What Happens When You Throw The World's Biggest Party: The Political Impact of Hosting FIFA's World Cup

Branden A. Green
Georgia Southern University, bg02177@georgiasouthern.edu

Follow this and additional works at: https://digitalcommons.georgiasouthern.edu/pkp
Part of the International Relations Commons, and the Sports Studies Commons

Recommended Citation
https://digitalcommons.georgiasouthern.edu/pkp/2014/Undergraduate/2

This presentation (open access) is brought to you for free and open access by the Conferences & Events at Digital Commons@Georgia Southern. It has been accepted for inclusion in Phi Kappa Phi Research Symposium by an authorized administrator of Digital Commons@Georgia Southern. For more information, please contact digitalcommons@georgiasouthern.edu.
Abstract

This research effort is a comparative study on the political impact on host countries holding the World Cup. Specifically, are the impacts different for a developed country compared to a developing country? The two countries that I will use as case studies are Germany (host of the 2006 World Cup) and South Africa (host of the 2010 World Cup). Such cases offer excellent insight into the immense amount of political power associated with the World Cup — especially the preceding year of the tournament due to the host country being under a proverbial microscope.

Information in this analysis will be anticipated to come in several forms. First being legislation that was on the floor or being passed during these times. The other will be archival research on electoral trends from two years prior and two years after the tournament was held in Germany and South Africa as well as other previous host countries. When researching the electoral trends I will be look to see if there is more of a political shift in local governments or at the federal level, if there is any shift at all.

Strategies for Potential Research

- Investigate the shifting of Parliamentary seats during elections in host countries of the past.
- Compare local and federal shifts of power within the host countries.
- Do the parties in power increase their power or decrease their power?
- Conducting comparative interviews of officials in the host cities. What did they know then and what do they know now?
- Are financial successes the best measurements of success for the FIFA World Cup?
- Do the trends from the World Cup give us insight into other Mega Sporting Events (ex. Olympics, Super Bowl, etc.)?
- Even if there is a financial loss, how is pride and prestige measured within the host country?
- Does it make more sense to understand sport as one of the four global languages (art, music, food) as opposed to strictly a form of entertainment?