Original Article

Between the lack of institutional sites and the expectation of virtual communities, what is the place for Olympic values in the French-speaking internet network ?

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Abstract:
        While many cases of cheating, corruption and doping taint the sports movement, virtual communities interact about the lack of reference to Olympism in the communication of the sporting sphere. In France, the institutions of the sports movement seem to refuse to display any reference to the Olympic values and virtual communities debate about this absence. The adopted research device calls for an analysis of the institutional sites of sport and reinforced by a series of semi-structured interviews conducted online. The origin of this lack of reference to Olympism seems to come from a controversy: Institutions no longer display these values that have become ambiguous in the current context of deviance, whereas virtual communities largely subscribe to a virtuous representation of Olympic sport and valuing these values appears to them as a protective measure of the sports movement.
Key words: communication, institution, internet, olympism, sport.

Introduction

        Digital networks lead to a radical evolution of relations between individuals and organizations through the modification of the exchange process that we can observe since the end of the 1990s with the successive emergence of "consom'expert", "consom" actor "and the" consom'auteur "(Maillet, 2008). A period effect is crossed, leading to a real restructuring of the power-struggle between organizations and citizens. The latter had to develop in their discursive register for consumers and must take into account the individual's willingness to participate in their policies, particularly in their communication strategies, a willinness often relayed on the Internet by multiple blogs and more particularly by social networks (Mäntymäki, 2009). The 2000s are also marked by the explosion of digital media due to the evolution of the Internet toward virtual networks considered as social. Named "Convergence" in the United States, this movement brings the idea of participation between organizations and their stakeholders to main concern of all strategic thinking.

        Our research focuses on the interactions between sports movement institutions and digital social networks about the values of Olympism. These values are defined by friendship, respect and excellence (Premat, 2009). The specificity of our work is based on a study of relations between individuals and sports organizations via social networks and more particularly on the dissemination of the values of Olympism. It is clear that the principles of Olympism are not very present in the communication of sports institutions in France; while it is logically expected that they occupy a central place in the digital communication strategies of institutions, amplified by a diffusion in social networks.

        The Olympic values bring together the fundamental principles that regulate human behavior in sports activities (Boli, 2008, Pound, 2009). These values are generally symbolized in sports practices and more particularly during the ceremonies of the Olympic Games. According to Article 1 of the Olympic Charter, Olympism is defined as "a philosophy of life, exalting and combining in a balanced whole the qualities of the body, the will and the spirit. Combining sport with culture and education, Olympism aims to create a lifestyle based on joy in effort, educational value of good example and respect for universal fundamental ethical principles (www.olympic.org/fr/charte-olympique). In this context, the Olympic movement aims to ensure the dissemination and preservation of these values (Attali et al, 2009).

        The perspectives that motivate this research are, based on empirical data, to propose a conceptual framework as well as strategic orientations allowing sports organizations to promote the values of Olympism through digital tools. Indeed, just like a company does, sports organizations must necessarily take into consideration digital networks to strengthen their notoriety, their reputation and especially to remind and rise awareness of individuals about these universal values. The symbolism of sport and Olympism was built around the prowess, performance and competition of its actors in order to build representations idealized and shared by

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leaders, executives, practitioners, media, public authorities and spectators of the world athletic. Digital networks, in turn, convey these social representations commonly associated with sport (morality, ethics, ideology, beliefs ...) that we should logically find at the heart of digital interactions between practitioners and sports institutions.

The contextual controversy about representations of Olympism

In the chosen approach, the exploration of the symbolism of sport is based on the Olympic values that bring together the fundamental principles that determine human behavior in sports activities (Boli, 2008). These values are featured in sports practices and especially during the ceremonies of the Olympic Games. Olympism is defined as "a philosophy of life, exalting and combining in a balanced whole the qualities of the body, the will and the spirit. Combining sport with culture and education, Olympism aims to create a lifestyle based on joy in effort, educational value of a good example and respect for universal fundamental ethical principles "(Charter Olympic Games, Article 1). In this context, the main goal of the Olympic Movement is to ensure the dissemination and preservation of these values. In the late 1970s, a study focusing on athlete's responses to a questionnaire, led to analyze their representation of the Olympic ideal (Czula, 1975). It turned out that there is no direct relationship between the athlete's practice and his Olympic ideal; in other words, the athletes were able to refer to the Olympic values without being at the center of their sports practices. But, what about these representations in today's society?

