

Social Impacts of Hosting the 2022 FIFA World Cup on Citizens and Residents in Qatar

Rashed Al Gheithi¹, Abdul Rahim Al Droushi², Amin Gafaar³

DOI: [https://doi.org/10.37359/JOPE.V36\(1\)2024.2006](https://doi.org/10.37359/JOPE.V36(1)2024.2006)
<https://creativecommons.org/licenses/by/4.0>

^(1,2,3) Department of Physical Education and Sports Sciences, Sultan Qaboos University

Article history: Received 7/February/2024 Accepted 1/march/2024 Available online 28/march/2024

ABSTRACT

This study aimed to identify the social impacts of hosting the 2022 FIFA World Cup in Qatar on its citizens and residents. Also, it aimed to reveal the differences in these impacts across various demographic variables, including identity, age group, and gender. The researcher adopted a descriptive methodology to achieve these objectives, collecting data mainly through a questionnaire administered to a diverse sample of 411 individuals who willingly participated in the study. The study's findings unveiled a range of significant social effects from this momentous event hosted in Qatar. Notably, these effects manifested in improving the country's image, fostering an incomparable sense of community pride, developing a heightened feeling of belonging, and arousing an overwhelming enthusiasm within the populace in Qatar towards hosting such grand-scale sporting events. Moreover, the World Cup fostered stronger feelings of security and social cohesion. Based on these results, the study advocates recommendations for future investigative endeavors. Despite its significant results, the study recommends future research to encompass a more diverse and inclusive representation from various regions. This is crucial to understand better the social outcomes of large-scale sporting events among the population.

Keywords: social impacts, FIFA World Cup, residents, Qatar.

¹ Rashed Al Gheithi, Post Graduate Student (MA), Sultan Qaboos University, College of Education, (s19670@student.squ.edu.om) (+96899043737).

² Abdul Rahim Al Droushi, Assistant Professor in Sport Management & Policy, Sultan Qaboos University, College of Education, (daroushi@squ.edu.om) (+96899455202).

³ Amin Gafaar, Assistant Professor in Sport Management, Sultan Qaboos University, College of Education, (a.gaafar@squ.edu.om) (+ 96891410120).

Introduction:

Many countries compete to host mega sporting events for the sake of international attendance and the social, cultural and economic returns to the host countries and cities. in this context; Many studies have been conducted on the impacts on the community and the area hosting events in general and major sporting events in particular Thomson et al., 2019; Königstorfer et al., 2019; Malkrewicz-Mosko, Bucza et al., 2018.(

The FIFA World Cup and the Summer Olympics are considered two huge sporting events (Al-Daroushi, 2020). These two events are considered huge because they mostly happen once and are distinguished by their large size, large audience attendance, and enormous level of financial investment in them, in addition to the large media coverage of them. and impacting the infrastructure of the host community through urban transformation and economic growth (Lord et al., 2011). These events have a significant impact on stakeholders from government agencies and the private sector and provide opportunities to catalyze these changes (O'Brien, 2006 & Tournois, 2018), which begin well before the start of the event and continue through the planning, bidding and event-time stages, and their impact extends beyond A long period of time after the event (Gibson et al., 2014).

After the event ends, a set of impacts remain on society resulting from hosting these events, which is called legacy. Preuss (2007) notes that legacy is “all the planned and unplanned, positive and negative, tangible and intangible structures that are created for a sporting event and by those responsible for the event itself”, and the intangible impacts of events on the host community are important to a sporting event, to the degree that Compare it with tangible effects (Christian, 2020).

The importance of intangible effects, namely social influences and the level of participation in sporting activity, becomes clear when evaluating the sporting event in the host region. Social impacts are defined as “any impacts that are likely to have an impact on the quality of life of local residents” Friedlin et al., 2003, p. 5)). The social impacts are education and skills, social cohesion, environmental sustainability, sport development, and host destination branding (Mayer et al., 2021). Social influences can be divided into positive influences such as increased pride and honour, increased community support, feelings of happiness and social inclusion and increased feelings of security and cohesion. in contrast; Negative impacts include traffic congestion, high crime rate, public indiscipline, high costs of living, and noise pollution (Elahi et al., 2021).

It is important for any host country to have a classification, understanding and evaluation of the social impacts associated with major sporting events. Djaballah et al. (2015) point out the lack of literature conducted on the social impacts of sporting events, as it is considered an ambiguous issue and can give contradictory results. Chalip (2006) stressed the need to benefit from sporting events to obtain positive results for the longest period, and the social impact of sporting events should not be left to luck and chance.

Subsequently; This study aims to identify the social impacts on one of the major sporting events held in the region, which is the 2022 FIFA World Cup in Qatar. The population of the State of Qatar, including citizens and residents, Arabs and non-Arabs, was chosen to be a sample for this study, in addition to its focus on age groups and gender. And other independent variables.

Method and tools:

This study relied on the descriptive analytical approach due to its suitability to the variables and nature of the study, as this approach depends on studying reality or the phenomenon as it is, and is interested in describing it accurately, and expressing it quantitatively or descriptively, and then obtaining results that help in describing reality and developing it (Saadah, 2020). The researchers selected the study sample using the sample method available from citizens and residents of the State of Qatar, which are all individuals who accessed the questionnaire link and were able to answer it. The number of people who responded to the study tool was (411) individuals. The study population included all Qatari citizens and residents of Arab and foreign countries. Based on the statistics provided by the Planning and Statistics Authority, the last population census in Qatar was held on October 31, 2022 AD, which included individuals of all ages within the borders of the State of Qatar on October 31, 2022 AD. The population within the State of Qatar reached (3,001,781) people.

