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The Impact of Social Media on Football Culture in Iraq

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Abstract

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In Iraq, where football is recognized as a symbol of identity, historical heritage, and social cohesion, social media through the promotion of multimedia content and the creation of an open space for dialogue has transformed the traditional perceptions of the sport. The present study examines how these platforms influence the reinterpretation of traditional narratives and the emergence of new cultural dimensions in Iraqi football. To achieve this objective, a mixed methods approach was employed; initially, Netnography was used to record and analyze online interactions, and subsequently, thematic analysis was applied to code the data meticulously. The study's population comprised athletes, coaches, club managers, sports journalists, and online activists, with a purposive sample of 31 participants selected for the research. Data analysis resulted in the identification of three overarching themes, four organizing themes, and twenty-six basic themes, reflecting the multifaceted impact of social media on the semantic structure of Iraqi football. The findings indicate that, on one hand, social media provides the means to revive longstanding narratives and strengthen social cohesion, while on the other hand, its rapid dissemination of information brings challenges such as multiple interpretations and the potential for inconsistencies in conveying cultural values. In this context, it appears essential to develop strategic policies and manage content in a way that preserves the authenticity of cultural elements and harnesses digital innovations to facilitate positive transformation in the sports arena.

Keywords:

Cultural Capital, Football Culture, Platform Studies, Social Identity, Social Media

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Introduction

In the contemporary digital milieu and with the proliferation of digital communication infrastructures, social media platforms have emerged as salient agents of socio-cultural transformation and transformation in cultural domains (Yuna et al., 2022). Through their capacity for rapid dissemination information flows as well as the exchange of text and images, these platforms have initiated fundamental changes across various social and cultural spheres (Park & Rim, 2020). They serve as mediating agents in the reinterpretation and reproduction of cultural narratives and concepts (Bell, 2024). Furthermore, these media platforms, by providing the capability to present content in textual, visual, and video formats, challenge traditional methods of meaning transmission and pave the way for the emergence of new narratives, cultural hybridity, and reconfigurations of sport related representations and values (Hallinan et al., 2023).

In this context, given the increasing influence of social media in various societies, their cultural effects on diverse social domains, including football in the sports arena, have attracted the attention of numerous researchers (Abeza, 2023). In many countries, including Iraq, this sport is function as loci of collective solidarity, cultural heritage, and social values, serving as an embodiment of collective memory and narrativized national identity playing a crucial role in shaping collective and historical values (Busse & Wildangel, 2023). These factors have elevated football beyond a simple sporting competition (File & Worledge, 2023). This phenomenon also represents an example of a cross-cultural dynamics (Basaraba & Cauvin, 2023).

On the other hand, social media platforms have facilitated user-generated content and direct participatory communication (Romero-Jara et al., 2023). This development has led to the contestation and rearticulation of established cultural narratives and values in football, resulting in their reproduction in new and innovative formats (García López, 2024). Traditional cultural systems in Iraq have also undergone transformation; football rituals and traditions that were once confined to local discussions have now been revitalized through contemporary narratives in digital space, producing semantic shifts and cultural restructuring (Bapir & Ozgit, 2018). Particularly during periods when Iraq's political and social conditions faced rapid transformations, these digital tools served as important factors in mobilizing social cohesion and mediating processes of national identity construction (Saleh, 2025). This demonstrates that football in Iraq not only holds a special position in social life but is also recognized as a symbol of national history, beliefs, and value (Mehidi, 2024).

However, social media platforms exhibit dualistic effects in this arena. On one hand, these platforms provide the possibility of news dissemination, specialized analysis presentation, and facilitation of cultural discussions among sports enthusiasts, thereby increasing public awareness of football history and values (Romero-Jara et al., 2023). On the other hand, through immediate information transfer and continuous interaction, they have created space for transformation and innovation in football narratives (Petre et al., 2019). Alongside these achievements, some studies have warned that improper use of these platforms can lead to the spread of rumors, misinformation, and negative changes in the transmission of cultural values (Astuti, 2019).

Although numerous international studies exist regarding the impact of social media on sports, these works have primarily focused on economic aspects, marketing, or fan identity within European contexts (Abeza, 2023). However, in the literature concerning Iraq, research that addresses cultural questions from a coherent theoretical perspective namely, studies that consider both identity transformations, reveal mechanisms of cultural capital production and distribution, and analyze the role of platforms/algorithms in determining narrative visibility are rarely observed (Lundahl, 2022). This theoretical analytical gap has hindered the clarification of cultural structures in Iraqi football.