The desire to spread the values of Olympism in society.

Let's explore a few cases to understand how the values of Olympism spread in society. Following the organization of the Olympic Games in their country and aiming the dissemination of these values, the Spanish National Olympic Committee has launched two campaigns entitled "We are all Olympic" and "Olympism and sport: values and symbols". The aim was to educate all young people from 5 to 14 years old to the values of sport. They relied on the collaboration of the best Olympic champions, renowned competitors and all the teachers in the country. These campaigns took place in collaboration with clubs such as Real and Athletico de Madrid. At the university level, this movement has led to the creation of Olympic study centers in 26 Spanish universities which organize days to explain, debate and promote sport and its practice, sport and its values and sport and its importance in society. (Pound, 2009) .In response, in France, the institutional movement is trying to bring together its actors taking example from the CDOS of Isère organized with the sports movement of the department, a project entitled "May the Olympic spirit breathes on Isère ». This educational project brought together the main institutional actors around a partnership charter. Every year, the sports committees, the clubs and the elected officials, allow 5000 young people to benefit from a privileged access to the Olympic culture and its values. The main idea is to associate the sports movement with schools and colleges in order to disseminate the values of sport and Olympism, by providing teachers and educators with information media and means of action (Attali et al. al, 2009). This project is an interdisciplinary work around sport, Olympism and its values. The productions are promoted during sports events organized by a school, the National Union of School Sport, the sports movement or by its clubs and committees.

In the same way, Monnin (2009) illustrated his thesis work with a qualitative approach through participant observation with athletes, doctors and teachers on representations of Olympism and sports practices in the French education system. The conclusion of his work led him to describe that Olympism is at the crossroads of ideas and interests that are sometimes organized by actors far apart from each other in their objectives and motivations. In addition, the current sport is involved in many problems and conflicts. The latter concern all people who have a relationship with the sporting world (federations, clubs, associations, National Olympic Committees and the International Olympic Committee).

A problem emerges when one is interested in facts that discredit the image of sport and Olympism: how to assume doping, the corruption of arbitrators and opponents, the actions of justice vis-à-vis sports institutions ... These events transform the representations, behaviors and attitudes of people linked to the sports movement.

Facts which discredit the virtuous representations of sport. Sporting organizations have been threatened by several cases which called into question the reality of sports competition that participate in the democratic ideal and "equality of all at the beginning no longer appears so obvious". According to UNESCO, all governments and in particular organizations with special responsibility such as institutions, sports federations, clubs, physical education associations, sports schools and sports and physical education institutes are concerned. Disturbances are at the heart of the sports movement; the values of fair play and ethics that once represented the primary purpose of sport tend to give way to economic and marketing strategies.

Behavioral disruptions of Athletes

In a special issue, the newspaper L'Equipe Magazine, mentions that 1908 red cards and yellow cards were distributed in 1982. The statistics of the twenty most sanctioned sportsmen were leaders and leaders of federations. Three of them are tennis celebrities (André Agassi, Yannik Noah and Henri Leconte). This observation shows that, first and foremost, the actors in the sports field are the first to deny the values of sport while it seems logical that they should be the effigies. "The worm is not in the fruit, it is the fruit itself that is

contaminated and contaminating ... lack of fight against doping or inappropriate statements, the list is long of grievances despite the institutional leaders" (Attali et al, 2009).

The use of doping substances
It is an act of consumption of illegal products, classified in the repertoire of sports-specific offenses, called "doping". "Although prohibited by sports authorities, doping generally invests sports in all its disciplines" (statement of the Olympic cycling champion, Laurent Gané). Doping by distorting results, undermining trust and damaging the athlete's reputation and dignity. The objective is no longer to confront each other but essentially by deliberately deceiving others.