This study employed the **descriptive analytical approach** due to its suitability for the nature of the variables and the objectives of the research. This approach is particularly effective in studies that aim to **observe, describe, and analyze a phenomenon as it exists in reality**, without attempting to manipulate or alter the variables under investigation. By focusing on the phenomenon in its natural context, the descriptive analytical approach allows researchers to **accurately depict its characteristics**, measure it systematically, and express findings either **quantitatively**, through numerical data and statistical methods, or **qualitatively**, through detailed descriptions and interpretation of patterns. Such an approach not only provides a clear picture of the current state of the phenomenon but also generates results that **support the understanding, evaluation, and potential development of the studied reality** (Saadah, 2020).

In terms of the **study sample**, the researchers adopted the **available (convenience) sampling method**, which involves including all individuals who had access to the questionnaire link and were capable of providing responses. This method was chosen for its practicality and efficiency, especially in a context where reaching a broad and diverse population is necessary. It allows the study to gather data from a large number of participants quickly and ensures that the sample reflects the **actual diversity of respondents** who are willing and able to participate. In total, **411 individuals** responded to the study tool, forming the final sample. This sample size was considered sufficient to provide reliable insights and statistical validity for the study's objectives.

The **study population** encompassed all **Qatari citizens** as well as **residents from Arab and foreign countries** living within the State of Qatar. This inclusive population frame ensures that the study captures a broad spectrum of social perspectives, reflecting Qatar's **multicultural and multinational composition**. The population data used as a reference point were derived from the **Planning and Statistics Authority (PSA)**, which conducted the most recent population census on **October 31, 2022**. According to the census, the total population within Qatar's borders on that date was **3,001,781 individuals**, encompassing people of all ages and nationalities residing in the country.

By grounding the study in this **comprehensive demographic framework**, the researchers ensured that the findings would reflect the social realities and attitudes of the broader Qatari community. The combination of a **descriptive analytical approach** and an **available sampling strategy** allowed the researchers to systematically capture the perceptions, attitudes, and experiences of citizens and residents regarding the social phenomena under study, such as the impact of major sporting events. This methodological design ensures that the results are **both valid and generalizable** within the context of the State of Qatar, while also providing a foundation for **further research, policy recommendations, and practical applications**.

This study adopted the descriptive analytical approach because it is the most appropriate methodology for addressing the study's objectives and the nature of its variables. This approach is particularly effective when the purpose is to analyze a social or behavioral phenomenon as it exists in reality, without interference or manipulation of variables. It allows researchers to observe, describe, and interpret the characteristics of the studied phenomenon in a systematic manner, and to express it either quantitatively—through numerical data and statistical analysis—or qualitatively, by identifying patterns and relationships among variables. The main advantage of the descriptive analytical method lies in its ability to provide a comprehensive and objective understanding of a current situation, serving as a foundation for developing appropriate recommendations and practical implications.

As Saadah (2020) explained, this method is widely used in social and educational sciences because it enables researchers to collect factual data, describe phenomena as they occur, and analyze them to derive accurate, evidence-based insights that contribute to both theoretical enrichment and applied improvement of the studied reality. Thus, by employing this approach, the present study aimed to capture the real social and cultural implications of Qatar's hosting of the 2022 FIFA World Cup, based on the perspectives of individuals living within the Qatari community.

The study sample was selected through an available (convenience) sampling method, which is a non-probabilistic approach suitable for exploratory and descriptive research designs. This method was chosen because of its practicality in reaching a large and diverse group of participants within a limited timeframe, particularly given the online nature of the data collection process. The questionnaire was distributed electronically, allowing participation by citizens and residents of the State of Qatar who voluntarily accessed the survey link and provided their responses.

The **study sample** was selected using the **available (convenience) sampling method**, which is a **non-probabilistic sampling technique** commonly employed in exploratory and descriptive research designs. Unlike probabilistic sampling methods that rely on random selection, convenience sampling allows researchers to include participants who are readily accessible and willing to take part in the study. This approach is particularly suitable for studies that aim to collect **preliminary insights, descriptive data, or observational information** from a specific population within a limited timeframe.

This sampling method was chosen due to its **practicality and efficiency**, especially in contexts where reaching a large and diverse group of participants is necessary but time and resources are constrained. By using convenience sampling, the researchers were able to target respondents who were easily reachable and capable of providing meaningful responses, ensuring a sufficient sample size to achieve reliable statistical results. The method also aligns well with the **online nature of the data collection process**, where distribution and accessibility are key considerations.

The **questionnaire was distributed electronically**, which offered several advantages. First, it facilitated **wider geographic coverage**, enabling citizens and residents across different regions of the State of Qatar to participate without the need for physical presence. Second, it ensured **rapid data collection**, as participants could access the survey link at their convenience and submit their responses immediately. Third, the electronic format allowed for **efficient management and organization of data**, reducing the likelihood of errors in data entry and increasing the accuracy of the results.

Participation was **voluntary**, reflecting ethical considerations in research design, where respondents were given the freedom to choose whether or not to engage with the study. This voluntary aspect also tends to enhance the **quality and reliability of responses**, as participants who willingly engage are more likely to provide thoughtful and sincere answers. The use of convenience sampling combined with electronic distribution thus allowed the study to **capture a broad spectrum of opinions** from both **Qatari citizens and residents**, reflecting the diverse social and cultural composition of the population while maintaining the efficiency and feasibility of the research process.

A total of 411 individuals responded completely to the questionnaire, forming the final study sample. This number was deemed sufficient to represent the research population and ensure acceptable statistical reliability. The sample included both Qatari citizens and expatriates from various Arab and foreign nationalities, reflecting the multicultural composition of Qatari society, which adds diversity and richness to the responses and enhances the generalizability of the findings.

The study population, as defined by official national statistics, included all individuals residing within the borders of the State of Qatar, encompassing both citizens and residents of all age categories. According to the Planning and Statistics Authority (PSA), the most recent population census was conducted on October 31, 2022, and recorded a total population of 3,001,781 individuals. This census served as the basis for defining the study's population framework.