The present research, through the Social Identity Theory (Tajfel et al., 2001; Tajfel & Turner, 2004), the concept of cultural capital (Bourdieu & Passeron, 1990), and platform studies (Montfort & Bogost, 2009), attempts to define these dimensions in a specific and analyzable manner. Therefore, the main questions of this research are: How do social media platforms redefine the collective identity patterns of Iraqi football fans? What forms of cultural capital are produced and determined within platform network flows, and which

actors have the greatest access to this capital? How do platform affordances and algorithmic mechanisms influence narrative visibility and consequently affect the stabilization or weakening of football's cultural structures?

Research Methods

This qualitative research employs a combined approach of Netnography and thematic analysis to examine Iraqi football culture on social media platforms. In this study, Netnography was used as an ethnographic method for online participant-observation and archival analysis of online communities. The researcher actively participated in the online Iraqi football environment for four months (February 2024-May2024), joining 10 active sports groups, following 5 well-known clubs and 20 famous players, and in addition to participating in online discussions, recorded and analyzed the 50 most recent posts from each user. Simultaneously, to enrich the data, semi structured interviews lasting 40 to 50 minutes were conducted with active users of Iraqi football social media and sports specialists, including players, coaches, club managers, sports journalists, and prominent figures in social media. All interviews were conducted in Arabic, audio-recorded, transcribed verbatim, and translated into English by a member of the research team. Sampling in this research was purposive, based on criteria such as level of activity, number of followers, degree of audience engagement, and content diversity among community members who play an effective role in shaping Iraqi football discourse. Additionally, collaboration with a sociologist contributed to a more precise explanation of cultural dynamics (Table 1).

After conducting 25 interviews and 6 supplementary interviews, along with extensive examination of online post content, it became evident that new data merely repeated previously identified themes and added no new theme to the collection of topics. Therefore, based on the data saturation criterion, when no new codes or themes emerged in three consecutive interviews, the data were considered saturated (Hennink et al., 2017). Consequently, the data collection process was stopped at this point, and a total of 31 interviews were conducted.

For data analysis, thematic analysis was employed in six stages: familiarization with the data through reading and note taking, generation of initial codes using inductive and deductive approaches (a combination of codes emerging during analysis and predetermined codes), development of initial themes, review and validation of themes, definition and naming of final themes, and preparation of the final report (Braun & Clarke, 2006).

To establish trustworthiness, this study followed Guba and Lincoln's recommendations and four main criteria: Credibility, Dependability, Confirmability, and Transferability (Guba & Lincoln, 1982). To enhance trustworthiness, researchers maintained continuous interaction with the data and study environment over four months and compiled comprehensive field notes. The coding process was conducted independently by multiple coders; each coder iteratively reviewed and revised codes through several rounds of back-and-forth discussion. Discrepancies were resolved through discussion and consensus during peer debriefing sessions. Additionally, complete documentation of evidence (audio files, field notes, and code schemes) was maintained as an audit trail to ensure confirmability and traceability of research decisions. Following theme extraction, a "theme-to-theory matrix" (Michie et al., 2008) between final themes and theoretical framework components was prepared and presented in the research findings section (Table 3).

Table 1- Participant demographic characteristics

Participant Type	Count	Code	Platform(s)	Follower Range (number of persons)	Activity Level
Cultural Discourse Actors	8	H1–H8	Twitter, Facebook, Instagram	5,000–20,000	(3) Very High / (2) Moderate / (3) High
Player	5	B1–B5	Twitter, Facebook, Instagram	150,000–500,000	(2) Low / (2) Moderate / (1) Very High
Coach	3	M1–M3	Twitter, Instagram	80,000–120,000	(2) Moderate / (1) High
Club Manager	3	MB1– MB3	Twitter, Facebook, Instagram	40,000–60,000	(1) Low / (1) Moderate / (1) High
Sports Journalist	4	KH1–	Twitter, Facebook,	50,000–80,000	(1) Moderate / (2) High /

Participant Type	Count	Code	Platform(s)	Follower Range (number of persons)	Activity Level
Twitter user	3	KH4	Instagram		(1) Very High
Blogger	4	Y1–Y3	Twitter	100,000–200,000	(2) High / (1) Very High
		V1–V4	Twitter, Facebook, Instagram	20,000–35,000	(1) Moderate / (2) High / (1) Very High
Sociologist	1	J1	Facebook	100,000+	High

Table Notes: Very High: >150, High: 100-150, Medium: 50-100, Low: <50 football posts per year

Findings

The analysis of collected data led to the identification of three overarching themes, four organizing themes, and twenty-six basic themes, which are presented in Table 2. These themes demonstrate the extensive impacts of social media on Iraqi football culture.

