towards the naval areas, then to the shoulders respectively right to left. In contrast to the Roman Catholic Church (Croats), it is a open head gesture, beginning at the forehead, downward to the lower chest, then to shoulders ‘left’ to’ right’ respectively. The implication of the three fingers is twofold meaning; I am a Serb (ethnic) and Orthodox (religion).

The three finger salute is often seen in sporting circles, by fans and players. For instance, in 1995 when Yugoslavia won the European basketball championship, the entire Yugoslavia national team displayed the three fingers (Wolff, 1996). However, the three finger salute has been associated with provocative conation favored by the Serbian military during war. Sasha Djordjevic, a member of the 1995 national team, in response to negative criticism concerning the three finger salute, stated, “that’s Serbia, that’s us, that’s me-nothing else. It’s my pride” (Wolff, 1996). There have been other moments in Serbian sport history, where the three finger salute has
been used to imply Serbian ethnicity and religious faith causing uproar. For instance, when Yugoslavia played Croatia in Zagreb (Croatia’s capital) in a qualifying match for the 2000 European Championship, Zoran Mirkovic (a Serbian player) was ejected from the game. As the Serbian player made his way towards the locker room, he saluted the Croatian fans with the three fingers (Janic, 2000). Also, Mateja Kezman flashed the three finger salute after he scored a goal against Bosnia-Herzegovina (Muslim) in Belgrade to send Serbia-Montenegro at that time to the 2006 World Cup in Germany (see figure 2.7).

![Three finger salute by Kezman](image)

**Figure 2.7 Three finger salute by Kezman**

The present study aims at exploring the importance of team identity in relation to other group identities as a components of one’s national identification. The illustrations showing the connection between religion and Serbian national identity from a historical perspective (e.g., Ottoman rule, World War II, reign of Tito, etc.) and sporting perspective provide justification that religion identity will positively influence Serbian national identity. Thus the following hypothesis is derived:

H3a: Religious identity will positively influence national identity in Serbia.

**Relationship between religious and national identity in Ireland**

Researchers (Coakley, 2002; Fahey et al., 2005; Riagain, 2007; White, 2007) have purported the relationship between religion and Irish national identity, however not to the extent of measuring its influence on an individual’s national identity. During British rule, the church’s
close association with the Irish resistance led to the Catholic Church becoming inextricably linked with Irish national identity.

According to Fahey et al. (2005) when the Republic of Ireland became independent (excluding Northern Ireland), 93% of the population was Catholic and Nationalist. Northern Ireland in contrast was predominantly Protestant and Unionist. In Northern Ireland, Catholics comprised 33.5% of the population (Fahey et al., 2005). This statistic is crucial in understanding what identities constitute an Irish individual, considering the tragedy that unfolded during British rule.

When the British reigned over Ireland, various acts were imposed to secure its rule. The English Reformation Movement (1533-38) under Henry VIII brought a new religious division to the relationship between Ireland (Catholic) and England (Protestant). Whelan (2005) contends that the attempt by Protestants to convert Catholics in the early nineteenth century led to a second Catholic counter-reformation that strengthened the nexus between religion and national identity in Ireland.

In reaction to British imperialism, Irish nationalism was reinvented. In a desire to overthrow the British tyranny, various elements of culture united the Irish. The Catholic Church played an important role in forging unity that was necessary for nationalism to become an effective mass movement (Bruce, 2003; Girvin, 2002). Aside from the nationalism element, the Catholic Church emerged as an institution to unite the Irish in the time of the ‘great famine’. The ‘great famine’ was a period of mass starvation, disease, and emigration in Ireland between 1845 and 1852. During this period, the island’s population dropped significantly. Over one million people died and two million more emigrated, The devastation wreaked by the ‘famine’ strengthened the church’s role in which ‘Irishness’ and ‘Catholicism’ were seen as reciprocal and congruent (Whelan, 2005).

Sport sociologists (Bairner, 2001; Cronin, 1999) have also highlighted the connection between religious identity and national identity in Ireland. Bairner (2001) and Cronin (1999) have not, however, examined this relationship from a quantitative positive. Moreover, the scholars address the Catholic Church’s role in establishing the Gaelic Athletic Association (GAA). Archbishop Croke expressed concern over British imperialism and gathered with other GAA patrons to establish early activity of the GAA (Bairner, 2001). The importance of the
‘Gaelic Games’ led to a distinctive Irish national identity. The implication of the “Gaelic Games” is twofold meaning, “I am Irish (ethnic) and Catholic (religion).” The current study does not aim to address this connection between the ‘Gaelic Games’ and national identity; however the variance in religious identity (i.e., Catholicism) in constituting an Irish national identity is of interest.

The present study aims at exploring the importance of team identity in relation to other group identities as a component of one’s national identity. The illustrations showing the connection between religion and Irish national identity from a historical perspective (e.g., British rule, the ‘great famine’, etc.) and sporting perspective (Gaelic Games) provide justification that religious identity will positively influence Irish national identity. Thus the following hypothesis is derived:

H3b: Religious identity will positively influence national identity in Ireland.

**Demographic characteristics (age, gender, education, and income) and team identification**

To better understand an individual’s identification with a sport team, it is necessary to understand the role of demographic characteristics (age, gender, education, and income) in shaping said identity. For this part of the literature review, an examination of different demographic characteristics linking an individual’s identification with a sport team is of interest (Casper, 2007; Correia & Esteves, 2007; Dietz-Uhler, Harrick, End, & Jacquemontte, 2000; James & Ridinger, 2002; Sack, Singh, & DiPaolo, 2009).

James and Ridinger (2002) conducted a study amongst female and male sport fans, and compared their motives for consuming sport. James and Ridinger found there were significant gender differences across motives, with men reporting higher scores on aesthetics, achievement, empathy, knowledge and family. The findings are interesting as they illustrate some males have more knowledge of various sports compared to some females. The instrument used in the study measures ‘cognitive awareness’. This dimension reflects three items devoted to the ‘knowledge’ of a particular team. It can be said having the knowledge of a particular sport also implies having knowledge (history, tradition) of particular teams being consumed. Research has indicated that those with strong team identification are more knowledgeable about the teams players and
history (Wann & Branscombe, 1995). From this perspective, males could be expected to have stronger team identification than females.

Dietz-Uhler et al. conducted a study examining the differences between male and female college students with regard to their fanship and sport fan behavior. The authors found that an equal number of males and females considered themselves to be sport fans. Although it was determined that males had higher levels of team identification than females. The results were significant at a p<.001. Data was gathered using Wann and Branscombe’s (1995) Sport Spectator Identification Scale (SSIS). The SSIS instrument has received criticism due to its unidimensionality (Heere & James, 2007b). It would be informative to assess gender level differences using the multi-dimensional instrument developed by Heere and James (2007b). From this perspective, the GROUP*ID multi-dimensional instrument could potentially provide more insight on the relationship between gender differences and sport team identification.

Casper (2007) conducted a study examining whether individuals, based on particular demographic characteristics (age, gender, and household income), would differ on three constructs: 1) commitment to the sport, 2) participation frequency and 3) purchase intention. Data was gathered from members of a community tennis association (N = 537). The author found significant differences in sport commitment based on age, and differences in purchase intention based on income. No gender differences were found.

The results of the study revealed that younger participants (19- to 39-years-old) reported significantly lower commitment levels compared to their older counterparts. Research has indicated individuals with strong team identification are persistent in their commitment to a team (Dietz-Uhler et al., 2000; Dietz-Uhler & Murrell, 1999; Wann & Schrader, 1996). From this perspective, it can be argued older individuals identify more strongly with a sport team than younger individuals. Casper also found individuals with higher incomes were willing to spend more money on equipment compared to lower level income categories. From this perspective, individuals with higher household incomes that spend money playing a particular sport could potentially lead individuals to identify with that particular sport. The implication is that demographic characteristics (age and household income) may impact an individual’s team identity. The current study will further this line of work by examining the relationship between demographic characteristics (age, gender, education, and household income) and team identity.
Sack et al. (2009) reported similar results for individuals attending a major event on the Women's Tennis Association (WTA) tour. Sack et al. found that spectator motives varied significantly by gender, social class, and by whether spectators were active participants in the sport of tennis. Furthermore, Sack et al. (2009) found social class (a demographic category) to play a role in linking an individual to identify with a sport (tennis), which in turn can lead an individual to identify with an individual athlete. The current study does not aim to address this concern (social class); however the influence of household income on Serbian and Irish team identity respectively is of interest.

Correia and Esteves (2007) conducted a study among football (soccer) spectators in Portugal. The researchers compared individual motives to consume Portuguese club football (soccer). The authors tested whether there were gender and age differences associated with the spectator’s decision to attend an event. Correia and Esteves found there were significant gender and age differences; women reported higher scores on material reasons and star players. In regards to age, the star players motive was found to be significant for those under-21 and those 36 to 49 years of age. Younger individuals reported watching a sporting event because of the star players to a greater extent than older respondents.

The work by Correia and Esteves (2007) is interesting as it implies there can be differences in team identification based on gender and age. However, this study was conducted in Portugal with a club team. Research has not examined the influence of various demographic variables on national sport team identity. The current study aims to examine the relationship between team identification and various demographic variables in an international setting; the Serbian and Irish national teams respectively are of interest.

Empirical studies (Casper, 2007; Correia & Esteves, 2007; James & Ridinger, 2002; Sack, Singh, & DiPaolo, 2009) provide the link between certain demographic variables (age, gender, and household income) and team identity. Being able to access information on all four demographic variables (age, gender, income, and education) as they relate to team identification could provide fruitful information. The current study aims to assess the importance of national sport team identity to an individual’s national identity in Serbia and Ireland respectively. Thus the following hypotheses are proposed:

H4a: As age increases, strength of identification with a national team increases.

65
H4b: Males will report a higher level of identification with a national team than females.

**Influence of demographic characteristics (age, gender, education, and income) on national identity**

To better understand an individual’s identification with a nation, it is necessary to understand the role demographic characteristics (age, gender, education, and income) may play in shaping the identity. For this part of the literature review, an examination of different demographic categories linking an individual’s identification with a nation is of interest (Evans & Kelley, 2002; Sekulic et al., 1994).

Evans and Kelley (2002) conducted a study investigating national pride in the country’s science, economy, arts and literature, and sports. Data from the International Social Survey Programme’s (ISSP) 24 nation ‘National Identity’ module (N = 30,894) led to the conclusion that people throughout the developed world feel pride in all these areas (science, economy, arts and literature, and sports). The study is interesting from two aspects. First, Ireland, a country of interest in the current study was selected. And secondly, national differences on three demographic categories of interest to the current study were examined: 1) age, 2) gender, and 3) education.

Evans and Kelley (2002) found there were significant age differences, where older individuals recorded higher scores on national pride. Individuals reporting completion of higher education had lower levels of national identity. Differences between men and women were found to be small and varying between countries. This study is interesting as it implies various demographic categories (age, gender, and education) may have an influence on Irish national identity. However, to the author’s knowledge the relationship between the various demographic categories has never been empirically tested in Serbia.

It is plausible to assume that the level of national identity will vary significantly amongst older and younger individuals. A reason for this may be that older individuals witnessed the collapse of the former Yugoslavia in the early nineties and lived through a decade of civil war, political instability and sanctions imposed by the international community leading them to have a higher sense of Serbian national identity (Mandic, 2007). Moreover, it includes what influence
household income may have on an individual’s national identity in Serbia and Ireland respectively.

Sekulic et al. (1994) conducted a study to understand what constituted a ‘Yugoslav’ identity. The authors conducted two surveys (1985 and 1989). The 1985 survey concentrated on residents in the republic of Croatia and the 1989 survey analyzed data from the three largest republics, Croatia (N = 2,040), Bosnia (N = 1,569), and Serbia (N = 2,617). The study is interesting as it focuses on the demographic categories of age and education in understanding what constitutes a ‘Yugoslav’ identity.

Sekulic et al. did not find any significant difference in national identity based on education. However, age was found to be a significant determinant in what constituted a ‘Yugoslav’ identity. Sekulic et al. found “young people were more likely to reject national identities in preference for identities as a Yugoslav” (p. 94). The authors attributed this to the notable amount of nationally-mixed marriages, which reduced allegiance to a particular national identity and allowed for the Yugoslav identity to be paramount. This study is interesting as it provided data on the former Yugoslavia from 1985 and 1989 in what constituted a Yugoslav identity. More importantly, it provides a platform to study Serbia (a former republic of the former Yugoslavia) at the present time to examine what demographic categories influence a Serbian national identity.

From these two studies, it could be hypothesized that there are differences in national identity based on demographic categories (age, gender, education, and income) in Serbia and Ireland respectively. Thus the following hypotheses are proposed:

H5a: As age increases, strength of national identity increases.
H5b: As level of education increases, strength of national identity decreases.

**Influences of demographic characteristics (age, gender, education, and income) on regional identity**

To better understand an individual’s identity with a region, it is necessary to understand the role demographic variables (age, gender, education, and income) may play in shaping this identity. For this part of the literature review, an examination of different demographic
categories linking an individual’s identification with a region is of interest (Wilder, & Benedict, 2002; Vukmirovic & Kapuran, 2007).

Wilder and Benedict (2002) conducted a study on regional diversity as it relates to the labor market in the Republic of Estonia. Wilder and Benedict found there were significant differences based on age and educational level in various regions in Estonia. The authors found within the southern region, a large percentage of older persons. The north had relatively fewer heads of household over the age of 59 (21.3 percent versus the 23.9 percent overall average) compared to other regions. This lack of older heads of household in the north can be attributed to the urban nature of the area and the fact that some households may have retired to more rural settings.

In regards to education, there was a higher percentage of heads of household with a college education in the northern region (22.3 percent versus a 15.1 percent overall average). Heads of household in the central region were less likely to have a college degree (9.2 percent) and more likely to have a basic education (36.1 percent). The south (home of Tartu University) displays a relatively high education level (14.8 percent) compared to the other three more rural regions, though the percentage is much smaller than that of the north. The results of the study are interesting as they imply age and education may have an influence on regional identity. However, Wilder and Benedict did not measure regional identity to get an idea to what extent individuals identify with a certain region.

The current study adds to the limited literature on the influence of demographic characteristics on regional identity (Wilder & Bendict, 2002). The present study aims to examine the influence of various demographic characteristics on regional identity in Serbia and Ireland respectively. Moreover, this study did not take into account gender and household income as other demographic variables of interest to the present study.

Vukmirovic and Kapuran (2007) conducted a living standard measurement study in Serbia. Education level was one of the nine modules examined. The researchers sampled 5,557 households. Results were presented at the regional level. Vukmirovic and Kapuran concluded that the rural areas of South East Serbia were populated by elderly individuals (65 and over) with a lower educational profile compared to the urban areas of Belgrade (capital of Serbia). This study is interesting as it implies there are age and educational level differences in various regions.
of Serbia. However, this study did not take into account gender and household income as other demographic variables of interest to the present study.

To the author’s knowledge literature examining the various demographic categories on regional identity in Ireland is non-existent. However, Horner’s (2000) work can be considered to be literature touching on this notion of various demographic categories influencing regional identity in Ireland. His article, titled, *Geographical Regions in Ireland*—*Reflections at the Millenium* discusses the landscape and lifestyle characteristics associated with the various regions in Ireland. According to Horner, Ireland is divided into six regions: 1) major city-regions, 2) developing city-regions, 3) the more favored south and east, 4) the less favored west and north, 5) Northern Ireland, and 6) remote areas. The main premise of the article describes some of the major regional contrasts prevailing in Ireland at the start of the twenty-first century in these six regions. Major regional constraints involve urbanization of the country in certain regions and rural areas affecting age, social class and income levels. Horner’s work does not examine these demographic categories empirically. However, it does provide justification that there may be demographic (age, education, and income) differences based on regional identity. The following hypotheses are proposed in relation to demographic characteristics and regional identity.

- **H6a**: As age increases, strength of regional identity increases in rural areas.
- **H6b**: As age decreases, strength of regional identity increases in urban areas.
- **H6c**: As level of education increases, strength of regional identity increases in urban areas.
- **H6d**: As level of education decreases, strength of regional identity increases in rural areas.
- **H6e**: Regional identity in rural areas will be stronger among individuals reporting lower levels of household income.
- **H6f**: Regional identity in urban areas will be stronger among individuals reporting higher levels of household income.

**Influence of demographic characteristics (age, gender, education, and income) on religious identity**

To better understand an individual’s identification with a religious faith, it is necessary to understand the role demographic categories (age, gender, education, and income) may play in
shaping such an identity. For this part of the literature review, an examination of different
demographic categories linking an individual’s identification with a religious faith is of interest
(Dordevic, 2007; Fahey et al., 2005; Stark, 2002).

Fahey et al. (2005) in their book titled, Conflict and Consensus: A study of values and
attitudes in the Republic of Ireland and Northern Ireland, devote a chapter to religious
identification in Ireland. Fahey et al. examined religious identification across various
demographic categories (age, education, employment status, gender, occupation, and marital
status). The researchers did not find any significant differences based on education. However,
significant differences were found between age and gender. According to Fahey et al., “males
and the young were significantly less likely to accent the main tenants of the Christian faith than
either females or the old” (p. 54).

The work by Fahey et al. (2005) is interesting as it implies there are age and gender level
differences in religious identification in Ireland. However, this study did not measure religious
identity as a multi-dimensional construct and it relied on figures from weekly church attendance
and on four items the European Values Survey 1999-2000 (see Appendix B for the four items).
From this perspective, the multi-dimensional instrument can shed light on the ‘behavioral
involvement’ dimension addressing an individual’s participation with his/her faith. Moreover,
the five other dimensions comprising 16 items could provide insightful results about an
individual’s religious identification in Serbia and Ireland. Also the study did not include
household income as another demographic variable of interest to the present study. Thus, the
researcher hypothesizes there will be differences in a religious identity in Ireland based on age
and gender.

Stark (2002) in his article titled, Physiology and Faith: Addressing the “Universal”
Gender Difference in Religious Commitment, conducted a study examining whether there were
gender differences on religious identification. The study included data from 49 nations
(including Serbia and Ireland respectively). Information from two World Value Surveys (1991-
1992 and 1995-1996) was used to garnish the results of the study. Stark found gender to be
statistically significant. Women identified more with religion than men. This study is interesting
as it implies there are gender level differences in religious identification in Serbia and Ireland
respectively.
Dordevic (2007) explained that religion is a positive indicator of Serbian national identity. According to the 2002 Serbian census, 95% of the population declared a religious affiliation. Ilic (2004) declared the presence of the Serbian Orthodox Church is greatest in Central and South Serbia. With this being said, it is reasonable to conclude that the rural areas of South East Serbia populated by elderly individuals (65 and over) with a lower educational profile compared to the urban areas of Belgrade (capital of Serbia) will have a higher religious identity. To the author’s knowledge no empirical evidence was found linking education and income on religious identity in Serbia. Thus the following hypotheses are proposed:

H7a: As age increases, the strength of religious identity increases.
H7b: Women will report a higher level of religious identification compared to men.

Relationship between team identity and sport consumption

Although the focus of the current study was the impact of national team identity on national identity, there is undoubtedly a sport consumptive element involved. As yet, researchers studying team identification have not examined the relationship in the context of national sport teams. It is believed national sport team identity will be a significant component in predicting sport consumption (media and merchandise) in Serbia and Ireland. Wann (2006) classified sport consumption into three distinct categories: 1) game, 2) team-related, and 3) sponsorship. Team-related consumption relates to those individuals that purchase team-related merchandise (Wann, 2006). For instance, fans of a team will display items bearing the team name and logo (e.g., jerseys) (Fink, Trail, & Anderson, 2002).

Researchers have found individuals that identification with a team may be an important predictor of game attendance (direct consumption) (Fink, Trail, & Anderson, 2002; Fisher, 1998; Fisher & Wakefield, 1998; Gwinner & Swanson, 2003; Matsuoka, Chelladurai & Harada, 2003; Murrell & Dietz, 1992; Trail, Anderson, & Fink, 2000; Wakefield, 1995; Wakefield & Sloan, 1995; Wann et al., 2001; Wann & Branscombe, 1993; Wann, Roberts, & Tindall, 1999). These studies are interesting as they demonstrated the degree of team identification (low, moderate, vested) can affect an individual’s decision to attend a game. However, none of the studies concentrated on examining the relationship between a national sport team identity and attendance. The current study does not aim to address this concern. However, the influence of
team identity on indirect consumption (media and merchandise) of Serbian and Irish national teams respectively is of interest.

Research (Fisher, 1998; James & Trail, 2005) has purported the relationship between team identity and media consumption. However, there has been no work examining the extent to which identification with a national sports team influences sport media consumption. The link between team identification and merchandise consumption has been previously established (Fisher & Wakefield, 1998; Greenwood, 2001; James & Trail, 2005; Ozer & Argan, 2006), but not specifically with individuals that identify with a national sports team. Of particular interest with regards to sport consumption are individuals that identified with a Serbian and Irish national team respectively.

H8: National sport team identity is significantly related to sport consumption behavior.

Predictors of sport consumption

To better understand an individual’s sport consumption behavior it is necessary to examine demographic information (age, gender, education, and income). Research has shown age, gender, and income may be predictors of sport consumption (Casper, 2007; Greenwell, Fink, & Pastore, 2002; Hofacre & Burman, 1992; McCabe, 2007; Robinson & Trail, 2005). In regards to age, Hofacre and Burman (1992) found as people age, they shift their consumption away from sport and increasingly to the arts. In regards to gender, differences in sport consumption are typically described with reference to gender roles (McCabe, 2007; Robinson & Trail, 2005). The authors argue, sport is not deemed socially to be feminine, so social norms and expectations discourage women from attending. In regards to income, scholars (Casper, 2007; Greenwell, Fink, & Pastore, 2002) found higher levels of income enable higher levels of sport consumption. In regards to education, Mehus (2005) found Norwegians that have attained a high level of education were less likely to consume sport indirectly (television) than individuals with a lower level of education (e.g., some high school). The following hypotheses are proposed.

H9a: As age increases, sport consumption will decrease.

H9b: Males will report a higher level of sport consumption than females.

H9c: Sport consumption will be more prevalent among individuals reporting higher levels of household income.
H9d: As level of education increases, sport consumption will decrease.

Summary

Nine hypotheses have been introduced for testing. The first three hypotheses proposed suggest the group identities (team, regional, religious) will positively influence national identity. However, there is no empirical evidence reflecting the influence of team identity on national identity. The empirical evidence of regional and religious identity to strong Serbian and Irish national identities has been derived from a sociological perspective (Bairner, 2001; Đorđević, 2007). In the current study the researcher utilized the GROUP*ID measure to provide deeper understanding of the different external identities on national identity. Moreover, the researcher tested whether there are differences in the identities (team, nation, region, and religious) examined based on four demographic characteristics (age, gender, education, and income) (Hypotheses Four through Seven). Further, the researcher tested the relationship between team identity and sport consumption (Hypothesis Eight); and the relationship between the demographic characteristics of individuals that identified with a national sport team and sport consumption patterns (Hypothesis Nine).
CHAPTER 3

METHODS

The purpose of the study is fourfold. First, to provide empirical evidence that a national identity may be explained in part by identification with a national sports team. Second, to assess the relative importance of team identity in relation to other group identities (region and religion) as a component of one’s national identity. Third, examine whether there were differences in the respective identities (team, national, regional, and religious) due to demographic characteristics (age, gender, education, and income). Fourth, to examine whether there are differences in indirect sport consumption (media and merchandise) based on demographic characteristics (age, gender, education, and income) among individuals that identified with a national sport team. An ancillary outcome of the current research was to extend the GROUP* ID scale developed by Heere and James (2007) by measuring different group identities in international settings. This chapter outlines the quantitative methods and procedures that were used to evaluate the relevant relationships. The following sections are included: (1) research design, (2) sampling, (3) procedures, (4) instrumentation, (5) pilot study, and (6) data analysis.

Research Design

The research design was non-experimental survey research. This design employed two data collections (Serbia and Ireland). The first data collection was a quantitative interview conducted in the country of Serbia. The interview protocol used in the quantitative interview is very similar to a questionnaire; however, the key difference is how the data was collected. When the data was gathered the interviewer was responsible for reading the questions and/or statements exactly as written on the interview protocol and s/he recorded the interviewee’s answers in the spaces provided. This process is a contrast to the questionnaire being distributed and the research participant being responsible for reading and recording their own answers in the spaces provided on the survey questionnaire (Johnson & Christensen, 2004). Instruction guidelines for the interviewer can be found in Appendix D. The second data collection occurred in the country of Ireland and collected via an online survey.

Previous research involving team identification has been devoted to examining the impact of team identification on different variables including self-esteem, consumer behavior, commitment and satisfaction (Dimmock, Grove, & Eklund, 2005; Madrigal, 2000; 2001; Sutton,
McDonald, Milne, & Cimperman, 1997; Wann, 1995, Wann & Pierce, 2003). Heere and James’ (2007a) conceptual piece provides an argument that sport teams should be considered an outlet through which various identities may be represented; their work led to the development of the GROUP*ID scale (Heere & James, 2007b). Heere, James, Yoshida, and Scremin (in review) implemented the GROUP*ID scale to measure four different group identities (city, state, team and university). The results provided evidence that the GROUP*ID instrument is reliable and valid for measuring the four group identities. The results also provided evidence indicating that the identity students had with their favorite college football team was positively influenced by their identification with the university and the state in which a team was located.

The researcher utilized the GROUP* ID scale developed by Heere and James (2007b) to examine different group identities in an international setting. The group identities examined were national, religious, regional, and team. A goal with this study was to advance our knowledge by examining the influence national team identity has on national identity, as well as assessing the importance of national team identity in relation to other group identities (region and religion) as a component of one’s national identity. The global objective of the current study was exploratory, as no prior studies have examined the impact of national team identification on national identity. Neither has previous research assessed the relative importance of national team identity in relation to other group identities (e.g., city, region, religion) as a component of one’s national identity.

With the current study the researcher examined the case of the Serbian and Irish nations. These nations were chosen for several reasons. The Serbian national soccer team has a tradition of success and a strong following among its countrymen. Yugoslavia has competed in ten of the seventeen World Cups, with their last appearance in 2006 in Germany under the name Serbia-Montenegro. Today, the country plays under the name of ‘Serbia’. The strong connection Serbians have toward the national soccer team has been witnessed at the 1998 World Cup in France, the 2000 European Soccer Championship in Belgium/Holland and the 2006 World Cup in Germany, where fans chanted slogans, cheered the team, jeered the opposition, sang songs, and waved the Serbian flag (Bogdanov, 1998, 2000, 2006).

A second reason the Serbian nation was chosen was the support of TNS Medium Gallup, a research company in Belgrade that assisted with the project. Dr. Srbobran Brankovic, the
Director of TNS Medium Gallup extended an invitation to work alongside him and his staff (see the letter of support in Appendix C). The opportunity to work with a distinguished company devoted to high professional standards speaks volumes as the subsequent section(s) will address.

One reason for selecting Ireland is that the Irish have been cited as one of the most religious societies in Europe (Coakley, 2002; Fahey et al., 2005; Riagain, 2007; White, 2007). According to an array of scholars (Bruce, 2003; Cronin, 1999; Girvin, 2002) the Catholic Church has become a defining element of Irish national identity in the late nineteenth and early twentieth century. Moreover, previous studies (Giullianotti, 1996; Holmes, 1994; Tuck, 2003) have provided evidence establishing a connection between the Irish and their national teams. However, the key question is, how much impact does ‘national’ team identity have on national identity compared to an external identity such as religious identity? Religious identity (external identity) has been found to influence Irish national identity (Coakley, 2002; Fahey et al., 2005; Riagain, 2007; White, 2007).

A second reason the nation of Ireland was chosen for the research project was for validation and comparative purposes. The opportunity to have a second data collection from a country that has some historical similarity to the nation of Serbia can provide further evidence of external validity regarding the importance of various external identities (region, religious and team) on national identity.

Sampling

The population consisted of adult members of the countries of Serbia and Ireland. The adult population in Serbia is currently 6,409,693 (Brankovic, 2009). The territory of Serbia is divided in four strata: 1) Belgrade, 2) Vojvodina, 3) Central - Western Serbia, and 4) Central - Eastern Serbia. According to Brankovic (2009), the strata are represented in the sample proportionally to their share in the total population. Dr. Srbobran Brankovic, CEO and owner of TNS Medium Gallup, a public opinion, market and media research company (member of Gallup International Association) located in the capital of Serbia (Belgrade), assisted with the project. TNS Medium Gallup provided assistance with the data collection and identified the sample from the population using a scheme the company has in place to randomly select participants from around the country.
The Serbian sample was drawn in three stages. The first stage involves sample points being randomly selected in strata from a list of local communities, without replacement. According to Brankovic (2009), there are about 8,333 local communities, with the average number of adults per local community being 709. The probability of selection of each sample point was proportional to the share of a given sample point to the total number of the target population in a given strata.

In the second stage, households were randomly selected. The following procedure was implemented in securing households for the study: the interviewer began from a randomly selected starting point and approached every second household. In the third stage subjects from within a household were chosen at random, with the individual whose birthday was closest to the research date being selected. In the case of refusal the next household was selected.

To ensure the proper procedures were followed, the interviewers provided the TNS Medium Gallup’s staff with a list of interviewed persons with addresses, as well as a list reflecting subjects that refused with their address and reason(s) for refusal. Once the fieldwork was completed, weighting procedures were implemented in order to balance the sample. For instance, the following demographic variables were taken into account for the weighting procedures: age, gender and education (Brankovic, 2009).

Dr. Brankovic’s company is well-respected and has conducted research for a number of clients including: the National Democratic Institute (Washington D.C., USA), the International Republican Institute (Washington D.C., USA), the Istituto di Sociologia Internazionale (Gorizia, Italy), the University of Stockholm – Center for Research into International Migration and Ethnic Relations (Sweden) and the International Red Cross Committee.

The population of Ireland is estimated to be 6.2 million. The territory of Ireland is divided into two states: 1) Republic of Ireland, and 2) Northern Ireland. The population in the Republic of Ireland is estimated to be slightly less than 4.5 million and the population in Northern Ireland is estimated to be slightly less than 1.8 million (Dublin: Central Statistics Office, 2009).

Luth Research (a marketing research company based in San Diego, CA) provided the panel of Irish nationalists. Luth Research provided assistance with the second data collection, and identified the sample from the population using a scheme the company has in place to
conveniently select participants from around the country. The mechanism for setting up the panel design is as follows. First, an individual joins the panel by entering a valid mailing address (street, city, state, country and zip/postal code). Based on the targeting specifications for the client, the project manager filters the sample pulled from the panel. In this case the sample is first filtered by country (Ireland) and then balanced by Irish cities (e.g., Cork, Dublin). After testing to make sure there were no errors with the survey and redirect links, the prospective participants were sent an invitation email to participate in the study. As the response rate was expected to be around 5%, invitations were sent out to 5000 panelists. Three days later, reminder invitation emails were sent out to all respondents who have not started or completed the study. Three days later, final reminders were sent to all respondents who have not started or completed the study (J. Maler, personal communication, March, 17, 2010).

**Procedures**

For the Serbian data collection to be completed, traveling to Serbia and working with Dr. Brankovic and the *TNS Medium Gallup* staff to complete face-to-face interviews with a random sample of the Serbian population was required. The company has satellite offices in multiple cities, enabling the staff to collect data from multiple parts of the country. Dr. Brankovic (2008) has confirmed the most effective method of data collection is face-to-face interviews. Brankovic has found there is a high refusal rate with telephone interviews and mail surveys are limited because a key demographic among Serbians; those only completing an elementary level education (this includes 42% of the Serbian adult population), are omitted from mail surveys (Brankovic, 2008). Considering the exploratory nature of this research, a ‘quantitative interview’ was carried out.

The data collection was conducted face-to-face and included reading a survey form to respondents and showing them response scales for the quantitative measures. The researcher participated in the data collection along with the *TNS* staff. To ensure safe and ethical standards are employed during the study, research clearance was given by Florida State’s University Human Subjects Committee (Appendix F). Consent forms were completed by the respondents prior to the administration of the quantitative interview (see Appendix G for the Serbian version) (see Appendix H for the English version).
The Irish sample was collected via an online survey. The researcher contacted Luth Research (a marketing research company based in San Diego, CA) to provide a panel of Irish nationalists. Luth Research identified the sample from the Irish population using a scheme the company has in place to conveniently select participants from around the country as discussed in the subsequent section. The second data collection was accumulated via an online survey (http://www.kerr-downs.com/websurvey/Identity2/). Kerr and Downs, a marketing research company based in Tallahassee, Florida assisted in creating the online survey (see Appendix E for screen shots of the Irish online survey).

**Instrument**

The survey instrument used was the GROUP*ID scale developed by Heere and James (2007b). The GROUP*ID scale instrument measures six dimensions of group identity: 1) Public evaluation, 2) Private evaluation, 3) Interconnection of self, 4) Sense of interdependence, 5) Behavioral Involvement, and 6) Cognitive awareness. The items for the six dimensions of the GROUP*ID scale (Heere & James, 2007b) were modified so that the statements reflect the dimensions of different group identities. For example, the item, “Overall, people hold a favorable opinion about my [group]” included the term “national team” in reference to a national team identity, and, the term “nation” in reference to a national identity. The six dimensions and 20 items comprising the GROUP*ID scale are noted in Tables 3.1, 3.2, 3.3, and 3.4 respectively. The instrument also included an open-ended item question designed to evaluate a respondent’s self-categorization. Behavioral items reflecting sport consumption were included as part of the study. These items were used to examine, media consumption, and purchasing team related merchandise (see Appendix I). This information was used in the descriptive analysis of the sample. A section that asks the participants about several demographic characteristics was included in the questionnaire.
<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-Categorization</td>
<td>Which [national team] do you identify most with? (open-ended)</td>
</tr>
<tr>
<td>Public Evaluation</td>
<td>Overall, my [national team] is viewed positively by others.</td>
</tr>
<tr>
<td>Item 1</td>
<td>In general, others respect my [national team].</td>
</tr>
<tr>
<td>Item 2</td>
<td>Overall, people hold a favorable opinion about my [national team].</td>
</tr>
<tr>
<td>Item 3</td>
<td>I feel good about being a [fan] of my [national team].</td>
</tr>
<tr>
<td>Private Evaluation</td>
<td>I am proud to think of myself as a [fan] of my [national team].</td>
</tr>
<tr>
<td>Item 1</td>
<td>When someone criticizes my [national team], it feels like a personal insult.</td>
</tr>
<tr>
<td>Item 2</td>
<td>In general, being associated with the [national team] is an important part of my self-image.</td>
</tr>
<tr>
<td>Item 3</td>
<td>The [national team] I am a [fan] of is an important reflection of who I am.</td>
</tr>
<tr>
<td>Item 4</td>
<td>When someone compliments my [national team], it feels like a personal compliment.</td>
</tr>
<tr>
<td>Item 1</td>
<td>What happens to my [national team] have an impact on my own life.</td>
</tr>
<tr>
<td>Item 2</td>
<td>In general, changes for my [national team] will change my own life.</td>
</tr>
<tr>
<td>Behavioral Involvement</td>
<td>I participate in activities supporting my [national team], such as [attending games].</td>
</tr>
<tr>
<td>Item 1</td>
<td>I am actively involved in activities that relate to my [national team].</td>
</tr>
<tr>
<td>Item 2</td>
<td>I participate in activities with other [fans] of my [national team].</td>
</tr>
<tr>
<td>Cognitive awareness</td>
<td>I am aware of the tradition and history of my [national team].</td>
</tr>
<tr>
<td>Item 1</td>
<td>I know the ins and outs of my [national team].</td>
</tr>
<tr>
<td>Item 2</td>
<td>I have knowledge of the successes and failures of my [national team].</td>
</tr>
<tr>
<td>Dimensions</td>
<td>Items</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>Self-Categorization</strong></td>
<td>Which [nation] do you identify most with? (open-ended)</td>
</tr>
<tr>
<td>(Who am I?)</td>
<td></td>
</tr>
<tr>
<td><strong>Public Evaluation</strong></td>
<td></td>
</tr>
<tr>
<td>Item 1</td>
<td>Overall, my [nation] is viewed positively by others.</td>
</tr>
<tr>
<td>Item 2</td>
<td>In general, others respect my [nation].</td>
</tr>
<tr>
<td>Item 3</td>
<td>Overall, people hold a favorable opinion about my [nation].</td>
</tr>
<tr>
<td><strong>Private Evaluation</strong></td>
<td></td>
</tr>
<tr>
<td>Item 1</td>
<td>I feel good about being a [member] of my [nation].</td>
</tr>
<tr>
<td>Item 2</td>
<td>In general, I am glad to be a [member] of my [nation].</td>
</tr>
<tr>
<td>Item 3</td>
<td>I am proud to think of myself as a [member] of my [nation].</td>
</tr>
<tr>
<td><strong>Interconnection to self</strong></td>
<td></td>
</tr>
<tr>
<td>Item 1</td>
<td>When someone criticizes my [nation], it feels like a personal insult.</td>
</tr>
<tr>
<td>Item 2</td>
<td>In general, being associated with my [nation] is an important part of</td>
</tr>
<tr>
<td></td>
<td>my self-image.</td>
</tr>
<tr>
<td>Item 3</td>
<td>My [nation] is an important reflection of who I am.</td>
</tr>
<tr>
<td>Item 4</td>
<td>When someone compliments my [nation], it feels like a personal</td>
</tr>
<tr>
<td></td>
<td>compliment.</td>
</tr>
<tr>
<td><strong>Sense of interdependence</strong></td>
<td></td>
</tr>
<tr>
<td>Item 1</td>
<td>What happens to my [nation] will influence what happens in my life.</td>
</tr>
<tr>
<td>Item 2</td>
<td>What happens to my [nation] will have an impact on my own life.</td>
</tr>
<tr>
<td>Item 3</td>
<td>In general, changes for my [nation] will change my own life.</td>
</tr>
<tr>
<td><strong>Behavioral Involvement</strong></td>
<td></td>
</tr>
<tr>
<td>Item 1</td>
<td>I participate in activities supporting my [nation], such as [attending</td>
</tr>
<tr>
<td></td>
<td><em>national festivals</em>].</td>
</tr>
<tr>
<td>Item 2</td>
<td>I am actively involved in activities that relate to my [nation].</td>
</tr>
<tr>
<td>Item 3</td>
<td>I participate in activities with other [members] of my [nation].</td>
</tr>
<tr>
<td><strong>Cognitive awareness</strong></td>
<td></td>
</tr>
<tr>
<td>Item 1</td>
<td>I am aware of the tradition and history of my [nation].</td>
</tr>
<tr>
<td>Item 2</td>
<td>I know the ins and outs of my [nation].</td>
</tr>
<tr>
<td>Item 3</td>
<td>I have knowledge of the successes and failures of my [nation].</td>
</tr>
<tr>
<td>Dimensions</td>
<td>Items</td>
</tr>
<tr>
<td>-------------------------</td>
<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>Self-Categorization</strong></td>
<td>Which [region] do you identify most with? (open-ended)</td>
</tr>
<tr>
<td>(Who am I?)</td>
<td><strong>Public Evaluation</strong></td>
</tr>
<tr>
<td></td>
<td>Overall, my [region] is viewed positively by others.</td>
</tr>
<tr>
<td></td>
<td>In general, others respect my [region].</td>
</tr>
<tr>
<td></td>
<td>Overall, people hold a favorable opinion about my [region].</td>
</tr>
<tr>
<td><strong>Private Evaluation</strong></td>
<td>I feel good about being a [member] of my [region].</td>
</tr>
<tr>
<td></td>
<td>In general, I am glad to be a [member] of my [region].</td>
</tr>
<tr>
<td></td>
<td>I am proud to think of myself as a [member] of my [region].</td>
</tr>
<tr>
<td><strong>Interconnection to self</strong></td>
<td>When someone criticizes my [region], it feels like a personal insult.</td>
</tr>
<tr>
<td></td>
<td>In general, being associated with my [region] is an important part of my self-image.</td>
</tr>
<tr>
<td></td>
<td>My [region] is an important reflection of who I am.</td>
</tr>
<tr>
<td></td>
<td>When someone compliments my [region], it feels like a personal compliment.</td>
</tr>
<tr>
<td><strong>Sense of interdependence</strong></td>
<td>What happens to my [region] will influence what happens in my life.</td>
</tr>
<tr>
<td></td>
<td>What happens to my [region] will have an impact on my own life.</td>
</tr>
<tr>
<td></td>
<td>In general, changes for my [region] will change my own life.</td>
</tr>
<tr>
<td><strong>Behavioral Involvement</strong></td>
<td>I participate in activities supporting my [region], such as [attending festivals].</td>
</tr>
<tr>
<td></td>
<td>I am actively involved in activities that relate to my [region].</td>
</tr>
<tr>
<td></td>
<td>I participate in activities with other [members] of my [region].</td>
</tr>
<tr>
<td><strong>Cognitive awareness</strong></td>
<td>I am aware of the tradition and history of my [region].</td>
</tr>
<tr>
<td></td>
<td>I know the ins and outs of my [region].</td>
</tr>
<tr>
<td></td>
<td>I have knowledge of the successes and failures of my [region].</td>
</tr>
</tbody>
</table>
Table 3.4 Religious Identity Items

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-Categorization (Who am I?)</td>
<td>Which [religion] do you identify most with? (open-ended)</td>
</tr>
<tr>
<td>Public Evaluation</td>
<td>Overall, my [religion] is viewed positively by others.</td>
</tr>
<tr>
<td>Item 2</td>
<td>In general, others respect my [religion].</td>
</tr>
<tr>
<td>Item 3</td>
<td>Overall, people hold a favorable opinion about my [religion].</td>
</tr>
<tr>
<td>Private Evaluation</td>
<td>I feel good about being a [member] of my [religion].</td>
</tr>
<tr>
<td>Item 2</td>
<td>In general, I am glad to be a [member] of my [religion].</td>
</tr>
<tr>
<td>Item 3</td>
<td>I am proud to think of myself as a [member] of my [religion].</td>
</tr>
<tr>
<td>Interconnection to self</td>
<td>When someone criticizes my [religion], it feels like a personal insult.</td>
</tr>
<tr>
<td>Item 2</td>
<td>In general, being associated with my [religion] is an important part of my self-image.</td>
</tr>
<tr>
<td>Item 3</td>
<td>My [religion] is an important reflection of who I am.</td>
</tr>
<tr>
<td>Item 4</td>
<td>When someone compliments my [religion], it feels like a personal compliment.</td>
</tr>
<tr>
<td>Sense of interdependence</td>
<td>What happens to my [religion] will influence what happens in my life.</td>
</tr>
<tr>
<td>Item 2</td>
<td>What happens to my [religion] will have an impact on my own life.</td>
</tr>
<tr>
<td>Item 3</td>
<td>In general, changes for my [religion] will change my own life.</td>
</tr>
<tr>
<td>Behavioral Involvement</td>
<td>I participate in activities supporting my [religion], such as [attending service].</td>
</tr>
<tr>
<td>Item 2</td>
<td>I am actively involved in activities that relate to my [religion].</td>
</tr>
<tr>
<td>Item 3</td>
<td>I participate in activities with other [members] of my [religion].</td>
</tr>
<tr>
<td>Cognitive awareness</td>
<td>I am aware of the tradition and history of my [religion].</td>
</tr>
<tr>
<td>Item 2</td>
<td>I know the ins and outs of my [religion].</td>
</tr>
<tr>
<td>Item 3</td>
<td>I have knowledge of the successes and failures of my [religion].</td>
</tr>
</tbody>
</table>
In order to minimize the discrepancies between the original instrument and the translated instrument, back translation of the Serbian survey was conducted. No translation was conducted for the nation of Ireland. The conquest of Ireland by the English for nearly 800 years had long term consequences leading to the distribution of the English language which is commonplace at the present time (Riagain, 2007).