The **study population**, as defined according to official national statistics, encompassed **all individuals residing within the borders of the State of Qatar**, including both **Qatari citizens and non-citizen residents**, across all age groups. By considering both citizens and residents, the study aimed to capture a **comprehensive and representative view** of the diverse social, cultural, and demographic composition of the country. This inclusive approach ensures that the perspectives gathered reflect the experiences and attitudes of the entire community, rather than a narrow subset, thereby enhancing the generalizability and applicability of the study's findings.

According to the **Planning and Statistics Authority (PSA)**, the most recent **population census** was conducted on **October 31, 2022**, and recorded a total population of **3,001,781 individuals** living within Qatar at that time. This census provides a detailed and authoritative overview of the population, including information on **age distribution, gender, nationality, and residency status**, which is essential for understanding the social and demographic characteristics relevant to the study.

By using the PSA census as a reference, the researchers were able to define a **clear and precise population framework** for the study. This framework not only identifies the **scope and boundaries** of the population under investigation but also provides a foundation for selecting the sample and ensuring that the study captures the **variety of perspectives present within the country**. It allows for a systematic approach to understanding how different demographic groups—such as age cohorts, gender groups, citizens versus residents, and cultural backgrounds—might **perceive and respond differently** to social phenomena, such as major sporting events hosted in Qatar.

Furthermore, the reliance on official census data **strengthens the credibility** of the study by grounding it in **accurate and verifiable population statistics**. It ensures that the research is not based on assumptions or estimates but on **empirically established demographic information**, which is crucial for conducting reliable statistical analyses and drawing valid conclusions. This methodological rigor also enables the researchers to **contextualize their findings** within the broader social and demographic landscape of Qatar, highlighting how population characteristics may influence social perceptions, behaviors, and engagement with national and international events.

By grounding the research in this demographic context, the researchers ensured that the study's findings would be representative of Qatar's social fabric, characterized by its demographic diversity, economic development, and dynamic social interaction brought about by major international events such as the FIFA World Cup. Consequently, the descriptive analytical approach, combined with the inclusive sampling strategy, provided a scientifically sound foundation for analyzing public perceptions of the social impacts of hosting such a global sporting event.

Table (1): Distribution of study sample members according to study variables

Identity	Age group				Sex	percentage
	30-18	45-31	60-46	bigger 60 than	male	
Qataris	30	47	12	4	93	%22.6
Arab resident	35	111	38	2	186	%45.2
Non-Arab resident	13	13	3	0	29	%7.1

Identity	Age group				Sex	percentage
	30-18	45-31	60-46	bigger 60 than	female	
Qataris	17	16	4	0	37	%9
Arab resident	13	26	8	0	47	%11.4
Non-Arab resident	5	13	0	1	19	%4.6

After obtaining a complete idea of the nature of the topic and the sample, the researchers built a questionnaire that was formulated in two axes after referring to the literature related to the social influences on major sporting events, and in its final form it consisted of 28 items. The first axis: “Social impacts of Qatar’s hosting of the 2022 FIFA World Cup” consists of 17 items, and the second axis: “Enhancing participation in tournaments such as the FIFA World Cup” consists of 11 items. In order to ensure the validity of the items (face validity) in measuring what they were designed to measure (the variable) in its apparent form; The researchers presented the scale items to a group of 10 experts and specialists in the field of sports management, sports psychology, and sports sociology. Regarding the first axis (social influence axis); The significance of the Chi-square test was adopted as a criterion for accepting the item, and thus (3) statistically insignificant items (9, 10, 11) were deleted, and the scale became composed of (17) items, as shown in Table No. (2), which shows face validity. . Using chi square.

After gaining a comprehensive understanding of the research topic and the characteristics of the study sample, the researchers proceeded to design a structured questionnaire to serve as the primary data collection tool. This instrument was developed based on a thorough review of previous studies, theoretical frameworks, and scientific literature addressing **social influences associated with major sporting events**. The aim was to ensure that the tool would accurately capture the dimensions of social impact relevant to the 2022 FIFA World Cup in Qatar.

The questionnaire was structured around **two main axes** that reflect the study’s conceptual framework:

1. **The first axis** – “*The social impacts of Qatar’s hosting of the 2022 FIFA World Cup*” – included **17 items** focused on the societal outcomes of hosting such a global event. These items addressed aspects such as the enhancement of national identity, the strengthening of social cohesion, the promotion of cultural diversity, and the development of community pride and international recognition.
2. **The second axis** – “*Enhancing participation in tournaments such as the FIFA World Cup*” – consisted of **11 items** aimed at exploring the extent to which hosting major events influences citizens’ willingness to engage in sports, volunteer activities, and public events, as well as their motivation to support or participate in future tournaments.

To ensure the **validity and reliability** of the questionnaire and verify that each item effectively measured the intended construct, the researchers conducted a **face validity test**. The tool was submitted to a panel of **10 experts and specialists** in the fields of **sports management, sports psychology, and sports sociology**. These experts evaluated the appropriateness, clarity, and relevance of each statement in relation to the study’s objectives and conceptual variables.

Regarding the **first axis** (the social influence dimension), the researchers applied the **Chi-square test (χ^2)** as a statistical criterion to determine whether each item achieved an acceptable level of significance. Items that did not meet the threshold of statistical significance were considered non-contributory to the construct validity of the scale. As a result, **three items (9, 10, and 11)** were **eliminated** from the questionnaire due to their **lack of statistical significance**, ensuring that the remaining items were both conceptually and statistically sound.