Table 2- Examples of global, organizing, and basic themes

Global Theme	Organizing Theme	Basic Themes
Cultural Transformations in Football	Redefining Cultural Values in Football	<ul style="list-style-type: none"> • The Impact of Social Media on Football Identity • Redefining Cultural Values in Football • The Role of Social Media in Transmitting Football Values • Representation of National Identity on Social Media • Profound Cultural Changes in the Perception of Football • Semantic Transformations in Football • The Role of Social Media in Reinterpreting Football History • The Impact of Modern Technologies on Football Culture • Digital Identity Formation in Football
	Innovation and Transformation in Football Culture	<ul style="list-style-type: none"> • Innovation in the Representation of Football Values • Reinterpreting Football Meanings and Narratives • Digital Innovations in Football Culture • Revitalization of Football Rituals in the Digital Space • Revitalization of Football Traditions in the Virtual Space
Cultural Analysis	Cultural Analysis	<ul style="list-style-type: none"> • Cultural Critique in the Virtual Space • Analysis of Football Content on Social Media • Analysis of Virtual Interactions Related to Football • The Role of Researchers in Analyzing Football Culture • Historical and Cultural Narratives of Iraqi Football • Innovative Approaches to Analyzing Football Content
Digital Challenges and Opportunities	Challenges and Opportunities in the Digital Space	<ul style="list-style-type: none"> • Enhancing Public Awareness of Football Values • The Role of Social Media in Enhancing Public Awareness • Rapid Dissemination of Football News and Expert Analysis • Comparative Analysis of Traditional and Digital Football Culture • Cultural Challenges Stemming from the Misuse of Social Media

1. Cultural Transformations in Football

1.1 Redefinition of Football Values and Identities

Social media platforms, enable clubs and players to directly communicate and immediately disseminate their cultural and social values, contributing to the formation of their football identity (Aichner, 2019). Players can promote support for important cultural and social issues through their virtual space posts, and clubs can reflect their unique identity through media campaigns that align with technological advancements (Romero-Jara et al., 2023).

B3: When I post on Instagram and receive thousands of likes, I feel that I represent my country and the culture of my people.

MB2: The reflection of player performance on fan pages and the production of shared symbols and experiences reproduces fans' sense of belonging and redefines team boundaries against competitors.

B5: When I scored a goal and published a 15 second short video of our local celebration, children from distant neighborhoods of Baghdad started imitating the same movements. I suddenly realized that I was no longer playing just for the stadium, but every movement of mine in virtual space becomes part of families' football identity.

H7: New vocabulary appearing in Iraqi football hashtags shows that the young generation is creating a

language that both preserves local Arabic and connects with global concepts. Terms like "family tactics" or "friendly passes" did not exist in the past.

H2: Content analysis of Iraqi club pages shows that they no longer merely announce game results, but narrate the human stories behind every goal, every pass, and every decision. This narrative style has transformed football from a competition into a collective cultural experience.

1.2 Innovation and Transformation in Football Culture

Tactical innovation in today's football spreads at unprecedented speed on digital platforms. Innovative ideas from coaches, game systems, and tactical patterns cross geographical boundaries in the shortest possible time. This rapid circulation of information has strengthened creative flows at different football levels and led to the convergence of various playing styles (Lawrence & Crawford, 2018). Some interviewees and posts showed that new technologies are accepted faster in football with social media support.

M3: Social media are like accelerators for new ideas; they quickly break boundaries and guide football toward deeper vision and new changes.

M1: Previously, it took months for a new training method to reach Iraq from Europe, now with a short clip on Telegram, it is invented in Madrid in the morning and implemented in Najaf in the evening. This speed has enabled our children to combine their creativity with the world's latest techniques.

These platforms, utilizing advanced technologies, provide unprecedented opportunities for creating innovative content, from interactive videos to live reports, aligning football traditions with technological innovations and presenting sports experiences in a new and unique way.