The survey instrument was translated into Serbian by a bilingual employee at TNS Medium Gallup whose native language is Serbian. To test the equivalence between the original and Serbia instruments, back-translation into English was conducted by a professional translator, another native of Serbia who is also fluent in English. To verify the accuracy of the translation, an individual whose native language is Serbian, who has completed his master’s in business administration at a Southeastern university was asked to identify any differences between the original and back-translated items (see Appendix J). The comparison of the two forms led to the conclusion that the two instruments were conceptually equivalent.

As a consequence of the exploratory nature of the study, the first data collection performed was a pilot study to examine the reliability of the dimensions and to ascertain the factor loadings of each individual item. Over a three week period (July, 2009), online surveys were distributed to students majoring in Sport Management at two large universities in the Southeastern United States, as well as to colleagues of the researcher through the social network Facebook.com.

**Pilot Study Sample Characteristics National Identity (Study 1)**

A pilot study was completed prior to initiating the main study. The subjects were obtained through previously taught classes (sport governance, soccer and volleyball class) at a large Southeastern university and colleagues utilizing the social network Facebook.com. Descriptive statistics were utilized to develop a general profile of the participants’ characteristics. Regarding the self-categorization item, “Which nation do you identify most with?”, 80.0% were from the United States of America, 11.4% were from Bulgaria (3.8%), Serbia (3.8%) and England (3.8%) and the remaining 8.6% were from Canada (2.5%), Ireland (2.5%), Israel (1.2%), Norway (1.2%), and Russia (1.2%). In regards to gender, 60.0% were male. The subjects’ ages ranged from 19 to 52; the 20-29 and 30-39 categories accounted for
more than three-quarters of the sample (92.6%). The demographic information for the total sample is reported in Table 3.5.

Table 3.5 Sample Characteristics National Identity Pilot Study (N = 80)

<table>
<thead>
<tr>
<th>Variable</th>
<th>Total (N = 80)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-categorization item</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(With which nation do you identify most with?)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>United States</td>
<td>64</td>
<td>80.0</td>
</tr>
<tr>
<td>Bulgaria</td>
<td>3</td>
<td>3.8</td>
</tr>
<tr>
<td>Serbia</td>
<td>3</td>
<td>3.8</td>
</tr>
<tr>
<td>England</td>
<td>3</td>
<td>3.8</td>
</tr>
<tr>
<td>Canada</td>
<td>2</td>
<td>2.5</td>
</tr>
<tr>
<td>Ireland</td>
<td>2</td>
<td>2.5</td>
</tr>
<tr>
<td>Israel</td>
<td>1</td>
<td>1.2</td>
</tr>
<tr>
<td>Norway</td>
<td>1</td>
<td>1.2</td>
</tr>
<tr>
<td>Russia</td>
<td>1</td>
<td>1.2</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>32</td>
<td>40.0</td>
</tr>
<tr>
<td>Male</td>
<td>48</td>
<td>60.0</td>
</tr>
<tr>
<td>Age Groups</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-19</td>
<td>1</td>
<td>1.2</td>
</tr>
<tr>
<td>20-29</td>
<td>41</td>
<td>51.3</td>
</tr>
<tr>
<td>30-39</td>
<td>33</td>
<td>41.3</td>
</tr>
<tr>
<td>40-49</td>
<td>4</td>
<td>5.0</td>
</tr>
<tr>
<td>50+</td>
<td>1</td>
<td>1.2</td>
</tr>
</tbody>
</table>

The Cronbach’s alpha coefficients for the national identity dimensions are reported in Table 3.6. All six dimensions had acceptable Cronbach’s alpha scores (> .70, Nunally & Bernstein, 1994). Table 3.7 shows the item-to-total correlation for the national identity scale. Only one item had a low item-to-total correlation. Cognitive awareness 2 (0.493) was below the acceptable level of < .50 (Bearden, Netmeyer, & Teel, 1989; Zaichkowsky, 1985).
### Table 3.6 Cronbach’s alpha scores for national identity (Study 1)

<table>
<thead>
<tr>
<th>National identity dimensions</th>
<th>Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public evaluation</td>
<td>.928</td>
</tr>
<tr>
<td>Private evaluation</td>
<td>.948</td>
</tr>
<tr>
<td>Interconnection to self</td>
<td>.844</td>
</tr>
<tr>
<td>Sense of interdependence</td>
<td>.877</td>
</tr>
<tr>
<td>Behavioral involvement</td>
<td>.769</td>
</tr>
<tr>
<td>Cognitive awareness</td>
<td>.747</td>
</tr>
</tbody>
</table>

### Table 3.7 Item-to-total correlations for the National Identity scale (Study 1)

<table>
<thead>
<tr>
<th>National identity dimension and item wording</th>
<th>Item-to-total Correlation</th>
</tr>
</thead>
<tbody>
<tr>
<td>PUB1: Overall, my [nation] is viewed positively by others.</td>
<td>.884</td>
</tr>
<tr>
<td>PUB2: In general, others respect my [nation].</td>
<td>.803</td>
</tr>
<tr>
<td>PUB3: Overall, people hold a favorable opinion about my [nation].</td>
<td>.905</td>
</tr>
<tr>
<td>PRV1: I feel good about being a [member] of my [nation].</td>
<td>.733</td>
</tr>
<tr>
<td>PRV2: In general, I am glad to be a [member] of my [nation].</td>
<td>.715</td>
</tr>
<tr>
<td>PRV3: I am proud to think of myself as a [member] of my [nation].</td>
<td>.847</td>
</tr>
<tr>
<td>CONN1: When someone criticizes my [nation], it feels like a personal insult.</td>
<td>.659</td>
</tr>
<tr>
<td>CONN2: In general, being associated with my [nation] is an important part of my self-image.</td>
<td>.744</td>
</tr>
<tr>
<td>CONN3: My [nation] is an important reflection of who I am.</td>
<td>.694</td>
</tr>
<tr>
<td>CONN4: When someone compliments my [nation], it feels like a personal compliment.</td>
<td>.663</td>
</tr>
<tr>
<td>SOI1: What happens to my [nation] will influence what happens in my life.</td>
<td>.738</td>
</tr>
<tr>
<td>SOI2: What happens to my [nation] will have an impact on my own life.</td>
<td>.777</td>
</tr>
<tr>
<td>SOI3: In general, changes for my [nation] will change my own life.</td>
<td>.864</td>
</tr>
<tr>
<td>BHI1: I participate in activities supporting my [nation], such as [attending national festivals].</td>
<td>.533</td>
</tr>
<tr>
<td>BHI2: I am actively involved in activities that relate to my [nation].</td>
<td>.503</td>
</tr>
<tr>
<td>BHI3: I participate in activities with other [members] of my [nation].</td>
<td>.743</td>
</tr>
<tr>
<td>COG1: I am aware of the tradition and history of my [nation].</td>
<td>.669</td>
</tr>
<tr>
<td>COG2: I know the ins and outs of my [nation].</td>
<td>.493</td>
</tr>
<tr>
<td>COG3: I have knowledge of the successes and failures of my [nation].</td>
<td>.693</td>
</tr>
</tbody>
</table>
Pilot Study Sample Characteristics Regional Identity (Study 1)

The subjects were obtained through previously taught classes (sport governance, soccer and volleyball class) at a large Southeastern university and colleagues utilizing the social network Facebook.com. A colleague teaching sport management classes at a large west coast university assisted with the data collection sending the online survey via email to students.

Regarding the self-categorization item, “Which region do you identify most with?”, the Western region of the United States accounted for 36.3%, the Southeast accounted for 21.9%, the Northeast accounted for 19.8%, the Midwest and the South accounted for 17.6% (8.8% each), the Southwest 2.2% and the rest of the subjects (2.2%) did not identify with any region. In regards to gender, 60.4% were male. The subjects’ ages ranged from 19 to 52; the 20-29 and 30-39 categories accounted for more than three-quarters of the sample (90.1%). The demographic information for the total sample is reported in Table 3.8.

Table 3.8 Sample Characteristics Regional Identity (N = 91) (Study 1)

<table>
<thead>
<tr>
<th>Variable</th>
<th>Total (N = 91)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Self-categorization item</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Which region do you identify most with?)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>West</td>
<td>33</td>
<td>36.3</td>
</tr>
<tr>
<td>Midwest</td>
<td>8</td>
<td>8.8</td>
</tr>
<tr>
<td>Northeast</td>
<td>18</td>
<td>19.8</td>
</tr>
<tr>
<td>Southeast</td>
<td>20</td>
<td>21.9</td>
</tr>
<tr>
<td>South</td>
<td>8</td>
<td>8.8</td>
</tr>
<tr>
<td>Southwest</td>
<td>2</td>
<td>2.2</td>
</tr>
<tr>
<td>None</td>
<td>2</td>
<td>2.2</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>36</td>
<td>39.6</td>
</tr>
<tr>
<td>Male</td>
<td>55</td>
<td>60.4</td>
</tr>
<tr>
<td><strong>Age Groups</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-19</td>
<td>4</td>
<td>4.4</td>
</tr>
<tr>
<td>20-29</td>
<td>53</td>
<td>58.2</td>
</tr>
<tr>
<td>30-39</td>
<td>29</td>
<td>31.9</td>
</tr>
<tr>
<td>40-49</td>
<td>3</td>
<td>3.3</td>
</tr>
<tr>
<td>50+</td>
<td>2</td>
<td>2.2</td>
</tr>
</tbody>
</table>
The Cronbach’s alpha scores for the regional identity dimensions are reported in Table 3.9. All six dimensions had acceptable Cronbach’s alpha scores (> .70, Nunally & Bernstein, 1994). Table 3.10 shows the item-to-total correlation for the regional identity scale. No item had an item-to-total correlation below the level of < .50 (Bearden, Netmeyer, & Teel, 1989; Zaichkowsky, 1985).

Table 3.9 Cronbach’s alpha scores for regional identity (Study 1)

<table>
<thead>
<tr>
<th>National identity dimensions</th>
<th>Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public evaluation</td>
<td>.935</td>
</tr>
<tr>
<td>Private evaluation</td>
<td>.945</td>
</tr>
<tr>
<td>Interconnection to self</td>
<td>.865</td>
</tr>
<tr>
<td>Sense of interdependence</td>
<td>.916</td>
</tr>
<tr>
<td>Behavioral involvement</td>
<td>.837</td>
</tr>
<tr>
<td>Cognitive awareness</td>
<td>.877</td>
</tr>
</tbody>
</table>
Table 3.10 Item-to-total correlations for the Regional Identity scale (Study 1)

<table>
<thead>
<tr>
<th>Regional identity dimension and item wording</th>
<th>Item-to-total Correlation</th>
</tr>
</thead>
<tbody>
<tr>
<td>PUB1: Overall, my [region] is viewed positively by others.</td>
<td>.858</td>
</tr>
<tr>
<td>PUB2: In general, others respect my [region].</td>
<td>.763</td>
</tr>
<tr>
<td>PUB3: Overall, people hold a favorable opinion about my [region].</td>
<td>.873</td>
</tr>
<tr>
<td>PRV1: I feel good about being a [member] of my [region].</td>
<td>.783</td>
</tr>
<tr>
<td>PRV2: In general, I am glad to be a [member] of my [region].</td>
<td>.783</td>
</tr>
<tr>
<td>PRV3: I am proud to think of myself as a [member] of my [region].</td>
<td>.743</td>
</tr>
<tr>
<td>CONN1: When someone criticizes my [region], it feels like a personal insult.</td>
<td>.659</td>
</tr>
<tr>
<td>CONN2: In general, being associated with my [region] is an important part of my self-image.</td>
<td>.701</td>
</tr>
<tr>
<td>CONN3: My [region] is an important reflection of who I am.</td>
<td>.719</td>
</tr>
<tr>
<td>CONN4: When someone compliments my [region], it feels like a personal compliment.</td>
<td>.656</td>
</tr>
<tr>
<td>SOI1: What happens to my [region] will influence what happens in my life.</td>
<td>.796</td>
</tr>
<tr>
<td>SOI2: What happens to my [region] will have an impact on my own life.</td>
<td>.831</td>
</tr>
<tr>
<td>SOI3: In general, changes for my [region] will change my own life.</td>
<td>.744</td>
</tr>
<tr>
<td>BHI1: I participate in activities supporting my [region], such as [attending regional festivals].</td>
<td>.620</td>
</tr>
<tr>
<td>BHI2: I am actively involved in activities that relate to my [region].</td>
<td>.722</td>
</tr>
<tr>
<td>BHI3: I participate in activities with other [members] of my [region].</td>
<td>.718</td>
</tr>
<tr>
<td>COG1: I am aware of the tradition and history of my [region].</td>
<td>.784</td>
</tr>
<tr>
<td>COG2: I know the ins and outs of my [region].</td>
<td>.693</td>
</tr>
<tr>
<td>COG3: I have knowledge of the successes and failures of my [region].</td>
<td>.824</td>
</tr>
</tbody>
</table>

Pilot Study Sample Characteristics Religious Identity (Study 1)

The subjects were obtained through previously taught classes (sport governance, soccer and volleyball class) at a large Southeastern university and colleagues utilizing the social network Facebook.com. The method of data collection was an online survey.

Regarding the self-categorization item, “Which religion do you identify most with?”, 35.7% identified with Christianity, 28.6% with Catholic, 12.8% with Orthodox (7.1%) and Jewish (5.7%), 4.3% did not identify with a religion and the remaining 18.6% identified with various faiths (Methodist, Protestant, etc.). In regards to gender, 65.7% were male. The subjects’
ages ranged from 19 to 52; the 20-29 and 30-39 categories accounted for more than three-quarters of the sample (91.4%). The demographic information for the total sample is reported in Table 3.11.

Table 3.11 Sample Characteristics Religious Identity (N = 70) (Study 1)

<table>
<thead>
<tr>
<th>Variable</th>
<th>Total (N = 70)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-categorization item (Which religion do you identify most with?)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Christianity</td>
<td>25</td>
<td>35.7</td>
</tr>
<tr>
<td>Catholic</td>
<td>20</td>
<td>28.6</td>
</tr>
<tr>
<td>Orthodox</td>
<td>5</td>
<td>7.1</td>
</tr>
<tr>
<td>Jewish</td>
<td>4</td>
<td>5.7</td>
</tr>
<tr>
<td>Buddhism</td>
<td>3</td>
<td>4.3</td>
</tr>
<tr>
<td>Methodist</td>
<td>2</td>
<td>2.9</td>
</tr>
<tr>
<td>Baptist</td>
<td>2</td>
<td>2.9</td>
</tr>
<tr>
<td>Agnostic</td>
<td>2</td>
<td>2.9</td>
</tr>
<tr>
<td>Lutheran</td>
<td>1</td>
<td>1.4</td>
</tr>
<tr>
<td>Atheist</td>
<td>1</td>
<td>1.4</td>
</tr>
<tr>
<td>Protestant</td>
<td>1</td>
<td>1.4</td>
</tr>
<tr>
<td>Presbyterian</td>
<td>1</td>
<td>1.4</td>
</tr>
<tr>
<td>None</td>
<td>3</td>
<td>4.3</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>24</td>
<td>34.3</td>
</tr>
<tr>
<td>Male</td>
<td>46</td>
<td>65.7</td>
</tr>
<tr>
<td>Age Groups</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>1</td>
<td>1.4</td>
</tr>
<tr>
<td>20-29</td>
<td>35</td>
<td>50.0</td>
</tr>
<tr>
<td>30-39</td>
<td>29</td>
<td>41.4</td>
</tr>
<tr>
<td>40-49</td>
<td>4</td>
<td>5.8</td>
</tr>
<tr>
<td>50+</td>
<td>1</td>
<td>1.4</td>
</tr>
</tbody>
</table>

The Cronbach’s alpha scores for the religion identity dimensions are reported in Table 3.12. All six dimensions had acceptable Cronbach’s alpha scores (>0.70, Nunally & Bernstein, 1994). Table 3.13 shows the item-to-total correlation for the national identity scale. No item had an item-to-total correlation below the level of <0.50 (Bearden, Netmeyer, & Teel, 1989; Zaichkowsky, 1985). The initial test provided evidence of internal consistency using a sample from the United States. A second pilot study was completed to test the instrument with a Serbian sample.
Table 3.12 Cronbach’s alpha scores for religious identity (Study 1)

<table>
<thead>
<tr>
<th>Religion identity dimensions</th>
<th>Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public evaluation</td>
<td>.963</td>
</tr>
<tr>
<td>Private evaluation</td>
<td>.972</td>
</tr>
<tr>
<td>Interconnection to self</td>
<td>.928</td>
</tr>
<tr>
<td>Sense of interdependence</td>
<td>.961</td>
</tr>
<tr>
<td>Behavioral involvement</td>
<td>.942</td>
</tr>
<tr>
<td>Cognitive awareness</td>
<td>.919</td>
</tr>
</tbody>
</table>

Table 3.13 Item-to-total correlations for the Religious Identity scale (Study 1)

<table>
<thead>
<tr>
<th>National identity dimension and item wording</th>
<th>Item-to-total Correlation</th>
</tr>
</thead>
<tbody>
<tr>
<td>PUB1: Overall, my [region] is viewed positively by others.</td>
<td>.943</td>
</tr>
<tr>
<td>PUB2: In general, others respect my [region].</td>
<td>.941</td>
</tr>
<tr>
<td>PUB3: Overall, people hold a favorable opinion about my [region].</td>
<td>.932</td>
</tr>
<tr>
<td>PRV1: I feel good about being a [member] of my [region].</td>
<td>.853</td>
</tr>
<tr>
<td>PRV2: In general, I am glad to be a [member] of my [region].</td>
<td>.837</td>
</tr>
<tr>
<td>PRV3: I am proud to think of myself as a [member] of my [region].</td>
<td>.828</td>
</tr>
<tr>
<td>CONN1: When someone criticizes my [region], it feels like a personal insult.</td>
<td>.649</td>
</tr>
<tr>
<td>CONN2: In general, being associated with my [region] is an important part of my self-image.</td>
<td>.796</td>
</tr>
<tr>
<td>CONN3: My [region] is an important reflection of who I am.</td>
<td>.866</td>
</tr>
<tr>
<td>CONN4: When someone compliments my [region], it feels like a personal compliment.</td>
<td>.751</td>
</tr>
<tr>
<td>SOI1: What happens to my [region] will influence what happens in my life.</td>
<td>.803</td>
</tr>
<tr>
<td>SOI2: What happens to my [region] will have an impact on my own life.</td>
<td>.819</td>
</tr>
<tr>
<td>SOI3: In general, changes for my [region] will change my own life.</td>
<td>.797</td>
</tr>
<tr>
<td>BH11: I participate in activities supporting my [region], such as [attending regional festivals].</td>
<td>.750</td>
</tr>
<tr>
<td>BH12: I am actively involved in activities that relate to my [region].</td>
<td>.679</td>
</tr>
<tr>
<td>BH13: I participate in activities with other [members] of my [region].</td>
<td>.686</td>
</tr>
<tr>
<td>COG1: I am aware of the tradition and history of my [region].</td>
<td>.832</td>
</tr>
<tr>
<td>COG2: I know the ins and outs of my [region].</td>
<td>.855</td>
</tr>
<tr>
<td>COG3: I have knowledge of the successes and failures of my [region].</td>
<td>.894</td>
</tr>
</tbody>
</table>
Pilot Study (2): Assessment of the GROUP*ID Scale with a Serbian Sample

A second data collection was conducted using the GROUP*ID scale in an international setting. The scale was administered in the country of Serbia. Data was collected during a two week period, July 27, 2009 through August 7, 2009, by the TNS Medium staff. The researcher worked alongside the staff during the fieldwork. The number of participants was 210; the number completed, usable forms was 210. The subjects were obtained from the country of Serbia. The sampling procedure for the project was drawn in three stages as previously described. Descriptive statistics were utilized to develop a general profile of the participants’ characteristics. Demographic information (age and gender) for the total sample (N = 210) is reported in Table 3.14. In regards to gender, 51.4% were male. The subjects’ ages ranged from 18 to 74; the 20-29 and 30-39 categories accounted for more than half the sample (51.9%), with the age group 50 and accounting for a quarter of the sample (25.2%).

Table 3.14 Demographic data from the sample in Serbia (N = 210)

<table>
<thead>
<tr>
<th>Variables</th>
<th>Categories</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>108</td>
<td>51.4</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>102</td>
<td>48.6</td>
</tr>
<tr>
<td>Age Groups</td>
<td>18-19</td>
<td>12</td>
<td>5.7</td>
</tr>
<tr>
<td></td>
<td>20-29</td>
<td>68</td>
<td>32.4</td>
</tr>
<tr>
<td></td>
<td>30-39</td>
<td>41</td>
<td>19.5</td>
</tr>
<tr>
<td></td>
<td>40-49</td>
<td>36</td>
<td>17.2</td>
</tr>
<tr>
<td></td>
<td>50+</td>
<td>53</td>
<td>25.2</td>
</tr>
</tbody>
</table>
Regarding the self-categorization item, “Which nation do you identify most with?”, 93.3% of the subjects responded with the country of Serbia, see Table 3.15 for a detailed report.

Table 3.15 Sample Characteristics National Identity Serbia Study (Study 2)

<table>
<thead>
<tr>
<th>Variable</th>
<th>Nation</th>
<th>Total (N = 210)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-categorization item (Which nation do you identify most with?)</td>
<td>Serbia</td>
<td>196</td>
<td>93.3</td>
</tr>
<tr>
<td></td>
<td>Croatia</td>
<td>1</td>
<td>1.4</td>
</tr>
<tr>
<td></td>
<td>Montenegro</td>
<td>1</td>
<td>0.5</td>
</tr>
<tr>
<td></td>
<td>Slovakia</td>
<td>1</td>
<td>0.5</td>
</tr>
<tr>
<td></td>
<td>Roma</td>
<td>1</td>
<td>0.5</td>
</tr>
<tr>
<td></td>
<td>Muslim</td>
<td>3</td>
<td>1.4</td>
</tr>
<tr>
<td></td>
<td>Did not identify</td>
<td>7</td>
<td>3.3</td>
</tr>
</tbody>
</table>

Regarding the self-categorization item, “Which national team do you identify most with?” individuals identified most with the Serbian soccer team (31.9%); other national teams that respondents identified with included the national basketball (15.2%), tennis (14.3%), water polo (12.9%) and volleyball (10.5%) teams. See Table 3.16 for a detailed report.

Table 3.16 Sample Characteristics National Sport Team Identity Serbia Study (Study 2)

<table>
<thead>
<tr>
<th>Variable</th>
<th>National Team</th>
<th>Total (N = 210)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-categorization item (Which national team do you identify most with?)</td>
<td>Soccer</td>
<td>67</td>
<td>31.9</td>
</tr>
<tr>
<td></td>
<td>Basketball</td>
<td>32</td>
<td>15.2</td>
</tr>
<tr>
<td></td>
<td>Tennis</td>
<td>30</td>
<td>14.3</td>
</tr>
<tr>
<td></td>
<td>Water polo</td>
<td>27</td>
<td>12.9</td>
</tr>
<tr>
<td></td>
<td>Volleyball</td>
<td>22</td>
<td>10.5</td>
</tr>
<tr>
<td></td>
<td>Handball</td>
<td>3</td>
<td>1.4</td>
</tr>
<tr>
<td></td>
<td>Swimming</td>
<td>2</td>
<td>1.0</td>
</tr>
<tr>
<td></td>
<td>Track &amp; Field</td>
<td>2</td>
<td>1.0</td>
</tr>
<tr>
<td></td>
<td>Dance</td>
<td>1</td>
<td>0.5</td>
</tr>
<tr>
<td></td>
<td>Did not identify</td>
<td>24</td>
<td>11.4</td>
</tr>
</tbody>
</table>
Regarding the self-categorization item, “Which region do you identify most with?”, the Belgrade region accounted for 45.7%. Three other notable regions: 1) Central Serbia (21.3%), 2) Vojvodina (14.3%) and 3) South Serbia (12.9%) represented 48.5%. See Table 3.17 for a detailed report.

Table 3.17 Sample Characteristics Regional Identity Serbia Study (Study 2)

<table>
<thead>
<tr>
<th>Variable</th>
<th>Region</th>
<th>Total (N = 210)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-categorization item</td>
<td>Belgrade</td>
<td>96</td>
<td>45.7</td>
</tr>
<tr>
<td>(Which region do you identify most with?)</td>
<td>Central Serbia</td>
<td>44</td>
<td>21.0</td>
</tr>
<tr>
<td></td>
<td>Vojvodina</td>
<td>30</td>
<td>14.3</td>
</tr>
<tr>
<td></td>
<td>South Serbia</td>
<td>27</td>
<td>12.9</td>
</tr>
<tr>
<td></td>
<td>Did not identify</td>
<td>13</td>
<td>6.2</td>
</tr>
</tbody>
</table>

Regarding the self-categorization item, “Which religion do you identify most with?”, the Orthodox faith is represented with over three-quarters of the sample at 91.4%. See Table 3.18 for a detailed report.

Table 3.18 Sample Characteristics Religious Identity Serbia Study (Study 2)

<table>
<thead>
<tr>
<th>Variable</th>
<th>Religion</th>
<th>Total (N = 210)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-categorization item</td>
<td>Orthodox</td>
<td>192</td>
<td>91.4</td>
</tr>
<tr>
<td>(Which religion do you identify most with?)</td>
<td>Muslim</td>
<td>4</td>
<td>1.9</td>
</tr>
<tr>
<td></td>
<td>Catholic</td>
<td>3</td>
<td>1.4</td>
</tr>
<tr>
<td></td>
<td>Agnostic</td>
<td>1</td>
<td>.5</td>
</tr>
<tr>
<td></td>
<td>Buddhist</td>
<td>1</td>
<td>.5</td>
</tr>
<tr>
<td></td>
<td>Jewish</td>
<td>1</td>
<td>.5</td>
</tr>
<tr>
<td></td>
<td>Did not identify</td>
<td>8</td>
<td>3.8</td>
</tr>
</tbody>
</table>

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Cronbach’s alpha scores and item-to-total correlations were examined for the Serbian sample (Study 2) (see Table 3.19). The results indicated no items had low item-to-total correlations. The Cronbach’s alpha score for each dimension was acceptable (> .70).

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>NATID Range of items</th>
<th>TEAM ID Range of items</th>
<th>REG ID Range of items</th>
<th>RELIG ID Range of items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public evaluation</td>
<td>.923</td>
<td>.834 to .919</td>
<td>.829 to .951</td>
<td>.862 to .965</td>
</tr>
<tr>
<td>Private evaluation</td>
<td>.962</td>
<td>.798 to .939</td>
<td>.805 to .941</td>
<td>.777 to .948</td>
</tr>
<tr>
<td>Interconnection to self</td>
<td>.928</td>
<td>.699 to .938</td>
<td>.761 to .937</td>
<td>.715 to .925</td>
</tr>
<tr>
<td>Sense of interdependence</td>
<td>.909</td>
<td>.791 to .934</td>
<td>.828 to .937</td>
<td>.812 to .942</td>
</tr>
<tr>
<td>Behavioral involvement</td>
<td>.919</td>
<td>.607 to .887</td>
<td>.695 to .930</td>
<td>.808 to .928</td>
</tr>
<tr>
<td>Cognitive awareness</td>
<td>.917</td>
<td>.722 to .957</td>
<td>.860 to .969</td>
<td>.881 to .960</td>
</tr>
</tbody>
</table>

The pilot studies conducted provided evidence of internal consistency using a sample from the United States and Serbia. It was determined that the GROUP*ID instrument could be used as a viable instrument to garner results for the main study.

**Main Study**

Two new data collections (Serbia and Ireland) were conducted for the main study in order to assess the validity of the instrument and the hypothesized relationships between the variables. The sampling procedure for the Serbian sample project was drawn in three stages as previously described. The sampling procedure for the Irish sample was a convenience sample collected through an online survey. The expected number of participants for the Serbian study was 1,000 (see the letter of support in Appendix B).
The expected number of participants for the Irish sample was 250. The sample size disparity for the nation of Ireland compared to Serbia was deemed appropriate since the second data collection would be used to provide evidence of external validity and for comparative purposes.

**Data Analysis**

The data was analyzed using the Statistical Package for the Social Sciences (SPSS; v. 18.0). Descriptive statistics were calculated for each of the demographic variables. Cronbach’s alpha coefficients were calculated for the components of each measurement scale to verify internal consistency. Confirmatory factor analysis (CFA) was performed using Mplus 5.1 to provide further evidence of the reliability and evidence of the validity of each the scale measuring the group identities (nation, region, religion, and team). CFA was completed using Maximum Likelihood (ML) estimation to assess additional criteria, such as standardized residuals (i.e., greater than 4.0) and fit indices (i.e., root mean square error of approximation [RMSEA], comparative fit index [CFI], and the standardized root mean square residual [SRMR]). These criteria also flag potentially problematic items (Anderson & Gerbing, 1988; Hair, Black, Babin, Anderson & Tatham, 2005). Multiple regression was performed to account for the variance for each independent variable (team, region, and religion) on the dependent variable in question (nation).

CFA was utilized to examine the fit of the measurement models by testing specific expectations about a model’s components including: (a) the number of factors, (b) which variables reflected given factors, and (c) whether restricted factors are correlated (Hair, Black, Babin, & Anderson, 2005). CFA is a theory-testing method as opposed to exploratory factor analysis, which is a theory-generating method (Hair et al., 2005). According to Hair et al. (2005) one of the biggest advantages of confirmatory factor analysis is its ability to assess the construct validity of a proposed measurement theory. Construct validity is the extent to which a set of measured items actually reflect the theoretical latent construct it is designed to measure. For the purposes of the current study, evidence of construct validity was the focus of this portion of the data analysis.
Validity assessment

Construct validity is the evidence of how well a concept has been operationalized. Three pieces of evidence help one assess whether a construct has been accurately operationalized: (1) content validity, (2) convergent validity (factor loadings, variance extracted, and reliability), and (3) discriminant validity. The first element, content validity, focuses on the degree to which the scale items are adequately representing the domain of interest. Expert feedback was solicited to provide evidence of content validity.

The second evidence of construct validity is convergent validity. Convergent validity is based on the relationship between the focal test scores and independent measures of the same construct (Johnson & Christensen, 2004). Convergent validity is assessed based on the average variance extracted (AVE) scores. Fornell and Larker (1981) suggest that if the AVE is greater than the .50 threshold, the variance captured by the construct is larger than measurement error, indicating the measures produce evidence of convergent validity for the construct.

The third evidence of construct validity is discriminant validity. Discriminant validity is evidence that the scores of a focal measure are not highly related to the scores from other tests that are designed to measure theoretically different constructs (Johnson & Christensen, 2004). Discriminant validity is assessed by examining the squared correlations among the dimensions of the scale. A squared correlation that is higher than the AVE score for a construct would indicate that the dimensions do not possess discriminant validity (Fornell & Larker, 1981).

One-Way Analysis of Variance

One-way analysis of variance (one-way ANOVA) was performed to determine whether demographic variables differentially influenced the independent variables under investigation (see Hypotheses four thru seven). One-way ANOVA was also performed to determine whether there were any differences in sport media and merchandise consumption based on demographic characteristics, among those who identify with a national sports team (see Hypothesis nine).
**Multiple Regression**

Multiple regression was utilized since the current study included an examination of more than one independent variable (region, religion, and team) (Miles & Shevlin, 2001). A regression model was developed to predict the determinants/influences of national identity (dependent variable). Regression models were also developed to predict which identity (national sport team, regional, religious) had the greatest impact on sport consumption (dependent variable) (see hypothesis eight). The basic idea of multiple regression analysis is to obtain a regression line enabling researchers to find the best fitting line to the data. The formula of multiple regression analysis for the current study is,

\[ Y = a + b_1X_1 + b_2X_2 + b_3X_3. \]

- \( Y \) indicates the value of the dependent variable (national identity), which is being predicted or explained
- \( a \) (Alpha) is a combination of an intercept
- \( b_1 \) is the Slope (Beta coefficient) for \( X_1 \)
- \( X_1 \) is the first independent variable (regional identity) explaining the variance in \( Y \)
- \( b_2 \) is the Slope (Beta coefficient) for \( X_2 \)
- \( X_2 \) is the second independent variable (religion identity) explaining the variance in \( Y \)
- \( b_3 \) is the Slope (Beta coefficient) for \( X_3 \)
- \( X_3 \) is the third independent variable (team identity) explaining the variance in \( Y \)

Regression coefficient’s (b) refer to the predicted change in \( Y \) for a unit change in \( X \) variable. Thus, one important nature of regression analysis is to obtain the predicted change in the dependent variable due to the independent variable. Furthermore, it is important to note that regression analysis produces a squared multiple correlation (\( R^2 \)), which is the variance explained in the dependent variable by the independent variables.
Sample size in regression

Green (1991) provides two rules of thumb for the minimum acceptable sample size, the first based on whether you want to test the overall fit of your regression analysis (i.e., test the r-squared), and the second based on whether you want to test the individual predictors within the model (i.e., beta values of the model). To test the overall model, Green (1991) recommends a minimum sample size of $50+8k$, where $k$ is the number of predictors. The current study has three predictors (team, regional, and religious), and according to Greens’ recommendation (formula) the sample should include 74 respondents [$50+8(3) = 74$].

To test for the individual predictors, Green (1991) suggests a minimum sample size of $104+k$, where $k$ is the number of predictors. The current study has three predictors (team, regional, and religious). According to Greens’ recommendation (formula) the sample should include 107 respondents [$104+3 = 107$]. For the current study, the researcher is interested in both the overall model fit and the contribution of individual predictors. In this situation, Green (1991) recommends you calculate both sample size indicators, and use the one that has the largest value. For the current study, the sample size calculation of 107 would be used.

The guidelines introduced by Green (1991) offer the researcher a rough guide to use as parameters to gather a sample for regression analysis. However, these parameters suggested still oversimplify the problem as it does not take into account issues such as effect size or the desired power of the test. Field (2009) mentions, that “the sample size required depends on the size of the effect (i.e., how well our predictors predict the outcome) and how much statistical power we want to detect these effects” (p. 223). Miles and Shelvin (2001) illustrate sample sizes need to achieve different levels of power for different effect sizes (small, medium, large), as the number of predictors vary.