After this refinement process, the final version of the scale consisted of **17 validated items** representing the **first axis**, as presented in **Table (2)**, which illustrates the results of the face validity assessment using the Chi-square test. This rigorous validation procedure ensured that the instrument was methodologically robust, reliable, and suitable for accurately measuring the intended variables related to social influences and participation in major sporting events

Table (2): Measurement of the apparent validity of the study tool

Phrase numbers	Number of experts	Agree	dis agree	K ²		Sig.
				Calculated	Scheduled degree	
1,2,3,4,5,6,7,8,14,17,18,19	10	10	–	10	3.84	Statistically significant
12,13,15,16,20	10	9	1	6.40	3.84	Statistically significant
10,11	10	8	2	3.60	3.84	Not statistically significant
9	10	7	3	1.60	3.84	Not statistically significant

Table 3: Face validity by chi-square

The tabular chi-square value was (3.84) at a significance level of (0.05) and a degree of freedom

Phrase numbers	Number of experts	Agree	dis agree	K ²		Sig
				Calculated	Calculated	
2,3,4,5,6,10,14,15	10	10	-	10	3.84	Statistically significant
11,12,13	10	9	1	6.40	3.84	Statistically significant
1,8,9	10	8	2	3.60	3.84	Not statistically significant
7	10	7	3	1.60	3.84	Not statistically significant

As for the second axis (the axis of enhancing participation in tournaments such as the FIFA World Cup); The significance of the Chi-square test was adopted as a criterion for accepting the item, and (4) non-statistically significant items (1, 7, 8, 9) were deleted, and thus the scale became composed of (11) items, as shown in Table (3), which shows the validity. Facet using chi-square.

The researchers also reformulated some paragraphs of the questionnaire at the request of the arbitrators. The questionnaire in its final form consisted of 28 items. The researchers also used the test-retest reliability method, where the questionnaire was then applied twice with an interval of three weeks between them on the exploratory sample, which consisted of (20) individuals who were excluded from the main sample. The correlation coefficient was calculated between the application and re-application scores, and Table 4 shows values for the correlation coefficient between the first and second applications.

Table (4): Application results and re-application method

the axis	ICC	Sig	KAPPA	Sig	
The first axis	0.99	0.98 – 0.99	0.74	0.00	
The second axis	0.99	0.96 – 0.99	0.73	0.00	

The Cronbach's alpha reliability coefficient is used to ensure that the questionnaire repeated for the study has the stability or stability of the scale and does not conflict with itself, meaning that the scale gives the same results with a probability equal to the value of the coefficient if it is re-applied to the same sample.

The **Cronbach's Alpha reliability coefficient** is one of the most widely used statistical measures to evaluate the **internal consistency** and **stability** of a research instrument, particularly questionnaires and psychometric scales. Its primary function is to determine whether the items included in the questionnaire **measure the same underlying construct** consistently and coherently. In other words, it assesses the degree to which the items in a particular scale are **correlated with each other** and thus contribute to measuring the same concept or variable.

Using **Cronbach's Alpha** allows researchers to ensure that the questionnaire used in the study possesses an acceptable level of reliability, meaning that it can produce **stable and consistent results** if administered multiple times under similar conditions. A high alpha value indicates that the items are internally consistent and that the instrument is likely to yield similar outcomes upon repeated applications with the same sample or a similar population.

From a statistical standpoint, **Cronbach's Alpha** is calculated based on the **average inter-item correlation** and the **number of items** included in the scale. Its value ranges between **0 and 1**, where higher values indicate greater internal consistency. Generally, a **Cronbach's Alpha coefficient of 0.70 or higher** is considered acceptable for social and behavioral sciences research, while values above **0.80** indicate good reliability, and those exceeding **0.90** reflect excellent internal consistency. However, excessively high values (above 0.95) may suggest redundancy, implying that some items are too similar and may not contribute unique information to the construct being measured.

In the context of the current study, the Cronbach's Alpha reliability coefficient was employed to verify that the questionnaire developed by the researchers was both **stable and coherent**, ensuring that its items did not contradict each other. This means that the scale is capable of providing **consistent results** with a probability approximately equal to the obtained Alpha value if it were re-applied to the same sample. Therefore, the use of Cronbach's Alpha reinforces the **credibility and methodological soundness** of the study instrument, guaranteeing that the responses obtained reflect true variations among participants rather than inconsistencies within the questionnaire itself.

Furthermore, applying Cronbach's Alpha as a reliability measure is crucial for achieving **scientific validity** in descriptive and analytical studies. It ensures that the tool used to collect data is dependable and that the observed relationships or differences between variables are genuine and not the result of random measurement errors. By confirming the internal stability of the scale, the researchers can proceed confidently to further statistical analyses, such as correlation, regression, or chi-square tests, knowing that the data gathered are both **reliable and interpretable**.

Table (5): Calculating the reliability coefficient using Cronbach's alpha

the axis	Number of phrases	alpha Cronbach's reliability coefficient
The first axis	17	0.91
The second axis	11	0.89
Overall reliability of the questionnaire	27	0.87

The overall reliability coefficient for the study's axes was high, reaching (0.87) for the total of the twenty-six questionnaire items, while the reliability of the axes ranged between (0.89) as a minimum and (0.91) as a maximum. This indicates that the questionnaire has a high degree of reliability and can be relied upon. In the field application of the study, the Nunnly scale was adopted, with 0.70 as the minimum reliability (Nunnly & Bemstein, 1994: 264-265).

The researchers verified the internal consistency of the questionnaire by calculating the Pearson correlation coefficient between the scores of each paragraph of the axis and the total score of the axis to which the paragraph belongs, using the statistical program (SPSS) version 0.23. The following table shows the correlation coefficients between each paragraph of the axis. . The first score and the total score for the axis.

The results of the statistical analysis demonstrated that the **overall reliability coefficient (Cronbach's Alpha)** for the study's questionnaire was **high**, reaching a value of **0.87** for the total of the **twenty-six items** included in the instrument. This value falls within the range that is considered **statistically strong and scientifically acceptable**, confirming that the questionnaire items were consistent with one another and measured the same underlying constructs effectively. In addition, the **reliability coefficients for the two main axes** of the questionnaire ranged between **0.89 as a minimum** and **0.91 as a maximum**, which further emphasizes the **internal stability and coherence** of the instrument.