Corruption of referees, opponents and justice
The inequality of opportunity through the corruption of results also shows the predominance of economic and political stakes in sport. Unfortunately, these interests undoubtedly lead to the corruption of arbitrations in order to have a decisive effect on the results. We can cite as an example the case of the rigged match between Caen and Nîmes (as well as other matches "bought" by the Gardois club) to allow Nîmes to stay in league 2 with the consequence of placing on guard on 18 November 2014 the leaders of the two clubs and the club coach of Dijon. This fact explains why the field of arbitration is qualified as marketable. This type of practice is especially common in the world of football and illustrates the fact that the economic dimension of sport causes instability at the benefit of the most fortunate and powerful. If this type of corruption is generally denounced as a fact that "seriously undermines sports morality and those who adhere to it", the falsification of sports results, caused by an arrangement with the athletes or a trick of matches, remains common.

Our research questions then the controversy of the communication of the values of the Olympism whereas the sport practice is discredited by the uses. How are the values of Olympism in today's society affected by corruption, doping and deviant behavior positioned within the sports movement and within its virtual communities? We formulate the hypothesis that sports institutions are moving away from its values to privilege pragmatism (business, strategy and politics) while the practicing public adheres to these values that he would like to see more present within the communication athletic.
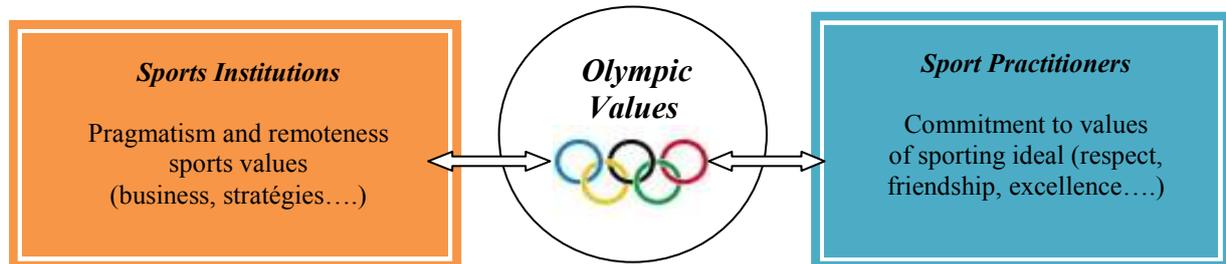

Diagram 1. Uses of the Olympic values between sport practitioners and sports institutions

Material and methodes
An exploration conducted by referencing, netnography and online interviews. At the methodological level, after analyzing the content and the architecture of the various institutional sites in connection with the International Olympic Committee and some National Olympic Committees, we proceed by a mesh of two methods: netnography (Bernard, 2004) and the online semi-directive interview. For our study on social networks, we created on the Facebook server a page entitled "Promotion of Olympic values" that will allow us to apply the qualitative techniques mentioned above. The population targeted by this research is made up of people with expertise in the sports field (world, Olympic and national champions, members of national committees, sports teachers and physical education teachers ...).

Study of referencing sites of sports institutions
Firstly, in May 2012, we conducted a comparative study between different sports institutional sites in order to identify the place these sites give to these values, using the Google search engine and keywords "Olympic values". The ranking of the search engine places at the top of the list on the first page: the National Olympic Committee (France), followed by a blog on sports marketing news (Olympic Torch Relay), the National Interfederal Olympic Committee (Belgian) and in fifth position, the International Olympic Committee (Switzerland). We have entered in the Wikipedia database the words "Olympic values". The French National Olympic Committee also emerges in first place, accompanied by the Olympic Games, the official website of "Beijing 2008 Olympic Games", followed by the "Let's go to France" website. By studying the architecture of the sites mentioned above, we can notice that the values of Olympism are never highlighted and that it is impossible to interact on this subject, except with the site "Let's go in France ". This situation seems to reflect the

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lack of interest of institutional structures to interact with virtual communities about the values of sport and the Olympic ideal. Moreover, setting up a participatory space is technically simple with the opening of forums, the creation of blogs and the development of links intended to communicate and transfer messages to users. The fact that this possibility of direct interaction is absent from these institutional sites, we postulate that the establishment of this interaction could possibly generate a risk concerning the reputation of sports organizations and in particular that of the IOC. It seems that the Olympic Committees remain outside the digital space and deprive themselves of a tool for transmitting information and communicating with sports sector players. Some researchers see these aspects as a collapse of the sporting logic and competitive values (Liotard, 2004).