In determining, an expected effect size, Cohen (1988) has defined small, medium, and large effects sizes of values of r-squared. Cohen defined a small value as $r$-squared = .02, a medium size as $r$-squared = .13, and a large size as $r$-squared = .26. An appropriate level of power must also be selected. Power is the probability of finding a result given that the effect does exist in the population. By convention, power is set to be .80 (Cohen, 1988). This gives an 80% chance of finding a significant result if there is an effect of the specified sample in the population from which it is taken (Miles & Shelvin, 2001).
Power Analysis and Sample Size

According to Cohen (1988), sample size is very important for multiple regression. Four parameters are required in a multiple regression: 1) the alpha level (α=.05), 2) the number of predictors in the linear model (three – team, regional, and religious identity), 3) the anticipated effect size (medium, $R^2 = .13$, using $f^2 = R^2/1-R^2 = .149$), and 4) the desired statistical power level (.80) (Cohen, 1988). After all that information is gathered, the sample size can be more accurately gauged. GPower (Faul & Erdfelder, 1992), a statistical software program for power analysis, was used to calculate the required sample size. The recommended sample size was 77, ensuring an adequate number to detect differences in the regression analysis. The current study targeted 1,000 (Serbian) and 250 (Irish) surveys respectively.

Assumptions of multiple regression

Statistical tests rely upon certain assumptions to test data. Consequently, when these assumptions are not met the results may be considered implausible. Miles and Shelvin (2001) discuss three assumptions researchers should be most aware of when conducting multiple regression: 1) normality, 2) homoscedasticity, and 3) linearity. The assumption of normality requires all variables to be normally distributed. Non-normality can occur because of outliers, skewness and/or kurtosis. The way this assumption can be tested in regression by researchers is by visually inspecting the data plots, skewness, and kurtosis. The next assumption in multiple regression is homoscedasticity, which deals with variance of the distribution. According to Miles and Shelvin (2001), the variance of the residuals at every set of values for the independent variable needs to be equal. If this condition is violated, it is termed, heteroscedascity. The assumption of homoscedasticity can be checked by visual examination of a plot of standardized residuals (the errors) with the regression standardized predicted value. The third and final assumption is concerned with linearity. Linearity is reflected when at every possible value of the dependent variable the expected (mean) value of the residuals is equal to zero. If this assumption is violated, a non-linear relationship is created yielding results of the regression analysis to be underestimated. This violation can be remedied by data transformations.
Hypothesis testing

H1a,b: Team identity will positively influence national identity in Serbia and Ireland..
H2a,b: Regional identity will positively influence national identity in Serbia and Ireland.
H3a,b: Religious identity will positively influence national identity in Serbia and Ireland.
H4a: As age increases, strength of identification with a national team increases.
H4b: Males will report a higher level of identification with a national team than females.
H5a: As age increases, strength of national identity increases.
H5b: As level of education increases, strength of national identity decreases.
H6a: As age increases, strength of identification with a rural region increases.
H6b: As age decreases, strength of identification with an urban region increases.
H6c: As level of education increases, strength of regional identity increases in urban areas.
H6d: As level of education decreases, strength of regional identity increases in rural areas.
H6e: Regional identity in rural areas will be stronger among individual reporting lower levels of household income.
H6f: Regional identity in urban areas will be stronger among individuals reporting higher levels of household income.
H7a: As age increases, the strength of religious identity increases.
H7b: Women will report a higher level of religious identification compared to men.
H8: National sport team identity is significantly related to sport consumption behavior.
H9a: As age increases, sport consumption will decrease.
H9b: Males will report a higher level of sport consumption than females.
H9c: Sport consumption will be more prevalent among individuals reporting higher levels of household income.
H9d: As level of education increases, sport consumption will decrease.

The current chapter has been presented to provide information regarding the methods employed in the current study. A series of statistical analyses were performed to address the research questions and hypotheses (one-way ANOVA, regression analysis). The results of the study are presented in the Chapter Four.
CHAPTER 4

RESULTS

The purpose of the study was fourfold. First, to provide empirical evidence that a national identity may be explained in part by identification with a national sports team. Second, to assess the relative importance of team identity in relation to other group identities (regional and religious) as a component of one’s national identity. Third, examine whether there are differences in the respective identities (team, national, regional, and religious) due to demographic characteristics (age, gender, education, and income). Fourth, to examine whether there are differences in indirect sport consumption (media and merchandise) based on demographic characteristics (age, gender, education, and income) among individuals that identified with a national sport team. An ancillary outcome of the current research was to extend the GROUP* ID scale developed by Heere and James (2007) by measuring different group identities in international settings. In this chapter, the results of the first and second data collections are reported which include a descriptive analysis of the sample demographic characteristics (Serbia, N = 800; Ireland, N = 218). Next, the descriptive findings of the variables from the two data collections are reported, which include mean, standard deviation, skewness, and kurtosis scores. Confirmatory factor analysis was used for to assess the reliability and validity of the four scales (team, region, religious, and nation) and to assess model fit.

The two samples were reduced to include only those who identified with Serbia (n = 691) and Ireland (n = 194) respectively. The analyses with the reduced samples include a descriptive analysis of the sample demographic characteristics of only Serbian (n = 691) and Irish (n = 194) respondents. The descriptive statistics that are reported include the mean and standard deviation scores. Finally, the results of multiple regression analysis and one-way ANOVA are addressed.
Data Collection (1): Assessment of the GROUP*ID Scale with a sample from Serbia

The first data collection was conducted using the GROUP*ID scale in an international setting. The scale was administered in the country of Serbia. Data was collected from October 17, 2009 through November 18, 2009. The researcher worked alongside the TNS Medium staff during the fieldwork. The number of participants was 832; the number of usable forms was 800. Thirty-two cases were deleted from the study as those respondents did not meet the age requirement criteria of adults over the age of 18. The sampling procedure for the project was drawn in three stages as previously described.

Descriptive statistics were utilized to develop a general profile of the participants’ characteristics. Demographic information (age, gender, education, and household income) for the total sample (n = 800) is reported in Table 4.1. In regards to gender, 51.1% were male. The average age of respondents was 43.63 years old. Age groups were classified into five categories. The subjects’ ages ranged from 18 to 99; the 30-39 and 40-49 categories accounted for nearly half the sample (46.5%), with the age group of individuals 50 and over accounting for one-third of the sample (34.1%).

Categorical variables were used to measure education and income. A high school education accounted for 64.6% amongst the respondents from the country of Serbia; individuals that earned a high school graduate reported at 42.5%. In regards to yearly household income, nearly half the sample (47.1%) reported earning between $2,940 and $7,871 per year.
Table 4.1 Demographic data from the sample in Serbia (N = 800)

<table>
<thead>
<tr>
<th>Variables</th>
<th>Categories</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>409</td>
<td>51.1</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>391</td>
<td>48.9</td>
</tr>
<tr>
<td>Age Groups</td>
<td>18-19</td>
<td>24</td>
<td>3.0</td>
</tr>
<tr>
<td></td>
<td>20-29</td>
<td>131</td>
<td>16.4</td>
</tr>
<tr>
<td></td>
<td>30-39</td>
<td>170</td>
<td>21.2</td>
</tr>
<tr>
<td></td>
<td>40-49</td>
<td>202</td>
<td>25.3</td>
</tr>
<tr>
<td></td>
<td>50+</td>
<td>273</td>
<td>34.1</td>
</tr>
<tr>
<td>Education Level</td>
<td>Less than high school</td>
<td>153</td>
<td>19.1</td>
</tr>
<tr>
<td></td>
<td>Some high school</td>
<td>177</td>
<td>22.1</td>
</tr>
<tr>
<td></td>
<td>High school graduate/GED</td>
<td>340</td>
<td>42.5</td>
</tr>
<tr>
<td></td>
<td>Associates degree or Bachelors degree</td>
<td>130</td>
<td>16.3</td>
</tr>
<tr>
<td>Household Income</td>
<td>Less than $960 per year</td>
<td>35</td>
<td>4.4</td>
</tr>
<tr>
<td></td>
<td>$961 to $2939 per year</td>
<td>89</td>
<td>11.1</td>
</tr>
<tr>
<td></td>
<td>$2,940 to $7,871 per year</td>
<td>377</td>
<td>47.1</td>
</tr>
<tr>
<td></td>
<td>$7,872 to $16,379 per year</td>
<td>104</td>
<td>13.0</td>
</tr>
<tr>
<td></td>
<td>More than $16,380 per year</td>
<td>15</td>
<td>1.9</td>
</tr>
<tr>
<td></td>
<td>No response</td>
<td>180</td>
<td>22.5</td>
</tr>
</tbody>
</table>

Regarding the self-categorization item, “Which nation do you identify most with?”, 86.4% of the subjects responded with the country of Serbia, see Table 4.2 for a detailed report.
Table 4.2 Sample Characteristics National Identity Serbia Data Collection

<table>
<thead>
<tr>
<th>Variable</th>
<th>Country</th>
<th>Total (N = 800)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-categorization item (Which nation do you identify most with?)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Serbia</td>
<td>691</td>
<td>86.4</td>
<td></td>
</tr>
<tr>
<td>Hungary</td>
<td>40</td>
<td>5.0</td>
<td></td>
</tr>
<tr>
<td>Bosnian (Muslim)</td>
<td>16</td>
<td>2.0</td>
<td></td>
</tr>
<tr>
<td>Croatia</td>
<td>8</td>
<td>1.0</td>
<td></td>
</tr>
<tr>
<td>Macedonia</td>
<td>5</td>
<td>.6</td>
<td></td>
</tr>
<tr>
<td>Yugoslavia</td>
<td>3</td>
<td>.4</td>
<td></td>
</tr>
<tr>
<td>Bulgaria</td>
<td>2</td>
<td>.3</td>
<td></td>
</tr>
<tr>
<td>Roma</td>
<td>2</td>
<td>.3</td>
<td></td>
</tr>
<tr>
<td>Albania</td>
<td>1</td>
<td>.1</td>
<td></td>
</tr>
<tr>
<td>Romania</td>
<td>1</td>
<td>.1</td>
<td></td>
</tr>
<tr>
<td>Slovakia</td>
<td>1</td>
<td>.1</td>
<td></td>
</tr>
<tr>
<td>Montenegro</td>
<td>1</td>
<td>.1</td>
<td></td>
</tr>
<tr>
<td>Did not identify</td>
<td>29</td>
<td>3.6</td>
<td></td>
</tr>
</tbody>
</table>

Regarding the self-categorization item, “Which national team do you identify most with?”, individuals from the country of Serbia identified most with a national soccer team (40.5%). Other national teams that respondents identified with included the national basketball (11.5%), tennis (9.5%), volleyball (4.4%) and water polo (4.0%) teams. See Table 4.3 for a detailed report.
Table 4.3 Sample Characteristics Sport Team Identity respondents from Serbia (N = 800)  
(Data Collection 1)

<table>
<thead>
<tr>
<th>Variable</th>
<th>National team</th>
<th>Total (N = 800)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-categorization item (Which national team do you identify most with?)</td>
<td>Soccer</td>
<td>324</td>
<td>40.5</td>
</tr>
<tr>
<td></td>
<td>Basketball</td>
<td>92</td>
<td>11.5</td>
</tr>
<tr>
<td></td>
<td>Tennis</td>
<td>76</td>
<td>9.5</td>
</tr>
<tr>
<td></td>
<td>Volleyball</td>
<td>35</td>
<td>4.4</td>
</tr>
<tr>
<td></td>
<td>Water polo</td>
<td>32</td>
<td>4.0</td>
</tr>
<tr>
<td></td>
<td>Handball</td>
<td>8</td>
<td>1.0</td>
</tr>
<tr>
<td></td>
<td>Track &amp; Field</td>
<td>3</td>
<td>.4</td>
</tr>
<tr>
<td></td>
<td>Swimming</td>
<td>3</td>
<td>.4</td>
</tr>
<tr>
<td></td>
<td>Did not identify</td>
<td>227</td>
<td>28.4</td>
</tr>
</tbody>
</table>

Regarding the self-categorization item, “Which region do you identify most with?”, the Vojvodina region accounted for almost one-third of the sample (29.3%), and the two other notable regions (Central Serbia and Southern Serbia) represented nearly 40.0%. See Table 4.4 for a detailed report.

Table 4.4 Sample Characteristics Regional Identity respondents from Serbia (N = 800)  
(Data Collection 1)

<table>
<thead>
<tr>
<th>Variable</th>
<th>Region</th>
<th>Total (N = 800)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-categorization item (With which region do you identify most with?)</td>
<td>Vojvodina</td>
<td>234</td>
<td>29.3</td>
</tr>
<tr>
<td></td>
<td>South Serbia</td>
<td>145</td>
<td>18.1</td>
</tr>
<tr>
<td></td>
<td>Central Serbia</td>
<td>129</td>
<td>16.1</td>
</tr>
<tr>
<td></td>
<td>West Serbia</td>
<td>109</td>
<td>13.6</td>
</tr>
<tr>
<td></td>
<td>East Serbia</td>
<td>66</td>
<td>8.3</td>
</tr>
<tr>
<td></td>
<td>Belgrade</td>
<td>6</td>
<td>.8</td>
</tr>
<tr>
<td></td>
<td>Did not identify</td>
<td>95</td>
<td>11.9</td>
</tr>
</tbody>
</table>
Regarding the self-categorization item, “Which religion do you identify most with?”, the Orthodox faith was represented at 86.1% amongst the respondents from Serbia. See Table 4.5 for a detailed report.

### Table 4.5 Sample Characteristics Religious Identity respondents from Serbia (n = 800) (Data Collection 1)

<table>
<thead>
<tr>
<th>Variable</th>
<th>Religion</th>
<th>Total (N = 800)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Orthodox</td>
<td>689</td>
<td>86.1</td>
</tr>
<tr>
<td></td>
<td>Catholic</td>
<td>50</td>
<td>6.3</td>
</tr>
<tr>
<td></td>
<td>Islam</td>
<td>16</td>
<td>2.0</td>
</tr>
<tr>
<td></td>
<td>Atheist</td>
<td>2</td>
<td>.3</td>
</tr>
<tr>
<td></td>
<td>Jehovah Witness</td>
<td>1</td>
<td>.1</td>
</tr>
<tr>
<td></td>
<td>Did not identify</td>
<td>42</td>
<td>5.3</td>
</tr>
</tbody>
</table>

#### Data Collection (2): Assessment of the GROUP*ID Scale with a sample from Ireland

The second data collection was conducted with a different international sample. The scale was administered to participants in the country of Ireland. Data was collected by Luth Research (a marketing research company based in San Diego, CA). The data was collected via an online survey (http://www.kerr-downs.com/websurvey/Identity2/). The number of participants was 250; the number of usable forms was 218. Twenty-six of the surveys were rejected because the forms were incomplete. Additionally, six other cases were deleted because the age requirement criterion of adults over the age of 18 was not met. The usable response rate of 87.0%.

Descriptive statistics were utilized to develop a general profile of the participants’ characteristics from the country of Ireland. Demographic information (age, gender, education, and household income) for the total sample (N = 218) is reported in Table 4.3. In regards to gender, 55.0% were male. The average age of respondents was 36.56 years old. The subjects’ ages ranged from 18 to 69; the 20-29 and 30-39 categories accounted for more than half of the sample (56.0%), with the age group 40-49 accounting for a near quarter of the sample (24.3%). For level of education, 63.8% of the respondents reported having a college education. In regards
to yearly household income, a little more than half the sample (52.7%) reported earning between $33,100 and $99,299 per year.

Table 4.6 Demographic data from the sample in Ireland (N = 218)

<table>
<thead>
<tr>
<th>Variables</th>
<th>Category</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>120</td>
<td>55.0</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>98</td>
<td>45.0</td>
</tr>
<tr>
<td>Age Groups</td>
<td>18-19</td>
<td>12</td>
<td>5.5</td>
</tr>
<tr>
<td></td>
<td>20-29</td>
<td>59</td>
<td>27.1</td>
</tr>
<tr>
<td></td>
<td>30-39</td>
<td>63</td>
<td>28.9</td>
</tr>
<tr>
<td></td>
<td>40-49</td>
<td>53</td>
<td>24.3</td>
</tr>
<tr>
<td></td>
<td>50+</td>
<td>31</td>
<td>14.1</td>
</tr>
<tr>
<td>Education Level</td>
<td>Lower secondary</td>
<td>21</td>
<td>9.6</td>
</tr>
<tr>
<td></td>
<td>Upper secondary</td>
<td>38</td>
<td>17.4</td>
</tr>
<tr>
<td></td>
<td>Upper technical or vocational equivalent</td>
<td>20</td>
<td>9.2</td>
</tr>
<tr>
<td></td>
<td>Third level non-degree</td>
<td>42</td>
<td>19.3</td>
</tr>
<tr>
<td></td>
<td>Third level degree or higher</td>
<td>97</td>
<td>44.5</td>
</tr>
<tr>
<td>Household Income</td>
<td>Less than $33,099 per year</td>
<td>54</td>
<td>24.8</td>
</tr>
<tr>
<td></td>
<td>$33,100 to $66,199 per year</td>
<td>75</td>
<td>34.4</td>
</tr>
<tr>
<td></td>
<td>$66,200 to $99,299 per year</td>
<td>40</td>
<td>18.3</td>
</tr>
<tr>
<td></td>
<td>$99,300 to $132,399 per year</td>
<td>14</td>
<td>6.4</td>
</tr>
<tr>
<td></td>
<td>$132,400 to $165,499 per year</td>
<td>6</td>
<td>2.8</td>
</tr>
<tr>
<td></td>
<td>$165,000 to $198,599 per year</td>
<td>5</td>
<td>2.3</td>
</tr>
<tr>
<td></td>
<td>More than $198,600 per year</td>
<td>4</td>
<td>1.8</td>
</tr>
<tr>
<td></td>
<td>No response</td>
<td>20</td>
<td>9.2</td>
</tr>
</tbody>
</table>

Regarding the self-categorization item, “Which nation do you identify most with?”, 89.0% of the subjects responded with the country of Ireland, see Table 4.7 for a detailed report.
Table 4.7 Sample Characteristics National Identity respondents in Ireland (N = 218)  
(Data Collection 2)

<table>
<thead>
<tr>
<th>Variable</th>
<th>Country</th>
<th>Total (N = 218)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-categorization item (Which nation do you identify most with?)</td>
<td>Ireland</td>
<td>194</td>
<td>89.0</td>
</tr>
<tr>
<td></td>
<td>Polish</td>
<td>4</td>
<td>1.8</td>
</tr>
<tr>
<td></td>
<td>England</td>
<td>2</td>
<td>.9</td>
</tr>
<tr>
<td></td>
<td>Nigeria</td>
<td>2</td>
<td>.9</td>
</tr>
<tr>
<td></td>
<td>Russia</td>
<td>1</td>
<td>.5</td>
</tr>
<tr>
<td></td>
<td>United States</td>
<td>1</td>
<td>.5</td>
</tr>
<tr>
<td></td>
<td>Did not identify</td>
<td>14</td>
<td>6.4</td>
</tr>
</tbody>
</table>

Regarding the self-categorization item, “Which national team do you identify most with?” respondents from Ireland identified with the national soccer (33.0%) and rugby national team (32.6%). See Table 4.8 for a detailed report.

Table 4.8 Sample Characteristics Sport Team Identity respondents from Ireland (N = 218)  
(Data Collection 2)

<table>
<thead>
<tr>
<th>Variable</th>
<th>National team</th>
<th>Total (N = 218)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-categorization item (Which national team do you identify most with?)</td>
<td>Soccer</td>
<td>72</td>
<td>33.0</td>
</tr>
<tr>
<td></td>
<td>Rugby</td>
<td>71</td>
<td>32.6</td>
</tr>
<tr>
<td></td>
<td>Gaelic Sports</td>
<td>2</td>
<td>.9</td>
</tr>
<tr>
<td></td>
<td>Did not identify</td>
<td>73</td>
<td>33.5</td>
</tr>
</tbody>
</table>

Regarding the self-categorization item, “Which region do you identify most with?” the Dublin region accounted for more than a quarter of the respondents (31.7%), as the Southwest (Munster) region was represented at 19.6%. See Table 4.9 for a detailed report.
Table 4.9 Sample Characteristics Regional Identity respondents from Ireland (N = 218) (Data Collection 2)

<table>
<thead>
<tr>
<th>Variable</th>
<th>Region</th>
<th>Total (N = 218)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-categorization item (Which region do you identify most with?)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dublin</td>
<td>69</td>
<td>31.7</td>
</tr>
<tr>
<td></td>
<td>Southwest (Munster)</td>
<td>42</td>
<td>19.3</td>
</tr>
<tr>
<td></td>
<td>West</td>
<td>28</td>
<td>12.8</td>
</tr>
<tr>
<td></td>
<td>North</td>
<td>13</td>
<td>6.0</td>
</tr>
<tr>
<td></td>
<td>East (Near Dublin)</td>
<td>10</td>
<td>4.6</td>
</tr>
<tr>
<td></td>
<td>Southeast</td>
<td>9</td>
<td>4.1</td>
</tr>
<tr>
<td></td>
<td>Did not identify</td>
<td>47</td>
<td>21.6</td>
</tr>
</tbody>
</table>

Regarding the self-categorization item, “Which religion do you identify most with?” the Catholic faith is represented with a little over half of the sample at 57.3%. See Table 4.10 for a detailed report.

Table 4.10 Sample Characteristics Religious Identity respondents from Ireland (N = 218) (Data Collection 2)

<table>
<thead>
<tr>
<th>Variable</th>
<th>Religion</th>
<th>Total (N = 218)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-categorization item (Which religion do you identify most with?)</td>
<td>Catholic</td>
<td>125</td>
<td>57.3</td>
</tr>
<tr>
<td></td>
<td>Church of Ireland (Protestant)</td>
<td>7</td>
<td>3.3</td>
</tr>
<tr>
<td></td>
<td>Islam</td>
<td>4</td>
<td>1.8</td>
</tr>
<tr>
<td></td>
<td>Jehovah Witness</td>
<td>3</td>
<td>1.4</td>
</tr>
<tr>
<td></td>
<td>Russian Orthodox</td>
<td>2</td>
<td>.9</td>
</tr>
<tr>
<td></td>
<td>Atheism</td>
<td>1</td>
<td>.5</td>
</tr>
<tr>
<td></td>
<td>Latter Day Church of Christ</td>
<td>1</td>
<td>.5</td>
</tr>
<tr>
<td></td>
<td>Did not identify</td>
<td>75</td>
<td>34.4</td>
</tr>
</tbody>
</table>
Descriptive findings for the variables from the two data collections: Serbia (N = 800) and Ireland (N = 218)

The respondents in Serbia (N = 800) and Ireland (N = 218) were asked about their team identity, regional identity, religious identity and national identity. Of the 800 respondents in Serbia, 573 individuals identified with a particular national team, 705 individuals with a particular region, 758 individuals identified with a particular faith and 771 individuals identified with a particular nation. Of the 218 respondents in Ireland, 145 individuals identified with a particular national sport team, 175 individuals with a particular region, 143 individuals identified with a particular faith and 204 individuals identified with a particular nation. Mean and standard deviations for the Serbian sample are reported in Table 4.11. Table 4.12 lists the means and standard deviations for the Irish sample.
Table 4.11 Mean scores and standard deviations for the sample in Serbia (N = 800)

<table>
<thead>
<tr>
<th>Team ID</th>
<th>Regional ID</th>
<th>Religious ID</th>
<th>National ID</th>
</tr>
</thead>
<tbody>
<tr>
<td>(n = 573)</td>
<td>(n = 705)</td>
<td>(n = 758)</td>
<td>(n = 771)</td>
</tr>
<tr>
<td>M</td>
<td>SD</td>
<td>M</td>
<td>SD</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Public evaluation</td>
<td>5.17</td>
<td>1.47</td>
<td><strong>4.79</strong></td>
</tr>
<tr>
<td>Item 1</td>
<td>5.15</td>
<td>1.47</td>
<td>4.77</td>
</tr>
<tr>
<td>Item 2</td>
<td>5.18</td>
<td>1.46</td>
<td>4.78</td>
</tr>
<tr>
<td>Item 3</td>
<td>5.18</td>
<td>1.49</td>
<td>4.83</td>
</tr>
<tr>
<td>Private evaluation</td>
<td><strong>5.31</strong></td>
<td><strong>1.61</strong></td>
<td><strong>5.27</strong></td>
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<tr>
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<td>5.27</td>
<td>1.64</td>
<td>5.24</td>
</tr>
<tr>
<td>Item 2</td>
<td>5.32</td>
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</tr>
<tr>
<td>Item 3</td>
<td>5.34</td>
<td>1.60</td>
<td>5.30</td>
</tr>
<tr>
<td>Interconnection of self</td>
<td><strong>4.20</strong></td>
<td><strong>1.82</strong></td>
<td><strong>4.95</strong></td>
</tr>
<tr>
<td>Item 1</td>
<td>4.50</td>
<td>1.81</td>
<td>4.96</td>
</tr>
<tr>
<td>Item 2</td>
<td>4.02</td>
<td>1.83</td>
<td>4.94</td>
</tr>
<tr>
<td>Item 3</td>
<td>3.95</td>
<td>1.81</td>
<td>4.92</td>
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<tr>
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<td>4.96</td>
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<tr>
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<td><strong>1.83</strong></td>
<td><strong>4.97</strong></td>
</tr>
<tr>
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<td>1.86</td>
<td>4.95</td>
</tr>
<tr>
<td>Item 2</td>
<td>2.78</td>
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</tr>
<tr>
<td>Item 3</td>
<td>2.63</td>
<td>1.81</td>
<td>4.97</td>
</tr>
<tr>
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<td><strong>1.94</strong></td>
<td><strong>3.91</strong></td>
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<td>4.15</td>
<td>1.79</td>
<td>4.77</td>
</tr>
<tr>
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<td><strong>1.74</strong></td>
<td><strong>4.77</strong></td>
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4.12 Mean scores and standard deviations for the sample in Ireland (N = 218)

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<th>Regional ID (n = 175)</th>
<th>Religious ID (n = 143)</th>
<th>National ID (n = 204)</th>
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<td>M</td>
<td>SD</td>
<td>M</td>
<td>SD</td>
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<tr>
<td>Public evaluation</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Item 1</td>
<td>5.29</td>
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<td>1.64</td>
<td>5.21</td>
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<td>5.87</td>
<td>1.51</td>
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<td>5.93</td>
<td>1.44</td>
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<td>5.95</td>
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<tr>
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<td>5.72</td>
<td>1.66</td>
</tr>
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<td>1.77</td>
<td>4.64</td>
<td>1.94</td>
</tr>
<tr>
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<td>1.91</td>
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<tr>
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<td>1.71</td>
<td>4.67</td>
<td>1.96</td>
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<td>1.65</td>
<td>4.81</td>
<td>1.91</td>
</tr>
<tr>
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<td>4.91</td>
<td>1.96</td>
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<td>4.77</td>
<td>1.87</td>
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<td>4.94</td>
<td>1.82</td>
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<tr>
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<td>4.59</td>
<td>1.91</td>
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<td>3.72</td>
<td>1.85</td>
<td>4.79</td>
<td>1.88</td>
</tr>
<tr>
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<td>5.13</td>
<td>1.64</td>
<td>5.68</td>
<td>1.57</td>
</tr>
<tr>
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<td>4.86</td>
<td>1.64</td>
<td>5.58</td>
<td>1.64</td>
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<tr>
<td>Item 2</td>
<td>5.01</td>
<td>1.68</td>
<td>5.77</td>
<td>1.48</td>
</tr>
<tr>
<td>Item 3</td>
<td>5.52</td>
<td>1.60</td>
<td>5.70</td>
<td>1.59</td>
</tr>
<tr>
<td>Overall group identity score</td>
<td>4.45</td>
<td>1.65</td>
<td>5.16</td>
<td>1.72</td>
</tr>
</tbody>
</table>
Normality of the data for the two data collections: Serbia (N = 800) and Ireland (N = 218)

Normality of the data was determined by examining the skewness and kurtosis values. According to Miles and Shevlin (2001) normal distribution is symmetrical and approximately bell shaped. A non-symmetrical distribution is described as skewed, and kurtosis is based on the size of the distribution tails. Values ranging between -2 and 2 indicate normal skewness (Miles & Shelvin, 2001) and values between -3 and 3 indicate normal kurtosis (Finney & DiStefano, 2006). No items were outside the suggested cutoff range of +/- 2 for skewness for the Serbian and Irish samples. No items with the exception of one were outside the suggested cutoff range of +/-3 for kurtosis for the Serbian and Irish samples. The one exception was item two (In general, I am glad to be a [member] of my [region]) of the Public Evaluation dimension on the regional identity scale with the Irish sample. It was just above the suggested cutoff value at 3.194. With all the other items being in a tolerable range, the mild kurtosis (3.194) of one item should not to alter the results. Table 4.13 shows the skewness and kurtosis values for the sample in Serbia. Table 4.14 shows the skewness and kurtosis values for the Irish dataset.

<table>
<thead>
<tr>
<th>TEAMID</th>
<th>N</th>
<th>Skewness</th>
<th>Kurtosis</th>
</tr>
</thead>
<tbody>
<tr>
<td>PUB1</td>
<td>573</td>
<td>-0.424</td>
<td>-0.516</td>
</tr>
<tr>
<td>PUB2</td>
<td>573</td>
<td>-0.549</td>
<td>-0.224</td>
</tr>
<tr>
<td>PUB3</td>
<td>573</td>
<td>-0.568</td>
<td>-0.355</td>
</tr>
<tr>
<td>PRV1</td>
<td>573</td>
<td>-0.601</td>
<td>-0.683</td>
</tr>
<tr>
<td>PRV2</td>
<td>573</td>
<td>-0.634</td>
<td>-0.552</td>
</tr>
<tr>
<td>PRV3</td>
<td>573</td>
<td>-0.688</td>
<td>-0.446</td>
</tr>
<tr>
<td>InterConn1</td>
<td>573</td>
<td>-0.305</td>
<td>-0.846</td>
</tr>
<tr>
<td>InterConn2</td>
<td>573</td>
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<td>-0.919</td>
</tr>
<tr>
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<td>573</td>
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</tr>
<tr>
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<td>-0.909</td>
</tr>
<tr>
<td>SOI1</td>
<td>573</td>
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<td>-0.773</td>
</tr>
<tr>
<td>SOI2</td>
<td>573</td>
<td>0.685</td>
<td>-0.656</td>
</tr>
<tr>
<td>SOI3</td>
<td>573</td>
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</tr>
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</tr>
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<td>573</td>
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Table 4.13 (continued) Skewness and kurtosis values for the sample in Serbia (N = 800)

<table>
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<th>N</th>
<th>Skewness</th>
<th>Kurtosis</th>
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</thead>
<tbody>
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<td>BHI3</td>
<td>573</td>
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<tr>
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<td>573</td>
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<td>-0.924</td>
</tr>
<tr>
<td>COG2</td>
<td>573</td>
<td>0.123</td>
<td>-0.876</td>
</tr>
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<td>COG3</td>
<td>573</td>
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</tr>
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<td></td>
<td></td>
</tr>
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Table 4.13 (continued) Skewness and kurtosis values for the sample in Serbia (N = 800)

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<td>BHI2</td>
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Table 4.14 Skewness and kurtosis values for the sample in Ireland (N = 218)

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Skewness</th>
<th>Kurtosis</th>
</tr>
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<tbody>
<tr>
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Table 4.14 (continued) Skewness and kurtosis values for the sample in Ireland (N = 218)

<table>
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<th>Kurtosis</th>
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Table 4.14 (continued) Skewness and kurtosis values for the sample in Ireland (N = 218)

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<th>Kurtosis</th>
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<td>InterConn4</td>
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<tr>
<td>COG3</td>
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<td>1.998</td>
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</table>
Confirmatory Factor Analysis

Confirmatory factor analysis (CFA) was conducted using Mplus 5.1 (Muthén & Muthén, 1998-2007) to evaluate the measurement models (team identity, national identity, regional identity and religious identity). Several fit indices were used to verify the measurement models in the two settings. Scholars (Browne & Cudek, 1992; Hair et al., 2005; Hu & Bentler, 1999; Kline, 2005) recommend the following global fit indices be used to evaluate overall fit of the model: the ratio of the chi-square statistic to the degrees of freedom ($\chi^2/df$), the root-mean-square error of approximation (RMSEA), the comparative fit index (CFI), and the standardized root mean square residual (SRMR). In order for the measurement models to demonstrate an acceptable fit, the chi-square statistic needs to be less than three (Bollen, 1989). Comparative fit index (CFI) values greater than .95 are indicative of good fitting models (Bentler, 1989). The root-mean-square-error of approximation (RMSEA) values of less than .05 indicate good fit, values of .08 or less indicates a reasonable fit, and a value greater than .08 demonstrates a poor fit (Browne & Cudek, 1993). However, Hair et al. (2005) have debated a RMSEA value below .10 as being acceptable. For the standardized root mean square residual (SRMR), values of .08 or less are desired (Hair et al., 2005). Table 4.15 outlines the criteria of the global fit indices.

<table>
<thead>
<tr>
<th>Global fit indices</th>
<th>Acceptable fit</th>
</tr>
</thead>
<tbody>
<tr>
<td>$\chi^2/df$</td>
<td>Equal to or less than 3.0 (Bollen, 1989; Kline, 2005)</td>
</tr>
<tr>
<td>RMSEA</td>
<td>Equal to or less than .08 (Browne &amp; Cudek, 1993)</td>
</tr>
<tr>
<td>CFI</td>
<td>Greater than .95 (Bentler, 1989)</td>
</tr>
<tr>
<td>SRMR</td>
<td>Less than .08 (Hair et al., 2005)</td>
</tr>
</tbody>
</table>

Confirmatory factor analysis was computed for each group identity (team, regional, religious, and national) for the sample gathered in Serbia (N = 800). For the Serbian data collection, the model indices were acceptable for each group identity (see Table 4.16), with the exception of the ratio of chi-square to degrees of freedom for each group identity, which were higher than Kline’s (2005) recommendation of 3.0 or lower (see Table 4.15).
Table 4.16 Serbian CFA analysis (N = 800)

<table>
<thead>
<tr>
<th>Model</th>
<th>Chi-Square</th>
<th>Df</th>
<th>P-Value</th>
<th>Chi-Square/ Df</th>
<th>CFI</th>
<th>RMSEA</th>
<th>SRMR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Team Identity (n = 573)</td>
<td>643.284</td>
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<td>4.70</td>
<td>.961</td>
<td>.080</td>
<td>.041</td>
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<tr>
<td>Regional Identity (n = 705)</td>
<td>745.872</td>
<td>137</td>
<td>&lt;.001</td>
<td>5.44</td>
<td>.963</td>
<td>.079</td>
<td>.032</td>
</tr>
<tr>
<td>Religious Identity (n = 758)</td>
<td>777.447</td>
<td>137</td>
<td>&lt;.001</td>
<td>5.67</td>
<td>.965</td>
<td>.079</td>
<td>.034</td>
</tr>
<tr>
<td>National identity (n = 771)</td>
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<td>&lt;.001</td>
<td>4.90</td>
<td>.966</td>
<td>.071</td>
<td>.038</td>
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</tbody>
</table>

Confirmatory factor analysis was computed for each group identity (team, regional, religious, and national) for the sample gathered in Ireland (N = 218). For the Irish data collection, the model indices demonstrated acceptable fit, except for religious identity. Two of the four fit indices did not show reasonable fit (CFI=.935, RMSEA=.109) (see Table 4.17). Values greater than .95 have been advocated (Hu & Bender, 1999) for the CFI, however, earlier target values greater than .90 have been accepted (Hoyle & Panter, 1995).

A reason for the poor RMSEA score on religious identity is likely due to the confidence intervals being influenced by a small sample size (MacCullem, Browne, & Sugawara, 1996). According to MacCullum et al. (1996) if the sample size is small and the number of estimated parameters is large, the confidence interval will be wide. The sample size for this particular model is n = 143. Using this sample size may have led to a higher RMSEA score.

To clarify, 250 Irish participants were asked to complete the entire questionnaire. Of the 218 questionnaires returned, 145 respondents identified with a national team, 171 respondents identified with a region, and 204 of the respondents identified with a nation. Of the 218 respondents, 75 (34.4%) chose not to respond to the religious identity items. A reason for the poor response rate could be due to the sensitive nature of the topic of religion in Ireland. The chi-square, CFI and SRMR test demonstrated acceptable fit.
Table 4.17 Irish CFA analysis (N = 218)

<table>
<thead>
<tr>
<th>Model</th>
<th>Chi-Square</th>
<th>Df</th>
<th>P-Value</th>
<th>Chi-Square/ Df</th>
<th>CFI</th>
<th>RMSEA</th>
<th>SRMR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Team identity (n = 145)</td>
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<tr>
<td>Regional identity (n = 171)</td>
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<td>137</td>
<td>&lt;.001</td>
<td>1.99</td>
<td>.962</td>
<td>.076</td>
<td>.039</td>
</tr>
<tr>
<td>Religious identity (n = 143)</td>
<td>371.294</td>
<td>137</td>
<td>&lt;.001</td>
<td>2.71</td>
<td>.935</td>
<td>.109</td>
<td>.056</td>
</tr>
<tr>
<td>National identity (n = 204)</td>
<td>309.319</td>
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<td>&lt;.001</td>
<td>2.26</td>
<td>.958</td>
<td>.079</td>
<td>.040</td>
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</table>

The chi-square to degrees of freedom model indices for each group identity with the Serbian sample demonstrated an unacceptable fit based on Kline’s (2005) recommendation of 3.0 or lower (see Table 4.15). However, according to Wang, Fan, and Wilson (1996), the chi-square goodness of fit has been falling out of favor because it is greatly influenced by sample size. The chi-square statistic is more likely to suggest rejection of a plausible model when the sample size is large (i.e., >500). It is easier for a large sample size to detect differences between the hypothesized factor structure and the actual data model to be rendered statistically significant (Wang et al., 1996). For this reason, the chi-square statistic will not be the sole method used for drawing conclusions about the Serbian data model fit considering the sample size for each group identity is greater than 500 (see Table 4.16). The CFI, RMSEA, and SRMR test demonstrated acceptable fit.

For the Irish sample, the religious identity measurement model failed to produce an acceptable fit to the data as the RMSEA score was .109. However, scholars have argued that efforts to identify universal cutoff points for the RMSEA is not supported and should not be pursued as a single way of assessing model fit (Chen, Currran, Bollen, Kirby, & Paxton, 2008). Chen et al. argue it is difficult to justify a cutoff of 0.05 or any other cutoff value. The relationship between the RMSEA value and the degree of misspecification depends on the structure and size of the model in complex ways that are further confounded by sample size effects. Hence, it is important to use other goodness-of-fit measures to inform global model fit and to attend to diagnostics for the sources of model misfit (Bentler 2007; Bollen & Long 1993). For this reason, sole reliance on a single fit index seems unwise. It is recommended that multiple indices be examined (Bentler 2007; Bollen & Long 1993; Tanaka 1993). The chi-square, CFI
and SRMR test demonstrated acceptable fit. To this end, a researcher must also combine these statistical measures with human judgment when reaching a decision about model fit. As such, the researcher determined to proceed with the data analysis using the GROUP*ID measures.