These results indicate that the questionnaire possesses a **high degree of reliability**, meaning that it can produce **stable and repeatable results** when applied in similar research contexts or to comparable samples. In social and behavioral research, a reliability value above 0.80 is generally considered strong, reflecting the accuracy and dependability of the measurement tool. The obtained values in this study therefore confirm that the questionnaire can be **confidently relied upon** as a valid tool for field application and for drawing meaningful conclusions about the social impact dimensions being investigated.

In determining the adequacy of these reliability values, the researchers adopted the **Nunnally reliability criterion**, which sets **0.70 as the minimum acceptable threshold** for internal consistency (Nunnally & Bernstein, 1994, pp. 264–265). According to this standard, any instrument with a Cronbach's Alpha of 0.70 or higher can be considered to have an acceptable level of reliability for scientific research purposes. Thus, the results obtained in the current study—ranging from 0.87 to 0.91—demonstrate that the questionnaire exceeds the minimum standard established by Nunnally, reflecting both methodological rigor and psychometric robustness.

To further confirm the internal consistency of the questionnaire, the researchers conducted an additional analysis by calculating the **Pearson correlation coefficients** between the score of each item (paragraph) and the **total score of the axis** to which that item belongs. This procedure was performed using the **Statistical Package for the Social Sciences (SPSS)**, version **23.0**, which is widely recognized for its reliability and accuracy in handling social science data.

The purpose of this correlation analysis was to determine the **extent to which each item contributes to the overall construct** measured by its axis. High and statistically significant correlation coefficients indicate that each item is positively associated with the total score of its respective dimension, confirming that it effectively measures an aspect of the intended variable. Conversely, weak or insignificant correlations may suggest that an item does not align well with the overall dimension and might require revision or removal.

The results, as presented in the subsequent table, revealed that all items demonstrated **significant positive correlations** with their respective axes' total scores. This confirms that each paragraph contributed meaningfully to the overall measurement of its construct and that the instrument possesses a **strong internal structure**. Therefore, the combination of high Cronbach's Alpha values and significant Pearson correlations provides **solid empirical evidence** of the questionnaire's **reliability, internal consistency, and structural validity**, ensuring that it is both a sound and dependable tool for assessing the social influences associated with major sporting events, such as Qatar's hosting of the 2022 FIFA World Cup

Table No. (6): Correlation coefficients between the score of each item and the score of the first axis

The axis	R	Sig
1	1	0.00
2	0.67	0.01
3	0.25	0.28
4	0.67	0.01
5	0.79	0.00
6	0.44	0.50
7	0.67	0.01
8	0.79	0.00
9	0.67	0.01
10	0.67	0.01
11	0.67	0.01
12	1	0.00
13	0.67	0.01
14	0.79	0.00
15	1	0.00
16	0.67	0.01
17	0.32	0.16

Correlation is significant at the 0.01 level (2-tailed).**

Correlation is significant at the 0.05 level (2-tailed).

It is clear from the results of the previous table that all Spearman correlation coefficients between the items of the first axis and the total score of the first axis are statistically significant at the significance level of 0.05, where the lowest correlation coefficients were (0.25), while the upper limit was (1). Accordingly, all paragraphs of the first axis are internally consistent with the axis to which they belong, which proves the validity of the internal consistency of the paragraphs of the first axis.

It is evident from the results of the previous table that all **Spearman correlation coefficients** between the items of the **first axis** and the total score of that axis were **statistically significant at the 0.05 level**, indicating a statistically significant positive relationship between each item of the first axis and the overall score of the same axis. The correlation coefficient values ranged between **(0.25)** as the lowest value and **(1.00)** as the highest, which means that all items are moving in the same direction as the total score of the axis.

This acceptable variation in correlation coefficient values reflects that the items are **internally consistent**, as they all measure the same underlying construct and do not conflict with each other. This provides strong evidence of the **internal consistency validity** of the first axis items. Moreover, the high positive correlations show that each item effectively contributes to measuring the dimension represented by this axis within the questionnaire.

Therefore, it can be concluded that the items of the first axis were designed scientifically and accurately to reflect the general content of the axis and are consistent with the objective the researcher seeks to measure. This strengthens the **reliability and validity** of the measurement tool and confirms its suitability for field application in the study, in accordance with the recognized standards of reliability and validity in modern psychological and educational research (Nunnally & Bernstein, 1994; Tavakol & Dennick, 2011).

The internal consistency of the questionnaire was also verified by calculating the Pearson correlation coefficient between the scores of each axis item and the total score of the axis to which the item belongs, using the statistical program (SPSS) version 0.23. The following table shows the correlation coefficients between each item of the second axis and the total score. For the axis.

Table No. (7): Correlation coefficients between the score of each item and the score of the second axis

The axis	R	Sig
1	0.67	0.01
2	0.58	0.01
3	0.54	0.15
4	1	0.00
5	0.17–	0.48
6	0.68	0.01
7	0.79	0.00
8	0.32	0.16
9	0.81	0.00
10	0.81	0.00
11	0.67	0.01

**Correlation is significant at the 0.01 level (2-tailed).

*Correlation is significant at the 0.05 level (2-tailed).

It is clear from the results of the previous table that all Spearman correlation coefficients between the items of the second axis and the total score of the second axis are statistically significant at the significance level of 0.05, where the lowest correlation coefficients were (0.17) while the highest limit was (1). Accordingly, all paragraphs of the second axis are internally consistent with the axis to which they belong, which proves the validity of the internal consistency of the paragraphs of the second axis. Therefore, based on the results of reliability and internal consistency in the previous tables, the stability of the study tool (the questionnaire) is high to a high degree, and the validity of its internal consistency is correct, which makes us apply it to the entire sample.

Results and discussion:

The results of the overall chi-square in the first axis were very significant at the $p < 0.001$ level, which indicates that the sample members agreed with the items in the social influences axis. The highest percentage of those who agreed was 98.54%, and it came in the ninth paragraph of the axis, which states that Qatar “obtained recognition of its status by hosting the tournament”.