B1: When posts that are in my own style receive positive feedback, I feel I should avoid imitation and each time publish cultural messages in an authentic and different way. B5 also stated that transmitting messages in my own style has paved the way for transformation in football culture and keeps the values of this sport up to date.

Additionally, player tracking systems, goal line technology, and Video Assistant Referee (VAR) have gained greater acceptance through extensive coverage on digital platforms. The display of individual skills and creative techniques in short video formats has created a new culture of valuing football's artistic aspects (Torres-Ronda et al., 2022).

M2: Instagram stories that I post with instant game analysis receive more views than in-person training sessions. This means that the football learning process has transformed from linear to networked.

On the other hand, football language has also evolved under the influence of social media. Technical terms, novel metaphors, and sports memes have enriched this sport's vocabulary and increased the speed of dissemination of new concepts.

B4: Every technical movement I create in training is on millions of young people's phones around the world an hour later. This responsibility has made creativity heavier for me; now I am not just a footballer, but an inspiration for a style of play that is born in an instant and becomes global.

2. Cultural Analysis and Review

2.1 Cultural Analysis

Social media, by creating a democratic space for criticism and review of cultural elements, have blurred traditional boundaries between professional analysts and the general public (Lowe & Robillard, 2018). Diverse media content and user interactions reflect values and norms related to football and help identify hidden cultural patterns. Researchers, utilizing social media data and big data analysis methods, have achieved more comprehensive studies in football culture (Lowe & Robillard, 2018). These platforms have also provided the possibility of representing historical narratives of football in regions like Iraq, and with the emergence of new analytical technologies such as artificial intelligence and sentiment analysis, new methods

have emerged for exploring deeper layers of football culture (Alhadlaq & Alnuaim, 2023).

H3: On social media platforms, people are more seeking to be seen; this visibility has a symbolic aspect and can attract other people, whether in a positive or negative direction.

H5: Our analytical platforms provide the possibility of tracking the evolution of cultural concepts in football; we can see how a tactical term acquires different cultural weight over time.

J1: Sentiment analysis technology helps us understand how similar football events in different cultures create different emotional reactions.

The findings also show that anyone can access these platforms and produce content that affects others' emotions.

KH1: The unlimited space of social media enables all individuals to have access to it and share any type of post, whether for promotional or destructive purposes. This causes other users to accompany and align their views as well.

3. Digital Challenges and Opportunities

3.1 Challenges and Opportunities in Digital Space

In this theme's data, evidence of simultaneous opportunities and challenges in digital space was observed. These platforms, on one hand, enable the rapid dissemination of misinformation (Muhammed T & Mathew, 2022) and the emergence of identity conflicts that can distance from the authenticity of football's cultural values (Ahluwalia & Miller, 2024, p. 533-534). On the other hand, by breaking traditional boundaries between experience based analysis and technological innovations, they challenge professional standards in football cultural review (Reed, 2011). In content production, source dispersion and diverse opinion presentation have weakened the unity of cultural narratives (Kuipers, 2019), while the global scope of social media has led to the redefinition of existing identities and values in football (García López, 2024). Emerging technologies such as augmented reality and metaverse bring football culture interaction experience to new dimensions and create new horizons for better understanding of this sport's heritage and future (Du et al., 2024). Furthermore, improper use of digital platforms can lead to cultural challenges, although rapid dissemination of news and specialized analysis also provides grounds for increasing public awareness of football values (Zhao & Li, 2024).

MB1: Virtual space is like a double-edged sword; the same platform that gives us access to deep cultural knowledge of football in the morning can become a platform for organized attacks against the authentic concepts of this sport at night.

KH4: Smart contracts based on blockchain have allowed us to manage football cultural news and analysis in a transparent and decentralized manner; a revolution that this sport's media industry could not even imagine a decade ago.

J1: Predictions based on data mining in social media have transformed trends in football culture evolution. Now we can evaluate changes in cultural values and attitudes by analyzing behavioral patterns in digital space before any direct interaction.

H1: One of the most dangerous things I have observed is the speed of disseminating false information about player transfers. A wrong rumor can destroy the financial future of a small club within two hours, because fans decide whether to buy tickets based on this information.

Y1: Twitter's algorithm is designed so that if a hashtag is used by many users in different tweets, that hashtag is recognized as a trend and displayed in the Trends section for all users. Also, if a specific tweet with that hashtag receives a high level of interaction (likes, retweets, or replies), the chance of that tweet being seen by more users will increase.