**Reliability and validity assessments for the two data collections: Serbia (N = 800) and Ireland (N = 218)**

The construct reliability scores for each of the four scales were examined (Anderson & Gerbing, 1988). For the Serbian sample, the construct reliability of the four group identity scales exceeded .91, indicating adequate internal consistency. One exception was the *Public Evaluation* dimension on the national identity scale; it was just above the suggested cutoff value at .80. For the Irish sample, construct reliability of the four group identity scales ranged from .82 to .97, indicating adequate internal consistency. Construct reliability is reported in Table 4.18 for the Serbian sample. Table 4.19 shows the construct reliability for the Irish sample.

Assessment of convergent validity included an examination of average variance extracted (AVE) scores. For the Serbian sample, AVE values for the four group identity scales ranged from .61 to .92 (Table 4.18) providing evidence of convergent validity. The Irish sample had AVE values ranging from .55 to .92, providing evidence of convergent validity.

Factor loadings on each group identity construct across the two samples were above Hair and colleagues’ (2005) cutoff point of .50, indicating the items accurately captured their respective dimension (Hair et al., 1998). One exception was item 2 of *Public Evaluation* on the national identity scale for the sample from Serbia (n = 800). The item worded, “In general, others respect my [group]” loaded at .303. This item captures how a Serbian perceives him/herself in the public eye. A potential reason for the poor factor loading on item 2 may be the word ‘respect’, which holds a deep meaning to the Serbian people. From personal experience and communication with members from the Serbian community, Serbians feel they have been disrespected by the international community dating back to World War II, to more recent events such as the 1999 NATO bombing campaign. NATO’s war cost between two and three thousand Serbian lives, it employed cluster bombs and depleted uranium, damaged 53 hospitals and clinics, and left roughly half-a million Serbians unemployed (Mandic, 2007). The NATO conflict is still prominent in the minds of Serbians as it was an assault on their livelihoods and has had a drastic impact on the country economically. To this end, Serbian respondents may have rated this
item low because they perceive others do not respect their nation based on the aforementioned reasons.

Discriminant validity was assessed through a comparison of the AVE values for each construct in the four scales with the squared correlations between the respective constructs. For discriminant validity to be obtained, the AVE scores should be greater than the squared correlation between the respective constructs (Fornell & Larcker, 1981). None of the squared correlations exceeded the AVE values for the constructs for the Serbian and Irish data, providing evidence of discriminant validity.

**Table 4.18 Serbian data (N = 800) (Factor loadings, Construct reliability, and AVE scores)**

<table>
<thead>
<tr>
<th>Constructs</th>
<th>Items</th>
<th>Factor loadings</th>
<th>N</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>T (n = 573)</td>
<td>Rg (n = 705)</td>
<td>RI (n = 758)</td>
<td>N (n = 771)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public Evaluation</td>
<td>CR</td>
<td>0.946</td>
<td>0.955</td>
<td>0.959</td>
<td>0.800</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>AVE</td>
<td>0.853</td>
<td>0.876</td>
<td>0.887</td>
<td>0.610</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Item 1</td>
<td>Overall, my [group] is viewed positively by others.</td>
<td>0.912</td>
<td>0.939</td>
<td>0.940</td>
<td>0.905</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Item 2</td>
<td>In general, others respect my [group].</td>
<td>0.936</td>
<td>0.938</td>
<td>0.955</td>
<td>0.303</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Item 3</td>
<td>Overall, people hold a favorable opinion about my [group].</td>
<td>0.923</td>
<td>0.931</td>
<td>0.930</td>
<td>0.958</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Private Evaluation</td>
<td>CR</td>
<td>0.971</td>
<td>0.963</td>
<td>0.967</td>
<td>0.964</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>AVE</td>
<td>0.918</td>
<td>0.896</td>
<td>0.906</td>
<td>0.899</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Item 1</td>
<td>I feel good about being a [member] of my [group].</td>
<td>0.959</td>
<td>0.946</td>
<td>0.938</td>
<td>0.933</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Item 2</td>
<td>In general, I am glad to be a [member] of my [group].</td>
<td>0.986</td>
<td>0.977</td>
<td>0.981</td>
<td>0.980</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Item 3</td>
<td>I am proud to think of myself as a [member] of my [group].</td>
<td>0.930</td>
<td>0.917</td>
<td>0.937</td>
<td>0.932</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interconnection to self</td>
<td>CR</td>
<td>0.915</td>
<td>0.935</td>
<td>0.945</td>
<td>0.942</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>AVE</td>
<td>0.722</td>
<td>0.781</td>
<td>0.808</td>
<td>0.800</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Item 1</td>
<td>When someone criticizes my [group], it feels like a personal insult.</td>
<td>0.739</td>
<td>0.791</td>
<td>0.844</td>
<td>0.826</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Item 2</td>
<td>In general, being associated with my [group] is an important part of my self-image.</td>
<td>0.935</td>
<td>0.933</td>
<td>0.951</td>
<td>0.945</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Item 3</td>
<td>The [group] I am a [member] of is an important reflection of who I am.</td>
<td>0.942</td>
<td>0.949</td>
<td>0.948</td>
<td>0.944</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Table 4.18 (continued) Serbian data (N = 800) (Factor loadings, Construct reliability, and AVE scores)

<table>
<thead>
<tr>
<th>Item 4</th>
<th>When someone compliments my [group], it feels like a personal compliment</th>
<th>0.783</th>
<th>0.861</th>
<th>0.852</th>
<th>0.862</th>
</tr>
</thead>
</table>

**Sense of interdependence**

<table>
<thead>
<tr>
<th>Item 1</th>
<th>What happens to my [group] will influence what happens in my life.</th>
<th>0.943</th>
<th>0.921</th>
<th>0.945</th>
<th>0.934</th>
</tr>
</thead>
<tbody>
<tr>
<td>Item 2</td>
<td>What happens to my [group] will have an impact on my own life.</td>
<td>0.958</td>
<td>0.976</td>
<td>0.967</td>
<td>0.958</td>
</tr>
<tr>
<td>Item 3</td>
<td>In general, changes for my [group] will change my own life.</td>
<td>0.923</td>
<td>0.926</td>
<td>0.931</td>
<td>0.905</td>
</tr>
</tbody>
</table>

**Behavioral Involvement**

<table>
<thead>
<tr>
<th>Item 1</th>
<th>I participate in activities supporting my [group].</th>
<th>0.876</th>
<th>0.859</th>
<th>0.848</th>
<th>0.829</th>
</tr>
</thead>
<tbody>
<tr>
<td>Item 2</td>
<td>I am actively involved in activities that relate to my [group].</td>
<td>0.906</td>
<td>0.964</td>
<td>0.950</td>
<td>0.958</td>
</tr>
<tr>
<td>Item 3</td>
<td>I participate in activities with other [members] of my [group].</td>
<td>0.892</td>
<td>0.919</td>
<td>0.899</td>
<td>0.880</td>
</tr>
</tbody>
</table>

**Cognitive Awareness**

<table>
<thead>
<tr>
<th>Item 1</th>
<th>I am aware of the tradition and history of my [group].</th>
<th>0.949</th>
<th>0.913</th>
<th>0.890</th>
<th>0.890</th>
</tr>
</thead>
<tbody>
<tr>
<td>Item 2</td>
<td>I know the ins and outs of my [group].</td>
<td>0.910</td>
<td>0.898</td>
<td>0.950</td>
<td>0.900</td>
</tr>
<tr>
<td>Item 3</td>
<td>I have knowledge of the successes and failures of my [group].</td>
<td>0.946</td>
<td>0.939</td>
<td>0.928</td>
<td>0.932</td>
</tr>
</tbody>
</table>

*Note.* T = Team; Rg = Regional; RI = Religious; N=National

Several respondents chose not to answer items on one of the identity group(s). This resulted in four different identity group sizes (Team identity: 573, Regional identity: 705, Religious identity: 758, National: 771).
Table 4.19 Irish data (N = 218) (Factor loadings, Construct reliability, and AVE scores)

<table>
<thead>
<tr>
<th>Constructs</th>
<th>Items</th>
<th>Factor loadings</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>T (n = 145)</td>
<td>Rg (n = 171)</td>
<td>RI (n = 143)</td>
<td>N (n = 204)</td>
</tr>
<tr>
<td>Public Evaluation</td>
<td>CR 0.949</td>
<td>0.910</td>
<td>0.934</td>
<td>0.925</td>
<td></td>
</tr>
<tr>
<td></td>
<td>AVE 0.860</td>
<td>0.774</td>
<td>0.826</td>
<td>0.804</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Item 1 Overall, my [group] is viewed positively by others.</td>
<td>0.917</td>
<td>0.743</td>
<td>0.916</td>
<td>0.917</td>
</tr>
<tr>
<td></td>
<td>Item 2 In general, others respect my [group].</td>
<td>0.916</td>
<td>0.933</td>
<td>0.922</td>
<td>0.870</td>
</tr>
<tr>
<td></td>
<td>Item 3 Overall, people hold a favorable opinion about my [group].</td>
<td>0.949</td>
<td>0.948</td>
<td>0.888</td>
<td>0.902</td>
</tr>
<tr>
<td>Private Evaluation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CR 0.958</td>
<td>0.946</td>
<td>0.963</td>
<td>0.954</td>
<td></td>
</tr>
<tr>
<td></td>
<td>AVE 0.883</td>
<td>0.854</td>
<td>0.896</td>
<td>0.875</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Item 1 I feel good about being a [member] of my [group].</td>
<td>0.953</td>
<td>0.960</td>
<td>0.960</td>
<td>0.945</td>
</tr>
<tr>
<td></td>
<td>Item 2 In general, I am glad to be a [member] of my [group].</td>
<td>0.971</td>
<td>0.960</td>
<td>0.982</td>
<td>0.974</td>
</tr>
<tr>
<td></td>
<td>Item 3 I am proud to think of myself as a [member] of my [group].</td>
<td>0.893</td>
<td>0.847</td>
<td>0.896</td>
<td>0.885</td>
</tr>
<tr>
<td>Interconnection to self</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CR 0.824</td>
<td>0.931</td>
<td>0.929</td>
<td>0.898</td>
<td></td>
</tr>
<tr>
<td></td>
<td>AVE 0.547</td>
<td>0.773</td>
<td>0.767</td>
<td>0.689</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Item 1 When someone criticizes my [group], it feels like a personal insult.</td>
<td>0.547</td>
<td>0.829</td>
<td>0.754</td>
<td>0.698</td>
</tr>
<tr>
<td></td>
<td>Item 2 In general, being associated with my [group] is an important part of my self-image.</td>
<td>0.853</td>
<td>0.921</td>
<td>0.967</td>
<td>0.910</td>
</tr>
<tr>
<td></td>
<td>Item 3 The [group] I am a [member] of is an important reflection of who I am.</td>
<td>0.850</td>
<td>0.912</td>
<td>0.965</td>
<td>0.910</td>
</tr>
<tr>
<td></td>
<td>Item 4 When someone compliments my [group], it feels like a personal compliment.</td>
<td>0.663</td>
<td>0.851</td>
<td>0.796</td>
<td>0.783</td>
</tr>
</tbody>
</table>
### Table 4.19 (continued) Irish data (N = 218) (Factor loadings, Construct reliability, and AVE scores)

<table>
<thead>
<tr>
<th>Constructs</th>
<th>Items</th>
<th>Factor loadings</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>T (n = 145)</td>
<td>Rg (n = 171)</td>
<td>RI (n = 143)</td>
<td>N (n = 204)</td>
</tr>
<tr>
<td>Sense of interdependence</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CR</td>
<td>0.927</td>
<td>0.951</td>
<td>0.972</td>
<td>0.949</td>
</tr>
<tr>
<td></td>
<td>AVE</td>
<td>0.808</td>
<td>0.867</td>
<td>0.921</td>
<td>0.862</td>
</tr>
<tr>
<td>Item 1</td>
<td>What happens to my [group] will influence what happens in my life.</td>
<td>0.900</td>
<td>0.932</td>
<td>0.986</td>
<td>0.965</td>
</tr>
<tr>
<td>Item 2</td>
<td>What happens to my [group] will have an impact on my own life.</td>
<td>0.925</td>
<td>0.968</td>
<td>0.984</td>
<td>0.934</td>
</tr>
<tr>
<td>Item 3</td>
<td>In general, changes for my [group] will change my own life.</td>
<td>0.871</td>
<td>0.892</td>
<td>0.907</td>
<td>0.884</td>
</tr>
<tr>
<td>Behavioral Involvement</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CR</td>
<td>0.829</td>
<td>0.926</td>
<td>0.944</td>
<td>0.856</td>
</tr>
<tr>
<td></td>
<td>AVE</td>
<td>0.620</td>
<td>0.808</td>
<td>0.849</td>
<td>0.665</td>
</tr>
<tr>
<td>Item 1</td>
<td>I participate in activities supporting my [group].</td>
<td>0.666</td>
<td>0.831</td>
<td>0.875</td>
<td>0.782</td>
</tr>
<tr>
<td>Item 2</td>
<td>I am actively involved in activities that relate to my [group].</td>
<td>0.854</td>
<td>0.957</td>
<td>0.972</td>
<td>0.877</td>
</tr>
<tr>
<td>Item 3</td>
<td>I participate in activities with other [members] of my [group].</td>
<td>0.829</td>
<td>0.904</td>
<td>0.915</td>
<td>0.783</td>
</tr>
<tr>
<td>Cognitive Awareness</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CR</td>
<td>0.904</td>
<td>0.961</td>
<td>0.935</td>
<td>0.963</td>
</tr>
<tr>
<td></td>
<td>AVE</td>
<td>0.760</td>
<td>0.892</td>
<td>0.827</td>
<td>0.898</td>
</tr>
<tr>
<td>Item 1</td>
<td>I am aware of the tradition and history of my [group].</td>
<td>0.831</td>
<td>0.966</td>
<td>0.929</td>
<td>0.956</td>
</tr>
<tr>
<td>Item 2</td>
<td>I know the ins and outs of my [group].</td>
<td>0.955</td>
<td>0.934</td>
<td>0.983</td>
<td>0.955</td>
</tr>
<tr>
<td>Item 3</td>
<td>I have knowledge of the successes and failures of my [group].</td>
<td>0.823</td>
<td>0.933</td>
<td>0.808</td>
<td>0.931</td>
</tr>
</tbody>
</table>

*Note. T = Team; Rg = Regional; RI = Religious; N=National*

Several respondents chose not to answer items on one of the identity group(s). This resulted in four different identity group sizes (Team identity: 145, Regional identity: 171, Religious identity: 143, National: 204).

Individuals that identified with the country of Serbia and Ireland were used for the remainder of the analysis (n = 691; n = 194). The rationale for the sample reduction was to only include individuals that identified with the country of Serbia and Ireland, in order to address the research questions.
Demographic data for individuals that identified with Serbia only (n = 691)

Table 4.20 summarizes the Serbian respondents’ demographic characteristics. Of the Serbian sample (n = 691), 52.5% of the respondents were male. The average age of respondents was 43.71 years old. Age groups were classified into five categories. The subjects’ ages ranged from 18 to 99; the 30-39 and 40-49 categories accounted for nearly half the sample (45.0%), with the age group of individuals 50 and over accounting for one-third of the sample (35.0%).

Categorical variables were used to measure education and income. A high school education accounted for 64.1% amongst the Serbian respondents; individuals that earned a high school degree reported at 41.4%. In regards to yearly household income, nearly half the sample (46.9%) reported earning between $2,940 and $7,871 per year.

<table>
<thead>
<tr>
<th>Variables</th>
<th>Categories</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>363</td>
<td>52.5</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>328</td>
<td>47.5</td>
</tr>
<tr>
<td>Age Groups</td>
<td>18-19</td>
<td>21</td>
<td>3.0</td>
</tr>
<tr>
<td></td>
<td>20-29</td>
<td>117</td>
<td>16.9</td>
</tr>
<tr>
<td></td>
<td>30-39</td>
<td>143</td>
<td>20.7</td>
</tr>
<tr>
<td></td>
<td>40-49</td>
<td>168</td>
<td>24.3</td>
</tr>
<tr>
<td></td>
<td>50+</td>
<td>242</td>
<td>35.0</td>
</tr>
<tr>
<td>Education Level</td>
<td>Less than high school</td>
<td>132</td>
<td>19.1</td>
</tr>
<tr>
<td></td>
<td>Some high school</td>
<td>157</td>
<td>22.7</td>
</tr>
<tr>
<td></td>
<td>High school graduate/GED</td>
<td>286</td>
<td>41.4</td>
</tr>
<tr>
<td></td>
<td>Associates degree or Bachelors degree</td>
<td>116</td>
<td>16.8</td>
</tr>
<tr>
<td>Household Income</td>
<td>Less than $960 per year</td>
<td>34</td>
<td>4.9</td>
</tr>
<tr>
<td></td>
<td>$961-$2,939 per year</td>
<td>79</td>
<td>11.4</td>
</tr>
<tr>
<td></td>
<td>$2,940-$7,871 per year</td>
<td>324</td>
<td>46.9</td>
</tr>
<tr>
<td></td>
<td>$7,872-$16,379 per year</td>
<td>85</td>
<td>12.3</td>
</tr>
<tr>
<td></td>
<td>More than $16,380 per year</td>
<td>14</td>
<td>1.9</td>
</tr>
<tr>
<td></td>
<td>No response</td>
<td>155</td>
<td>22.4</td>
</tr>
</tbody>
</table>
Regarding the self-categorization item, “Which national team do you identify most with?” individuals identified most with the Serbian national soccer team (43.7%); other national teams that respondents identified with included the national basketball (12.0%), tennis (9.8%), volleyball (3.9%) and water polo (3.9%) teams. See Table 4.21 for a detailed report.

Table 4.21 Sample Characteristics Sport Team Identity for Serbian respondents only (n = 691) (Data Collection 1)

<table>
<thead>
<tr>
<th>Variable</th>
<th>National team</th>
<th>Total (n = 691)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-categorization item</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Which national</td>
<td>Soccer</td>
<td>302</td>
<td>43.7</td>
</tr>
<tr>
<td>team do you identify most</td>
<td>Basketball</td>
<td>83</td>
<td>12.0</td>
</tr>
<tr>
<td>with?)</td>
<td>Tennis</td>
<td>68</td>
<td>9.8</td>
</tr>
<tr>
<td></td>
<td>Volleyball</td>
<td>27</td>
<td>3.9</td>
</tr>
<tr>
<td></td>
<td>Water polo</td>
<td>27</td>
<td>3.9</td>
</tr>
<tr>
<td></td>
<td>Handball</td>
<td>8</td>
<td>1.2</td>
</tr>
<tr>
<td></td>
<td>Track &amp; Field</td>
<td>3</td>
<td>.4</td>
</tr>
<tr>
<td></td>
<td>Swimming</td>
<td>2</td>
<td>.3</td>
</tr>
<tr>
<td>Did not identify</td>
<td></td>
<td>171</td>
<td>24.7</td>
</tr>
</tbody>
</table>

Regarding the self-categorization item, “Which region do you identify most with?”, the Vojvodina region accounted for a quarter of the sample (25.3%), as the two other notable regions (Central Serbia and Southern Serbia) represented nearly 40.0%. See Table 4.22 for a detailed report.
Table 4.22 Sample Characteristics Regional Identity for Serbian respondents only (n = 691) (Data Collection 1)

<table>
<thead>
<tr>
<th>Variable</th>
<th>Region</th>
<th>Total (n = 691)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-categorization item (With which region do you identify most with?)</td>
<td>Vojvodina</td>
<td>175</td>
<td>25.3</td>
</tr>
<tr>
<td></td>
<td>South Serbia</td>
<td>141</td>
<td>20.4</td>
</tr>
<tr>
<td></td>
<td>Central Serbia</td>
<td>126</td>
<td>18.2</td>
</tr>
<tr>
<td></td>
<td>West Serbia</td>
<td>107</td>
<td>15.5</td>
</tr>
<tr>
<td></td>
<td>East Serbia</td>
<td>65</td>
<td>9.4</td>
</tr>
<tr>
<td></td>
<td>Belgrade</td>
<td>5</td>
<td>.7</td>
</tr>
<tr>
<td></td>
<td>Did not identify</td>
<td>72</td>
<td>10.4</td>
</tr>
</tbody>
</table>

Note. Of the 619 respondents that identified with a region (325 identified with an urban settlement type and 294 with a rural settlement type).

Regarding the self-categorization item, “Which religion do you identify most with?”, the Orthodox faith was represented at 96.7% amongst Serbian respondents. See Table 4.23 for a detailed report.

Table 4.23 Sample Characteristics Religious Identity for Serbian respondents only (n = 691) (Data Collection 1)

<table>
<thead>
<tr>
<th>Variable</th>
<th>Religion</th>
<th>Total (n = 691)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-categorization item (Which religion do you identify most with?)</td>
<td>Orthodox</td>
<td>668</td>
<td>96.7</td>
</tr>
<tr>
<td></td>
<td>Catholic</td>
<td>3</td>
<td>.4</td>
</tr>
<tr>
<td></td>
<td>Atheist</td>
<td>2</td>
<td>.3</td>
</tr>
<tr>
<td></td>
<td>Did not identify</td>
<td>18</td>
<td>2.6</td>
</tr>
</tbody>
</table>

Demographic data for respondents that identified with Ireland only (n = 194)

Table 4.24 summarizes the Irish respondents’ demographic characteristics. Of the Irish sample (n = 194), 56.7% of the respondents were male. The average age of respondents was 36.59 years old. Age groups were classified into five categories. The subjects’ ages ranged from 18 to 69; the 20-29 (28.9%), 30-39 (26.8%) and 40-49 (24.2%) categories accounted for more than three-quarters of the sample (79.9%). For level of education, 64.5% of the respondents
reported having a college education. In regards to yearly household income, just over half the sample (53.6%) reported earning between $33,100 and $99,299 per year.

Table 4.24 Demographic data for respondents that identified with Ireland only (n = 194)

<table>
<thead>
<tr>
<th>Variables</th>
<th>Category</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>110</td>
<td>56.7</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>84</td>
<td>43.3</td>
</tr>
<tr>
<td>Age Groups</td>
<td>18-19</td>
<td>11</td>
<td>5.7</td>
</tr>
<tr>
<td></td>
<td>20-29</td>
<td>56</td>
<td>28.9</td>
</tr>
<tr>
<td></td>
<td>30-39</td>
<td>52</td>
<td>26.8</td>
</tr>
<tr>
<td></td>
<td>40-49</td>
<td>47</td>
<td>24.2</td>
</tr>
<tr>
<td></td>
<td>50+</td>
<td>28</td>
<td>14.5</td>
</tr>
<tr>
<td>Education Level</td>
<td>Lower secondary</td>
<td>18</td>
<td>9.3</td>
</tr>
<tr>
<td></td>
<td>Upper secondary</td>
<td>33</td>
<td>17.0</td>
</tr>
<tr>
<td></td>
<td>Upper technical or vocational equivalent</td>
<td>18</td>
<td>9.3</td>
</tr>
<tr>
<td></td>
<td>Third level non-degree</td>
<td>36</td>
<td>18.6</td>
</tr>
<tr>
<td></td>
<td>Third level degree or higher</td>
<td>89</td>
<td>45.9</td>
</tr>
<tr>
<td>Household Income</td>
<td>Less than $33,99 per year</td>
<td>46</td>
<td>23.7</td>
</tr>
<tr>
<td></td>
<td>$33,100-$66,199 per year</td>
<td>65</td>
<td>33.5</td>
</tr>
<tr>
<td></td>
<td>$66,200-$99,299 per year</td>
<td>39</td>
<td>20.1</td>
</tr>
<tr>
<td></td>
<td>$99,300-$132,399 per year</td>
<td>12</td>
<td>6.2</td>
</tr>
<tr>
<td></td>
<td>$132,400-$165,499 per year</td>
<td>6</td>
<td>3.2</td>
</tr>
<tr>
<td></td>
<td>$165,000-$198,599 per year</td>
<td>4</td>
<td>2.1</td>
</tr>
<tr>
<td></td>
<td>More than $198,600 per year</td>
<td>4</td>
<td>2.1</td>
</tr>
<tr>
<td></td>
<td>No response</td>
<td>18</td>
<td>9.3</td>
</tr>
</tbody>
</table>

Regarding the self-categorization item, “Which national team do you identify most with?” individuals identified most with the Irish national soccer (37.1%) and rugby national team (36.6%). See Table 4.25 for a detailed report.
Table 4.25 Sample Characteristics Sport Team Identity for Irish respondents only (Data Collection 2)

<table>
<thead>
<tr>
<th>Variable</th>
<th>National team</th>
<th>Total (n = 194)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-categorization item (Which national team do you identify most with?)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Soccer</td>
<td>72</td>
<td>194</td>
<td>37.1</td>
</tr>
<tr>
<td>Rugby</td>
<td>71</td>
<td></td>
<td>36.6</td>
</tr>
<tr>
<td>Gaelic Sports</td>
<td>2</td>
<td></td>
<td>1.0</td>
</tr>
<tr>
<td>Did not identify</td>
<td>49</td>
<td></td>
<td>25.3</td>
</tr>
</tbody>
</table>

Regarding the self-categorization item, “Which region do you identify most with?”, the Dublin region accounted for more than a quarter of the Irish respondents (34.0%), as the Southwest (Munster) region was represented at 21.6%. See Table 4.26 for a detailed report.

Table 4.26 Sample Characteristics Regional Identity for Irish respondents only (Data Collection 2)

<table>
<thead>
<tr>
<th>Variable</th>
<th>Region</th>
<th>Total (n = 194)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-categorization item (Which region do you identify most with?)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dublin</td>
<td>66</td>
<td>194</td>
<td>34.0</td>
</tr>
<tr>
<td>Southwest (Munster)</td>
<td>42</td>
<td></td>
<td>21.6</td>
</tr>
<tr>
<td>West</td>
<td>28</td>
<td></td>
<td>14.4</td>
</tr>
<tr>
<td>North</td>
<td>11</td>
<td></td>
<td>5.7</td>
</tr>
<tr>
<td>East (Near Dublin)</td>
<td>9</td>
<td></td>
<td>4.6</td>
</tr>
<tr>
<td>Southeast</td>
<td>9</td>
<td></td>
<td>4.6</td>
</tr>
<tr>
<td>Did not identify</td>
<td>29</td>
<td></td>
<td>14.9</td>
</tr>
</tbody>
</table>

Regarding the self-categorization item, “Which religion do you identify most with?”, the Catholic faith is represented with just over half of the Irish sample at 58.8%. See Table 4.27 for a detailed report.
Table 4.27 Sample Characteristics Religious Identity for Irish respondents only (Data Collection 2)

<table>
<thead>
<tr>
<th>Variable</th>
<th>Religion</th>
<th>Total (n = 194)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-categorization item (Which religion do you identify most with?)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Catholic</td>
<td>114</td>
<td>114</td>
<td>58.8</td>
</tr>
<tr>
<td>Church of Ireland (Protestant)</td>
<td>6</td>
<td>6</td>
<td>3.1</td>
</tr>
<tr>
<td>Islam</td>
<td>3</td>
<td>3</td>
<td>1.5</td>
</tr>
<tr>
<td>Jehovah Witness</td>
<td>2</td>
<td>2</td>
<td>1.0</td>
</tr>
<tr>
<td>Atheism</td>
<td>1</td>
<td>1</td>
<td>.5</td>
</tr>
<tr>
<td>Latter Day Church of Christ</td>
<td>1</td>
<td>1</td>
<td>.5</td>
</tr>
<tr>
<td>Did not identify</td>
<td>67</td>
<td>67</td>
<td>34.5</td>
</tr>
</tbody>
</table>

Descriptive findings for the variables for two reduced data collections: Serbia (n = 691) and Ireland (n = 194)

The respondents in Serbia (n = 691) and Ireland (n = 194) were asked about their team identity, regional identity, religious identity and national identity. Of the 691 respondents in Serbia, 520 individuals identified with a particular national team, 619 individuals with a particular region, and 673 individuals identified with a particular faith.

Of the 194 respondents in Ireland, 145 individuals identified with a particular national team, 165 individuals with a particular region, and 127 individuals identified with a particular faith. Mean and standard deviations for the Serbian sample are reported in Table 4.28. Table 4.29 lists the means and standard deviations for the Irish sample.
Table 4.28 Mean scores and standard deviations for the Serbian sample (n = 691)

<table>
<thead>
<tr>
<th></th>
<th>Team ID (n = 520)</th>
<th>Regional ID (n = 619)</th>
<th>Religious ID (n = 673)</th>
<th>National ID (n = 691)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>M</td>
<td>SD</td>
<td>M</td>
<td>SD</td>
</tr>
<tr>
<td>Public evaluation</td>
<td>5.20</td>
<td>1.58</td>
<td>4.75</td>
<td>1.48</td>
</tr>
<tr>
<td>Item 1</td>
<td>5.17</td>
<td>1.47</td>
<td>4.75</td>
<td>1.47</td>
</tr>
<tr>
<td>Item 2</td>
<td>5.22</td>
<td>1.45</td>
<td>4.75</td>
<td>1.50</td>
</tr>
<tr>
<td>Item 3</td>
<td>5.20</td>
<td>1.48</td>
<td>4.79</td>
<td>1.46</td>
</tr>
<tr>
<td>Private evaluation</td>
<td>5.36</td>
<td>1.59</td>
<td>5.28</td>
<td>1.44</td>
</tr>
<tr>
<td>Item 1</td>
<td>5.31</td>
<td>1.62</td>
<td>5.26</td>
<td>1.44</td>
</tr>
<tr>
<td>Item 2</td>
<td>5.36</td>
<td>1.59</td>
<td>5.29</td>
<td>1.43</td>
</tr>
<tr>
<td>Item 3</td>
<td>5.40</td>
<td>1.56</td>
<td>5.30</td>
<td>1.45</td>
</tr>
<tr>
<td>Interconnection with group</td>
<td>4.25</td>
<td>1.81</td>
<td>4.96</td>
<td>1.55</td>
</tr>
<tr>
<td>Item 1</td>
<td>4.54</td>
<td>1.81</td>
<td>4.98</td>
<td>1.60</td>
</tr>
<tr>
<td>Item 2</td>
<td>4.07</td>
<td>1.83</td>
<td>4.95</td>
<td>1.54</td>
</tr>
<tr>
<td>Item 3</td>
<td>4.00</td>
<td>1.82</td>
<td>4.93</td>
<td>1.52</td>
</tr>
<tr>
<td>Item 4</td>
<td>4.39</td>
<td>1.77</td>
<td>4.97</td>
<td>1.53</td>
</tr>
<tr>
<td>Sense of Interdependence</td>
<td>2.78</td>
<td>1.85</td>
<td>5.02</td>
<td>1.54</td>
</tr>
<tr>
<td>Item 1</td>
<td>2.94</td>
<td>1.88</td>
<td>4.99</td>
<td>1.53</td>
</tr>
<tr>
<td>Item 2</td>
<td>2.77</td>
<td>1.84</td>
<td>5.04</td>
<td>1.53</td>
</tr>
<tr>
<td>Item 3</td>
<td>2.63</td>
<td>1.84</td>
<td>5.03</td>
<td>1.57</td>
</tr>
<tr>
<td>Behavioral Involvement</td>
<td>2.96</td>
<td>1.96</td>
<td>3.86</td>
<td>1.83</td>
</tr>
<tr>
<td>Item 1</td>
<td>2.89</td>
<td>1.94</td>
<td>3.94</td>
<td>1.84</td>
</tr>
<tr>
<td>Item 2</td>
<td>2.91</td>
<td>1.95</td>
<td>3.81</td>
<td>1.83</td>
</tr>
<tr>
<td>Item 3</td>
<td>3.08</td>
<td>2.00</td>
<td>3.82</td>
<td>1.83</td>
</tr>
<tr>
<td>Cognitive Awareness</td>
<td>4.01</td>
<td>1.79</td>
<td>4.74</td>
<td>1.52</td>
</tr>
<tr>
<td>Item 1</td>
<td>4.04</td>
<td>1.80</td>
<td>4.82</td>
<td>1.50</td>
</tr>
<tr>
<td>Item 2</td>
<td>3.80</td>
<td>1.79</td>
<td>4.61</td>
<td>1.55</td>
</tr>
<tr>
<td>Item 3</td>
<td>4.19</td>
<td>1.80</td>
<td>4.79</td>
<td>1.50</td>
</tr>
<tr>
<td>Overall group identity score</td>
<td>4.09</td>
<td>1.76</td>
<td>4.77</td>
<td>1.56</td>
</tr>
</tbody>
</table>
Table 4.29 Mean scores and standard deviations for the Irish sample (n = 194)

<table>
<thead>
<tr>
<th></th>
<th>Team ID (n = 145)</th>
<th>Regional ID (n = 165)</th>
<th>Religious ID (n = 127)</th>
<th>National ID (n = 194)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>M</td>
<td>SD</td>
<td>M</td>
<td>SD</td>
</tr>
<tr>
<td>Public evaluation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Item 1</td>
<td>5.26</td>
<td>1.57</td>
<td>4.88</td>
<td>1.72</td>
</tr>
<tr>
<td>Item 2</td>
<td>5.34</td>
<td>1.64</td>
<td>5.19</td>
<td>1.47</td>
</tr>
<tr>
<td>Item 3</td>
<td>5.28</td>
<td>1.54</td>
<td>5.27</td>
<td>1.51</td>
</tr>
<tr>
<td>Private evaluation</td>
<td>5.93</td>
<td>1.65</td>
<td>5.88</td>
<td>1.40</td>
</tr>
<tr>
<td>Item 1</td>
<td>5.97</td>
<td>1.49</td>
<td>5.94</td>
<td>1.44</td>
</tr>
<tr>
<td>Item 2</td>
<td>5.94</td>
<td>1.49</td>
<td>5.97</td>
<td>1.41</td>
</tr>
<tr>
<td>Item 3</td>
<td>5.89</td>
<td>1.55</td>
<td>5.72</td>
<td>1.67</td>
</tr>
<tr>
<td>Interconnection with group</td>
<td>3.79</td>
<td>1.76</td>
<td>4.68</td>
<td>1.93</td>
</tr>
<tr>
<td>Item 1</td>
<td>3.87</td>
<td>1.83</td>
<td>4.53</td>
<td>2.03</td>
</tr>
<tr>
<td>Item 2</td>
<td>3.77</td>
<td>1.72</td>
<td>4.82</td>
<td>1.80</td>
</tr>
<tr>
<td>Item 3</td>
<td>3.72</td>
<td>1.79</td>
<td>4.67</td>
<td>1.92</td>
</tr>
<tr>
<td>Item 4</td>
<td>3.81</td>
<td>1.70</td>
<td>4.70</td>
<td>1.97</td>
</tr>
<tr>
<td>Sense of Interdependence</td>
<td>2.78</td>
<td>1.63</td>
<td>4.83</td>
<td>1.79</td>
</tr>
<tr>
<td>Item 1</td>
<td>2.95</td>
<td>1.65</td>
<td>4.92</td>
<td>1.75</td>
</tr>
<tr>
<td>Item 2</td>
<td>2.84</td>
<td>1.66</td>
<td>4.77</td>
<td>1.76</td>
</tr>
<tr>
<td>Item 3</td>
<td>2.54</td>
<td>1.63</td>
<td>4.80</td>
<td>1.85</td>
</tr>
<tr>
<td>Behavioral Involvement</td>
<td>3.76</td>
<td>1.73</td>
<td>4.81</td>
<td>1.85</td>
</tr>
<tr>
<td>Item 1</td>
<td>4.28</td>
<td>1.66</td>
<td>4.96</td>
<td>1.80</td>
</tr>
<tr>
<td>Item 2</td>
<td>3.28</td>
<td>1.69</td>
<td>4.62</td>
<td>1.89</td>
</tr>
<tr>
<td>Item 3</td>
<td>3.72</td>
<td>1.84</td>
<td>4.86</td>
<td>1.86</td>
</tr>
<tr>
<td>Cognitive Awareness</td>
<td>5.13</td>
<td>1.63</td>
<td>5.74</td>
<td>1.64</td>
</tr>
<tr>
<td>Item 1</td>
<td>4.86</td>
<td>1.64</td>
<td>5.63</td>
<td>1.86</td>
</tr>
<tr>
<td>Item 2</td>
<td>5.01</td>
<td>1.67</td>
<td>5.82</td>
<td>1.45</td>
</tr>
<tr>
<td>Item 3</td>
<td>5.52</td>
<td>1.59</td>
<td>5.76</td>
<td>1.56</td>
</tr>
<tr>
<td>Overall group identity score</td>
<td>4.45</td>
<td>1.66</td>
<td>5.18</td>
<td>1.70</td>
</tr>
</tbody>
</table>
Multiple regression was used to address Hypotheses 1a-3b. Regression was conducted with the Serbian (n = 691) and Irish data (n = 194) to test for the influence of the independent variables (team, region, and religion) on the dependent variable (national identity). The results pertaining to Hypotheses 1a-3b are addressed in the next section.

**Multiple regression for the Serbian (n = 691) and Irish (n = 194) Samples**

Before interpreting the results of the multiple regression analyses of the two data collections, sample size parameters were determined using Cohen’s (1988) recommendations. The four sample size parameters required in a multiple regression: 1) the alpha level (α=.05), 2) the number of predictors in the linear model (three), 3) the anticipated effect size (medium, $R^2 = .13$, using $f^2 = R^2/(1-R^2) = .149$), and 4) the desired statistical power level (.80) (Cohen, 1988). After all these parameters were determined, GPower (Faul & Erdfelder, 1992), a statistical software program for power analysis was utilized to verify the required sample size. GPower recommended a sample of 77 using a medium effect size (.13). The Serbian data collection had a sample of 691 adhering to GPowers’ recommendation. The Irish data collection had a sample of 194 also adhering to the GPower recommendation at the medium effect size (.13).

**Tests of Assumptions of Regression Analysis**

The use of regression analysis includes the assumption that variables will be normally distributed. Non-normally distributed variables (highly skewed) could distort relationships and significance tests. Researchers have advised procedures to test the assumption of normal distribution of variables. A visual inspection of skewness, histogram and scatter-plots was performed to provide information about normality. An examination for skewness statistics showed all values were in the suggested cutoff range +/- 2 providing evidence of normal distribution of data. An examination for kurtosis statistics showed all values were in the suggested cutoff range +/- 3, with the exception of two items for the Irish reduced sample. The regional identity scale had two items valued above 3: PRV1 (3.114) and PRV2 (3.453). With all the other items being in a tolerable range, the mild kurtosis of the two items should not to alter the results. Appendix K shows the skewness and kurtosis values for the two reduced samples in Serbia and Ireland. A visual inspection of histograms, scatter-plots, and frequency distributions.
tables identified no outliers providing additional information about normality for the Serbian and Irish data sets.