Semi-directive interviews with sports stakeholders

We proceed by an exploratory approach in which the phenomenon of social representations is part of the conceptual framework of research (Gondard-Delcroi, 2006). The goal is to understand this social phenomenon (G Da Silva, 2001), "which affects some aspects of the behavior of the social actor put in contact with a reality" (Kakai, 2008). Indeed, our will is to apprehend the knowledge of others (Kakai, 2008). Our choice for this approach is justified by a presupposition relationship between the perception of the Olympic values (excellence, friendship and respect), experiences, participation in the community, commitment to the sport community and the "electronic" word of mouth. The aim is to explore the mode of articulation between these five elements through semi-structured interviews online to get a general view of the Olympic values seen on the Internet and broadcast online. We have to add that this qualitative research is aimed to enlighten and not to justify (Bergadaa and Nyeck, 1992). The purpose of our study on the promotion of Olympic values through virtual communities, our qualitative data comes exclusively from Internet and more specifically from a specific social network page. This virtual community is made up of members from the sporting community, in line with our Olympic values theme (Appendix 1).

We conducted about twenty interviews online during the month of February 2012. After this recording phase, we have transcribed all the data collected in order to maintain the accuracy of the interviewees' speech (Andréani and Cochon, 2005). This retranscription allowed us to obtain a rich and varied content. The length of the interviews depends mainly on the individual characteristics of the members of the community and their experiences in the Olympic movement. We interviewed people who mainly attend sport communities knowing that in this type of study, we not only decide on the choice of the people we will observe or interview, but we also focus on backgrounds, events and social processes (Huberman and Miles, 1991). We also chose to use online interviews as they provide a better understanding of the spread of Olympic values in the Facebook's virtual community through word of mouth. The technique of the interview appears adapted to the framework of this phase that we could describe as "contextualization", because it makes possible to put in relation the actors of the action. Our intention is to obtain in-depth and qualitatively useful data and to incorporate the context of enunciation into our analysis (D'Arripe, 2009).

Our theme dealing with virtual communities, it seemed logical that all our interviews are also made using the social network Facebook via the page we created. This type of interview allows interviewees to express themselves freely. The online interviews were supported by an interview guide, inspired by our research question which proposes themes whose variables will be exploited (Yana, 1993). It is organized around five main themes: sports experiences, perception of Olympic values, word of mouth, community participation and community involvement (Appendix 2).

This research work is also based on live communications from the community page. Interviews were conducted with twenty sports personalities with the assumption that they have a thorough knowledge of the topic studied. We tried to diversify the profiles of respondents so that the study will be as representative as possible. The interviews lasted between 50 and 70 minutes depending on the interlocutors; their experience in the sports field, their individual characteristics (reserved, extroverted, open, etc.); their degree of eloquence and the level of detail of their answers.

Internet exploration of a community dedicated to the Olympic values

We used the netnographic method as a method to collect qualitative data using the Web (Kozinets, 1997). This collection method originates from ethnography (Arnould and Wallendorf, 1994) and is particularly based on the digital environment to study the behavior of virtual communities (Bernard 2004, Muniz and Schau 2005, Nelson 2005). We use the ethnographic techniques of virtual communication exchanges (Mercanti-Guérin, 2009, Decaudin and Diroux 2011) by relying on data extracted from virtual consumer communities. It analyzes the communicative acts of the members of this community in order to produce new knowledge about the object of consumption. We chose the social network Facebook in which we created a page called "Promotion of Olympic Values", in order to create a virtual community animated essentially by a common desire to value Olympic values. For the purposes of the study, this gathering will be likened to a virtual consumer community (Kozinet, 1999). As stated in the introduction, the members of this community are involved by expressing themselves publicly through comments allowed by a certain level of proximity to form networks of personal relationships in the virtual space. The majority of the participants know each other directly or by a peer, in order to eliminate the difficulty of the intimacy of the information concerning the staging of his public side (Coutant