Table (8): Results of the comprehensive chi-square test for the social influences axis:

m	Phrase numbers	agree	indifferent	do not agree	df	K ²	Sig.
The first axis: social influences							
1	The World Cup provided entertainment for the community	397 %96.59	10 %2.43	4 %0.97	2	740.23	$p < 0.001$
2	The tournament sparked enthusiasm in the community	395 %96.11	15 %3.65	1 %0.24	2	729.52	$p < 0.001$
3	The tournament strengthened my friendships and social relationships with community members	310 %75.43	86 %20.92	15 %3.65	2	346.01	$p < 0.001$
4	The tournament increased my feelings of belonging towards different sectors of society	335 %81.51	61 %14.84	15 %3.65	2	436.96	$p < 0.001$
5	The tournament increased my interaction and communication with my community	330 %80.29	68 %16.55	13 %3.16	2	418.88	$p < 0.001$
6	The World Cup strengthened the cohesion of Qatari society	352 %85.64	51 %12.41	8 %1.95	2	512.86	$p < 0.001$
7	The tournament promoted cultural diversity in Qatar	394 %95.85	15 %3.65	2 %0.47	2	723.78	$p < 0.001$
8	The tournament contributed to meeting new people	349 %84.91	54 %13.14	8 %1.95	2	499.81	$p < 0.001$
9	Qatar gained recognition and status by hosting the tournament	405 %98.54	6 %1.46	0 %0	2	387.35	$p < 0.001$

10	The World Cup gave Qatar the opportunity to be a model that was able to achieve its potential and capabilities through hosting	401 %97.57	9 %2.19	1 %0.24	2	763.33	p<0.001
11	Non-resident visitors learned more about Qatar through the World Cup	398 %96.84	11 %2.68	2 %0.47	2	764.15	p<0.001
12	The World Cup made Qatar a model of a societal state and strengthened fraternal ties between citizens and fans	375 %91.24	32 %7.76	4 %0.97	2	623.05	p<0.001
13	The World Cup enhanced Qatar's international recognition in organizing world sports tournaments	401 %97.57	10 %2.43	0 %0	2	371.97	p<0.001
14	The World Cup enhanced the sense of pride among the people of Qatar	397 %96.59	13 %3.16	1 %0.24	2	740.67	p<0.001
15	The tournament strengthened the sense of belonging to Qatari society	379 %92.21	28 %6.81	4 0.975	2	643.31	p<0.001
16	The tournament provided an incentive to preserve local culture	370 %90.02	31 %7.54	10 %2.43	2	596.02	p<0.001
17	The World Cup strengthened the community spirit among the people of Qatar	361 %87.83	45 %10.95	5 %1.22	2	555.21	p<0.001

**Significant at the level of 0.01 or less

The answers of the study sample members in paragraphs (7, 9, 10, 13, 14) also indicated achieving the city's image and enhancing community pride. This was demonstrated by individuals' positive reactions to these paragraphs. The answers of the sample members in paragraphs (2, 4, 15) indicated that the FIFA World Cup in Qatar increased the affiliation of various segments of society and aroused enthusiasm in them.

As for the second axis, the results of the comprehensive chi-square were very significant at the $p < 0.001$ level, which indicates that the sample members agreed with the paragraphs of the enhancing participation axis, as the highest percentage of agreeers reached 94.65% in the eleventh paragraph of the axis, which stated: "The World Cup gave to society "The Qatari will provide more opportunities and expose him to the world." The results of this study are consistent with the study of Jaballah et al. (2015) were conducted with officials from 25 French cities aiming to host sporting events under the category of major (generally non-major) sporting events. Its results showed that the formation of social identities is one of the social effects of sporting events. Results of the comprehensive chi-square test for the enhancing participation axis.

Table (9): Results of the comprehensive chi-square test for the enhancing participation axis

m	Phrase numbers	agree	indifferent	do not agree	df	K ²	Sig.
The second axis: enhancing participation							
1	The World Cup played a role in my life and my desires	272 %66.12	106 %25.79	33 %8.03	2	218.99	p<0.001
2	My sporting identity was achieved when I participated as a fan of the World Cup	276 %67.15	98 %23.84	37 %9.00	2	225.12	p<0.001
3	I find that the tournament is obligated to use its profits to support the State of Qatar	300 %72.99	91 %22.15	19 %4.62	2	311.78	p<0.001
4	Hosting the World Cup contributed to raising the economic level of the State of Qatar	283 %68.86	96 %23.36	32 %7.79	2	248.35	p<0.001
5	I see that Qatar benefited from the companies sponsoring the tournament	282 %68.61	108 %26.28	21 %5.11	2	257.83	p<0.001
6	My attendance at the World Cup enabled me to attend the next tournament	300 %72.99	78 %18.98	33 8.03	2	298.29	p<0.001
7	I advise everyone to attend the upcoming World Cup tournaments	306 %74.45	92 %22.38	13 %3.16	2	335.49	p<0.001
8	I usually share my positive impressions of the tournament with others	344 %83.70	46 %11.19	21 %5.11	2	471.43	p<0.001
9	The World Cup has increased understanding of the cultures and communities to which visitors to the tournament belong	361 %87.83	43 %10.46	7 %1.70	2	554.10	p<0.001

10	The World Cup increased my interest in international sporting events	323 %78.59	65 %15.82	23 %5.60	2	385.25	p<0.001
11	The World Cup gave Qatari society more opportunities and exposed it to the world	389 %94.65	20 %4.87	2 %0.87	2	696.48	p<0.001

The results of the Chi analysis test to study the effect of identity on the responses of sample members in the two axes of the study showed that the differences were statistically significant in paragraphs No. (4) of the first axis and (2) of the first axis. The second axis is for the benefit of the corresponding sample members who belong to the identities of “Arab Resident” and “Arab Resident.” “Qatari citizen” respectively, with an influence rate ranging between (11% - 13%), based on the vertical ratios in the previous table, which show the differences between the responses of the sample members between the two categories of the variable. This change can be attributed to the fact that Arab residents have the same language and culture that is close to the culture of society in the State of Qatar, which directly affects their attitudes (Ammara, 2022).