Another assumption met for the two datasets is that of linearity. This was checked by examining the relationship between the dependent and independent variables, to see if they are linear in nature. An examination of the scatter plots of each independent and dependent variable showed that the assumption of linearity was met.

An examination of the tolerance and variance inflation factor (VIF) values was also assessed on both data sets to test for multicollinearity. According to Miles and Shelvin (2001), tolerance values vary between 0 and 1, and a VIF value less than two is acceptable. The results revealed that multicollinearity was not a problem (Hair et al., 1998; Kline, 1999), thus it was appropriate to interpret the results. The tests revealed no significant violation of the assumptions for regression analysis.

The final assumption assessed was homoscedasticity, which means that the variance of errors is the same across all levels of the independent variable(s). When the variance of errors differs at different values of the independent variable(s), heteroscedasticity is indicated. This assumption was checked, by a visual examination of the plot of the standardized residuals (the errors) by the regression standardized predicted value. Ideally, residuals are randomly scattered around 0 (the horizontal line) providing a relatively even distribution, which is the case with the analysis of the Serbian data (see Figure 4.1) and Irish data (see Figure 4.2).
Figure 4.1 Residual plots for the Serbian data

Figure 4.2 Residual plots for the Irish data
Test of Hypothesized Relationships on the Serbian and Irish Data

A regression test was performed to address Hypotheses 1a-3b. Regression analyses were conducted to determine whether the independent variables (team, region, and religious) influenced the dependent variable (national identity). Regression analyses were run for each national sample. After allowing for list-wise deletion, the number of Serbian respondents who answered all four identities was 464. After allowing for list-wise deletion, the number of Irish respondents who answered all four identities was 85. The Serbian regression analysis revealed that the independent variables accounted for 48.7% of the variance in national identity. The Irish regression analysis revealed that the independent variables accounted for 55.1% of the variance in national identity. Table 4.30 reports the results for both data collections.

To test for the impact of the independent variables (sport team identity, regional identity, and religious identity) on the dependent variable (national identity), the variables were entered in a regression equation for the two data collections. The next step was to examine the independent variables in the equation. For the Serbian sample, regional identity ($\beta=.33$), religious identity ($\beta=.34$), and team identity ($\beta=.20$) all had significant relationships with national identity (see Table 4.31). For the Irish sample, regional identity ($\beta=.47$) and team identity ($\beta=.40$) were significantly related to national identity in Ireland. Religious identity had an insignificant relationship ($\beta=.06$) with national identity (see Table 4.32). The results revealed all of the variables except religious identity in Ireland made a significant contribution in predicting national identity in Serbia and Ireland respectively at the significance level of $p<.001$. Therefore, Hypotheses 1a-3a were accepted.
Table 4.30 Impact of the independent variables (national sport team identity, regional identity, and religious identity) on the dependent variable (national identity) of the two data collections: Serbia (n = 691) and Ireland (n = 194)

<table>
<thead>
<tr>
<th>Independent Variables (team, regional, and religious)</th>
<th>R</th>
<th>R²</th>
<th>Adj. R²</th>
<th>SE</th>
<th>F</th>
<th>df1</th>
<th>df2</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Serbia</td>
<td>.698</td>
<td>.487</td>
<td>.484</td>
<td>.746</td>
<td>145.711</td>
<td>3</td>
<td>460</td>
<td>.000***</td>
</tr>
<tr>
<td>Ireland</td>
<td>.742</td>
<td>.551</td>
<td>.534</td>
<td>.797</td>
<td>33.107</td>
<td>3</td>
<td>81</td>
<td>.000***</td>
</tr>
</tbody>
</table>

*** (p<.001, 2-tailed)

Table 4.31 Regression summary for the Serbian data (n = 691)

<table>
<thead>
<tr>
<th>Independent Variable</th>
<th>SE</th>
<th>B</th>
<th>T</th>
<th>Sig</th>
<th>Tolerance</th>
<th>VIF</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Serbian team identity</td>
<td>.032</td>
<td>.203</td>
<td>5.279</td>
<td>.000***</td>
<td>.751</td>
<td>1.331</td>
<td></td>
</tr>
<tr>
<td>Serbian regional identity</td>
<td>.037</td>
<td>.332</td>
<td>8.543</td>
<td>.000***</td>
<td>.737</td>
<td>1.357</td>
<td></td>
</tr>
<tr>
<td>Serbian religious identity</td>
<td>.035</td>
<td>.344</td>
<td>8.835</td>
<td>.000***</td>
<td>.736</td>
<td>1.358</td>
<td></td>
</tr>
</tbody>
</table>

Note: $R^2 = .487$

*** (p<.001, 2-tailed)

Table 4.32 Regression summary for the Irish data (n = 194)

<table>
<thead>
<tr>
<th>Independent Variable</th>
<th>SE</th>
<th>B</th>
<th>T</th>
<th>Sig</th>
<th>Tolerance</th>
<th>VIF</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Irish team identity</td>
<td>.123</td>
<td>.395</td>
<td>4.408</td>
<td>.000***</td>
<td>.691</td>
<td>1.447</td>
<td></td>
</tr>
<tr>
<td>Irish regional identity</td>
<td>.097</td>
<td>.472</td>
<td>5.252</td>
<td>.000***</td>
<td>.687</td>
<td>1.456</td>
<td></td>
</tr>
<tr>
<td>Irish religious identity</td>
<td>.070</td>
<td>-.060</td>
<td>-.761</td>
<td>.449</td>
<td>.879</td>
<td>1.138</td>
<td></td>
</tr>
</tbody>
</table>

Note: $R^2 = .551$

*** (p<.001, 2-tailed)

After recognizing that religious identity had an insignificant relationship ($\beta = -.06$) with national identity (see Table 4.32), it was decided to further analyze the Irish data without religious identity. In this case, after allowing for list-wise deletion, the number of Irish respondents who answered all three identities, with the exception of religious identity was 118. The Irish regression analysis revealed that the independent variables accounted for 52.9% of the variance in national identity (see Table 4.33). The next step was to examine the independent variables in the equation (sport team identity and regional identity). Regional identity ($\beta = .47$) and team identity ($\beta = .35$) were significantly related to national identity in Ireland (see Table 4.34).
Table 4.33 Impact of the independent variables (national sport team identity and regional identity) on the dependent variable (national identity) of the Irish data (n = 194)

<table>
<thead>
<tr>
<th>Independent Variables (team and regional)</th>
<th>R</th>
<th>R²</th>
<th>Adj. R²</th>
<th>SE</th>
<th>F</th>
<th>df1</th>
<th>df2</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ireland</td>
<td>.727</td>
<td>.529</td>
<td>.521</td>
<td>.850</td>
<td>64.623</td>
<td>2</td>
<td>115</td>
<td>.000***</td>
</tr>
</tbody>
</table>

Table 4.34 Regression summary for the Irish data without religious identity (n = 194)

<table>
<thead>
<tr>
<th>Independent Variable</th>
<th>SE</th>
<th>B</th>
<th>T</th>
<th>Sig</th>
<th>Tolerance</th>
<th>VIF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Irish team identity</td>
<td>.101</td>
<td>.352</td>
<td>4.524</td>
<td>.000***</td>
<td>.675</td>
<td>1.481</td>
</tr>
<tr>
<td>Irish regional identity</td>
<td>.081</td>
<td>.467</td>
<td>5.991</td>
<td>.000***</td>
<td>.675</td>
<td>1.481</td>
</tr>
</tbody>
</table>

Note: $R^2=.529$

A decision was made to further analyze the Serbian data with a ‘focused’ Serbian group. Also, it was decided that the Irish data would not be considered for further analysis. The Irish sample was primarily chosen for validation and comparative purposes as the preceding sections have addressed.

The ‘focused’ Serbian group was formed to eliminate the ‘noise’ that all the multiple identities (team, regional, and religious) may be exerting on the dependent variable (national). The ‘focused’ Serbian group was formed using the Serbian data (n = 691) as a starting point.

Individuals that identified with the country of Serbia was the first step (n = 691) (see Table 4.2). The next step was to determine, how many of the 691 Serbians identified with the Orthodox faith. After that analysis was completed, 23 cases were eliminated. The new sample was 668 (see Table 4.6).

The following step was to determine which national sport team was identified by those 668 Serbian Orthodox individuals. That analysis revealed 293 individuals responded with the sport of soccer (43.9%) (see Table 4.35). The final step in the analysis was to determine, which Serbian region was identified the most by the 293 Serbian respondents that identified with the Orthodox faith and the sport of soccer. The final analysis indicated the Southern region of Serbia was identified by a quarter (25.9%) of the 293 Serbian respondents (see Table 4.36). The ‘focused’ sample was 76.
Table 4.35 Sample Characteristics Sport Team Identity for Serbian respondents only (Data Collection 1) (n = 668)

<table>
<thead>
<tr>
<th>Variable</th>
<th>National team</th>
<th>Total (n = 668)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-categorization item</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Which national team do you identify most with?)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Soccer</td>
<td>293</td>
<td>43.9</td>
<td></td>
</tr>
<tr>
<td>Basketball</td>
<td>80</td>
<td>12.0</td>
<td></td>
</tr>
<tr>
<td>Tennis</td>
<td>67</td>
<td>10.0</td>
<td></td>
</tr>
<tr>
<td>Water polo</td>
<td>27</td>
<td>4.0</td>
<td></td>
</tr>
<tr>
<td>Volleyball</td>
<td>26</td>
<td>3.9</td>
<td></td>
</tr>
<tr>
<td>Handball</td>
<td>8</td>
<td>1.2</td>
<td></td>
</tr>
<tr>
<td>Track &amp; Field</td>
<td>3</td>
<td>.4</td>
<td></td>
</tr>
<tr>
<td>Swimming</td>
<td>1</td>
<td>.1</td>
<td></td>
</tr>
<tr>
<td>Did not identify</td>
<td>163</td>
<td>24.4</td>
<td></td>
</tr>
</tbody>
</table>

Table 4.36 Sample Characteristics Regional Identity for Serbian respondents only (Data Collection 1) (n = 293)

<table>
<thead>
<tr>
<th>Variable</th>
<th>Region</th>
<th>Total (n = 293)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-categorization item</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(With which region do you identify most with?)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>South Serbia</td>
<td>76</td>
<td>25.9</td>
<td></td>
</tr>
<tr>
<td>Central Serbia</td>
<td>63</td>
<td>21.5</td>
<td></td>
</tr>
<tr>
<td>Vojvodina</td>
<td>56</td>
<td>19.1</td>
<td></td>
</tr>
<tr>
<td>West Serbia</td>
<td>40</td>
<td>13.7</td>
<td></td>
</tr>
<tr>
<td>East Serbia</td>
<td>36</td>
<td>12.3</td>
<td></td>
</tr>
<tr>
<td>Belgrade</td>
<td>1</td>
<td>.3</td>
<td></td>
</tr>
<tr>
<td>Did not identify</td>
<td>21</td>
<td>7.2</td>
<td></td>
</tr>
</tbody>
</table>

Test of Hypothesized Relationships on the ‘Focused’ Serbia sample (n = 76)

A regression analysis was computed to address Hypotheses 1a-3a with the ‘focused’ Serbian national sample. A regression test was performed on Orthodox Serbians that identified with the sport of soccer from the Southern region to examine their influence on national identity (dependent variable) in Serbia. To clarify, 615 Serbian cases were deleted from the analysis. It was decided to eradicate the ‘noise’ the raw Serbian data (n = 691) was initiating with the
multiple identities. It was determined by concentrating on the Serbian ‘focused’ sample (n = 76) an accurate assessment of predicting national identity in Serbia could be yielded.

Table 4.37 displays the model summary for the Serbian ‘focused’ sample (n = 76) The Serbian regression analysis revealed that the independent variables accounted for 48.3% of the variance in national identity. To test for the impact of the independent variables (sport team identity, regional identity, and religious identity) on the dependent variable (national identity), the variables were entered in a regression equation for the ‘focused’ Serbian sample (n = 76).

The results revealed that the Southern region made a significant contribution in predicting national identity in Serbia at the significance level of p<.001. However, Serbian national identity was found to be not significantly affected by national team (soccer) identity and religious (Orthodox) identity. Therefore, only Hypotheses 2a was accepted.

<table>
<thead>
<tr>
<th>Independent Variables</th>
<th>$R$</th>
<th>$R^2$</th>
<th>Adj. $R^2$</th>
<th>$SE$</th>
<th>$F$</th>
<th>df1</th>
<th>df2</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Serbia</td>
<td>.695</td>
<td>.483</td>
<td>.461</td>
<td>.664</td>
<td>22.399</td>
<td>3</td>
<td>72</td>
<td>.000***</td>
</tr>
</tbody>
</table>

*** ($p<.001$, 2-tailed)

A decision was made to further analyze the Serbian data with an additional ‘focused’ Serbian group. The additional ‘focused’ Serbian group was formed for two reasons. First, to further eliminate the ‘noise’ that all the multiple identities (national team, regional, and religious) were instigating on the dependent variable (national). Second, the researcher felt it was imperative to further analyze the data by concentrating on all the national team sports identified
by the respondents in Serbia. Identical steps were taken as with the previous focused sample of 76 to identify the additional focused sample. This time all the national team sports identified were included in the analysis.

Individuals that identified with the country of Serbia was the first step (n = 691) (see Table 4.2). The next step was to determine, how many of the 691 Serbians identified with the Orthodox faith. After that analysis was completed, 23 cases were eliminated. The new sample was 668 (see Table 4.6). The following step was to determine how many of the 668 Serbian respondents identified with a national team sport. The analysis revealed 505 Serbian individuals identified with a national sport team (see Table 4.7). The next step in the analysis was to determine, which Serbian region was identified the most by the 505 Serbian respondents that identified with the Orthodox faith and national team sports. The analysis showed the Southern region of Serbia was identified by a quarter (24.6%) of the 505 Serbian respondents (see Table 4.39). The new ‘focused’ sample was 124 (Serbian Orthodox individuals identifying with all national team sports from the Southern region of Serbia). Table 4.40 displays the frequency of national team sports identified from the 124 Serbian individuals from the Southern region identifying with the Orthodox faith.

**Table 4.39 Sample Characteristics Regional Identity for Serbian respondents only (n = 505) (Data Collection 1)**

<table>
<thead>
<tr>
<th>Variable</th>
<th>Region</th>
<th>Total (n = 505)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-categorization item (With which region do you identify most with?)</td>
<td>South Serbia</td>
<td>124</td>
<td>24.6</td>
</tr>
<tr>
<td></td>
<td>Vojvodina</td>
<td>99</td>
<td>19.6</td>
</tr>
<tr>
<td></td>
<td>Central Serbia</td>
<td>96</td>
<td>19.0</td>
</tr>
<tr>
<td></td>
<td>West Serbia</td>
<td>81</td>
<td>16.0</td>
</tr>
<tr>
<td></td>
<td>East Serbia</td>
<td>59</td>
<td>11.7</td>
</tr>
<tr>
<td></td>
<td>Belgrade</td>
<td>3</td>
<td>.5</td>
</tr>
<tr>
<td></td>
<td>Did not identify</td>
<td>43</td>
<td>8.5</td>
</tr>
</tbody>
</table>
Table 4.40 Sample Characteristics Sport Team Identity for Serbian respondents only Serbia Study (n = 124) (Data Collection 1)

<table>
<thead>
<tr>
<th>Variable</th>
<th>National team</th>
<th>Total (n = 124)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-categorization item (Which national team do you identify most with?)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Soccer</td>
<td>76</td>
<td>61.3</td>
<td></td>
</tr>
<tr>
<td>Basketball</td>
<td>16</td>
<td>12.9</td>
<td></td>
</tr>
<tr>
<td>Tennis</td>
<td>13</td>
<td>10.5</td>
<td></td>
</tr>
<tr>
<td>Water polo</td>
<td>12</td>
<td>9.7</td>
<td></td>
</tr>
<tr>
<td>Volleyball</td>
<td>4</td>
<td>3.2</td>
<td></td>
</tr>
<tr>
<td>Handball</td>
<td>3</td>
<td>2.4</td>
<td></td>
</tr>
</tbody>
</table>

Test of Hypothesized Relationships on the additional ‘Focused’ Serbian sample (n = 124)

A regression test was performed to address Hypotheses 1a-3a on an additional Serbian ‘focused’ sample. A regression test was performed on Orthodox Serbians that identified with various national team sports from the Southern region to examine their influence on national identity (dependent variable) in Serbia. To clarify, 567 Serbian cases were deleted from the analysis. It was decided to eliminate these cases to eradicate the ‘noise’ the raw Serbian data (n = 691) was initiating with the multiple identities. It was determined by concentrating on the Serbian ‘focused’ sample (n = 124) an accurate assessment of predicting national identity in Serbia could be yielded.

Table 4.41 displays the model summary for the additional Serbian ‘focused’ sample (n = 124). The results of the regression analysis indicated that the independent variables accounted for 40.1% of the variance in national identity. To test for the impact of the independent variables (sport team identity, regional identity, and religious identity) on the dependent variable (national identity), the variables were entered in a regression equation for the additional ‘focused’ Serbian sample (n = 124). The next step was to examine the independent variables in the equation. For the Serbian sample, regional identity (β=.39), religious identity (β=.27), and team identity (β=.17) all had significant relationships with national identity (see Table 4.42). The results revealed that the Southern region of Serbia, and the Orthodox faith made a significant contribution in predicting national identity in Serbia at the significance level of p<.001. Serbian national team identity was significant at the p<.05. Therefore, Hypotheses 1a-3a were accepted.
Table 4.41 Impact of the independent variables (national sport team identity, regional identity, and religious identity) on the dependent variable (national identity) of the additional Serbian ‘focused’ sample (n = 124)

<table>
<thead>
<tr>
<th>Independent Variables (team, regional, and religious)</th>
<th>R</th>
<th>R²</th>
<th>Adj. R²</th>
<th>SE</th>
<th>F</th>
<th>df1</th>
<th>df2</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Serbia</td>
<td>.634</td>
<td>.401</td>
<td>.386</td>
<td>.678</td>
<td>26.822</td>
<td>3</td>
<td>120</td>
<td>.000***</td>
</tr>
<tr>
<td>*** (p&lt;.001, 2-tailed)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 4.42 Regression summary for the additional Serbian ‘focused’ sample (n = 124)

<table>
<thead>
<tr>
<th>Independent Variable</th>
<th>SE</th>
<th>B</th>
<th>T</th>
<th>Sig</th>
<th>Tolerance</th>
<th>VIF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Serbian team identity</td>
<td>.065</td>
<td>.168</td>
<td>2.139</td>
<td>.034*</td>
<td>.791</td>
<td>1.265</td>
</tr>
<tr>
<td>Serbian regional identity</td>
<td>.080</td>
<td>.387</td>
<td>4.779</td>
<td>.000***</td>
<td>.774</td>
<td>1.292</td>
</tr>
<tr>
<td>Serbian religious identity</td>
<td>.068</td>
<td>.266</td>
<td>3.440</td>
<td>.001***</td>
<td>.868</td>
<td>1.152</td>
</tr>
<tr>
<td>Note: R²=.401</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>*** (p&lt;.001, 2-tailed)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>* (p&lt;.05, 2-tailed)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

One-Way ANOVA Results for the Serbian sample (n = 691)

A One-Way ANOVA procedure was performed on the two datasets, Serbia (n = 691) and Ireland (n = 194), to address Hypotheses 4a-7b. A one-way ANOVA, was conducted to determine whether certain demographic categories (age, gender, education, and household total income) were associated with particular group identities (team identity, regional identity, religious identity, and national identity). A one-way ANOVA procedure was completed for each national sample (Serbian and Irish). The number of Serbian respondents (n = 691) that identified with a national team was 520; for region 619; for faith 673. Table 4.43 displays the mean scores relative to the different demographic characteristics.
Table 4.43 Serbian Sample Demographic Variables Mean Scores (n = 691)

<table>
<thead>
<tr>
<th>Variables</th>
<th>Categories</th>
<th>TEAMID Mean (n = 520)</th>
<th>REGIONID Mean (n = 619)</th>
<th>RELIGID Mean (n = 673)</th>
<th>NATID Mean (n = 691)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>SD</td>
<td>SD</td>
<td>SD</td>
<td>SD</td>
</tr>
<tr>
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<td>5.09 (117)</td>
</tr>
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<td>1.19</td>
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<tr>
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<td>4.39 (105)</td>
<td>4.86 (120)</td>
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</tr>
<tr>
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<td>1.11</td>
<td>1.10</td>
<td>1.05</td>
</tr>
<tr>
<td></td>
<td>40-49</td>
<td>3.89 (128)</td>
<td>4.70 (156)</td>
<td>4.89 (164)</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>1.23</td>
<td>1.09</td>
<td>1.17</td>
<td>1.08</td>
</tr>
<tr>
<td></td>
<td>50+</td>
<td>3.87 (174)</td>
<td>4.75 (219)</td>
<td>5.13 (239)</td>
<td>5.18 (242)</td>
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<td>1.23</td>
<td>1.19</td>
<td>1.14</td>
<td>1.08</td>
</tr>
<tr>
<td>Education Level</td>
<td>Less than high school</td>
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<td>4.60 (120)</td>
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<td>4.94 (132)</td>
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<td>.97</td>
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<td>Some high school</td>
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<td>5.23 (157)</td>
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<td>1.24</td>
<td>1.21</td>
<td>1.21</td>
<td>1.15</td>
</tr>
<tr>
<td></td>
<td>High school graduate/GED</td>
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<td>4.81 (257)</td>
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<td>Associates degree or Bachelors degree</td>
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<td>4.75 (104)</td>
<td>4.92 (111)</td>
<td>5.19 (116)</td>
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<td>1.16</td>
<td>1.24</td>
<td>1.15</td>
</tr>
<tr>
<td>Household Income</td>
<td>Less than $960 per year</td>
<td>2.85 (28)</td>
<td>4.11 (33)</td>
<td>4.59 (34)</td>
<td>4.71 (34)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1.46</td>
<td>1.36</td>
<td>1.26</td>
<td>1.18</td>
</tr>
<tr>
<td></td>
<td>$961 -$2,939 per year</td>
<td>4.81 (51)</td>
<td>4.67 (67)</td>
<td>5.06 (78)</td>
<td>5.16 (79)</td>
</tr>
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<td></td>
<td>1.25</td>
<td>1.21</td>
<td>1.30</td>
<td>1.03</td>
</tr>
<tr>
<td></td>
<td>$2,940-$7,871 per year</td>
<td>4.06 (246)</td>
<td>4.71 (286)</td>
<td>4.89 (318)</td>
<td>5.12 (324)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1.13</td>
<td>1.08</td>
<td>1.18</td>
<td>1.01</td>
</tr>
<tr>
<td></td>
<td>$7,872-$16,379 per year</td>
<td>4.00 (73)</td>
<td>4.73 (77)</td>
<td>5.06 (78)</td>
<td>5.11 (85)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1.23</td>
<td>1.11</td>
<td>1.21</td>
<td>1.22</td>
</tr>
<tr>
<td></td>
<td>$16,380+ per year</td>
<td>4.51 (9)</td>
<td>4.83 (13)</td>
<td>4.87 (13)</td>
<td>5.12 (14)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>.90</td>
<td>1.16</td>
<td>.77</td>
<td>.99</td>
</tr>
<tr>
<td></td>
<td>No response</td>
<td>(113)</td>
<td>(143)</td>
<td>(152)</td>
<td>(155)</td>
</tr>
</tbody>
</table>

Note. The number in parentheses reflects the ‘n’ for each demographic category.
After analyzing the distribution of the demographic data, particularly the various cell sizes, the decision was made to collapse the data in certain instances. In regards to age, respondents in the 18-19 age group were merged with those in the 20-29 age category. In regards to the demographic category of household income, the respondents in the income group of less than $961 per year were merged with the income group $961 and $2,939 per year. The income category of $16,380 and more was merged with the income group $7,872 and $16,379 per year. Table 4.44 displays the mean scores of the merged data (age and household income) relative to the different demographic characteristics.

Table 4.44 Serbian Sample Demographic Variables Mean Scores of merged data (n = 691)

<table>
<thead>
<tr>
<th>Variables</th>
<th>TEAMID Mean (n = 520)</th>
<th>REGIONID Mean (n = 619)</th>
<th>RELIGID Mean (n = 673)</th>
<th>NATID Mean (n = 691)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SD</td>
<td>SD</td>
<td>SD</td>
<td>SD</td>
</tr>
<tr>
<td>Age Groups</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-29</td>
<td>4.42 (113)</td>
<td>4.83 (124)</td>
<td>4.89 (131)</td>
<td>5.13 (138)</td>
</tr>
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<td></td>
<td>1.24</td>
<td>1.16</td>
<td>1.39</td>
<td>1.11</td>
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<tr>
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<td>4.39 (105)</td>
<td>4.86 (120)</td>
<td>5.16 (139)</td>
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<tr>
<td></td>
<td>1.18</td>
<td>1.11</td>
<td>1.10</td>
<td>1.05</td>
</tr>
<tr>
<td>40-49</td>
<td>3.89 (128)</td>
<td>4.70 (156)</td>
<td>4.89 (164)</td>
<td>5.05 (168)</td>
</tr>
<tr>
<td></td>
<td>1.23</td>
<td>1.09</td>
<td>1.17</td>
<td>1.08</td>
</tr>
<tr>
<td>50+</td>
<td>3.87 (174)</td>
<td>4.75 (219)</td>
<td>5.13 (239)</td>
<td>5.18 (242)</td>
</tr>
<tr>
<td></td>
<td>1.23</td>
<td>1.19</td>
<td>1.14</td>
<td>1.08</td>
</tr>
<tr>
<td>Household Income</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than $2,939 per year</td>
<td>3.71 (79)</td>
<td>4.48 (100)</td>
<td>4.91 (112)</td>
<td>5.02 (113)</td>
</tr>
<tr>
<td></td>
<td>1.46</td>
<td>1.28</td>
<td>1.30</td>
<td>1.08</td>
</tr>
<tr>
<td>$2,940-$7,871 per year</td>
<td>4.06 (246)</td>
<td>4.71 (286)</td>
<td>4.89 (318)</td>
<td>5.12 (324)</td>
</tr>
<tr>
<td></td>
<td>1.13</td>
<td>1.08</td>
<td>1.18</td>
<td>1.01</td>
</tr>
<tr>
<td>$7,872+ per year</td>
<td>4.06 (82)</td>
<td>4.74 (90)</td>
<td>5.04 (91)</td>
<td>5.11 (99)</td>
</tr>
<tr>
<td></td>
<td>1.21</td>
<td>1.11</td>
<td>1.16</td>
<td>1.19</td>
</tr>
<tr>
<td>No response</td>
<td>(113)</td>
<td>(143)</td>
<td>(152)</td>
<td>(155)</td>
</tr>
</tbody>
</table>

Note. The number in parentheses reflects the ‘n’ for each demographic category. Several respondents chose not to answer one of the identity group(s). This resulted in four different sample sizes (Team identity: 520, Regional identity: 619, Religious identity: 673, National: 691).
Team identity

Of the 691 Serbian respondents, 520 identified with a national team. Significant differences were found on three of the four demographic variables relative to team identity: gender ($F=19.140; p= .000$), age ($F= 7.929; p= .000$), and education ($F= 2.806; p= .039$). Males had stronger team identification than females. Post-hoc tests (Tukey HSD) revealed a difference of various age groups on team identity. Younger individuals aged between 18 and 39 had higher levels of team identification, than individuals 40 and over in Serbia (see Table 4.44). A post-hoc test (Tukey HSD) revealed a difference in team identification based on level of education. Individuals with some high school had a higher level of team identification than individuals with an education less than high school (e.g., no formal education, elementary education).

Regional identity

Of the 691 Serbian respondents, 619 identified with a region. A significant difference was found with gender and regional identity ($F= 11.251; p= .001$). Males reported a higher level of regional identification than females in Serbia.

National identity

A significant difference was found on gender and national identity ($F= 9.128; p= .003$). Males were more likely to have a higher sense of national identity than females in Serbia. No differences were found on religious identity. Of all the hypotheses proposed, only hypothesis 4b was supported (males will report a higher level of identification with a national team than females).

One-Way ANOVA Results for the Irish sample (n =194)

Of the 194 Irish respondents, 145 identified with a national team; 165 with a region and 127 with a religious faith. Table 4.45 displays the Irish demographic variables mean scores.
Table 4.45 Irish Sample Demographic Variables Mean Scores (n = 194)

<table>
<thead>
<tr>
<th>Variables</th>
<th>Categories</th>
<th>TEAMID Mean (n = 145)</th>
<th>REGIONID Mean (n = 165)</th>
<th>RELIGID Mean (n = 127)</th>
<th>NATID Mean (n = 194)</th>
</tr>
</thead>
<tbody>
<tr>
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<td></td>
<td>SD</td>
<td>SD</td>
<td>SD</td>
<td>SD</td>
</tr>
<tr>
<td>Gender</td>
<td>Male</td>
<td>4.49 (91)</td>
<td>5.18 (86)</td>
<td>4.51 (65)</td>
<td>5.30 (110)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1.00</td>
<td>1.19</td>
<td>1.30</td>
<td>1.14</td>
</tr>
<tr>
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<td>Female</td>
<td>4.28 (54)</td>
<td>5.08 (79)</td>
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<td>5.18 (84)</td>
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<tr>
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<td></td>
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<td>1.22</td>
<td>1.43</td>
<td>1.26</td>
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<td>4.39 (9)</td>
<td>5.69 (11)</td>
<td>4.17 (8)</td>
<td>5.71 (11)</td>
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<tr>
<td></td>
<td></td>
<td>.63</td>
<td>.74</td>
<td>1.89</td>
<td>.83</td>
</tr>
<tr>
<td></td>
<td>20-29</td>
<td>4.35 (41)</td>
<td>5.04 (49)</td>
<td>3.91 (34)</td>
<td>5.16 (56)</td>
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<td></td>
<td></td>
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<td>1.17</td>
<td>1.27</td>
<td>1.23</td>
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<td>30-39</td>
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<td>4.50 (40)</td>
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<td>1.40</td>
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<td>1.34</td>
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<td></td>
<td>50+</td>
<td>4.48 (18)</td>
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<td>4.63 (22)</td>
<td>5.27 (28)</td>
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<td>1.08</td>
<td>1.43</td>
<td>.95</td>
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<td>4.29 (15)</td>
<td>5.57 (33)</td>
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<td></td>
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<td>.96</td>
<td>1.64</td>
<td>1.14</td>
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<td>Upper technical or</td>
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<td>4.86 (14)</td>
<td>4.13 (9)</td>
<td>5.16 (18)</td>
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<td>.91</td>
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<td>.84</td>
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<td>Third level non-degree</td>
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<td>5.01 (35)</td>
<td>4.47 (26)</td>
<td>5.13 (36)</td>
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<td>1.02</td>
<td>1.05</td>
<td>1.23</td>
<td>1.22</td>
</tr>
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<td>Third level degree</td>
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<td>4.34 (61)</td>
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<td>or higher</td>
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<td>1.33</td>
<td>1.34</td>
<td>1.26</td>
</tr>
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<td>Less than $33,099</td>
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<td>5.03 (41)</td>
<td>4.50 (31)</td>
<td>5.03 (46)</td>
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<td>per year</td>
<td>1.12</td>
<td>1.40</td>
<td>1.54</td>
<td>1.35</td>
</tr>
<tr>
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<td>$33,100- $66,199</td>
<td>4.43 (49)</td>
<td>5.18 (53)</td>
<td>4.79 (45)</td>
<td>5.36 (65)</td>
</tr>
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<td>per year</td>
<td>.79</td>
<td>.99</td>
<td>1.22</td>
<td>1.06</td>
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<td>$66,200- $99,299</td>
<td>4.27 (31)</td>
<td>5.11 (33)</td>
<td>4.20 (26)</td>
<td>5.25 (39)</td>
</tr>
<tr>
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<td>per year</td>
<td>.99</td>
<td>1.05</td>
<td>1.25</td>
<td>1.26</td>
</tr>
<tr>
<td></td>
<td>$99,300- $132,399</td>
<td>4.29 (9)</td>
<td>5.19 (12)</td>
<td>3.73 (7)</td>
<td>5.29 (12)</td>
</tr>
<tr>
<td></td>
<td>per year</td>
<td>.88</td>
<td>1.52</td>
<td>1.13</td>
<td>1.51</td>
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Table 4.45 (continued) Irish Sample Demographic Variables Mean Scores (n = 194)

<table>
<thead>
<tr>
<th>Variables</th>
<th>Categories</th>
<th>TEAMID Mean (n = 145)</th>
<th>TEAMID SD</th>
<th>REGIONID Mean (n = 165)</th>
<th>REGIONID SD</th>
<th>RELIGID Mean (n = 127)</th>
<th>RELIGID SD</th>
<th>NATID Mean (n = 194)</th>
<th>NATID SD</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$132,400- $165,499 per year</td>
<td>4.21 (6)</td>
<td>.82</td>
<td>5.32 (6)</td>
<td>.59</td>
<td>4.17 (4)</td>
<td>.72</td>
<td>5.38 (6)</td>
<td>.69</td>
</tr>
<tr>
<td></td>
<td>$165,000- $198,599 per year</td>
<td>4.41 (4)</td>
<td>.46</td>
<td>4.80 (4)</td>
<td>1.80</td>
<td>4.34 (2)</td>
<td>.41</td>
<td>5.00 (4)</td>
<td>1.57</td>
</tr>
<tr>
<td></td>
<td>$198,600+ per year</td>
<td>3.53 (2)</td>
<td>.82</td>
<td>5.86 (3)</td>
<td>.73</td>
<td>4.96 (3)</td>
<td>1.61</td>
<td>4.95 (4)</td>
<td>.60</td>
</tr>
<tr>
<td></td>
<td>No response</td>
<td>(14)</td>
<td>(13)</td>
<td>(9)</td>
<td>(18)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note. The number in parentheses reflects the ‘n’ for each demographic category. Several respondents chose not to answer one of the identity group(s). This resulted in four different sample sizes (Team identity: 145, Regional identity: 165, Religious identity: 127, National: 194).

After analyzing the distribution of the demographic data, it was decided that the data be collapsed in certain instances. In regards to age, the 18-19 and 20-29 year old groups were merged. In regards to household income, the income groups of $99,300+ were merged with the income group $66,200 to $99,299 per year. After analyzing the collapsed data of each identity separately on a demographic variable, the results revealed there were no significant differences. No hypotheses were supported.

Behavioral Item Results for the Serbian (n = 691) and Irish samples (n = 194)

The respondents in Serbia (n = 691) and Ireland (n = 194) were asked about behaviors reflecting their ‘national sport team’ consumption (media and merchandise). Regression analyses were conducted with each national sample to determine which of the group identities (team, region, religion, or national) had the strongest impact on the behavioral outcomes (media and merchandise).

To test for the impact of the independent variables (sport team identity, regional identity, religious identity, and national identity) on the dependent variables (media and merchandise consumption), the variables were entered in a regression equation. The next step was to examine the independent variables in the equation. For the Serbian sample, team identity ($\beta= .69$), and regional identity ($\beta= .12$) had significant relationships with media consumption (see Table 4.46). Team identity ($\beta= .58$) was also found to have a significant
relationship with merchandise consumption in Serbia (see Table 4.47).

For the Irish sample, team identity ($\beta = .48$) was significantly related to media consumption in Ireland (see Table 4.48). Team identity ($\beta = .58$) and national identity ($\beta = -.45$) were also found to have a significant relationship with merchandise consumption in Ireland (see Table 4.49). The results revealed team identity was the strongest predictor of media and merchandise consumption in Serbia and Ireland respectively at the significance level of $p < .001$.

**Table 4.46 Regression summary for the Serbian data (n = 691) on Media Consumption**

<table>
<thead>
<tr>
<th>Independent Variable</th>
<th>SE</th>
<th>B</th>
<th>T</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Serbian team identity</td>
<td>.044</td>
<td>.685</td>
<td>18.288</td>
<td>.000***</td>
</tr>
<tr>
<td>Serbian regional identity</td>
<td>.053</td>
<td>.121</td>
<td>3.059</td>
<td>.002</td>
</tr>
<tr>
<td>Serbian religious identity</td>
<td>.050</td>
<td>-.034</td>
<td>-.865</td>
<td>.387</td>
</tr>
<tr>
<td>Serbian national identity</td>
<td>.062</td>
<td>.015</td>
<td>.335</td>
<td>.738</td>
</tr>
</tbody>
</table>

*** ($p < .001$, 2-tailed)

**Table 4.47 Regression summary for the Serbian data (n = 691) on Merchandise Consumption**

<table>
<thead>
<tr>
<th>Independent Variable</th>
<th>SE</th>
<th>B</th>
<th>T</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Serbian team identity</td>
<td>.062</td>
<td>.578</td>
<td>12.347</td>
<td>.000***</td>
</tr>
<tr>
<td>Serbian regional identity</td>
<td>.075</td>
<td>.051</td>
<td>1.024</td>
<td>.307</td>
</tr>
<tr>
<td>Serbian religious identity</td>
<td>.071</td>
<td>-.104</td>
<td>-2.100</td>
<td>.036</td>
</tr>
<tr>
<td>Serbian national identity</td>
<td>.088</td>
<td>-.071</td>
<td>-1.288</td>
<td>.198</td>
</tr>
</tbody>
</table>

*** ($p < .001$, 2-tailed)

**Table 4.48 Regression summary for the Irish data (n = 194) on Media Consumption**

<table>
<thead>
<tr>
<th>Independent Variable</th>
<th>SE</th>
<th>B</th>
<th>T</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Irish team identity</td>
<td>.247</td>
<td>.475</td>
<td>3.608</td>
<td>.001**</td>
</tr>
<tr>
<td>Irish regional identity</td>
<td>.202</td>
<td>.163</td>
<td>1.184</td>
<td>.240</td>
</tr>
<tr>
<td>Irish religious identity</td>
<td>.126</td>
<td>-.004</td>
<td>-.035</td>
<td>.972</td>
</tr>
<tr>
<td>Irish national identity</td>
<td>.200</td>
<td>-.168</td>
<td>-1.144</td>
<td>.256</td>
</tr>
</tbody>
</table>

** ($p < .01$, 2-tailed)
Table 4.49 Regression summary for the Irish data (n = 194) on Merchandise Consumption

<table>
<thead>
<tr>
<th>Independent Variable</th>
<th>SE</th>
<th>B</th>
<th>T</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Irish team identity</td>
<td>.263</td>
<td>.584</td>
<td>4.495</td>
<td>.000***</td>
</tr>
<tr>
<td>Irish regional identity</td>
<td>.215</td>
<td>.141</td>
<td>1.044</td>
<td>.300</td>
</tr>
<tr>
<td>Irish religious identity</td>
<td>.134</td>
<td>.038</td>
<td>.370</td>
<td>.713</td>
</tr>
<tr>
<td>Irish national identity</td>
<td>.214</td>
<td>-.451</td>
<td>-3.116</td>
<td>.003</td>
</tr>
</tbody>
</table>

*** (p<.001, 2-tailed)

Team identity had the strongest impact on the behavioral outcomes. A primary reason for this result is that only individuals that self-reported having a favorite a national sports team were asked to complete questions regarding their sport consumption behaviors. To keep in mind, of the 691 respondents in Serbia, 520 individuals identified with a particular national team. Of the 194 respondents in Ireland, 145 individuals identified with a particular national team. The mean and standard deviation scores for the behavioral items for the Serbian respondents that self-reported a national sport team are reported in Table 4.50. Table 4.51 lists the behavioral items means and standard deviation scores for the Irish respondents that self-reported an Irish national sport team.