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and Stenger, 2010) and especially to acquire more easily their confidence. In this context, we have selected administrators of the page who have different profiles: national coaches, African swimming champion, swimming champion of Tunisia, president of the Tunisian Rowing Federation as well as member of the CNOT and university teacher. These "administrators" became very familiar with the Facebook page as soon as they first logged in and quickly became members of the social network after it was created.

We deployed the "field conversation" tool to implement both participant and non-participant observation. At the level of non-participant observation, we are in a logic of structured observation of behaviors and conversations in the natural environment "(Da Silva, 2001) which implies that as part of our research, we read all the comments posted on the Facebook page to detect fans' motivations. Regarding the part related to the participant observation, we intervene through the "Olympic Values Promotions" page and sometimes create a new conversation to stimulate the communication interactions and to exercise an influence beyond the observation. The immersion logic that we use in this community site makes possible an acquisition of information, allows to live the reality of the observed subjects and facilitates the understanding of some mechanisms difficult to decrypt out of context (Soulé, 2007).

Results
The collected data are processed by semantic analysis using the "Tropes" software.
Processing by computerized semantic analysis
The choice of semantic analysis makes it possible to find a meaning in the corpus of the study and in particular in the thematic grouping. The retained process based on semantic analysis imposes to lighten the text to "significant words". We used the software "Tropes" which presents a dictionary of equivalents allowing to minimize the rate of error. We created a scenario composed of semantic classifications namely: Word of Mouth, Commitment, Experience, Participation and Perceived Value. The words cited by the respondents are sorted and grouped by this classification in the table (1).

Table 1. Thematic grouping of keywords cited by respondents

Themes	Words cited by respondents
By word of mouth	Broadcast, share, send, invite, encourage, speak, promote, transmit, advertise
Participation	Participate, interact, participation, discussed, published, poster
Experience	Champion, coach, judo, president, referee, swimmer, fencing, polo
Commitent	Attract, interest, question, theme, subject, title
Perceived value	Value, create, depreciate, not valued and valued

These thematic groupings enabled us to gather in an exhaustive way all the keywords which emerge in the discussions with the Internet users.

When we classify these thematic groupings by frequency of occurrence, a scheduling in two major categories appears. In Table (2), commitment is in first place, followed by the other three thematic groupings

Table 2. Classification of thematic groupings by frequency of appearance

Themes	Frequencies
Commitement	87 %
By word of mouth	68 %
Perceived value	67 %
Experience	66 %

These results highlight some elements. The public adhering to the face book page that we created are well experienced in the sports field and their participation rate in the community page is very high. This first observation allows in advance that these public experts in the sports field are motivated to promote the Olympic values. For example the participation rate via electronic word of mouth reaches 68% in this audience.

The participants in the study perceive these values as fundamental in the sport is exactly like the reaction of an interviewee (sports doctor and vice-president of a swimming section): "I think that sports associations do not look hard enough to this promotion. "The majority of respondents proposed to share and disseminate the Olympic values advocated by the dedicated website through their friends or even to organize online meetings because of "Possibilities of publication and sharing, Massive dissemination of the information or message »Interviewed 4, professor at the Tunisian Press Institute, federal member and club president. "The meeting of several people even far away around the V.O" interviewed 2, English teacher, African champion and swimming coach

When we look at the popularity of websites promoting the Olympic values, we note that the majority of these "Facebookers" according to the table (3) draw the conclusion that today the Olympic values are not promoted

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Table 3. Awareness of Olympic sites among respondents

Reponses mentioned	Yes	No
Number of responses	32	8
Proportion	80 %	20 %,

In these results, a quarter of them are very critical toward the excessive commodification of sport and the excesses that result from such as doping, corruption or hyper competition. Other comments show a certain pessimism and a desire emerges to promote these values to stem some phenomena such as violence within the stadiums.
Finally, our last analysis deals with the frequency of quotation of the Olympic values that are collected in the table (4).