Table 3- Theme-to-theory matrix

Overarching Theme	Core Theory	Quote	Strength of Correspondence
Cultural Transformations in Football	Social Identity	MB2: Individuals' sense of belonging	Strong Data demonstrates that collective identity and "us/them" boundaries emerge from posts and reactions.
Cultural Analysis and Review	Cultural Capital	H3: Symbolic representation of individuals or an activity	Strong Medium Evidence shows active symbolic reproduction and symbol valorization (symbolic capital).
Digital Challenges and Opportunities	platform studies	Y1: Making an activity trending (hashtag)	Strong Platform affordances (viral content, hashtags, algorithms) explain both opportunities and risks in meaning production and distribution.

Discussion and Conclusion

This study set out to examine how social media platforms shape football culture in Iraq. The findings encompass three overarching themes: cultural transformations in football, cultural analysis and examination, and digital challenges and opportunities. This comprehensive framework reveals both new possibilities for cultural innovation and enduring risks that require careful consideration.

Theoretical synthesis

The results suggest that platform-mediated visibility functions as a central mechanism connecting social identity processes and the transformation of cultural capital. From a social identity perspective, social media do more than reflect existing group boundaries: they accelerate boundary construction by amplifying selected performances, symbols and narratives (Marwick & Boyd, 2011). In practice, this means that in-group markers (rituals, chants, symbolic apparel) are increasingly negotiated in attention economies where visibility itself becomes a scarce and convertible resource (Bucher, 2012).

Interpreting these patterns through Bourdieu's framework reframes cultural capital for the digital era (Verwiebe & Hagemann, 2024). Traditional sources of cultural authority (institutional prestige, embodied rituals) are now supplemented and sometimes supplanted by digital competencies: storytelling, platform literacies, and the ability to generate shareable artifacts (Rodríguez-Camacho et al., 2024). These digital artifacts convert into symbolic status within fan networks, producing a hybrid form of cultural capital that mixes old and new currencies (Wong, 2025).

Platform studies complete the triad by showing how structural affordances and algorithmic logics shape which identities and cultural forms become prominent (Gillespie, 2014). Algorithms do not merely accelerate diffusion; they selectively amplify certain narratives (Bakshy et al., 2015), thereby biasing cultural evolution toward highly visible and sometimes volatile forms (Vosoughi et al., 2018). Taken together, the findings point to a conceptual move: treat contemporary football culture as an ecosystem of visibility, convertible symbolic capital and algorithmic mediation. This reframing helps explain both the rapid innovation observed in fan practices and the recurrent instances of misinformation and reputational harm.

Temporal dynamics and the compression of cultural memory cycles

The empirical evidence reveals a previously underexamined dimension of digitally mediated football culture: the radical compression of temporal cycles governing cultural memory and generational transmission. Traditional football cultures operated within extended time horizons where collective memories matured across decades, with oral histories and physical archives serving as stabilizing repositories that permitted gradual reinterpretation across generations (Pyta & Havemann, 2015). The present study demonstrates that social media platforms fundamentally restructure these temporal architectures by collapsing memory formation into immediate feedback loops measured in hours rather than years. This temporal compression generates what Koselleck (2004) conceptualizes as "layers of time" existing simultaneously, where historical moments, present experiences and anticipated futures become flattened into a perpetual now (Koselleck, 2004). The Iraqi football context illustrates how this temporal flattening creates intergenerational friction: older supporters who experienced stadium culture under different political regimes encounter younger digitally native fans whose primary cultural reference points derive from algorithmic

feeds rather than embodied attendance or familial storytelling. This friction manifests not as simple generational conflict but as incommensurable frameworks for establishing what counts as authentic cultural knowledge. Furthermore, the accelerated obsolescence of digital content driven by platform refresh cycles and trending mechanisms militates against the accumulation of stable cultural archives, instead producing what Stiegler (2010) terms "organized forgetting" where recent cultural productions are continuously displaced by newer content (Stiegler, 2010). This raises critical questions about whether digital football cultures can sustain the depth of historical consciousness necessary for maintaining collective identity across turbulent social transitions, or whether they are condemned to a form of perpetual presentism that erodes intergenerational solidarity.