Table 4.50 Behavioral Items mean scores and standard deviations for Serbian respondents that self-reported a national sport team (n = 520)

<table>
<thead>
<tr>
<th>Team ID (n = 520)</th>
<th>M</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media</td>
<td>3.92</td>
<td>2.11</td>
</tr>
<tr>
<td>1. I read about the team in the daily sport pages.</td>
<td>4.29</td>
<td>1.94</td>
</tr>
<tr>
<td>2. I read about the team over the Internet.</td>
<td>2.89</td>
<td>2.11</td>
</tr>
<tr>
<td>3. When I cannot attend a match, I watch it on television if possible.</td>
<td>5.04</td>
<td>1.82</td>
</tr>
<tr>
<td>4. I watch TV news for information about the team.</td>
<td>4.43</td>
<td>1.84</td>
</tr>
<tr>
<td>5. I listen to matches on the radio if I cannot watch them.</td>
<td>2.95</td>
<td>2.08</td>
</tr>
<tr>
<td>Merchandise</td>
<td>2.23</td>
<td>1.78</td>
</tr>
<tr>
<td>1. I buy team clothing (T-shirts, jersey, etc.).</td>
<td>2.42</td>
<td>1.84</td>
</tr>
<tr>
<td>2. I wear team clothing when I attend a match.</td>
<td>2.28</td>
<td>1.83</td>
</tr>
<tr>
<td>3. I wear team apparel on a regular basis.</td>
<td>2.08</td>
<td>1.70</td>
</tr>
<tr>
<td>4. I wear a national team jersey when the national team plays.</td>
<td>2.14</td>
<td>1.76</td>
</tr>
</tbody>
</table>
Table 4.51 Behavioral Items mean scores and standard deviations for Irish respondents that self-reported a national sport team (n = 145)

<table>
<thead>
<tr>
<th>Team ID (n = 145)</th>
<th>M</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. I read about the team in the daily sport pages.</td>
<td>4.97</td>
<td>2.01</td>
</tr>
<tr>
<td>2. I read about the team over the Internet.</td>
<td>4.81</td>
<td>1.93</td>
</tr>
<tr>
<td>3. When I cannot attend a match, I watch it on television if possible.</td>
<td>5.79</td>
<td>1.68</td>
</tr>
<tr>
<td>4. I watch TV news for information about the team.</td>
<td>5.07</td>
<td>1.84</td>
</tr>
<tr>
<td>5. I listen to matches on the radio if I cannot watch them.</td>
<td>4.34</td>
<td>2.14</td>
</tr>
<tr>
<td>Merchandise</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. I buy team clothing (T-shirts, jersey, etc.).</td>
<td>4.13</td>
<td>2.06</td>
</tr>
<tr>
<td>2. I wear team clothing when I attend a match.</td>
<td>4.49</td>
<td>2.15</td>
</tr>
<tr>
<td>3. I wear team apparel on a regular basis.</td>
<td>3.19</td>
<td>1.90</td>
</tr>
<tr>
<td>4. I wear a national team jersey when the national team plays.</td>
<td>4.18</td>
<td>2.17</td>
</tr>
</tbody>
</table>

One-Way ANOVA Behavioral Outcome Results for individuals that identified with a Serbian National Sport Team Identity (n = 520) and Irish National Sport Team Identity (n = 145)

A one-way ANOVA procedure was conducted for each national sample (Serbian and Irish) to determine whether certain demographic characteristics (age, gender, education, and household total income) were associated with particular behavioral outcomes (media and merchandise). The analysis only included those individuals that reported having a favorite national sport team. Table 4.52 displays the media consumption results amongst those respondents that identified with a Serbian national sport team relative to the different demographic characteristics. Table 4.53 displays the merchandise consumption results amongst those respondents that identified with a Serbian national sport team relative to the different demographic characteristics. Table 4.54 displays the media consumption results amongst those respondents that identified with an Irish national sport team relative to the different demographic variables. Table 4.55 displays the merchandise consumption results amongst those respondents...
that identified with a Serbian national sport team relative to the different demographic characteristics.

Table 4.52 Media consumption results amongst individuals that identified with a Serbian National Sport Team (n = 520) based on the different demographic characteristics

<table>
<thead>
<tr>
<th>Demographics</th>
<th>Categories</th>
<th>Df</th>
<th>F</th>
<th>Sig.</th>
<th>Mean (n)</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td>1</td>
<td>55.969</td>
<td>.000***</td>
<td>4.29 (320)</td>
<td>1.33</td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td></td>
<td></td>
<td></td>
<td>4.29 (320)</td>
<td>1.33</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td></td>
<td></td>
<td></td>
<td>3.35 (200)</td>
<td>1.50</td>
</tr>
<tr>
<td>Age Groups</td>
<td></td>
<td>3</td>
<td>7.826</td>
<td>.000***</td>
<td>4.22 (113)</td>
<td>1.51</td>
</tr>
<tr>
<td></td>
<td>18-29</td>
<td></td>
<td></td>
<td></td>
<td>4.22 (113)</td>
<td>1.51</td>
</tr>
<tr>
<td></td>
<td>30-39</td>
<td></td>
<td></td>
<td></td>
<td>4.33 (105)</td>
<td>1.51</td>
</tr>
<tr>
<td></td>
<td>40-49</td>
<td></td>
<td></td>
<td></td>
<td>3.78 (128)</td>
<td>1.47</td>
</tr>
<tr>
<td></td>
<td>50+</td>
<td></td>
<td></td>
<td></td>
<td>3.60 (174)</td>
<td>1.33</td>
</tr>
<tr>
<td>Education Level</td>
<td></td>
<td>3</td>
<td>4.297</td>
<td>.005**</td>
<td>3.51 (82)</td>
<td>1.39</td>
</tr>
<tr>
<td></td>
<td>Less than high school</td>
<td></td>
<td></td>
<td></td>
<td>3.51 (82)</td>
<td>1.39</td>
</tr>
<tr>
<td></td>
<td>Some high school</td>
<td></td>
<td></td>
<td></td>
<td>4.22 (120)</td>
<td>1.52</td>
</tr>
<tr>
<td></td>
<td>High school</td>
<td></td>
<td></td>
<td></td>
<td>3.98 (229)</td>
<td>1.46</td>
</tr>
<tr>
<td></td>
<td>graduate/GED</td>
<td></td>
<td></td>
<td></td>
<td>3.79 (89)</td>
<td>1.47</td>
</tr>
<tr>
<td></td>
<td>Associates degree or</td>
<td></td>
<td></td>
<td></td>
<td>3.79 (89)</td>
<td>1.47</td>
</tr>
<tr>
<td></td>
<td>Bachelors degree</td>
<td></td>
<td></td>
<td></td>
<td>3.79 (89)</td>
<td>1.47</td>
</tr>
<tr>
<td>Household Income</td>
<td></td>
<td>2</td>
<td>3.039</td>
<td>.049*</td>
<td>3.50 (79)</td>
<td>1.73</td>
</tr>
<tr>
<td></td>
<td>Less than $2,939 per year</td>
<td></td>
<td></td>
<td></td>
<td>3.50 (79)</td>
<td>1.73</td>
</tr>
<tr>
<td></td>
<td>$2,940-$7,871 per year</td>
<td></td>
<td></td>
<td></td>
<td>3.90 (246)</td>
<td>1.38</td>
</tr>
<tr>
<td></td>
<td>$7,872+ per year</td>
<td></td>
<td></td>
<td></td>
<td>4.03 (82)</td>
<td>1.93</td>
</tr>
<tr>
<td></td>
<td>No response</td>
<td></td>
<td></td>
<td></td>
<td>(113)</td>
<td>-</td>
</tr>
</tbody>
</table>

*** (p<.001)  
** (p<.01)  
* (p<.05)
Table 4.53 Merchandise consumption results amongst individuals that identified with a Serbian National Sport Team (n = 520) based on the different demographic characteristics

<table>
<thead>
<tr>
<th>Demographics</th>
<th>Categories</th>
<th>Df</th>
<th>F</th>
<th>Sig.</th>
<th>Mean (n)</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>1</td>
<td>1.931</td>
<td>.156</td>
<td>2.31 (320)</td>
<td>1.69</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td></td>
<td></td>
<td></td>
<td>2.10 (200)</td>
<td>1.66</td>
</tr>
<tr>
<td>Age Groups</td>
<td></td>
<td>3</td>
<td>20.901</td>
<td>.000***</td>
<td>2.94 (113)</td>
<td>1.85</td>
</tr>
<tr>
<td></td>
<td>18-29</td>
<td></td>
<td></td>
<td></td>
<td>2.72 (105)</td>
<td>1.77</td>
</tr>
<tr>
<td></td>
<td>30-39</td>
<td></td>
<td></td>
<td></td>
<td>2.10 (128)</td>
<td>1.57</td>
</tr>
<tr>
<td></td>
<td>40-49</td>
<td></td>
<td></td>
<td></td>
<td>1.58 (174)</td>
<td>1.23</td>
</tr>
<tr>
<td></td>
<td>50+</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education Level</td>
<td></td>
<td>3</td>
<td>4.681</td>
<td>.003**</td>
<td>1.61 (82)</td>
<td>1.37</td>
</tr>
<tr>
<td></td>
<td>Less than high school</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Some high school</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>High school graduate/GED</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Associates degree or Bachelors degree</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Household Income</td>
<td></td>
<td>2</td>
<td>7.874</td>
<td>.000***</td>
<td>1.57 (79)</td>
<td>1.35</td>
</tr>
<tr>
<td></td>
<td>Less than $2,939 per year</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$2,940-$7,871 per year</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$7,872+ per year</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>No response</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*** (p<.001)
** (p<.01)
* (p<.05)
**Demographic categories and media consumption – Serbian sample**

In regards to media consumption, significant differences were found on the four demographic variables employed in the study relative to team identity: gender \( (F = 55.969; p = .000) \), age \( (F = 7.826; p = .000) \), education \( (F = 4.297; p = .005) \) and household income \( (F = 3.039; p = .049) \). Serbian males consumed significantly more media in regards to their national team than females. Post-hoc tests (Tukey HSD) revealed a difference of various age groups on media consumption. Individuals aged between 18 and 39 years old consumed significantly more media pertaining to the national team than individuals aged 50 and over. Individuals aged between 30 and 39 years old consumed significantly more media pertaining to the national team, than individuals aged 40 and over.

A post-hoc test (Tukey HSD) revealed a difference on media consumption based on level of education. Individuals with some high school education consumed more media in regards to their national team than individuals with less than a high school education. A post-hoc test (Tukey HSD) revealed differences on media consumption based on a household’s yearly income. Households earning more than $7,872 per year consumed significantly more media of the national team they identified with, compared to households earning less than $2,939 per year.

**Demographic categories and merchandise consumption – Serbian sample**

In regards to merchandise consumption, significant differences were found on three of the four demographic variables: age \( (F = 20.901; p = .000) \), education \( (F = 4.681; p = .003) \), and household income \( (F = 7.874; p = .000) \). A Post-hoc test (Tukey HSD) revealed a difference of various age groups on merchandise national team consumption. Younger individuals aged between 18 and 29 consumed significantly more merchandise of their national team, than individuals 40 and over in Serbia. Individuals aged between 30 and 39 consumed significantly more merchandise than individuals over the age of 40. Individuals over the age of 40 consumed more merchandise of their national team than individuals aged 50 and over.

A post-hoc test (Tukey HSD) revealed differences on merchandise consumption of the national team they identified with based on education and household income. In regards to education, individuals with an education of some high school and above consumed significantly more merchandise of their national team than individuals with less than a high
school education. Households earning more than $2,940 per year significantly consumed more merchandise of their national team, compared to households earning less than $2,939 per year.

**Table 4.54 Media consumption results amongst individuals that identified with an Irish National Sport Team (n = 145) based on the different demographic characteristics**

<table>
<thead>
<tr>
<th>Demographics</th>
<th>Categories</th>
<th>df</th>
<th>F</th>
<th>Sig.</th>
<th>Mean (n)</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>1</td>
<td>15.538</td>
<td>.000***</td>
<td>5.36 (91)</td>
<td>1.38</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td></td>
<td></td>
<td></td>
<td>4.38 (54)</td>
<td>1.57</td>
</tr>
<tr>
<td>Age Groups</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>18-29</td>
<td>3</td>
<td>2.654</td>
<td>.051</td>
<td>4.71 (50)</td>
<td>1.47</td>
</tr>
<tr>
<td></td>
<td>30-39</td>
<td></td>
<td></td>
<td></td>
<td>4.71 (37)</td>
<td>1.60</td>
</tr>
<tr>
<td></td>
<td>40-49</td>
<td></td>
<td></td>
<td></td>
<td>5.38 (40)</td>
<td>1.47</td>
</tr>
<tr>
<td></td>
<td>50+</td>
<td></td>
<td></td>
<td></td>
<td>5.51 (18)</td>
<td>1.43</td>
</tr>
<tr>
<td>Education Level</td>
<td>Lower secondary</td>
<td>4</td>
<td>1.379</td>
<td>.244</td>
<td>5.50 (14)</td>
<td>1.14</td>
</tr>
<tr>
<td></td>
<td>Upper secondary</td>
<td></td>
<td></td>
<td></td>
<td>5.03 (28)</td>
<td>1.35</td>
</tr>
<tr>
<td></td>
<td>Upper technical or vocational</td>
<td></td>
<td></td>
<td></td>
<td>4.55 (11)</td>
<td>1.63</td>
</tr>
<tr>
<td></td>
<td>equivalent</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Third level non-degree</td>
<td></td>
<td></td>
<td></td>
<td>5.41 (25)</td>
<td>1.41</td>
</tr>
<tr>
<td></td>
<td>Third level degree or higher</td>
<td></td>
<td></td>
<td></td>
<td>4.80 (67)</td>
<td>1.66</td>
</tr>
<tr>
<td>Household Income</td>
<td>Less than $33,099 per year</td>
<td>2</td>
<td>.071</td>
<td>.975</td>
<td>5.00 (30)</td>
<td>1.24</td>
</tr>
<tr>
<td></td>
<td>$33,100- $66,199 per year</td>
<td></td>
<td></td>
<td></td>
<td>4.97 (49)</td>
<td>1.46</td>
</tr>
<tr>
<td></td>
<td>$66,200+ per year</td>
<td></td>
<td></td>
<td></td>
<td>5.06 (52)</td>
<td>1.74</td>
</tr>
<tr>
<td></td>
<td>No response</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*** (p<.001)
Table 4.55 Merchandise consumption results amongst individuals that identified with an Irish National Sport Team (n = 145) based on the different demographic characteristics

<table>
<thead>
<tr>
<th>Demographics</th>
<th>Categories</th>
<th>df</th>
<th>F</th>
<th>Sig.</th>
<th>Mean (n)</th>
<th>SD</th>
</tr>
</thead>
<tbody>
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*** (p<.001)
In regards to media consumption, significant differences were found on one of the four demographic variables employed in the study relative to team identity: gender ($F=15.538; p=.000$). Males consumed significantly more media when it came to their national team compared to females. After analyzing the Irish data of team identity on the demographic variables in regards to merchandise consumption, the results revealed there were no significant differences.

A more detailed discussion of the results is presented in the next chapter. The final chapter will also discuss the implications and limitations of the current research project. Recommendations for future research discourse will also be presented.
CHAPTER 5
DISCUSSION

Introduction

The purpose of the study was fourfold. First, to provide empirical evidence that a national identity may be explained in part by identification with a national sports team. Second, to assess the importance of team identity in relation to other group identities (regional and religious) as a component of one’s national identity. Third, to examine whether there are differences in the respective identities (team, national, regional, and religious) based on demographic characteristics (age, gender, education, and income). Fourth, to examine whether there are differences in indirect sport consumption (media and merchandise) based on demographic characteristics (age, gender, education, and income) among individuals that identified with a national sport team. An ancillary outcome of the current research was to extend the GROUP* ID scale developed by Heere and James (2007b) by measuring different group identities in international settings.

In Chapter 4, the analysis of the Serbian and Irish data (the full samples for from each national group) provided evidence of the reliability and validity of the GROUP*ID instrument in an international setting. The analysis of Serbian and Irish respondents who specifically reported identifying with the respective nations led to the conclusion that team identity was a significant contributor to national identity in the two countries. The results also indicated the two other external identities (regional and religious) accounted for a larger percentage of the variance in national identity in the Serbian study. In the Irish sample, team identity accounted for more variance in national identity than religious identity, but not more than regional identity. The results from the analysis of those with a Serbian national identity indicated there were differences in the respective identities (team, national, regional, and religious) in relation to various demographic characteristics (age, gender, education, and income). The results from the analysis of those that reported identifying with a Serbian national team indicated there were differences in the respective behavioral outcomes (media and merchandise) in relation to various demographic characteristics (age, gender, education, and income). Individuals that reported
identifying with an Irish national team only indicated a difference on media consumption based on gender.

A focused analysis of Serbian respondents, those that identified with the Orthodox faith, the sport of soccer and the Southern region of Serbia, indicated that team identity was not a significant contributor to Serbian national identity, whereas the two other external identities (regional and religious) were significant contributors to Serbian national identity.

An additional Serbian ‘focused’ study concentrating on individuals that identified themselves as Serbian Orthodox and who identified with various national team sports from the Southern region of Serbia, indicated that team identity, regardless of the national sport, was a significant contributor to Serbian national identity. The results of the additional Serbian ‘focused’ study also indicated the two other external identities (regional and religious) accounted for a larger portion of the variance in national identity than team identity. Based on the findings, this chapter addresses the interpretation of the results, managerial implications, limitations, and future research discourse.

The chapter is organized as follows: First, the researcher discusses the conceptual model (see Figure 1.1) derived from the relevant literature. Second, the researcher discusses the results of the first and second data collections (Serbia, N = 800; Ireland, N = 218). Confirmatory factor analysis was used to assess the reliability and validity of the four scales (team, region, religious, and nation) and to assess model fit. After discussing the results of the measurement models, the researcher interprets the results of multiple regression to address hypotheses 1-3 for the main study (Serbia, n = 691; Ireland, n =194), the focused Serbian sample (n = 76), and the additional focused Serbian sample (n = 124). After discussing the results of the regression analysis, the researcher interprets the results of one-way ANOVA to address hypotheses 4-7 for the main study (Serbia, n = 691; Ireland, n =194). After the discussion addressing hypotheses 4-7, the researcher interprets the results of multiple regression focusing on hypothesis eight. After discussing the results of the regression analysis, the researcher interprets the results of one-way ANOVA to address hypothesis nine for those individuals that reported identifying with a Serbian and Irish national team respectively (Serbia, n = 520; Ireland, n =145).
Conceptualization

The current study is an important contributor to the field of sport studies because few researchers have conceptualized the influence of national sport team identity on national identity (a notable exception is Bariner, 2001). There is anecdotal evidence on the relationship between sport and national identity; however the scientific rigor to establish a solid conceptual framework for the topic is conspicuously absent. Previous research in the field of sport studies has been conducted on the relationship between sport and national identity using qualitative techniques (Bariner, 2001; Tomlinson & Young, 2006). However, none of these studies have exclusively focused on using a quantitative method in examining the national sport team identity phenomenon. To the author’s knowledge, this is the first empirical study to isolate the phenomenon of national sport team identity as the pivotal component under investigation.

Measurement Model

For the samples gathered in Serbia (N = 800) and Ireland (N = 218), a first-order confirmatory factor analysis (CFA) was used to provide evidence of the instrument’s reliability and validity. Convergent and discriminant validity were assessed using average variance extracted (AVE) (Fornell & Larcker, 1981) (see Table 4.18 for the Serbian data and Table 4.19 for the Irish data). The computed AVE scores for the six dimensions on the four scales exceeded Fornell and Larcker’s (1981) recommended threshold of .50, providing evidence of convergent validity.

Discriminant validity was examined by comparing the AVE estimate for each construct with the squared correlations between the respective constructs (Fornell & Larcker, 1981). The results for both data collections indicated the AVE values were greater than the squared correlations between the respective constructs, providing evidence of discriminant validity for each one of the four scales (team, regional, religious, and national). The results demonstrated that it is feasible to implement the GROUP*ID instrument (Heere & James, 2007b) to measure different group identities in international settings.
Discussion of the predictor variables on the Serbian samples (n = 691), (n = 124), and (n = 76)

The results of the regression analysis for the main study (n = 691) and the additional focused study (n = 124) revealed team identity was a significant contributor to Serbian national identity. This finding provides support for Hypothesis 1a. The finding that national sport team identity influences national identity in Serbia gives credence to the idea that past sporting achievements (e.g., winning the 2002 World Basketball Championships) up to the recent Men’s national tennis team achievement winning the 2010 Davis Cup (Zlatic, 2010) may play a role in influencing a Serbian national identity. To illustrate the magnitude of the 2010 Davis Cup victory, the final match played between Viktor Troicki (Serbian) and Michael Llorda (French) was the most-watched sporting event in history of Serbia. As a result of the victory, Serbia issued commemorative stamps celebrating its new sporting heroes (Chase, 2010).

Members of certain national teams have recognized that sport can be used as a central medium to further influence an individual’s Serbian national identity. In his victory speech at the 2011 Australian Open, Novak Djokovic dedicated his second Grand Slam trophy to his countrymen, stating, “There has been a tough period for our people in Serbia. But we are trying every single day to present our country in the best possible way, so this is for my country Serbia” (Himmer, 2011). These comments by Djokovic lend support to the idea that a national sport team/individual plays a part in influencing a Serbian national identity. Therefore, local government officials should focus on the intangible asset of national sport to further heighten/strengthen an individual’s national identity with Serbia.

Moreover it would seem prudent for marketing efforts of private, public, and governmental agencies to highlight successful sporting achievements of the Serbian nation, both individual(s) and national sport teams. In a society obsessed with the concept of “branding” (Holt, 2004), even countries are considered brands (Dinnie, 2008), and to this end Serbia is no exception. An invaluable asset to the positive branding of a country is sporting success as sport studies academic discourse has noted (Rein & Shields, 2007). To this end, Serbia can certainly utilize the successful achievements on the global and domestic stage to promote a positive image abroad considering its negative political reputation under Milosevic and notorious fugitives (e.g.,
Arkan, Ratko Mladic) wanted for war crimes. In addition, these successful national sporting achievements can contribute positive emotions within members of the Serbian community.

Potential advertisers could employ the services of recognized Serbian stars (e.g., Novak Djokovic, Nemanja Vidic, Vanja Udovicic) in conjunction with elements of traditional Serbian dress such as a sajkaca (Serbian folk cap), music, mythology, architecture, and historical events could all be features of a potential campaign. The aim of the campaign would be to inextricably link Serbian sporting success with the Serbian nation as a whole; instilling a positive outlook on Serbian national identity.

The Italian sportswear brand Sergio Tacchini has already recognized the success and marketing appeal of Serbian Tennis player Novak Djokovic, signing him to a ten year deal promoting their exclusive tennis apparel line (Cohen, 2009). The apparel line is a familiar range of tennis equipment (i.e., shirts, hats, sweatbands) with one glaring exception exemplifying Djokovic’s passion for his country, and reverence for the Serbian identity. The shirts in Djokovic’s range not only feature the Serbian flag, but the flag displayed in the shape of a heart, the universal symbol of love (see Figure 5.1) (www.sergiotacchini.com). This patriotic detail could well be the differentiator for a Serbian individual (not necessarily a tennis fan) to purchase the item. An interesting question for future research is whether the Serbian flag did indeed have an effect on Serbian individual’s consumer decision-making to purchase Novak Djokovic merchandise?

Figure 5.1 Novak Djokovic’s Sergio Tacchini Apparel Line
Regression analysis for the first ‘focused’ Serbian study (n = 76) revealed that team identity was not a significant predictor of national identity. A reason why team identity did not have a significant impact on national identity can be explained due to the low sample size (n = 76). Green (1991) suggests a minimum sample size of \(104+k\), where \(k\) is the number of predictors. The current study has three predictors (team, regional, and religious), and according to Greens’ recommendation (formula) the sample should include 107 respondents \([104+3 = 107]\).

Another explanation could be linked to the lack of attachment the people of Southern Serbia have with the men’s national soccer team. Robinson et al. (2005) found individuals in an intercollegiate setting have various points of attachment (i.e., coach, player) in order follow a particular team. Based on the data of the first ‘focused’ Serbian study (n = 76) the researcher did not expect team identity to be a significant contributor to national identity, as the current men’s national soccer team currently does not have a star player/coach from the Southern region of Serbia. If the study were conducted 20 years earlier (1990) the researcher speculates more individuals would have identified with the men’s national soccer team considering one of the star players of the national team during that time (Dragan Stojkovic) is from Nis (a city in the Southern region of Serbia). They may have had a point of attachment to Dragan Stojkovic, who played for Radnicki Nis (Serbian club soccer team) before moving to renowned soccer club teams in their respective leagues: Red Star Belgrade (Yugoslavian League), Olympique de Marseille (French League), and Nagoya Grampus Eight (Japanese League). Stojkovic also made 84 international appearances, scoring 15 times for the Yugoslavian National Team. He represented them at the 1984 European Championships, 1990 and 1998 FIFA World Cup, and the 2000 European Championships.

The regression analysis results revealed regional identity to be a significant contributor to a Serbian’s national identity. This finding provides support for Hypothesis 2a. The contribution that regional identity influences national identity in Serbia demonstrates empirically that regional identity is a significant group identity that bolsters a sense of community amongst Serbians. This finding is in line with previous research and anecdotal evidence that found regional identity to be a significant factor that aids in constituting what it means for an individual to be Serbian (Dordevic, 2007; Kapor, 2007).
The regression analysis results also revealed religious identity was a significant contributor to a Serbian’s national identity. This finding provides support for Hypothesis 3a. The contribution that religious identity influences national identity in Serbia demonstrates empirically that religious identity is a significant group identity that contributes to national identification amongst Serbians. Previous research (Colovic, 2002; Dordevic, 2007; Woodward, 1995; Zikic, 2004) has purported the relationship between religion and Serbian national identity, however not to the extent of measuring its influence on an individual’s national identity. To the researchers knowledge this was the first study to empirically test the influence of religious identity on national identity in Serbia.

In response to Research Question 6, what is the relative importance of team identity as a component of national identity compared to the other external identities (region and religious), the results indicated that national sport team identity was not as significant compared to the other two external identities (region and religious). In the two Serbian regression analyses (main study, and the additional focused sample) it was found region and religious identity accounted for a larger percentage of the variance in a Serbian’s national identity compared to team identity. The first Serbian focused sample (n = 76), revealed only regional identity was significant in influencing an individual’s national identity in Serbia.

It is evident from the findings that national sport team identity was not as significant when compared to the other external identities (region and religious). Although the anecdotal evidence was abundant discussing the relationship between national sport team identity and national identity (as presented in the literature review), the results from the current study in Serbia confirmed national sport team identity was clearly not as influential on a Serbian’s national identity as hypothesized.

For instance, when sanctions imposed by the international community were lifted in 1995, Serbia competed at the 1995 European Basketball Championship as Yugoslavia and captured gold amidst some controversy with neighboring Croatia who they had fought during the civil war (Wolff, 1996). Also, in the aftermath of the 1999 Kosovo crisis which had witnessed a 78-day bombing campaign in by NATO and United States forces, Yugoslavia won the 2002 World Basketball Championships in Indiana against Argentina, beating the United States in a quarter-final matchup.
It can be argued that the various national team sports have held a myriad of meanings to Serbian national identity since the end of the civil war in 1995 until the present day. The 1990s was an extremely challenging time for the Serbian people. The nation witnessed two wars, international sanctions, hyperinflation, unemployment, political instability, and corruption; which were all events a new generation of Serbian youth would be faced with as they formed their identity of what it is to be Serbian. The sporting examples above would have been high profile successes for the Serbian nation in any context, but perhaps, the upheaval, heartache, and challenges faced by the country at the time, make the timing of the victories exponentially more powerful. The timing of the events, the opponents in question, and the results of past competitions should all be contributing factors to take into consideration when trying to grasp the phenomenon of national sport team identity and national identity.

**Discussion of the predictor variables on the Irish sample (n = 194)**

The regression analysis results revealed team identity was a significant contributor to Irish national identity. This finding provides support for Hypothesis 1b. Recognizing that identification with a national sport team can contribute to one’s national identity, it would seem logical to infer that past achievements by Irish national sports teams (e.g., appearances at the 1990, 1994 and 2002 FIFA World Cup) have played a role in influencing an Irish national identity among those who identified with the national team.

The regression analysis results revealed regional identity was a significant contributor to Irish national identity. This finding provides support for Hypothesis 2b. The results are consistent with previous research that highlighted regional identity to be a significant group identity focused on understanding what constitutes an Irish national identity (Fahey et al., 2005).

The regression analysis results revealed religious identity was not a significant contributor to an Irish national identity. Hypothesis 3b was not supported. This finding is surprising considering the illustrations shown between religion and Irish national identity from a historical perspective (e.g., British rule, the ‘great famine’, etc.) and sporting perspective (Gaelic Games) provide justification that religious identity will positively influence Irish national identity.

A possible explanation of this result could be a methodological concern. A reason why religious identity did not have a significant impact on national identity may be explained due to
the low sample size \((n = 84)\). The low sample size could be due to the tensions between the Catholic and Protestant communities. It may be that individuals chose not to respond due to the sensitive nature of the topic of religious identity in Ireland.

A recent article in the New York Times magazine titled ‘The Irish Affliction’ (Shorto, 2011), provides several extremely compelling arguments as to why the Irish nation does not exude a strong religious identity in the current climate. The article outlines several reasons why the Catholic Church is in a terrible crisis, all over the world, but arguably most markedly in Ireland. The reasons noted were the charges of sexually abuse by the Catholic clergy and the extremely uneasy relationship between Church and State, leading to a new movement inspired by a new generation of Irish activists. They began a well-organized (countmeout.ie) process for Catholics to officially ‘defect’ from the Church. To date, up to 12,000 people in Ireland have already downloaded the forms necessary for official defection from the church.

In a response to the new movement, the Vatican introduced a change in canon law that will probably make it impossible for Catholics to defect. The website (countmeout.ie) however continues to be the bridge relaying information on the church in Ireland and its abuses. More importantly, within the context of the current study it has started a debate on Irish identity. There has been discussion on the possibility of separating the two parts of the term “Irish Catholic”. The aforementioned discussion lends support for the Irish unwillingness to respond to questions concerning religious identity.

**Discussion of the Results: Main Study (Demographic difference on the various identities)**

The demographic characteristics of the respondents included gender, age, education, and income. The four demographic characteristics across the four identities (team, regional, religious, and national) were cross-tabulated and tested for differences. Significant differences were found with the Serbian sample \((n = 691)\). The Irish sample \((n = 194)\) did not reveal any differences between the demographic categories and the various identities (team, regional, religious, and national).

First, a comparison of the demographic characteristics on team identity showed that there were differences on three of the four demographic variables: gender, age, and education. The difference found with gender and team identity was in line with previous research (Correia
suggesting males were likely to have stronger team identification than females. Therefore, hypothesis 4b, “males will report a higher level of identification with a national team than females” was supported.

Males reporting a higher level of identification with various national teams could be due to the sociocultural system in Serbia and what sports reflects. In short, sport in Serbia may be regarded as a primarily male territory (Lenskyj, 1990; Messner & Sabo, 1990). The arena of sport being a predominately male territory has also been documented in North America (Sargent, Zillman, & Wenner, 1998).

Sargent et al. found males were partial to basketball, boxing, ice hockey, and soccer. In contrast, females expressed greater enjoyment of gymnastics and figure skating. The authors concluded that men extracted gratification with these specific sports as they emphasized combative coordination, whereas women were more gratified with competitions that avoided overt aggressiveness and highlighted the stylish movements of the body. The researchers cite play activity and toy choices at a young age may help share their play preferences in adulthood (Singer, 1994), whereby this leads males to watch ‘combative’ sports and potentially linking them (males) to an identification with a sport team.

Messner, Dunbar, and Hunt (2002) further advanced the relationship noted by Sargent et al. by conducting a textual analysis of televised sport shows (NBA, NFL, MLB, and an ESPN sport program). Messner et al. identified themes such as gender, aggression, violence and militarism, that, when taken together resulted in calling it the Televised Sports Manhood Formula. For instance, they identified commentators consistently used language of war to describe sports actions (e.g., battle, kill, weapons, attack mode, professional sniper, blitz, etc.). It is interesting noting the sociological literature as it helps in understanding why Serbian men may identify more with Serbian sport. From the researchers experience as a fan participant at Serbian national soccer games the language of war is prevalent in the terraces. At certain moments of the match, the fans (predominately male) in unison chant, “ajmo, ajde, svi u napad”, (translation: “everyone, let’s go, attack together”). Additional research is needed to further assess whether the use of military language in sports commentary is directed towards males to foster identification with sport.
Moreover, it would be interesting to examine gender differences with the sport of tennis in the Serbian sample. As Sargent and colleagues contend, females are interested in the movement of the body; it may be that there is no difference in identification with tennis by gender, or that females may have a stronger identification with tennis and/or individual tennis players. To the author’s knowledge no studies have been conducted examining the relationship between gender and national team identification. A study conducted by Dietz-Uhler et al. (2000) reported men identify more strongly as sports fans than do women amongst a sample of college students in America. This is the first study that has highlighted the relationship between gender and national team identification.

Another explanation may be linked to the connection that male football fans had with the civil war with Croatia. Zeljko Raznatovic (also known as Arkan) recruited soccer fans that occupied the north stands of Red Star football club stadium to become amongst the first members to wage war in Croatia on the Zagreb football Stadium in May 1990 (Stewart, 2008). This is an impressive finding of the study due to the fact that of the all individuals that identified with the sport of soccer (n = 302), 77.8 percent were males. Interestingly, respondents could have chosen a different national team (basketball, volleyball, etc.) to identify with, yet 235 males chose the Serbian national soccer team. The researcher believes this is very much related to the fact that soccer has played a major role in influencing Serbian national identity and reconfirming a masculine identity considering the turbulent past of the country of Serbia.

The findings also showed a difference in team identity based on age. However, it was not in line with previous research (Casper, 2007; Correia & Esteves, 2007), suggesting that older individuals may identify with a sport team more strongly compared to younger individuals. In the Serbian data, younger individuals between 18 and 39 years of age reported higher levels of team identification than individuals 40 and over in Serbia. Therefore, hypothesis 4a, stating, “as age increases, strength of identification with a national team increases” was not supported.

This finding is not surprising considering Serbia has been a nation in transition. The Serbian youth were met with changes in their national affiliation from Yugoslavian to Serbian. The military conflicts (civil war) of the early 1990s also led the older generation to switch ‘Tito’s’ socialist rhetoric of brotherhood and unity to nationalistic sentiments as the civil war erupted and escalated (Mandic, 2007). The challenges of survival and uncertainty during the
times of the civil war led many to seek protection from their new nation and church. Thus, when the national teams were able to compete on the international scene, the national team was used as a platform to further showcase their new national identity (Janic, 2000). Individuals aged between 18 and 39 during the time the survey was administered were between the ages of one and 21 in 1991 when the civil war erupted. This may be seen as an explanation as to why individuals aged between 18 and 39 reported a higher level of national team identification than individuals 40 and over in Serbia. This finding implies that individuals aged 18 and 39 would be the active consumers that watch their team play (attending a game), watch the team on television, buy associated merchandise, and visit the team’s website (Livingstone, 2002). A post hoc analysis revealed Serbians aged between 18 and 39 years old consumed significantly more media pertaining to the national team than individuals aged 40 and over.

The results also indicated a difference in team identification based on level of education. Individuals with some high school education had a higher level of team identification than individuals with less than a high school education (e.g., no formal education, elementary education). A research hypothesis was not proposed as there has been no research to the author’s knowledge examining education on team identity.

This finding could be attributed to the fact that individuals with at least a high school education (and beyond) are more likely to read newspapers, and as a result can follow the various national teams in the daily sport pages compared to individuals with less than a high school education. It is reasonable to provide this explanation, as a post hoc test (Tukey HSD) revealed a significant difference between education level and media consumption. Individuals with some high school reported a higher level of media consumption in regards to their national team than individuals with less than a high school education.

The evidence provided here suggests developing market strategies targeting Serbian individuals with some high school education. For example, a campaign can be created in the daily sport pages where Serbian national team members from various sports are conveying messages thanking members of the Serbian community for their continued support. It is crucial for the various Serbian national sport governing bodies to recognize their market. Further, if the various Serbian sports governing bodies want to understand their consumer’s better, focus group research amongst individuals with some high school and above should be conducted.
The findings add to the literature of previous empirical studies (Casper, 2007; Correia & Esteves, 2007; James & Ridinger, 2002; Sack, Singh, & DiPaolo, 2009) providing the link between certain demographic categories (age and gender) and team identity. The current study also went a step further and found a relationship linking an individual’s education level and team identity with the Serbian sample (n = 691). No differences were found with the Irish sample (n = 194). A methodological explanation may be the reason that no differences were found with the Irish sample. The use of a nationally representative sample as was the case with the Serbian sample could have helped address questions concerning the four demographic variables on team identity. It is recommended that future researchers use a nationally representative sample, to help answer the research questions/hypothesis put forth. A future study should be replicated examining gender differences on team identity considering Kuper and Szymanski (2009) list Ireland in the top 20 of the most enthusiastic soccer playing countries per capita, ranking 19th.

A comparison of the demographic characteristics relative to national identity was also performed. The findings showed a difference by gender on national identity in Serbia. Males were more likely to have a higher sense of national identity than females in Serbia. This finding is interesting as it adds to the line of research conducted by Sekulic et al. (1994). Sekulic et al. (1994) conducted a study of what constitutes a ‘Yugoslav’ identity, concentrating on the variables of age and education. Their study did not concentrate on gender. However, it provided a platform to study the Serbian nation after the break-up of Former Yugoslavia. This heightened national identity amongst males in Serbia may be due to the ramifications the civil war between the neighboring states (Bosnia and Croatia), where many males had fought and sacrificed their lives for the homeland. According to Colovic (2002) the loss of life in the name of the defense of the homeland [Serbia] is the most honorable of deaths. The death toll from the 43 months of war in Bosnia has been estimated at between 150,000 and 200,000 (www.nytimes.com). It is unquestionably that the army is predominately male and if a draft were to be instituted, men are called upon first in the line of duty. In this case, perhaps males are more aware of the impact of war, one death of a male can affect his entire peer group. It can be argued, in times of war, men literally become brothers to safeguard a country’s national identity leading to a heightened sense of national identity. Stephen Ambrose (1998), a historical consultant to Steven Spielberg’s film Saving Private Ryan, articulated the relationship between war and national identity, stating, “in
World War II, on the American side, the kids (referring to the male soldiers) accepted it, endured and prevailed. They were the sons of democracy, and they saved democracy. We owe them a debt we can never repay (p. 59).