Table 4. Frequency of citations of Olympic values by internet users

Values mentioned	Respect	Friendship	Excellence	Other	No response
Number of responses	61	44	36	30	11
Proportion	72 %	59 %	49 %	18 %	4 %

These results highlight that the Olympic values cited by members of the virtual community, such as excellence, friendship and especially respect, demonstrate the level of assimilation of these Olympic values. Respect ranks first (72.1%), followed by Friendship (59.01%) and Excellence (49.18%).
The second part of the semantic analysis is conducted by graphical representations.

Graphic semantic analysis
On the following graphs, each reference is represented by a sphere whose surface is proportional to the number of words it contains. The distance between the central class and the other references is proportional to the number of relations that bind them: in other words, when two references are close they have many relations in common, and when they are distant they have only a few relations in common.
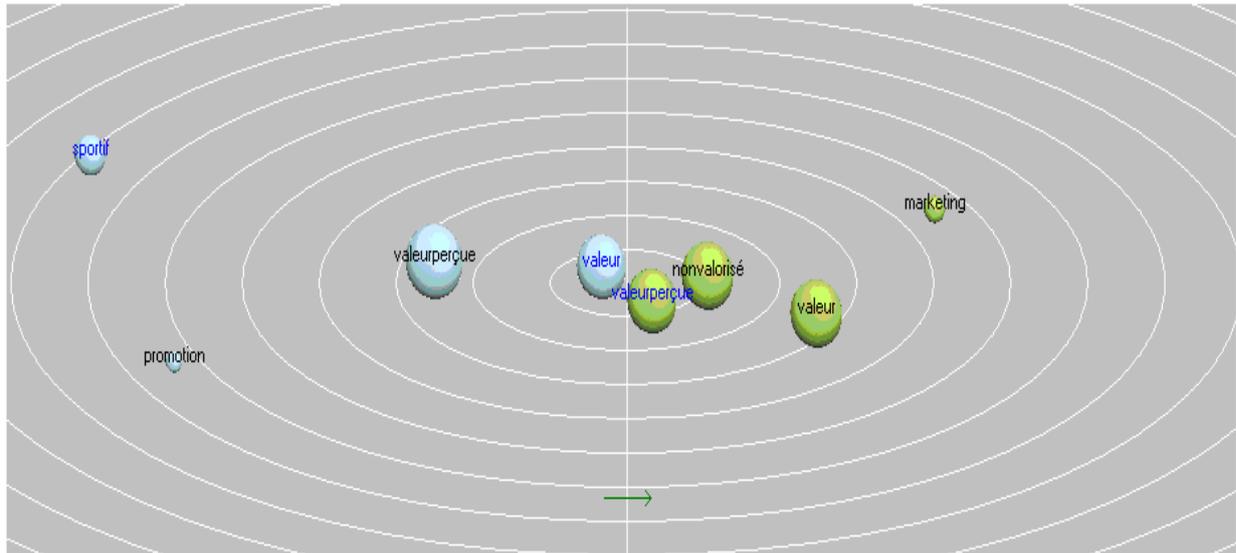

Fig. 1. The lack of promotion of Olympic values on the net for internet users

We note that the promotion of the Olympic values is depreciated because it does not appear visibly in the speech of the members of the community when they speak about the place of the values of Olympism in the institutional sites. The majority of members quote that *"today, Olympic values as moral values are marginalized and sidelined". " It's a pity. Too many shenanigans, too many constraints, too many athletes who are doping "and" it is turning into marketing and material gain "*. This first observation is illustrated in the results of Figure (1).
In this graph, concerning the promotion of the values of Olympism, we note that a large number of members consider that these are barely promoted by the sports institutions on the Net. One member states that

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"Olympic values are the most important things in an athlete's career. They are well designed, but too hard to accomplish. Moreover, the representative institutional structures of Olympism do not seem to have realized the impact of the Internet, especially social networks, to promote their values. No one places these values at the heart of the sports environment and their willingness to interact directly with communities is very limited in terms of e-marketing strategies to create debates, interact with Internet users and facilitate exchanges.