Affective economies and the monetization of supporter emotional labor

A second critical dimension emerging from the findings concerns the transformation of fan affect into quantifiable economic value within platform capitalism. While the theoretical synthesis addressed symbolic capital conversion, a parallel process involves the extraction and commodification of emotional investment that supporters contribute through their digital participation. Scholars examining affective labor in digital contexts argue that platforms systematically harvest user-generated emotional content enthusiasm, outrage, loyalty, grief and convert these affects into advertising revenue through engagement metrics (Terranova, 2000). The Iraqi case illuminates how football supporters unwittingly become affective laborers whose passionate expressions about clubs, players and rivalries generate economic value captured primarily by transnational technology corporations rather than local football institutions or the supporters themselves. This arrangement represents an unacknowledged form of value transfer from periphery to core within global digital capitalism. The findings further suggest that platform architectures intentionally cultivate heightened emotional states because volatile affect generates superior engagement metrics compared to measured discussion. Consequently, the digital mediation of supporter cultures does not merely document existing passions but actively intensifies emotional volatility to serve commercial imperatives (Tufekci, 2017). This intensification carries material consequences: supporters report exhaustion from continuous emotional availability demanded by real-time social media participation, while the amplification of conflict and rivalry sometimes spills beyond digital boundaries into physical confrontations. These observations align with critical scholarship on emotional capitalism, which argues that contemporary economic systems increasingly rely on capturing and steering human affective capacities toward profitable channels (Illouz, 2007). The normalization of this affective extraction within Iraqi football culture without corresponding recognition or compensation raises ethical questions about exploitative dimensions of supposedly participatory digital spaces, particularly in contexts where supporters possess limited economic resources yet contribute substantial emotional labor to platform profitability.

Practical implications: concrete, actor-specific actions

This section outlines a set of actionable strategies designed to foster digital cultural stewardship across multiple stakeholders in the sports ecosystem. Each sub-section specifies two core components: an implementation plan detailing practical steps for execution, and a metric framework used to evaluate the effectiveness and cultural impact of each initiative.

Clubs Establish Digital Cultural Stewardship. Clubs should create a small unit responsible for curating and authenticating club narratives (e.g., short archival clips, sanctioned fan rituals). Implementation: a weekly content calendar, a roster of verified local creators, and a simple vetting checklist for public posts. Metric: quarterly audit showing increased proportion of verified heritage content and decreased rumor incidents tied to club reputation.

Players Mandatory Media & Cultural Messaging Training. Players, as high visibility actors, should receive brief training on cultural sensitivity and rapid response posting. Implementation: short workshops before seasons and a one page posting checklist. Metric: pre/post audits of player posts for cultural appropriateness and incidence of misinformation.

Federations Rapid Verification & Platform Liaison. The federation should institute an official verification desk to issue timely corrections on high impact rumors and negotiate MoUs with platform representatives for

transparency on trending signals. Metric: mean time to correction for viral rumors and documented platform reporting on content reach attribution.

Cultural Policymakers Support Local Archiving & Digital Literacy. Ministries or cultural bodies can fund micro grants for community projects that archive fan rituals and run digital literacy workshops focused on sports information verification. Metric: number of archived artifacts published under open licenses and measurable improvement in participant verification skills.

Media & Platforms Lightweight Verification for Local Voices. Platforms and media outlets should pilot verification badges for trusted local cultural commentators (fan historians, club archivists) to help audiences evaluate source credibility. Metric: reduction in the spread of culturally framed false claims; uptake of verified voices in viral content.

Limitations

A few limitations temper the generalizability of these claims. The qualitative, netnographic design provides interpretive depth but does not quantify prevalence across the entire population of Iraqi football fans. The study's temporal window captures a snapshot in a rapidly changing platform environment; platform updates or policy shifts could alter some mechanisms described here. Finally, language constraints may have influenced which online spaces and voices were foregrounded.

Future research directions

To build on the mechanisms identified here, future work should pursue (1) longitudinal visibility studies that map narrative rise and fall across multiple seasons and platform updates, (2) experimental pilots with federations or clubs to test rapid verification protocols and measure effects on rumor diffusion, (3) comparative cross national analyses to isolate institutional and cultural moderators of platform mediated capital, and (4) mixed methods algorithmic audits that combine qualitative coding with computational measures of amplification to link content features to reach outcomes.

Conflicts of Interest

The authors report no conflicts of interest in this work.

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