The findings did not support two of the proposed hypotheses: 1) H5a: As age increases, strength of national identity increases, and 2) H5b: As level of education increases, strength of national identity decreases. There are various reasons to explain why the findings did not support the literature reviewed. It seems reasonable to suggest that members of Serbian society are exhausted and its social fabric destroyed considering the wars of the 1990s. Also, the transition from Yugoslavia to Serbia and Montenegro to Serbia has had a major impact on people’s lives as the country is still at odds at becoming a member of the European Union (EU).

As an illustration, data gathered in September and October 2008 by Gallup’s Balkan Monitor reported that 58 percent of Serbians interviewed think that membership in the EU is a good thing for Serbia; while 9 percent think it would be bad. The same figures for 2006 were 61 and 10 percent respectively (Gallup Balkan Monitor, 2009). It could be argued, Serbians are looking toward a more European identity, reflecting a decrease in national identity. However, at the same time nationalist convictions remain.

The data also revealed that out of the 58 percent that would be in favor of European Union membership, 67 percent of those aged between 18 and 29 were in support of EU membership. The researcher cites visa abolition as a possible reason the young generation would prefer EU membership. During his stay in Serbia, the researcher had countless informal conversations with members of the Serbian community, and recognized the displeasure voiced by individuals not being able to travel as freely as their counterparts within the EU.

Hypothesis 5b proposed that as level of education increases, strength of national identity would decrease in Serbia. However, the results indicated individuals with a higher education had equivalent scores on national identity compared with individuals with any type of education level (i.e., less than high school, some high school, high school graduate). A possible explanation reflecting this notion is because intellectuals were seen to be key defenders of Serbian national identity (Ramet, 2010). In 1986 the Memorandum of the Serbian Academy of Sciences and Arts (often referred to as the SANU Memorandum) was published. This document was produced by a 14-member committee composed by members of the Serbian Academy of Sciences and Arts.
The document advocated the Serbian national project and that Serbians were suppressed in Tito’s creation of Yugoslavia, especially by the 1974 constitution, which provided extensive autonomy to the Vojvodina and Kosovo provinces (Ramet, 2010).

With regards to those with “any type of education”, it is common practice in Serbian culture for the discussion to turn to politics (Kapor, 2007). Serbians, unlike many cultures, have been forced to take sides, have an opinion, and defend themselves, often to the global community. Although anecdotal in nature, the discourse amongst uneducated Serbians does remain highly political, and often tends towards a bitter hatred towards their detractors, and as a result reinforces their sense of identity regardless of their education level.

No differences in national identity based on the demographic categories were found in Ireland. Perhaps, a reason why there were no differences on national identity based on the demographic categories in Ireland is because Irish nationalists do not take their national identity for granted. It could be said, the Irish constitute a strong national identity based on their historical past (British rule, famine). However, a future study could possibly provide different results considering Ireland’s current economic difficulties (Pogatchnik, 2010).

A comparison of the demographic characteristics on regional identity was also performed. The following hypotheses were proposed from the literature reviewed in relation to demographic characteristics and regional identity.

H6a: As age increases, strength of identification with a rural region increases.
H6b: As age decreases, strength of identification with an urban region increases.
H6c: As level of education increases, strength of regional identity increases in urban areas.
H6d: As level of education decreases, strength of regional identity increases in rural areas.
H6e: Regional identity in rural areas will be stronger among individual reporting lower levels of household income.
H6f: Regional identity in urban areas will be stronger among individuals reporting higher levels of household income.

Of the six hypotheses proposed, none were supported. However a significant difference was found on gender and regional identity. A post hoc analysis also revealed individuals from the lowest income bracket were found to have significantly lower regional identity scores, if they were located in a rural area in the Serbian sample (n = 619). Males reported a higher level of
regional identification than females in Serbia. The results add to the work conducted by Vukmirovic and Kapuran (2007). Vukmirovic and Kapuran conducted a living standard measurement study in Serbia, where they found there were age and educational differences in various regions of Serbia; however they did not take gender into account as a potential variable for consideration when examining differences in regional identification in Serbia.

The finding of a significant difference in regional identity based on gender may be attributed to the social role theory (Eagly, 1987). The social role theory posits that the social structure is the underlying force for the gender differences. It further highlights that the sex-differentiated behavior is driven by the division of labor between two sexes within a society. This may have manifested itself in the current study where Serbian males reported a higher level of regional identification than females. It can be said males in rural/urban areas strongly identify with their occupation (e.g., farming, banking professional) while woman may not be prone to perceive their role as significant in the region. These women may value their relationship with family and friends as more important.

A comparison of the demographic characteristics on religious identity was also performed. Two hypotheses were proposed from the literature reviewed in relation to demographic characteristics and religious identity (Hypothesis 7a: As age increases, the strength of religious identity increases; Hypothesis 7b: Women will report a higher level of religious identification compared to men). The results indicated there were no age and gender differences on religious identity in Serbia and Ireland respectively. Perhaps, a reason why there were no differences on religious identity based on the demographic categories in Serbia is because Serbians do not take their religious identity for granted. It could be argued, Serbians constitute a strong religious identity based on their historical past (Ottoman Empire, Tito’s Yugoslavia). A subsequent section will address the significance of religious identity contributing to a Serbian national identity.

No differences on regional and religious identity based on the demographic categories were found in Ireland. A methodological explanation may be the reason that no differences were found with the Irish sample. The use of a nationally representative sample as was the case with the Serbian sample could have helped address questions concerning the four demographic variables on regional identity with the Irish sample. It is recommended that future researchers
use a nationally representative sample, to help answer the research questions/hypothesis put forth.

**Discussion of the external identities on sport consumption amongst the Serbian and Irish samples (n = 691; n = 194)**

The regression analysis results revealed national sport team identity to be significantly related to sport consumption behavior, and national sport team identity had the strongest impact on sport consumption behavior amongst the Serbian and Irish samples respectively. Regional identity was also found to be significant, having a small effect on media consumption in the Serbian sample. The finding that national sport team identity had the strongest impact on sport consumption provides support for Hypothesis 8. It also lends support to previous research purporting the relationship between team identity and sport consumption (Fisher, 1998; Fisher & Wakefield, 1998; Greenwood, 2001; James & Trail, 2008; Ozer & Argan, 2006). In addition to providing support to previous research, this study provided scientific evidence revealing the relationship between national team identity and sport consumption amongst individuals that identified with a Serbian and Irish national team respectively.

**Discussion of the Results: Main Study (Demographic difference on sport consumption based on individuals that identified with a national team)**

The demographic characteristics of the respondents that reported having a favorite national sport team included age, gender, income, and education. The four demographic characteristics across the two sport consumption behavioral outcomes (media and merchandise) were cross-tabulated and tested for differences. Significant differences were found with the Serbian sample (n = 520) and Irish sample (n = 145).

A comparison of the Serbian sample demographic characteristics on media consumption showed that there were differences on all four demographic characteristics (age, gender, income, and education) employed in the study. Serbian sample demographic characteristics on merchandise consumption revealed three of the four demographic characteristics (age, income, and education) were significant. In addition, there was a gender difference on media consumption amongst individuals that identified with an Irish national sport team.
Age differences were found on sport media and merchandise consumption. Serbians aged between 18 and 39 years old consumed significantly more media pertaining to the national team than individuals aged 50 and over. Individuals aged between 30 and 39 years old consumed significantly more media pertaining to the national team, than individuals aged 40 and over. As for merchandise consumption, younger individuals aged between 18 and 29 consumed significantly more merchandise of their national sport team, than individuals 40 and over in Serbia. Individuals aged between 30 and 39 consumed significantly more merchandise than individuals over the age of 40. Individuals over the age of 40 consumed more merchandise of their national team than individuals aged 50 and over. This finding is in line with previous research (Hofacre & Burman, 1992). Therefore, hypothesis 9a, “as age increases, sport consumption will decrease” was supported.

The findings are interesting from a marketing perspective. For instance, if a company’s desired target market was between the ages of 18 and 39 years old they should consider having their product spotlighted during a Serbian national team competition. Of the five items used to measure media consumption, watching the national team on television was rated the highest (5.04). Also, with respect to merchandise consumption Serbian individuals aged between 18 and 29 were the consumers of national team merchandise. Consequently, a creative marketing idea could have commercials advertising Serbian national team apparel after a victory, since that age group (18-29) is a potential viewer. This could add to the literature of impulse buying behavior of merchandise goods in an international setting (Kwon & Armstrong, 2002).

In regards to hypothesis 9b, “males will report a higher level of sport consumption than females, was supported amongst both the Serbian and Irish samples respectively. Serbian and Irish males consumed significantly more media in regards to their national team than females. The findings are in line with previous scholarship (McCabe, 2007; Robinson & Trail, 2005); where it has been argued that sport is not deemed socially to be feminine, so social norms and expectations discourage women from consuming sport. The current study’s findings add to the scholarship of gender roles in different societies (Serbia and Ireland). In a study amongst North American students Dietz-Uhler et al. (2000) reported similar results finding males were more likely to be engaged in indirect sport consumption, such as watching television.

From a sport marketing perspective, strategies should be developed to have females become more involved with the country’s national sport teams. First, it is suggested to analyze
the specific characteristics of this target market (e.g., conducting a focus group with females) and then develop strategies to increase female sport indirect consumption. For instance, from the researcher’s informal conversations with females in Serbia that did have a high level of identification with the Serbian national soccer team, they voiced displeasure as there were no female fashioned jerseys (specifically designed to fit women correctly) of the national team.

In regards to income, scholars (Casper, 2007; Greenwell, Fink, & Pastore, 2002) found higher levels of income enable higher levels of sport consumption. In line with previous research, the Serbian data showed households earning more than $7,872 per year significantly consumed more media of the national sport team they identified with, compared to households earning less than $2,939 per year. Also, households earning more than $2,940 per year significantly consumed more merchandise of their national team, compared to households earning less than $2,939 per year. Thus, hypothesis 9c, “sport consumption will be more prevalent among individuals reporting higher levels of household income” was supported.

The findings make logical sense with regards to potential levels of disposable income. However, the analysis did not take into account what national sport team is being consumed indirectly (media and merchandise). This type of analysis could provide sport marketers useful information as they develop a variety of marketing strategies. For instance, if Serbians with higher levels of income consume tennis more, they may be considered as a target audience to attend a Davis Cup match (International Tennis Competition).

In regards to education, the current study found individuals with an education of more than high school consumed more media in regards to their national sport team than individuals with less than a high school education (see Table 4.52). The media consumption portion is not in line with previous research. Mehus (2005) found Norwegians that have attained a high level of education were less likely to consume sport indirectly (television) than individuals with a lower level of education (e.g., less than high school). Therefore, hypothesis 9d, “as level of education increases, sport consumption will decrease” was not supported. The current finding also sheds new light on the relationship between education level and national team merchandise consumption. Individuals with some high school education and beyond consume more merchandise than individuals with less than high school in Serbia (see Table 4.53).

The evidence provided further suggests to developing market strategies targeting
Serbian individuals with some high school education (and beyond), as they identify with Serbian national sport teams and consume the national sport team indirectly. For an example of a marketing strategy, refer to the earlier discussion on education level and national sport team identity.

It should be noted, although results were found to be statistically significant with respect to merchandise consumption amongst the various demographic characteristics, the issue of practical significance is of concern. The mean score of the four items used to measure merchandise consumption was 2.23 (see Table 4.50). This finding illustrates that Serbian respondents were not really following their favorite national team via merchandise consumption. In reality, the respondents did not seem to be purchasing merchandise for any national team. There are several potential reasons as to why merchandise consumption was not a practically significant behavioral outcome for those individuals that identified with a national sport team. For instance, the economic realities of a worldwide recession has potentially limited the actual purchasing practicalities for many Serbian respondents. Also, from the researchers’ conversations with Serbian respondents that identified with a national sport team, many had indicated a desire to purchase team products, but unfortunately they did not have the money. Of the 520 Serbian respondents that identified with a Serbian national sport team, a majority of the respondents earned a yearly household income below 7,871 dollars per year (see Table 4.53). Participants attributed their financial hardships in part to the country’s turbulent past, and government practices which have led to economic turmoil (i.e., unemployment, corruption).

The lack of merchandise consumption could be interpreted as an opportunity. National team products could be developed and ideally made accessible to consumers. At the same time, if there is a lack of resources to purchase products, attention should be given to other potential outcomes in relation to identification with national sports teams. In regards to future research inquiry, a key question to ask is, “What are possible outcomes/endpoints that are important to understand in relation to identification with national sport teams?” Chalip (2006) argued that if a sense of national identity can be forged, a foundation of nation-building can possibly be established. In light of Chalip’s remarks, the idea of nation-building as a potential outcome could be considered in Serbia.
The concept of nation-building is an evolutionary process which in theory is never ending. Nations can continue to grow in passion, be more altruistic, and mutually supportive, there is no definitive end to this notion. Nation-building is a process involving an entire nation’s mentality towards identity, whereas national identity is manifest in relation to a specific individual. National identity begins within the individual; the notion of nation-building includes fostering a national identity within individuals to the point that every individual in an entire nation develops that passion and connection which engenders an entire country to come as one. In other words, a sport team is a target for national identity that brings the entire nation together.

**Contributions of the Current Study**

**Theoretical Implications**

From a theoretical perspective, the current study demonstrated the six-dimensional GROUP*ID instrument is viable in international settings, Serbia and Ireland respectively. The adaptability of the measuring tool utilized in the current should be an encouraging sign for future researchers regardless of how disparate their intended research directions may be. The measurement of particular identity groups in different countries illustrate not only the utility of the instrument, but also the viability of identity theory as conceptualized here. The notion of different group identities was consistent across two different countries. The results are encouraging in that the study of group identity is expected to be applicable across countries. Future research of group identity should be possible in a myriad of different countries. Use of the GROUP*ID scale in other countries should advance our understanding of the intricacies of measuring various group identities on a focal identity. In the current study, regional and religious identity accounted for almost half of the variance in Serbian national identity. However, additional work is needed to better understand the possible influences from certain distinct dimensions comprising a Serbian and Irish national identity respectively. Further analysis of the GROUP*ID dimensions is warranted for future investigation to understand which dimension(s) contributes most to a specific identity.

The results from the current study also offer insight on the ‘imagined communities’ theory (Anderson, 1983) of Serbian and Irish countrymen. The findings between the predictor and criterion variables in the study explain Anderson’s idea of ‘imagined communities’ in a sporting context. The findings reveal that members from distant parts of the country identify with
the various national teams in Serbia and Ireland respectively. For instance, of the 691 Serbians sampled, 43.7% Serbians from distant parts of the country identified with the Serbian national soccer team. The same can be said for Ireland, of the 194 Irish sampled, 37.1% of the Irish sample from distant parts of the country identified with the Irish national soccer team, and 36.6% with the Irish national rugby team. The findings suggest that sport ‘national’ team identification has the potential to unite or make individuals aware of this shared community. Further work is needed to assess whether the respondents think of themselves as part of such a community.

Practical Implications

First, from a sport management perspective, the current study advanced the work of Heere and James’ (2007) by studying an individual’s identification with a national sports team and its influence on national identity. By linking the team to the nation, the team may have the ability to heighten an individual’s national identity building a community through the uniqueness of sport. The results from the two samples provide evidence linking the relationship between national sport team identity and national identity in Serbia and Ireland respectively.

Second, it addressed the relative importance of national sport team identity as a component of national identity compared to the other multiple group identities. An important finding was that national sport team identity was not a strong predictor of national identity. The results indicated that regional and religious identity were more significant identities influencing a Serbian’s national identity. This research provides an opportunity to extend our understanding of sense of community and the branding of a nation through various multiple identities.

Third, the current study contributes to a greater understanding of the Balkan region, which has seen drastic changes in the 1990s. The disintegration of the Yugoslavian state has been of particular interest for scholars as a large number of publications have attempted to explain the break-up of the country (Colovic, 2002; Glenny, 1996; Holbrooke, 1998; Judah, 2000; Ramet, 1992; Silber & Little, 1997; Stojanovic, 2003; Woodward, 1995). However, research has neglected to concentrate on the various external identities that influence a Bosnian, Croatian, Macedonian, Montenegrin, Serbian, and Slovenian national identity. The current study examined the influence of three external identities (national team sport, regional, and religious) to understand with further clarity the Serbian national identity.
A documentary titled *The Last Yugoslavian Team* (Janic, 2000) was the motivation for this dissertation as it chronicled the role of soccer in Yugoslavia before and after the war. Before the war, the Yugoslavian national team was stipulated as being a critical feature of an individual’s Yugoslav identity. In 1987, the Yugoslavian national team captured the World Youth Championship (a FIFA sanctioned event) in Chile. The team became more commonly known as ‘The Chileans’. Many of the players that represented that Yugoslavian National team went on to have impressive careers and became household names in European football circles such as Boban (Croatian), Prosinecki (Croatian), Suker (Croatian) and Mijatovic (Montenegrin). This generation of talent in the then Yugoslavia also included Mihalovic (Serbian) and Savicevic (Montenegrin) under the tutelage of former coach Ivica Osim (Bosnian Muslim), as noted in the documentary. This team was considered the favorite to win the 1992 European Championship (senior competition) in Sweden, but was sent home and banned from the competition due to political tensions in Yugoslavia. The Yugoslavian national team was replaced with Denmark, who with a bitter twist for Serbian supporters, went on to win the tournament.

After the break-up of the former Yugoslavia, the players became part of a new homeland, where soccer became an important vehicle for individual’s to express their new national identity. The documentary follows the story of the players that were once considered the ‘golden generation’ of Yugoslavian football as Croatia and Yugoslavia met in the qualifying group stage for the 2000 European Championships. These two historic matches played between Croatia and Yugoslavia (Serbia and Montenegro) marked the first time these players and fought side by side, were now divided due to the ramifications of war. Soccer now took center stage in building ‘new’ nations and fostering national identity.

The documentary illustrated how the different identities (regional and religious) were intertwined with national sport leading to a national sentiment being expressed. For example, the documentary followed a group of Croatian supporters from the city of Vukovar (an Eastern region of Croatia called Eastern Slavonia). The Croatian supporters displayed their national flag with the name of the city (Vukovar) written on the Croatian flag. Vukovar, undoubtedly holds a special meaning to the Croatian people not only because it was a mining town on the Serbian border but because within weeks of the beginning of the civil war the Yugoslavian National
Army (JNA) began an artillery assault on Vukovar, more commonly known as the ‘Battle of Vukovar’ (Holbrooke, 1995, Tanner, 1997). The Battle of Vukovar was an 87 day siege that led to the death of at least 3,000 people (Sudetic, 1991) as well the as ethnic cleansing of 20,000 Croats from the city and its surroundings (Prosecutor of the Tribunal v. Slobodan Milosevic, 2002). The documentary highlighted how regional identity influenced a Croatian national identity, as the Croatian supporter from Vukovar stated, “I died in ’91. I can’t die again. I died then. Because 200 shells flew over my head everyday”. This quote from the Croatian individual attending a Croatian national soccer match illustrates how the national team plays a role in influencing a Croatian national identity addressing research question one. And it further highlights the significance of regional identity compared to ‘national’ team identity in impacting national identity, addressing research question two.

In the documentary, the religious identity is illustrated amongst the Croatians leading to their heightened national identity. The documentary discusses the nature of the ethnic conflict that disintegrated Yugoslavia by focusing on a pivotal soccer match between Dinamo Zagreb (Croatia) and Red Star Belgrade (Serbia) played on May 13, 1990. Fans for the team teams engaged in acts of violence that culminated with an invasion of the pitch (the field) by fans. Boban, a Croatian playing for Dinamo Zagreb was involved in the chaos. He was involved in a confrontation with a policeman on the soccer pitch, as he felt the police were taking sides that supported the [Serbian] regime in place. Boban swore at the police for what they were doing, the policeman had hit him and he retaliated by hitting him twice. In a statement reacting to what he had done, Boban stated, “I did wrong. But he hit me first. Jesus said if somebody hits you on a cheek, you should turn the other one. But he never said what to do if you’re hit on both cheeks”. This quote from Boban illustrates the significance of religious identity (Catholic) to a Croatian national identity. The documentary discussed provided an excellent platform for possible future research regarding the Croatian national identity. A more ambitious project, with adequate funding would be interesting to pursue with a specific focus on Serbia throughout the same period, from an opposing view. The current study at least begins the process of understanding more acutely the Serbian mentality towards their identity.

The research presented in this study found national sport team identity not to be a strong contributor to a Serbian’s national identity. The results contend that regional and religious
identity were stronger predictors in constituting a Serbian national identity. This was the first study of its kind to examine the importance of national sport teams in relation to the nation building that has occurred following the disintegration of the Yugoslavian state.

Religious identity was the strongest contributor to Serbian national identity. Throughout history, the Church has wielded an extremely strong influence on Serbian society (Ramet, 2005). It is argued throughout the history in the former Yugoslavia, religious identity has been a distinct identity marker. The former Yugoslavia was a multi-national state that consisted of three dominant religions, each reflecting an individual’s ethnic identity: 1) Roman Catholic (Croatian), 2) Orthodox (Serbian), and 3) Muslim (Bosnian). The convergence of these three religions has led to conflict throughout the region for over the last seven centuries dating back to the Ottoman Empire, which occupied Serbia (Christianity) and Bosnia (Islam). In addition to the conflicts between Islam and Christianity, there were deep divisions within Christianity between Roman Catholics in Croatia and Orthodox Christians in Serbia. Jelavich (1983) argued that the Catholic Church was actually more dangerous to Orthodox interests than was Islam due to its policy seeking converts.

Religion was then seen as an identity marker that needed to be regulated in the former Yugoslavia under Tito in order to integrate a ‘Yugoslav’ society. Tito leveled the playing field between the republics, effectively decreasing the power of Croatia and Serbia and increasing the power of other areas, for instance fostering a Muslim identity among Bosnians (see Mandic, 2007). These actions actually fostered group differences, but freedoms to voice these differences were silenced by the communist regime. This was achieved through several government initiatives, including the ‘secret police’ that monitored all citizens, and created an environment of distrust (Blum, 1988; Gagnon, 2010; Schindler, 2005). After the fall of the multi-national state religious identity became highly salient, tying Catholism to Croatia, Islam to Bosnia, and Orthodoxy to Serbia. Therefore, to be Serbian is to be of an Orthodox faith.

To further infer the relationship between religious identity and national identity in Serbia an examination of the mean scores of the dimension *Interconnection to Self* on the religious and national identity scales (5.54 and 5.47) produced similar scores. This descriptive analysis implies not only that a large percentage of Serbians have Orthodox faith, but also how Serbian merge their sense of self to the larger religious group (Ashmore et al., 2004).
In regards to regional identity impacting Serbian national identity, this can be attributed to the politics of the former Yugoslavia. The slogan of “brotherhood and unity” was at the forefront during Tito’s Yugoslavia and it was conveyed when analyzing the census data from 1961, 1971, 1981, and 1991 (see Mandic, 2007). The census data of 1961, 1971, and 1981 revealed that members of the multi-national state admittedly self-declared themselves as Yugoslav opposed to their ethnicity group which was a viable category. However, the census data of 1991 presented different findings. There was a huge decline in individuals self-declaring themselves as Yugoslav. For instance, in Central Serbia, the numbers dropped significantly, from 272,050 individual self-declaring themselves as Yugoslav to 145,810. This decline can be attributed to the nationalistic fervor that was encompassing the former Yugoslavia, as a result of heightened ethnic and religious overtones. Individuals who had been Yugoslav retracted to their ‘original’ identities in response to the perceived conflicts. It can be said certain regions (e. g., Central Serbia) allowed for this expression of Serbian national identity as it was homogenous.

To further elucidate the relationship between regional identity and Serbian national identity, the researcher discusses observations he noted during his fieldwork experience. More specifically, he observed participant’s responses to the Sense of Interdependence items on the regional and national identity scales. The researcher noted the respondents addressed the items in a similar manner/tone/language, with the word naravno; the English translation is, of course. The bold response of course to the items could be attributed to 78 straight days of bombing (Serbia) by NATO forces in 1999 which impacted civilians from different regions of Serbia (e.g., Vojvodina). The bombing destructed bridges, roads, and railways, along with hospital and health administration buildings. Some Serbians participants discussed about their mental exhaustion after nine years of sanctions and several years of war. Also, they articulated the impact of toxic chemicals (depleted uranium) that were in the environment due to the bombings.

Miloje, (a participant in the study) from Novi Sad (capital of Vojvodina) explained how the oil refinery was targeted by NATO air strikes resulting in the Danube river being heavily contaminated effecting his occupation (a fisherman). Fishing was banned in the whole Vojvodina district during the time of the conflict (Ashford & Gottstein, 2000).

As a result, these multiple identities researched develop a synergistic effect which when analyzed together have the capacity to impact the Serbian national identity. Admittedly, this
study only looked at three identities (national sport team, regional, and religious) and their impact on Serbian national identity, which is a limitation of the current study. Future research should consider studying the influence of other identities (i.e., social class identity, vocational identity) and their direct effect on Serbian national identity.

The importance of national sport team identity to a national identity was also studied with a sample from Ireland. The importance of sport in Ireland is similar to the importance discussed regarding the former Yugoslavia considering Ireland was under British rule close to 800 years (1169-1921) (Clearly & Connolly, 2005). The results from the Irish data collection revealed that the three identities measured accounted for 55% the variance of national identity in Ireland. Team identity accounted for more variance than religious identity in Irish national identity, but not more than was accounted for by regional identity. It is important to acknowledge that the Gaelic Games (hurling and Gaelic football) were not considered to be national team sports, as the researchers team considered Gaelic sports to be a representation of Irish national culture. Future research should concentrate on the Gaelic Games and its significance to an Irish national identity.

The current study found regional identity to be a major contributor to national identity. However, only 11 individuals responded from the northern region of Ireland. If the current study had a more representative sample, perhaps different results may have been garnered regarding regional identity influence on Irish national identity considering the political and religious affiliations that have divided individuals from Ireland (Sugden & Bairner, 2000). Furthermore, the current study found religious identity to be a non-factor on Irish national identity. This finding reflects the complexity of the relationship between religious and national identity in Ireland, as 34.5% of the respondents refused to acknowledge a religious affiliation. As cited previously, the Irish nation is presently in crisis with its major religion, Catholicism. It would make logical sense that a country presently struggling with an identity crisis specifically with religious belief, would be hesitant to respond affirmatively to direct religious questions.

It is imperative more comprehensive research be conducted to garner a greater understanding of the Irish national identity. The current work has scratched the surface, it has recognized the importance of regional identity and national sport team identity in understanding
what constitutes an Irish national identity. However, methodological concerns have made it difficult to generalize the findings to fully understand what influences the Irish national identity.

Despite the methodological concerns, the current findings reveal that individuals from various regions in Ireland have a keen interest in two national team sports (rugby and soccer). This information could help sport marketers create messages that cater to individuals throughout Ireland. However, sport marketers should be careful when marketing the national sport of soccer as there are two governing bodies in the country of Ireland (Northern Ireland and Republic of Ireland). When Ireland gained its independence in 1921, the unity of football (soccer) was difficult to maintain as soccer mirrored the political developments that unfolded. Two soccer governing bodies emerged on the island, the Ireland Football Association (IFA) in Northern Ireland and the Football Association of Ireland (FAI) in the Republic of Ireland. These two affiliations are arch rivals (Sugden & Bairner, 2000); it could be argued as hostile as Croatia and Serbia, as detailed previously. Conversely, other sports did not adopt this strategy and opted for an all-Ireland team. For example, the national rugby team represents whole of Ireland (both Northern Ireland and the Republic of Ireland). In summation, understanding the complex regions and the religious overtones that exist in Ireland are the keys in delivering successful marketing campaigns for the national teams (rugby and soccer) on the Emerald Isle (Ireland).

Fourth, from a practical perspective, national sporting federations around the world can use the results from this study as a catalyst to develop strategies to foster national pride and unity through national (sport) teams. For instance, the country of Montenegro is a newly independent nation that gained its independence from Serbia and Montenegro (also known as Yugoslavia) after a referendum on June 3, 2006. In Montenegro’s case, they have the prerequisite to foster this pride because of their successful men’s national water polo team. They (Montenegro national men’s water polo team) have placed first at the 2008 European water polo championships and 2009 Federation Internationale de Nation (FINA) World League. It is recommended to present the conceptual framework used in the current study to examine the significance of national sport team identity and other various multiple identities (i.e., regional and religious) on an individual’s Montenegrin national identity to illustrate Montenegrin unity through national sport teams.
Exploring the effects of national sport team identity and other external identities on an individual’s national identity is vital to nations that have undergone drastic change. For instance, in South Africa, the end of apartheid led to a black (racial) identity. In South Africa’s case, sport can be used as an external identity, while testing for an individual’s racial identity (focal identity) in understanding what constitutes being an Afrikaner (South African). The relationship between racial and sporting identity showcasing a South African national identity was on display anecdotally during the 2010 World Cup (which South Africa hosted). As the symbol of South African soccer, ‘vuvuzela’, made controversial headlines (www.soccernet.com). Furthermore, the examination of sovereign states with limited recognition by the international community that currently have national football teams (e.g., Kosovo, Northern Cyprus) could provide fascinating insight of the contributions of these pseudo national teams on a specific identity.

Fifth, from a consumer behavior perspective, future research should examine the effects of the national team performance as it may lead individuals to show support of the national team by buying branded/licensed products (Cialdini et al., 1976; Fisher & Wakefield, 1998; Kwon & Armstrong, 2002; Kwon, Trail, & James, 2007; Underwood, Bond, & Baer, 2001). Data collected in the current study provide a demographic background of the Serbian national sport team consumer (male, particularly aged between 18 and 39 years of age, with some high school education). In addition, future studies should incorporate direct consumption (attendance) items as they may shed more light of the influence of national sport teams.

**Delimitations of the study**

The results of the study must be interpreted with a few caveats in mind. The current study only concentrated on conducting research in two nations, Serbia and Ireland. Other nations could have been chosen to address the research questions. Serbia was chosen for two reasons. Serbia is a nation that has been unexplored from a sport management setting since becoming its own separate entity on June 5, 2006. Second, it is a country with a rich sporting tradition, considering their past achievements (1995 European Championships, 2002 World Basketball Champions) when they (Serbia) were part of or called Yugoslavia. The combination of these two reasons made Serbia an interesting catalyst to examine the influence of team (national) sport identity on an individual’s national identity.
Ireland was chosen for various reasons. The researcher desired to collect data from a country that had historical overtones in contrast to the nation of Serbia. Also, it offered the opportunity for the GROUP*ID instrument to be validated in another international setting.

A major conceptual limitation of the statistical procedures (e.g., regression techniques) is that one can only ascertain relationships, but never be positive about underlying causal mechanisms. Additionally, a substantial portion of the variance was not explained by the model. Future studies should examine additional predictor variables (e.g., political, cultural, social class, club ‘team’ identity) to account for more variance in what constitutes a Serbian and Irish national identity.

Another limitation was the methodology. While the use of the GROUP*ID instrument was appropriate for the current study, given its stated purpose, the researcher recognizes after his experience in taking part in the process of the quantitative interviews in Serbia, that the GROUP*ID instrument restricted the respondents answers to already determined lines of inquiry, and left little room for the discovery of serendipitous responses. Future researchers interested in sport national team identification and/or sport team identification should consider qualitative data-collecting techniques such as in-depth interviews and/or focus group research.

Lastly, the Serbian data was collected at a time when the Serbian national team qualified to participate at the 2010 World Cup in South Africa. Thus, the relative success of the Serbian national soccer team may have impacted whether individuals identify with the national soccer team. It is possible that some Serbians would have self-categorized themselves with a different national team sport (i.e., basketball, volleyball) if the Serbian national soccer team were not on the verge of qualifying for the 2010 World Cup. Future studies should investigate if this relationship persists amongst the Serbian population when the national soccer team is unsuccessful. The results of such a study could add to the literature on ‘die-hard’ and ‘fair-weather’ fans in an international setting (Wann & Branscombe, 1990). Moreover, if the study were conducted in another time period, different results may be garnished. For instance, the Serbian national soccer team is under investigation by Union of European Football Association (UEFA) for the hooligan acts displayed by Serbian ‘thugs’ during a contest between Serbia and Italy in Genoa on October, 13, 2010 (www.soccernet.com). This incident in turn, could lead
individuals to having a lower national soccer team identity or self-categorize themselves with a different sport.

**Recommendations for future research**

It is possible that the factor structure of the identities tested (team, regional, religious, and nation) may vary from one culture to another due to various meanings associated with these constructs (Heere et al., 2011). Future studies should concentrate on sampling ethnic Serbians/Serbian diaspora/or from former Yugoslavian republics to find out whether the factor structure is valid across these various settings. The findings of the current study support the need for this type of research to be conducted. It is therefore, suggested that confirmatory factor analysis be used with other international populations to further validate the factor structures introduced by Heere and James (2007b).

Future research examining the influence of sport teams (i.e., Dallas Cowboys, Detroit Red Wings, Los Angeles Lakers, New York Yankees) on an American national identity should also be considered. This type of study could provide interesting insight as the open-ended self-categorization item could provide data that can be used to make comparisons between the various sports teams chosen (collegiate or professional), and its impact on an American national identity. For instance, do respondents identifying with a certain collegiate team (i.e., Notre Dame Football) have a heightened sense of American national identity compared to individuals that identify with a professional sports team (e.g., the Washington Nationals)? Further analysis could also examine various external identities (political, regional, and religious) that may drive identification with a particular focal group (nation).

Going further, consideration should be given to studying the effect of African national sport teams on an individual’s continental identification. For instance, when Ghana was the only remaining African team at the 2010 World Cup in South Africa, a cartoon was depicted in the Johannesburg Times that paid tribute to the Ghanaian football national team, more commonly known as the Black Stars. The cartoonist replaced the black star on the strip of the Ghana national flag with a picture of the continent of Africa (see Figure 5.2). To further illustrate this relationship between national soccer teams of Africa possibly impacting a continental identity (Africa), Ghana midfielder Andre Ayew said, “we fought for the continent, we fought for Ghana”, in his post-match comments following a victory over the United States in the second
round of the 2010 FIFA World Championship (Goff, 2010). It is suggested that an examination of the relationship be conducted during a mega sporting event such as the World Cup (e.g., 2014 FIFA World Cup in Brazil). A study conducted during a World Cup could possibly lend support that the African national teams representing Africa could impact a continental identity (Africa). A reason for this acclaim is that the continent of Africa is considered to be poor and undeveloped (Pillay, Tomlinson, & Bass, 2009). Thus, the World Cup stage provides an opportunity for Africa to equal themselves to first world powers (i.e., England, Germany).

Figure 5.2 National Flag of Ghana Altered at the 2010 World Cup in South Africa

It is strongly suggested that future research include both qualitative and longitudinal studies (Dietz-Uhler & Murrell, 1999; Phinney, 2000) in order to better understand the importance of national team sport to a national identity. In doing so, the six dimensions of the GROUP*ID scale can be teased out (themes) to understand the importance of those selective dimensions on an individual’s team and national identity. For instance, the informal conversations the researcher had with the participants, he was able to understand the significance the various national teams had on the individual’s national identity. In certain cases, the respondents spoke about certain games and where they were and how they felt when their national team had a successful or unsuccessful moment. Also, the inclusion of a longitudinal method would provide evidence of how elements of various national teams influence the changes of an individual’s national identity.
Another issue relevant for future research is the influence of an individual’s ethnic ‘national team’ identity on an individual’s ethnic identity (focal identity). Based on personal experience, the researchers’ ethnic identity is stronger than his national identity. Further, it would be interesting to compare an individual’s Serbian ethnic identity from various countries (Australia, Canada, United States) that self-categorize a Serbian national team (as their national team) to see how they compare with individuals that identified as being from Serbia (nation). Also, it would be interesting to see what dimensions drive an individual to identify with Serbia and a Serbian national team.

In the same respect, it would be interesting to compare an individual’s Irish ethnic identity from various cities in the United States (Boston, Chicago, New York City) that categorize an Irish national team (as their national team) to see how they compare with individuals that identified as being from Ireland (nation). There are over 36 million Irish Americans in the United States, making them the second largest reported ethnic group in the United Stated after German Americans (www.census.gov). These findings could add to the ethnographic study conducted by Giulianotti (1996) with fans at the 1994 World Cup in the United States from a quantitative perspective. Also, it would be interesting to see what dimensions drive an individual to identify with Ireland and an Irish national team.

Another issue relevant for future research in Ireland is the influence of an individual’s political identification on ‘national soccer team’ identification. The current study only concentrated on individuals that identified with national teams from the Republic of Ireland. It did not, however, examine why individuals chose to identify with either of the two national soccer teams that are represented in Ireland (Northern Ireland and Republic of Ireland). Future research should consider measuring political identity and religious identity in Ireland to understand what influences an individual to identify with the Northern Ireland national soccer team and the Republic of Ireland soccer team. These findings could determine what identities play a role in identifying with the two national teams respectively.

As discussed previously, this study examined only three of the myriad predictor variables that may influence national team identity. Future research should include the examinations of club team identity, city, social class, vocational, etc., as those identities are capable of influencing an individual’s national identity. To this end, a cultural identity may also be seen as a
medium through which national identity is impacted. For instance, folksongs have been linked as an important role in influencing Serbian national identity (Hudson, 2003; Kronja, 2004; Slavoka, 2010).

It is recommended that future questionnaire designs specify that individual sport athletes (e.g., Usain Bolt, Sidney Crosby, Roger Federer, Manny Pacquaio) may be incorporated to cater to a wide range of sport national teams/athletes. Similarly, future research should also specifically address the consumption of women’s national team sports. Also, another possible research idea is to examine the effects of winning as a moderator as it may influence identification with a team. For instance, it could be suggested that the individual is using the ‘national’ team as a way to bask in reflected glory (BIRG), and does not identify with the team strongly. In this case, an intense investigation concerning his/her cognitive awareness of the national team chosen should be warranted.

Furthermore, scholars and sport marketing practitioners should consider empirically investigating other demographic categories (i.e., marital status, number of children, occupation, settlement type, sport participation) and group identities (i.e., ethnic identity, social class identity), along with sociological (i.e., economic conditions, political environment, natural disaster), and psychological factors (i.e., fan motivation, emotion) as they may play a role in affecting an individual’s identification with a national sport team or other identities. In turn, this may affect an individual’s behavior towards sport consumption (attendance, media, and merchandise).

For instance, citizens from the country of Japan may have a heightened sense of national sport team identity and national identity considering the 2011 Great East Japanese Earthquake that occurred (Ito, 2011). Indeed, the media has focused on Japanese professional athletes (Ichiro Suzuki, Hiroki Kuorda, Ryuji Imada) and their efforts to help the relief effort in Japan (McCarthy, 2011). In this sense, members of the Japanese nation may have a heightened sense of national sport identity due to the generous donations by various Japanese professional athletes.