As a result, the Olympic Committees seem to suffer from a certain lack of knowledge of the digital space, which is an important sociotechnical device for transmitting information and listening to the actors involved in the sports sector. A participatory logic would be relevant for the purpose of communicating, to transfer messages to specific targets, through the creation of forums or blogs referenced within search engines. This observation led us to create of a Facebook page dedicated to the promotion of Olympic values powered by electronic word of mouth and advocating a doping-free culture in sport (Liotard, 2004).
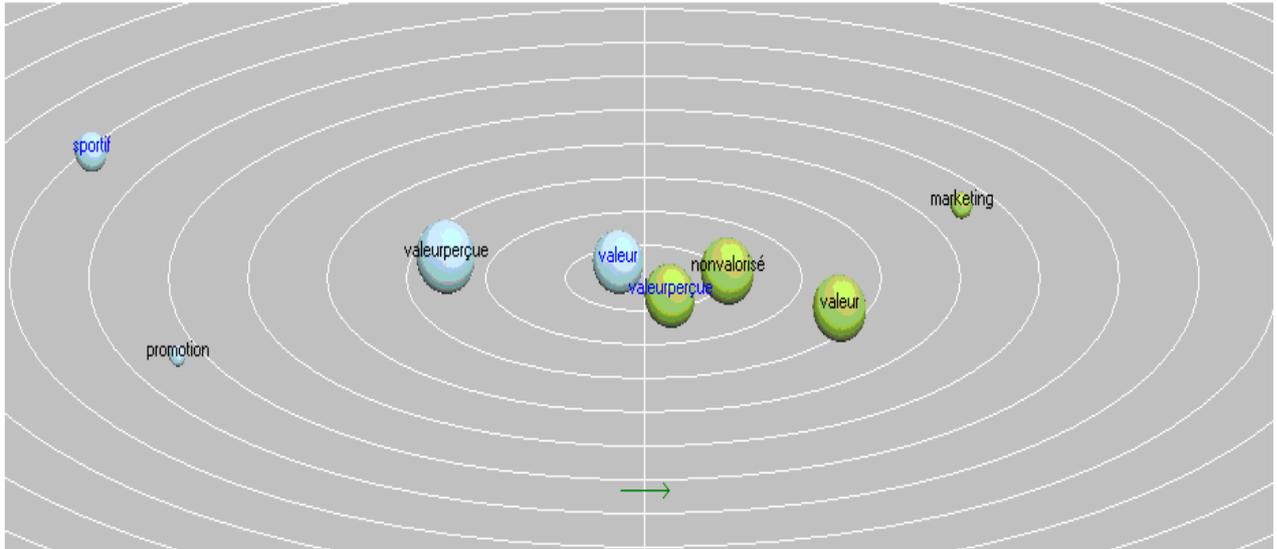

Fig. 2. Valorization of the Olympic values according to the categories of Internet users