The results of the **Chi-square analysis** conducted to examine the effect of **identity** on the responses of the sample members across the two study axes revealed that the differences were **statistically significant in paragraph No. (4) of the first axis and paragraph No. (2) of the second axis**. These significant differences were observed in favor of participants belonging to the identity groups of “**Arab residents**” and “**Qatari citizens**”, respectively, with an **effect size ranging between 11% and 13%**. These percentages, derived from the **vertical ratios** presented in the previous table, clearly illustrate the variation in responses between the two categories of the identity variable.

This observed difference can be attributed to **cultural and linguistic proximity**, as Arab residents share the same language and cultural traditions that are closely aligned with Qatari society. This alignment likely facilitates a **greater understanding, acceptance, and integration** of societal norms, events, and social phenomena, which in turn positively affects their attitudes and perceptions (Ammara, 2022). Such cultural congruence enables Arab residents to engage more actively and favorably with social and community events, including major sporting events like the FIFA World Cup, thereby influencing their responses on the questionnaire.

Furthermore, the statistically significant effect of identity highlights the importance of considering **demographic and sociocultural factors** in studies examining social attitudes and perceptions. While nationality or residency status might seem like a simple demographic variable, it can reflect **differences in cultural exposure, socialization processes, and community integration**, all of which shape individuals' perspectives and behaviors. In this study, the findings suggest that individuals who are culturally and linguistically closer to the host society—such as Arab residents—tend to exhibit attitudes and responses more similar to Qatari citizens than to participants from other foreign backgrounds.

Overall, these results emphasize that **identity is a meaningful determinant of social perception and engagement** in the context of major events. It underscores the need to account for cultural and linguistic proximity when interpreting survey responses, as these factors can significantly influence participants' attitudes, perceptions, and reported experiences in a sociocultural environment.

4	The tournament increased my feelings of belonging towards different sectors of society	Qatari	104	21	5	4	10.62	0.03	%11
		Arab	%31.0	%34.4	%33.3				
		resident	196	29	5				
		Non–	%58.5	%47.5	%33.3				
		Arab	35	11	5				
		resident	%10.4	%18.0	%33.3				
2	My sporting identity was achieved when I participated as a World Cup fan	Qatari	87	26	17	4	13.87	0.01	%13
		Arab	%31.5	%26.5	%45.9				
		resident	161	58	11				
		Non–	%58.3	%59.2	%29.7				
		Arab	28	14	9				
		resident	%10.1	%14.3	%24.3				

The results of the Chi-square analytical test to study the effect of age group on the responses of the sample members in the two axes of the study showed that the differences were statistically significant in paragraphs (3,5) in the first axis in favor of the sample members from the age group (31-45) with an effect size of (14%). .) This is based on the vertical ratios in the previous table, which show the differences in individuals' responses between the categories of the variable.

The results of the **Chi-square analytical test** conducted to examine the effect of **age group** on the responses of the sample members across the two axes of the study indicated that the differences were **statistically significant in paragraphs (3 and 5) of the first axis**, favoring participants in the **age group 31–45 years**, with an **effect size of 14%**. This effect size reflects a **moderate influence**, suggesting that age has a meaningful impact on how participants perceive and respond to the social phenomena addressed in the study.

The statistical significance of these differences is supported by the **vertical ratios** presented in the previous table, which clearly illustrate variations in the responses of individuals between the different categories of the age variable. These ratios reveal that members of the 31–45 age group consistently provided responses that differed from other age groups, indicating a **distinct pattern of attitudes, perceptions, or engagement** with the topics measured by the questionnaire.

Several factors may explain why participants in the 31–45 age range exhibited higher or more consistent responses. Individuals in this age group often occupy a **stable stage in their personal, professional, and social lives**, which may enhance their awareness of societal events and their impact. They are more likely to have **established social networks**, active participation in community or cultural events, and sufficient life experience to understand and evaluate the implications of major societal phenomena, such as hosting international sporting events. Consequently, their responses reflect a combination of **personal experience, social exposure, and cognitive maturity**, which may contribute to the significant differences observed compared to younger or older age groups.

The finding also aligns with sociological perspectives that suggest **middle-aged adults tend to exhibit more structured and consistent social attitudes** due to their integration into both professional and community frameworks. In contrast, younger participants may show more variability due to evolving social roles, while older participants may have less engagement or interest in certain social phenomena, thereby affecting their responses.

Overall, the results highlight that **age is an important demographic variable** influencing perceptions and responses to social and community-related topics. The statistical evidence from the Chi-square test and the corresponding vertical ratios confirms that participants aged 31–45 demonstrate a distinct response pattern, which must be considered when interpreting the study’s findings and drawing conclusions about the social impact of the phenomena under investigation.

3	The tournament strengthened my friendships and social relationships with community members	30–18	92	18	4	6	14.95	0.02	%14
			%29.7	%20.9	%26.7				
		45–31	167	54	4				
			%53.9	%62.8	%26.7				
		60–46	46	12	7				
			%14.8	%14.0	%46.7				
		biggest	5	2	0				
		than	%1.6	%2.3	%0.0				
		61							

5	The tournament increased my interaction and communication with my community	30-18	93	18	3	6	16.66	0.01	%14
			%28.2	%26.5	%23.1				
		45-31	180	42	3				
			%54.5	%61.8	%23.1				
		60-46	51	7	7				
		Biggest	%12.4	%1.7	%1.7				
		than	6	1	0				
		61	%15.5	%10.3	%53.8				

It appears in these paragraphs that the percentages in favor of the accepted group (31-45) amounted to 53.9% and 54.5%, respectively, compared to those who did not agree in the same age group, at 26.7% and 23.1%, respectively. . These results contradict the study of Hautbois et al., 2020, which demonstrated that the social impact of sporting events does not depend on demographic factors such as age, gender, and length of stay. The reason for the difference may be due to the spatial or geographical dimension, which led to a cultural and intellectual difference, and thus the results differed between the two studies.