The same can be said for the residents of Alabama as they may have a heightened sense of city/regional/state/team/university identity considering the tornado strikes that occurred in Tuscaloosa on April 27, 2011 (Roberson & Severson, 2011). The timing of these devastating events not only has the possibility of influencing an individual’s myriad of identities, it may also
affect an individual’s behavior toward sport consumption. Potential aspects of consumer behavior may include Japanese citizens watching the Japanese women’s national soccer team compete at the 2011 Women’s World Cup in Germany (6/26/11-7/17/11) on television and residents from Alabama purchasing University of Alabama football team related apparel (e.g., a hat).

**Conclusion**

It is intriguing to understand the importance of national sport as it relates to national identity. However, from the findings of the current study, it seems unlikely that identifying with a national team would be the most significant contributor to an individual’s national identity, considering the many different identities an individual possesses. However, the current study has endorsed the fact that sport plays a significant role in national identity. It is conceivable that for certain countries national sport does not encourage national identity.

For instance, in the United States, popular media outlets (i.e., ESPN) dismiss the significance of national team sports coverage to the average American consumer. Yet, upon closer examination, the United States boasts about the 1980 Men’s Olympic Hockey Team (Miracle on Ice), the 1992 Dream Team with Michael Jordan and company (Basketball), the ‘Girls of Summer’ (the 1999 Women’s World Cup winning team) and the incredible excitement of the 2010 Men’s soccer team run in the World Cup held in South Africa. The truth is, for a large percentage of the American public, the global stage does not carry the same importance it does for other countries (see Brazil) because of the absolutely mesmerizing volume of sport within America’s own boundaries.

Wearing a Chicago Cubs hat, however, or playing as FC Barcelona on a video game console or having the Florida State Seminoles flag swaying in the wind outside of their house in Tallahassee is a source of tremendous pride and in all likelihood identity. Perhaps, if scholars delve deeper and examine more critically the importance of global sport to an individual’s personal identity, we just might be surprised at what we find. From a personal perspective, the current form of Novak Djokovic (who had won 44 consecutive matches before his streak ended at the 2011 French Open) has given me a little more sense of ethnic identity (Serbian), and possibly provided me with an extra kick as I complete the writing of this dissertation. For the scholars of the future, I lay down the challenge of a more holistic understanding of identity in all
its forms, and a research platform which intrigues and drives academics of the next generation. I look forward to joining them on that very quest.
APPENDIX A

Items comprising the Nationalism motive (Bogdanov, 2005)

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<td>1)</td>
<td>Watching the national team gives me a sense of connection with my fellow countryman.</td>
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<tr>
<td>2)</td>
<td>Watching the football team provides a sense of belonging to my nation.</td>
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<tr>
<td>3)</td>
<td>Reading about the team provides a sense of belonging to my nation.</td>
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<tr>
<td>4)</td>
<td>I enjoy reading about the national team because it gives me a sense of pride in my country.</td>
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<td>5)</td>
<td>Talking about the football team is one way I express my national pride.</td>
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<td>6)</td>
<td>Watching the football team gives me a feeling of national pride that I do not get from any other activity.</td>
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<tr>
<td>7)</td>
<td>When my national team is playing, I am proud to be a citizen.</td>
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APPENDIX B

European Values Survey 1999-2000 Religious Identification Items

1. Do you personally think it is important to hold a religious service for any on the following (birth, marriage, death)?

2. Independently of whether you go to church or not, would you say you are (a religious person)?

3. Do you find that you get comfort and strength from religion or not?

4. And how important is God in your life?
APPENDIX C
Letter of support

Belgrade, January 19, 2009

TO: Mr. Dusko Bogdanov

FROM: Dr. Srbobran Brankovic, Director

Dear Mr. Bogdanov,

Hereby I would like to inform you that you will have our full support for your dissertation research concerning the impact of the Serbian national team on an individual’s national identity.

We will complete 1,000 face to face interviews representing Serbian adult population with the questionnaire you would develop. Multi-stage random and nationwide representative sample will be implemented.

Our company would provide for you SPSS data base with variable and value labels in English.

Once again, we appreciate your work and will do our best to support it.

Best regards,

Dr. Srbobran Brankovic
APPENDIX D

INSTRUCTIONS FOR THE INTERVIEWER

Dear colleagues, we are conducting a new research regarding identification with certain social groups and organizations. You will receive following material for this research:

1. Interviewer instruction
2. Authorization
3. Questionnaires
4. Show cards
5. Control lists
6. Refusal lists

I. INSTRUCTIONS FOR SELECTING RESPONDENTS

You are commencing from the **assigned starting point** and follow the usual procedure for systematic random selection of respondents: The selected house/home address is on the left-hand side of your route. You are selecting each **FIFTH/FOURTH** household. In each household you are interviewing only one person. **IT IS IMPORTANT THAT YOU SELECT RESPONDENT RANDOMLY:** it can be the person which birthday is closest to the interview date, or a person which name begins with letter S (if there is no such person you can use letters G, P, V, A, R… or you can prepare your list of letters). If the respondent who is randomly selected is not in the house at the moment (RANDOMLY selected respondent), you need to arrange another visit and interview him/her at the appointed time. Maximum three visits for one respondent. Substitution of respondent after three attempts (first visit and two call-backs) if the contact failed to result in accomplished interview. The substitution is governed by the rules for selecting a household. In blocks-of-flats of up to four floors the selected household is each fifth, and blocks-of-flats more than four floors the selected household is each tenth. You are counting from the first apartment to the left on the ground floor, and maximum select three flats in one building.

It is very important that you follow this way of respondents selecting, because it crucial for sample quality and representativeness. You must NOT interview your relatives and cousins. This is **strictly FORBIDDEN.** Stick to this procedure of respondents’ selection!

In each sample point you have to interview **15 respondents.**

- Target persons are people from **18 – 65 years of age.**
- Both males and females: **50% males and 50% females** (e.g. 8 male and 7 female respondents or 7 male and 8 female respondents)
II. INSTRUCTIONS FOR CONDUCTING INTERVIEW

This questionnaire is administrated in form of an interview: it means that YOU read questions with or without answers; you do not give the QUESTIONNAIRE to the respondent himself/herself. You fill the questionnaire by circling the selected answer code or you write down the exact response in the provided place of the questionnaire.

IMPORTANT REMARKS ABOUT QUESTIONS AND QUESTIONNAIRE ADMINISTRATION ARE WRITTEN IN CAPS LETTER FORM. CAREFULLY ADMINISTRATE THE QUESTIONNAIRE!

Questionnaire covers following topics:
1. National team (R1–R4)
2. National identity (N1-N3)
3. Region (RG1 – RG3)
4. Religion (RL1-RL3)
5. Demography (D1-D9)

SPECIFIC EXPLANATIONS RELATED TO QUESTIONS

- Question R2 – is answered by those respondents who stated on the previous question that they identify themselves with Serbian national team (code 1 on the question R1). Those who do not identify with Serbian national team DO NOT ANSWER ON THIS QUESTION
- ALL RESPONDENTS answer on R3.1-19 and R4.1-9 questions in the following way:
  - Those who DO NOT identify with Serbian national team (code 1 on the question R1) and those who didn’t mention specific sport of Serbian national team – they should answer to questions R3.1-19 and R4.1-9 about Serbian national team IN GENERAL.
  - Those who identify with Serbian national team in specific sport (e.g. basketball, soccer) - they should answer to questions R3.1-19 and R4.1-9 about Serbian national team ABOUT SPORT they mentioned in question R2.

THIS INSTRUCTION IS REFERING ONLY TO THE PART “NATIONAL TEAM” (R1-R4). IT DOES NOT REFER TO OTHER QUESTIONNAIRE SECTORS – OTHER QUESTIONNAIRE SECTORS HAVE DIFFERENT INSTRUCTIONS.

- Questions N2 and N3 – are answered by those respondents who IDENTIFY WITH SOME NATION (and referring to the nation they are identifying with); those who do not identify with any nation go to the next questionnaire sector (REGION)
- Questions RG2 and RG3 – are answered by those respondents who IDENTIFY WITH SOME REGION (and referring to the region they are identifying with); those who do not identify with any region go to the next questionnaire sector (RELIGION)
- Questions RL2 and RL3 – are answered by those respondents who IDENTIFY WITH SOME RELIGION (and referring to the religion they are identifying with); those who do not identify with any religion go to the next questionnaire sector (DEMOGRAPHY)
In cases of open end questions R2, N1, RG1 and RL1, LITERALLY WRITE DOWN the answers and write down ONLY ONE ANSWER per question.

Questions R1, N2, RG2 and RL2 – Write down the degree of identification on the scale from 1-7 (1 means “Do not identify /Very little identify” and 7 means “Completely identify”)

Questions R3.1-19, R4.1-9, N3.1-19, RG3.1-19 and RL3.1-19 – Write down the degree of respondents’ identification on the scale from 1-7 (1 means “Completely disagree” and 7 means “Completely agree”)

ROTATE ITEMS for questions (R3.1-19, R4.1-9, N3.1-19, RG3.1-19, RL3.1-19): For example, it means that you read the statements to the first respondent in the sequence as in the questionnaire (1, 2, 3, 4, 5, 6…), to the second respondent you read even numbers (2, 4, 6, 8…) then uneven numbers (1, 3, 5, 7…), after that you read from last to the first item (19,18,17,16,15 …) etc. You can make your own sequence of items, but at the end BE SURE THAT YOU READ ALL ITEMS to the respondent and that there is one answer per every item.

Asking questions
READ EVERY QUESTION LITERALLY! It is very important to read the questions exactly as they are in the questionnaire. That way we will assure that all respondents get the same questions. In case that respondent does not understand the question, your additional explanation MUST NOT BE SUGGESTIVE – it must not lead to some answer! Let your respondents answer the way as they understand the question.

Answers you should not read
Answers “Don’t know/No answers” are registered only if the respondent spontaneously mentioned and they are NEVER READ. They are coded with numbers 9, 99 or 998.
In this survey also do not read answers “I do not identify with Serbian national team”, “I do not identify with any nation”, “I do not identify with any region”, “I do not identify with any religion”. They are coded only if respondent mentions them spontaneously.

WE ONLY CONSIDER QUESTIONNAIRES WHICH ARE FILLED IN THE RIGHT WAY AND FULLY COMPLETED!

III. FIELDWORK CONTROL

Fieldwork control is conducted in large number of sample points and it is very likely that your work will be controlled. After you finish each interview, in the list of respondents write down the address (street name and number) and telephone of each interviewee.

Each respondent should get a control list with data about the interviewing. This is necessary because our control service could check if the respondent was really interviewed. Ask respondents to keep control lists in the next two months.

It is very important to strictly follow the instructions for selecting respondents and instructions for questionnaire administration. You have to provide TNS Medium Gallup with:

1) Filled questionnaires
2) Refusal lists and respondents lists
ALONG WITH THE QUESTIONNAIRES YOU MUST RETURN **REFUSAL LISTS** (WITH REASONS FOR REFUSAL OR NOT CONDUCTING INTERVIEW). THIS WILL MEAN THAT YOU SUCCESSFULLY COMPLETED YOUR FIELD WORK!

If you have any questions, contact Marina Martinović: 011\3613 220
Good luck in your work
### APPENDIX E

**Screen shots of the Irish survey**

Which *national team* do you most identify with (For example, Irish football team, Irish rugby team, etc)?

- Do not identify with a national team
- I identify with the following national team (fill in box):  

Please answer the following questions with this scale in regards to the national team that you mentioned: 1 Strongly Disagree - 7 Strongly Agree

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<td><strong>Overall, my [national team] is positively evaluated by others.</strong></td>
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<td><strong>In general, others respect my [national team].</strong></td>
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<td><strong>Overall, people have favorable opinion about my [national team].</strong></td>
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<td><strong>I am happy to be a [fan] of my [national team].</strong></td>
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<td><strong>In general, I am glad to be a [fan] of my [national team].</strong></td>
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<td><strong>I am proud to be a [fan] of my [national team].</strong></td>
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<td><strong>If someone criticizes my [national team], it feels like a personal insult.</strong></td>
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<td><strong>In general, being related with the [national team] is an important part of my self-image.</strong></td>
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<td><strong>The [national team] I am a [fan] of is an important reflection of who I am.</strong></td>
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<td><strong>When someone gives a compliment to my [national team], it feels like a personal compliment.</strong></td>
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<td><strong>My life will be affected with things that overtake my [national team]</strong></td>
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<td><strong>My own life is influenced with things that overtake my [national team]</strong></td>
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<td><strong>In general, changes in my [national team] would change my own life.</strong></td>
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<td><strong>I participate in supporting activities of my [national team], such as [attending games].</strong></td>
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<td><strong>I am actively involved in activities that are related to my [national team].</strong></td>
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<td><strong>I am involved in activities with other [fans] of my [national team].</strong></td>
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<td><strong>I know tradition and history of my [national team].</strong></td>
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<td><strong>I know details of my [national team].</strong></td>
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<td><strong>I am aware of successes and failures of my [national team].</strong></td>
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APPENDIX F
HUMAN SUBJECTS APPROVAL

Office of the Vice President For Research
Human Subjects Committee
Tallahassee, Florida 32306-2742
(850) 644-8673 - FAX (850) 644-4392

APPROVAL MEMORANDUM
Date: 7/23/2009

To: Dusko Bogdanov

Dept.: SPORT MANAGEMENT

From: Thomas L. Jacobson, Chair

Re: Use of Human Subjects in Research
Sport team identity as a component of national identity

The application that you submitted to this office in regard to the use of human subjects in the proposal referenced above have been reviewed by the Secretary, the Chair, and two members of the Human Subjects Committee. Your project is determined to be Expedited per 45 CFR § 46.110(7) and has been approved by an expedited review process.

The Human Subjects Committee has not evaluated your proposal for scientific merit, except to weigh the risk to the human participants and the aspects of the proposal related to potential risk and benefit. This approval does not replace any departmental or other approvals, which may be required.

If you submitted a proposed consent form with your application, the approved stamped consent form is attached to this approval notice. Only the stamped version of the consent form may be used in recruiting research subjects.

If the project has not been completed by 7/20/2010 you must request a renewal of approval for continuation of the project. As a courtesy, a renewal notice will be sent to you prior to your expiration date; however, it is your responsibility as the Principal Investigator to timely request renewal of your approval from the Committee.

You are advised that any change in protocol for this project must be reviewed and approved by the Committee prior to implementation of the proposed change in the protocol. A protocol change/amendment form is required to be submitted for approval by the Committee. In addition, federal regulations require that the Principal Investigator promptly report, in writing any unanticipated problems or adverse events involving risks to research subjects or others.
By copy of this memorandum, the Chair of your department and/or your major professor is reminded that he/she is responsible for being informed concerning research projects involving human subjects in the department, and should review protocols as often as needed to insure that the project is being conducted in compliance with our institution and with DHHS regulations.

This institution has an Assurance on file with the Office for Human Research Protection. The Assurance Number is IRB00000446.

Cc: Jeffrey James, Advisor
HSC No. 2009.2588
APPENDIX G

INFORMED CONSENT FORM (Serbian version)

Poštovani gospodine / gospođo / gospođice,

Ja sam Duško Bogdanov, doktorant pod mentorstvom Dr Džefri Džejmsa sa Državnog univerziteta Floride, Odsek za sportski menadžment. Ja sprovodim istraživanje da bih ispitao različite stvari sa kojima se ljudi poistovećuju, kao što su nacija, sportski tim, kao i njihov uticaj na srpski nacionalni identitet.

Molim vas da se uključite u ovu studiju, to jest da odgovorite na pitanja iz ovog istraživnja. Vaše učešće je dobrovoljno. Ako odlučite da ne učestvujete, možete da odustanete u bilo kom trenutku tokom ispitivanja.

Odgovori koje budete davale smatraće se kao privatni i poverljivi, u skladu sa zakonom. U bilo kom obliku istraživačkog izveštaja koji bi bio objavljen, nećemo navesti nijednu informaciju koja bi omogućila da se identifikuje ispitanik. Zabeleženi odgovori će biti uskladišteni na sigurnom i pristup njima će imati samo istraživači.

Istraživač koji sprovodi ovu studiju je Duško Bogdanov. Možete mu postaviti bilo koje pitanje u vezi s istraživanjem. Ako biste pitanja imali kasnije, predlažemo vam da kontaktirate na telefon njegovog mentora Dr. Jefri Džejmsa telefon +1 850-644-9214, ili putem e-mejla jdjames@fsu.edu.

Ako imate bilo kakvih pitanja koja se odnose na ovu studiju, ili ako biste želeli da razgovarate sa nekim drugim osim istraživača, predlažemo vam da kontaktirate FSU IRB, 2010 Levy Street, Research Building B, Suite 276, Tallahassee, FL 32306-2742, or 850-644-8633, ili putem mejla na humansubjects@magnet.fsu.edu.


________________ _________________
Potpis   Datum

________________ _________________
Potpis istraživača   Datum

APPENDIX H

INFORMED CONSENT FORM (English version)

Dear Sir/madam,

My name is Dusko Bogdanov, I am a doctoral candidate under the direction of Dr. Jeffrey James in the Sport Management Program at Florida State University. I am conducting a research study to test different identities (nation, team, etc.) and their influence on Serbian national identity.

I am requesting your participation, which will involve you answering questions from the survey. This will take approximately 30 minutes of your time. Your participation is voluntary. If you choose not to participate you may withdraw from the study at any time.

The records of this study will be kept private and confidential to the extent permitted by law. In any sort of report we might publish, we will not include any information that will make it possible to identify a subject. Research records will be stored securely and only researchers will have access to the records.

The researcher conducting this study is Dusko Bogdanov. You may ask any question you have now. If you have a question later, you are encouraged to contact his major advisor Dr. Jeffrey James at 850-644-9214 or email at jdjames@fsu.edu.

If you have any questions or concerns regarding this study and would like to talk to someone other than the researcher(s), you are encouraged to contact the FSU IRB at 2010 Levy Street, Research Building B, Suite 276, Tallahassee, FL 32306-2742, or 850-644-8633, or by email at humansubjects@magnet.fsu.edu.

I have read the above information. I have asked questions and have received answers. I consent to participate in the study.

________________   _________________
Signature    Date

________________   _________________
Signature of Investigator  Date

Please note, the letter is in English for review purposes, it will be translated into Serbian.
APPENDIX I

BEHAVIORAL ITEMS

Media
1. I read about the team in the daily sport pages.
2. I read about the team over the Internet.
3. When I cannot attend a match, I watch it on television if possible.
4. I watch TV news for information about the team.
5. I listen to matches on the radio if I cannot watch them.

Merchandise
1. I buy team clothing (T-shirts, jersey, etc.).
2. I wear team clothing when I attend a match.
3. I wear team apparel on a regular basis.
4. I wear a national team jersey when the national team plays.
**APPENDIX J**

**EQUIVALENT FORMS**

*(Serbian translation of team identity items)*  
*Tvrdnje identifikacije sa reprezentacijom*

<table>
<thead>
<tr>
<th>Kategorije</th>
<th>Tvrdnje</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Samoprocena</strong> (Ko sam ja?)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sa kojom [reprezentacijom] se najviše identifikujete? (otvoreni odgovor)</td>
</tr>
<tr>
<td>Ocena javnosti</td>
<td></td>
</tr>
<tr>
<td>Tvrdnja 1</td>
<td>Drugi ljudi u celini pozitivno doživljavaju našu [reprezentaciju].</td>
</tr>
<tr>
<td>Tvrdnja 2</td>
<td>Drugi ljudi u celini poštuju našu [reprezentaciju].</td>
</tr>
<tr>
<td>Tvrdnja 3</td>
<td>U celini, ljudi imaju povoljno mišljenje o našoj [reprezentaciji].</td>
</tr>
<tr>
<td>Lična ocen</td>
<td></td>
</tr>
<tr>
<td>Tvrdnja 1</td>
<td>Srećan sam što sam [navijač] naše [reprezentacije].</td>
</tr>
<tr>
<td>Tvrdnja 2</td>
<td>Drago mi je što sam [navijač] naše [reprezentacije].</td>
</tr>
<tr>
<td>Tvrdnja 3</td>
<td>Ponosan sam što sam [navijač] naše [reprezentacije].</td>
</tr>
<tr>
<td>Lična povezanost</td>
<td></td>
</tr>
<tr>
<td>Tvrdnja 1</td>
<td>Kada neko kritikuje našu [reprezentaciju], osećam to kao ličnu uvredu.</td>
</tr>
<tr>
<td>Tvrdnja 2</td>
<td>To što sam vezan za našu [reprezentaciju] je važan deo moje slike o sebi.</td>
</tr>
<tr>
<td>Tvrdnja 3</td>
<td>To što sam [navijač] naše [reprezentacije] je važan deo mog shvatanja samog sebe.</td>
</tr>
<tr>
<td>Tvrdnja 4</td>
<td>Kada neko pohvali našu [reprezentaciju], osećam se kao da sam lično dobio kompliment.</td>
</tr>
<tr>
<td>Osećaj međupovezanosti</td>
<td></td>
</tr>
<tr>
<td>Tvrdnja 1</td>
<td>Na moj lični život utiče ono što se desi našoj [reprezentaciji].</td>
</tr>
<tr>
<td>Tvrdnja 2</td>
<td>Ono što se dešava sa našom [reprezentacijom] ima izvestan uticaj na moj život.</td>
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<tr>
<td>Tvrdnja 3</td>
<td>Uopšte gledano, promene koje zadese našu [reprezentaciju] promenile bi i moj život.</td>
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<tr>
<td>Uključenost</td>
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<td>Tvrdnja 1</td>
<td>Učestvujem u aktivnoj podršci našoj [reprezentacij], kao što je na primer [prisustvovanje na utakmicama].</td>
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<tr>
<td>Tvrdnja 2</td>
<td>Aktivno sam uključen u dešavanja koja imaju veze sa našom [reprezentacijom]</td>
</tr>
<tr>
<td>Tvrdnja 3</td>
<td>Učestvujem u dešavanjima sa drugim [navijačima] naše [reprezentacije]</td>
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<td>Svest</td>
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<tr>
<td>Tvrdnja 1</td>
<td>Poznajem tradiciju i istoriju naše [reprezentacije].</td>
</tr>
<tr>
<td>Tvrdnja 2</td>
<td>Poznajem do detalja našu [reprezentaciju].</td>
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<tr>
<td>Tvrdnja 3</td>
<td>Poznajem uspehe i padove naše [reprezentacije].</td>
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</tbody>
</table>
### (Serbian translation of national identity items) Tvrđnje nacionalnog identiteta

<table>
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<tr>
<th>Kategorije</th>
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<tr>
<td></td>
<td>Sa kojom [nacijom] se najviše identifikujete? (otvoren odgovor)</td>
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<tr>
<td><strong>Ocena javnosti</strong></td>
<td><strong>Tvrdnja 1</strong></td>
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<td></td>
<td>Drugi ljudi u celini pozitivno doživljavaju našu [naciju].</td>
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<td><strong>Tvrdnja 2</strong></td>
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<td>Drugi ljudi u celini poštuju našu [naciju].</td>
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<td><strong>Tvrdnja 3</strong></td>
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<td>U celini, ljudi imaju povoljno mišljenje o našoj [naciji].</td>
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<td><strong>Lična ocean</strong></td>
<td><strong>Tvrdnja 1</strong></td>
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<td></td>
<td>Srećan sam što sam [pripadnik] naše [nacije].</td>
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<td></td>
<td><strong>Tvrdnja 2</strong></td>
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<tr>
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<td>Drago mi je što sam [pripadnik] naše [nacije].</td>
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<td></td>
<td><strong>Tvrdnja 3</strong></td>
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<td>Ponosan sam što sam [pripadnik] naše [nacije].</td>
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<td><strong>Lična povezanost</strong></td>
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<td>Kada neko kritikuje našu [naciju], osećam to kao ličnu uvredu.</td>
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<td><strong>Tvrdnja 2</strong></td>
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<td><strong>Tvrdnja 3</strong></td>
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<td>To što sam [pripadnik] naše [nacije] je važan deo mene.</td>
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<td>Kada neko pohvali našu [naciju], osećam se kao da sam lično dobio</td>
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<td>Na moj lični život utiče ono što se desa našoj [naciji].</td>
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<td>Učestvujem u aktivnoj podršci našoj [naciji], kao što je na primer [</td>
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<td>prisustvovanje na utakmicama državne reprezentacije].</td>
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<td><strong>Tvrdnja 3</strong></td>
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<td><strong>Svest</strong></td>
<td><strong>Tvrdnja 1</strong></td>
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<td>Poznajem tradiciju i istoriju naše [nacije].</td>
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<td><strong>Tvrdnja 2</strong></td>
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<td>Poznajem do detalja našu [naciju].</td>
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<td></td>
<td><strong>Tvrdnja 3</strong></td>
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<td>Poznajem uspehe i padove naše [nacije].</td>
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210
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<td>Tvrdnja 1</td>
<td>Drugi ljudi u celini pozitivno doživljavaju naš [region].</td>
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<td>Drugi ljudi u celini poštuju naš [region].</td>
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<tr>
<td>Tvrdnja 3</td>
<td>U celini, ljudi imaju povoljno mišljenje o našem [regionu].</td>
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<td>Lična ocean</td>
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<tr>
<td>Tvrdnja 1</td>
<td>Srećan sam što sam [pripadnik] našeg [regiona].</td>
</tr>
<tr>
<td>Tvrdnja 2</td>
<td>Drago mi je što sam [pripadnik] našeg [regiona].</td>
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<tr>
<td>Tvrdnja 3</td>
<td>Ponosan sam što sam [pripadnik] našeg [regiona].</td>
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<tr>
<td>Lična povezanost</td>
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<tr>
<td>Tvrdnja 1</td>
<td>Kada neko kritikuje naš [region], osećam to kao ličnu uvredu.</td>
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<tr>
<td>Tvrdnja 2</td>
<td>To što sam vezan za naš [region] je važan deo moje slike o sebi.</td>
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<tr>
<td>Tvrdnja 3</td>
<td>To što sam [pripadnik] našeg [regiona] je važan deo mene.</td>
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<tr>
<td>Tvrdnja 4</td>
<td>Kada neko pohvali naš [region], osećam se kao da sam lično dobio</td>
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<td>kompliment.</td>
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<td>Na moj lični život utiče ono što se desi našem [regionu].</td>
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<tr>
<td>Tvrdnja 2</td>
<td>Ono što se dešava sa našim [regionom] ima izvjestan uticaj na moj život.</td>
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<tr>
<td>Tvrdnja 3</td>
<td>Uopšte gledano, promene koje zadese naš [region] promenile bi i moj</td>
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<td></td>
<td>život.</td>
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<tr>
<td>Uključenost</td>
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<tr>
<td>Tvrdnja 1</td>
<td>Učestvujem u aktivnoj podršci našem [regionu], kao što je na primer</td>
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<td></td>
<td>[prisustvovanje na festivalima].</td>
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<tr>
<td>Tvrdnja 2</td>
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<tr>
<td>Tvrdnja 3</td>
<td>Učestvujem u dešavanjima sa drugim [pripadnicima] našeg [regiona].</td>
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<td>Poznajem tradiciju i istoriju našeg [regiona].</td>
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<tr>
<td>Tvrdnja 2</td>
<td>Poznajem do detalja naš [region].</td>
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<tr>
<td>Tvrdnja 3</td>
<td>Poznajem uspehe i padove našeg [regiona].</td>
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<td>Tvrdnje</td>
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<td>---------------------------------------------------------------------------------------------------</td>
</tr>
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<td>Samoprocena</td>
<td><strong>Tvrdnje</strong></td>
</tr>
<tr>
<td>(Ko sam ja?)</td>
<td>Sa kojom [religion] se najviše identifikujete? (otvoren odgovor)</td>
</tr>
<tr>
<td>Ocena javnosti</td>
<td><strong>Tvrdnja 1</strong> Drugi ljudi u celini pozitivno doživljavaju našu [religion].</td>
</tr>
<tr>
<td></td>
<td><strong>Tvrdnja 2</strong> Drugi ljudi u celini poštiju našu [religion].</td>
</tr>
<tr>
<td></td>
<td><strong>Tvrdnja 3</strong> U celini, ljudi imaju povoljno mišljenje o našoj [religion].</td>
</tr>
<tr>
<td>Lična ocean</td>
<td><strong>Tvrdnja 1</strong> Srećan sam što sam [member] naše [religion].</td>
</tr>
<tr>
<td></td>
<td><strong>Tvrdnja 2</strong> Drago mi je što sam [member] naše [religion].</td>
</tr>
<tr>
<td></td>
<td><strong>Tvrdnja 3</strong> Ponosan sam što sam [member] naše [religion].</td>
</tr>
<tr>
<td>Lična povezanost</td>
<td><strong>Tvrdnja 1</strong> Kada neko kritikuje našu [religion], osećam to kao ličnu uvredu.</td>
</tr>
<tr>
<td></td>
<td><strong>Tvrdnja 2</strong> To što sam vezan za našu [religion] je važan deo moje slike o sebi.</td>
</tr>
<tr>
<td></td>
<td><strong>Tvrdnja 3</strong> To što sam [member] naše [religion] je važan deo mene.</td>
</tr>
<tr>
<td></td>
<td><strong>Tvrdnja 4</strong> Kada neko pohvali našu [religion], osećam se kao da sam lično dobio kompliment.</td>
</tr>
<tr>
<td>Osećaj međupovezanosti</td>
<td><strong>Tvrdnja 1</strong> Na moj lični život uticaće ono što se desi našoj [religion].</td>
</tr>
<tr>
<td></td>
<td><strong>Tvrdnja 2</strong> Ono što se dešava sa našom [religion] ima izvestan uticaj na moj život.</td>
</tr>
<tr>
<td></td>
<td><strong>Tvrdnja 3</strong> Uopšte gledano, promene koje zadese našu [religion] promenile bi i moj život.</td>
</tr>
<tr>
<td>Uključenost</td>
<td><strong>Tvrdnja 1</strong> Učestvujem u aktivnoj podršci našoj [religion], kao što je na primer [prisustvovanje na liturgijama].</td>
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<td></td>
<td><strong>Tvrdnja 2</strong> Aktivno sam uključen u dešavanja koja imaju veze sa našom [religion]</td>
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<td></td>
<td><strong>Tvrdnja 3</strong> Učestvujem u dešavanjima sa drugim [members] naše [religion]</td>
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<td>Svest</td>
<td><strong>Tvrdnja 1</strong> Poznajem tradiciju i istoriju naše [religion].</td>
</tr>
<tr>
<td></td>
<td><strong>Tvrdnja 2</strong> Poznajem do detalja našu [religion].</td>
</tr>
<tr>
<td></td>
<td><strong>Tvrdnja 3</strong> Poznajem uspehe i padove naše [religion].</td>
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</table>
### Team Identity Items (Back-translated items)

<table>
<thead>
<tr>
<th>Categories</th>
<th>Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-estimation (Who am I?)</td>
<td>Which [national team] do you most identify with? (open-ended)</td>
</tr>
<tr>
<td>Public Evaluation</td>
<td>Overall, my [national team] is positively evaluated by others.</td>
</tr>
<tr>
<td>Item 2</td>
<td>In general, others respect my [national team].</td>
</tr>
<tr>
<td>Item 3</td>
<td>Overall, people have favorable opinion about my [national team].</td>
</tr>
<tr>
<td>Personal Evaluation</td>
<td>I am happy to be a [fan] of my [national team].</td>
</tr>
<tr>
<td>Item 2</td>
<td>In general, I am glad to be a [fan] of my [national team].</td>
</tr>
<tr>
<td>Item 3</td>
<td>I am proud to be a [fan] of my [national team].</td>
</tr>
<tr>
<td>Interconnection</td>
<td>If someone criticizes my [national team], it feels like a personal insult.</td>
</tr>
<tr>
<td>Item 2</td>
<td>In general, being related with the [national team] is an important part of my self-image.</td>
</tr>
<tr>
<td>Item 3</td>
<td>The [national team] I am a [fan] of is an important reflection of who I am.</td>
</tr>
<tr>
<td>Item 4</td>
<td>When someone gives a compliment to my [national team], it feels like a personal compliment.</td>
</tr>
<tr>
<td>Sense of interdependence</td>
<td>My life will be affected with things that overtake my [national team]</td>
</tr>
<tr>
<td>Item 1</td>
<td>My own life is influenced with things that overtake my [national team]</td>
</tr>
<tr>
<td>Involvement</td>
<td>I participate in supporting activities of my [national team], such as [attending games].</td>
</tr>
<tr>
<td>Item 2</td>
<td>I am actively involved in activities that are related to my [national team].</td>
</tr>
<tr>
<td>Item 3</td>
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<tr>
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<td>I know tradition and history of my [national team].</td>
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<tr>
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<td>I know details of my [national team].</td>
</tr>
<tr>
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<td>I am aware of successes and failures of my [national team].</td>
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**National Identity Items (Back-translated items)**

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<tr>
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<td>Which [nation] do you most identify with? (open-ended)</td>
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<tr>
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</tr>
<tr>
<td>Item 1</td>
<td>Overall, my [nation] is positively evaluated by others.</td>
</tr>
<tr>
<td>Item 2</td>
<td>In general, others respect my [nation].</td>
</tr>
<tr>
<td>Item 3</td>
<td>Overall, people have favorable opinion about my [nation].</td>
</tr>
<tr>
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</tr>
<tr>
<td>Item 1</td>
<td>I am happy to be a [member] of my [nation].</td>
</tr>
<tr>
<td>Item 2</td>
<td>In general, I am glad to be a [member] of my [nation].</td>
</tr>
<tr>
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<td>I am proud to be a [member] of my [nation].</td>
</tr>
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<tr>
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<td>If someone criticizes my [nation], it feels like a personal insult.</td>
</tr>
<tr>
<td>Item 2</td>
<td>In general, being related with the [nation] is an important part of my self-image.</td>
</tr>
<tr>
<td>Item 3</td>
<td>The [nation] I am a [member] of is an important reflection of who I am.</td>
</tr>
<tr>
<td>Item 4</td>
<td>When someone gives a compliment to my [nation], it feels like a personal compliment.</td>
</tr>
<tr>
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<td>Item 1</td>
<td>My life will be affected with things that overtake my [nation]</td>
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<tr>
<td>Item 2</td>
<td>My own life is influenced with things that overtake my [nation]</td>
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<tr>
<td>Item 3</td>
<td>In general, changes in my [nation] would change my own life.</td>
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<td>I am actively involved in activities that are related to my [nation].</td>
</tr>
<tr>
<td>Item 3</td>
<td>I am involved in activities with other [members] of my [nation].</td>
</tr>
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<tr>
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<td>I know tradition and history of my [nation].</td>
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<td>I know details of my [nation].</td>
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### Regional Identity Items (Back-translated items)

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<td><strong>Item 2</strong> In general, others respect my [region].</td>
</tr>
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<td></td>
<td><strong>Item 3</strong> Overall, people have favorable opinion about my [region].</td>
</tr>
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<td><strong>Item 1</strong> I am happy to be a [member] of my [region].</td>
</tr>
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<td><strong>Item 2</strong> In general, I am glad to be a [member] of my [region].</td>
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<tr>
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<td><strong>Item 3</strong> I am proud to be a [member] of my [region].</td>
</tr>
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<td><strong>Item 1</strong> If someone criticizes my [region], it feels like a personal insult.</td>
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<td><strong>Item 2</strong> In general, being related with the [region] is an important part of my self-image.</td>
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<td><strong>Item 3</strong> The [region] I am a [member] of is an important reflection of who I am.</td>
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<td><strong>Item 4</strong> When someone gives a compliment to my [region], it feels like a personal compliment.</td>
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<td></td>
<td><strong>Item 2</strong> My own life is influenced with things that overtake my [region]</td>
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<td><strong>Item 3</strong> I am involved in activities with other [members] of my [region].</td>
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<tr>
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<td><strong>Item 1</strong> I know tradition and history of my [region].</td>
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### Religious Identity Items (Back-translated items)

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</tr>
<tr>
<td>Item 2</td>
<td>In general, others respect my [religion].</td>
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<tr>
<td>Item 3</td>
<td>Overall, people have favorable opinion about my [religion].</td>
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<td>I am happy to be a [member] of my [religion].</td>
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<tr>
<td>Item 2</td>
<td>In general, I am glad to be a [member] of my [religion].</td>
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<td>Item 3</td>
<td>I am proud to be a [member] of my [religion].</td>
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<td>Item 1</td>
<td>If someone criticizes my [religion], it feels like a personal insult.</td>
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<td>The [religion] I am a [member] of is an important reflection of who I am.</td>
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<td>Item 4</td>
<td>When someone gives a compliment to my [religion], it feels like a personal compliment.</td>
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<td>Item 2</td>
<td>My own life is influenced with things that overtake my [religion]</td>
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<td>I am involved in activities with other [members] of my [religion].</td>
</tr>
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<tr>
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APPENDIX K

Skewness and kurtosis values for the reduced samples in Serbia (n = 691) and Ireland (n = 194)

Serbia (n = 691)

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Ireland (n = 194)

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<th>Kurtosis</th>
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Ireland (n = 194)

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Heere, B., James, J. D., Yoshida, M., & Scremin, G. (in review). The development of a scale to measure multiple group identities in a single setting: Validating the GROUP*ID instrument.


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BIOGRAPHICAL SKETCH

Dusko Bogdanov

Born: August 5th, 1975

Dusko began his educational journey at Queensborough Community College (CUNY), then attended Hunter College (CUNY) then transferred to the College at Oneonta (SUNY) where he finished his undergraduate degree in Communications. He didn’t work as hard as he should have to pursue a career in sport broadcasting, but was persistent enough to land positions with the 1999 Women’s World Cup, Major League Soccer, and Carat North America (a multinational media company). After working in the real world for four years, Dusko decided to take his life in a different path, in pursuit of a graduate degree in sport management in hopes of becoming a collegiate athletic director. Before deciding on attending Florida State University in the Fall of 2002, Dusko travelled to various parts of Europe— from taking siestas in Spain, to drinking some awesome tasty pivo (beer) in the Czech Republic to learning more about his own culture in Serbia, it was a grand experience.

At Florida State University the culture shock continued—Florida State football coupled with southern hospitality and the meeting of new friends, Dusko did not want to leave. Dusko decided to pursue the thesis option at Florida State’s Sport Management Program as he wanted to learn more about the scientific nature of sport studies. Dusko completed his Masters in January 2005. While completing his Masters thesis, he decided that the PhD was the next goal. His new aspiration to become an academic was in large part due to his passion of international sport and the opportunity to conduct research in his ethnic country of Serbia (please see content in the dissertation), the PhD made perfect sense. However, the PhD was not a simple process (see degree award date), it was a challenging experience, where he learned to respect the dissertation process and in the end become an expert on perseverance and a sport subject matter that runs deep (sport and national identity). Dusko leaves Tallahassee a lifelong Seminole. Thank you for reading. Off to do brainstorming on what lies ahead...Ziveli!!!