The values of Olympism do not seem valued on the web by the institutional sites according to the typology of our interviewees. As shown in Figure 2, the size and proximity of the items "perceived value" and "non-valued" are important in contrast to the item "valued" which is very remote and a very small area. These results can be explained by the weakness of the BAO variable and the lack of response regarding the promotion of the Olympic values. These results demonstrate that for individuals who are not members of a community, that is to say, not subject to the effects of word of mouth, assimilating the Olympic values remains difficult.
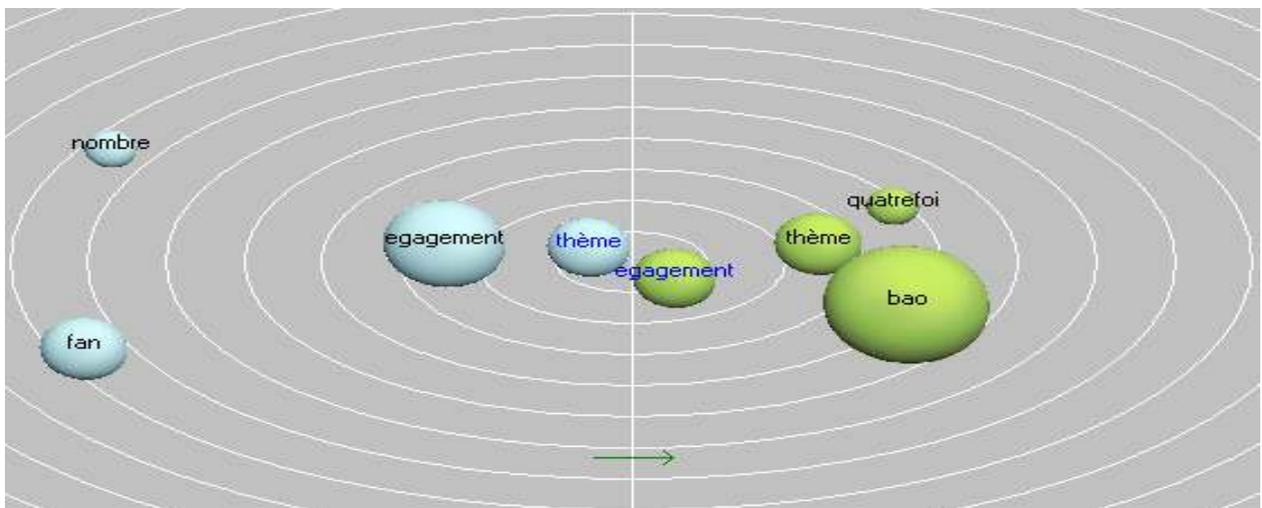

Fig. 3. Importance of the Olympic values according to the virtual community

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The following graph shows the link between engagement in the community through electronic word of mouth and the importance given to the Olympic values. A member of the community page, during the interview said: "Olympic values are a topical issue because they are underestimated by sports organizations. Enhancing them can bring back the attention of the sports community" and "giving an exclusivity to the Olympic values would afford an opportunity to lift themselves from most other sports websites that transmit the same types of sports information. " It is usually the members of the Facebook community who are the most engaged in sports movement, who defend the Olympic values more than anyone and who express the will to promote them.

Conclusions

As we have seen, people who exchange and animate the Facebook page created for the experience are involved in the promotion of the Olympic values and want to share them via the web. This page allows fans to express themselves freely. They have a great desire for the creation of a real virtual space to express themselves, to exchange and interact with sports managers. We observe an indirect criticism of institutional sites that do not highlight these values as mentioned by a member "They are present in theory, but their presence in practice decreases more and more in Olympic sports life, especially in competitions because of the overabundance of doping cases as well as in the governing bodies of the Olympic movement, especially with the corruption cases that affect several IOC members and which tarnish the image of sport. It is an evidence that there is still some way to go to enforce these values. Actually, even if there are many sports social networks (multisport networks, specialized, professional or social platforms) in which the sports federations are increasingly present as they also do in broad-based networks such as Facebook, we could paradoxically observe that according to the opinions of people involved in this sector, the Olympic values and their valorization are insufficiently present. The spontaneous success of the page created on Facebook concerning the promotion of these values seems to testify the need for a real virtual space that could take the form of a social network or backed by an existing network that would allow to exchange, promote and to spread the values of Olympism. On a theoretical level, even if our approach is essentially exploratory, the presented research process that can be related to rooted theory tends to show the need to convene within a methodological device based on techniques of a current qualitative study (semi-structured interviews, material analysis) and a new qualitative approaches such as netnography or ethnomarketing (Badot and Lemoine, 2008), in order to better understand the discourses and uses of Internet users.

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