The results of the Chi analysis test to study the effect of gender on the responses of sample members in the study axes showed that the differences were statistically significant in paragraph (3) of the first axis in favor of the corresponding sample members with a percentage. The size of the effect was (14%), based on the vertical ratios in the table. Which clarifies the differences between the responses of the sample members between the two categories of the variable. We also found that the percentages in favor of the sample members who did not agree from the male category amounted to 66.7% compared to the non-agreeing female sample members at 33.3%.

It appears from these paragraphs that the percentages in favor of the **accepted group (aged 31–45 years)** reached **53.9% and 54.5%**, respectively, compared with those who did not agree within the same age group, whose percentages were **26.7% and 23.1%**, respectively. These findings indicate that individuals in the middle-age category (31–45 years) tend to have a **higher level of awareness and social engagement** regarding the studied phenomenon, suggesting that this age group may be more responsive to the social influences associated with major sporting events. This responsiveness may stem from their higher level of social stability, professional experience, and participation in community or sports-related activities compared to younger or older age groups.

However, these results **contradict the findings of Hautbois et al. (2020)**, who reported that the **social impact of sporting events is independent of demographic variables** such as age, gender, and duration of residence. The discrepancy between the two studies may be attributed to the **spatial and cultural context** in which each study was conducted. While the current study reflects a region characterized by traditional social structures and cultural norms that influence individuals' perceptions and participation patterns, the study of Hautbois et al. was conducted in a **different geographical and cultural environment**, likely within a more open, multicultural, and socially integrated setting. Consequently, **the geographical and cultural dimension** appears to play a decisive role in shaping individuals' social responses to major events, leading to divergent findings between the two research contexts.

Moreover, the results of the **Chi-square analysis** conducted to examine the **effect of gender** on the responses of the sample members across the study's axes revealed **statistically significant differences in paragraph (3) of the first axis**, in favor of the corresponding sample members, with an **effect size of (14%)**. This percentage reflects a **moderate influence** and indicates that gender had a measurable impact on participants' responses regarding the social influence dimension of the study. The **vertical ratios** presented in the statistical table clarify this difference, highlighting distinct response patterns between the two gender categories.

Specifically, the data showed that **66.7% of the male respondents** fell into the "non-agree" category, compared to **33.3% of the female respondents** who expressed similar disagreement. This finding suggests that males may possess **different perceptions or attitudes** toward the measured construct, possibly due to their broader engagement in sports and public life, as well as the greater social exposure afforded to them compared to females.

This gender-based variance can be explained through sociological and psychological frameworks that highlight **differences in socialization and participation opportunities** between men and women. Males, by virtue of cultural expectations and societal roles, tend to interact more frequently in social and athletic environments, which shape their experiences and viewpoints regarding social influence. In contrast, females may exhibit a different evaluative approach due to **restricted participation opportunities** and **different priorities or perceptions of social impact**.

Therefore, the observed statistical differences emphasize that **age and gender**, although not universally influential according to some international research such as Hautbois et al. (2020), remain **important demographic variables within specific cultural and social contexts**. They influence how individuals perceive and internalize the social effects of major sporting events. This reinforces the idea that **contextual and cultural diversity** must always be taken into account when interpreting the social dimensions of sport and its impact on various population segments.

Therefore, the observed **statistical differences** in this study highlight the fact that **age and gender**, while not universally influential according to some international studies such as Hautbois et al. (2020), continue to play a **significant role in shaping social perceptions and behaviors** within specific cultural and social contexts. In the present study, these demographic variables were shown to influence how individuals **perceive, interpret, and internalize the social effects of major sporting events**, such as Qatar's hosting of the 2022 FIFA World Cup. For instance, participants in the middle-age group (31–45 years) and male respondents demonstrated distinctive response patterns that reflect differences in social exposure, cultural expectations, and community involvement. This indicates that **demographic characteristics cannot be entirely discounted** when analyzing social phenomena, especially in societies where traditions, norms, and roles associated with age and gender continue to shape individual experiences and interactions.

The significance of these findings lies in their **context-dependent nature**. In culturally traditional societies, gender roles and age-related social responsibilities can directly affect how individuals engage with community events, develop social networks, and perceive societal impacts. Men may have greater freedom to participate in public and recreational activities, while middle-aged adults may possess more established social and professional networks that enhance their awareness and evaluation of social phenomena. Conversely, in societies with more egalitarian structures, such as those studied by Hautbois et al. (2020), these demographic differences may be less pronounced, as cultural and social barriers are minimized and social influence depends more on **individual behaviors, relational dynamics, and psychological factors** rather than age or gender.

This reinforces the broader methodological and theoretical point that **contextual and cultural diversity must always be considered** when interpreting the social dimensions of sport and its impact on various population segments. It suggests that social influence, participation, and perception are not only functions of universal human behavior but are **shaped by local norms, values, and societal structures**. Ignoring these contextual factors could lead to inaccurate conclusions or the misapplication of findings across culturally distinct populations.

Moreover, acknowledging the interplay between demographic variables and cultural context has important **practical implications**. Policymakers, sport event organizers, and social program developers can use this knowledge to design initiatives that are sensitive to age and gender dynamics within specific communities. For example, interventions aimed at enhancing social participation through sports can be tailored to **engage women more effectively**, or to leverage the social influence of middle-aged participants who may serve as community leaders or role models.

In summary, these results emphasize that while age and gender may not universally dictate social outcomes, they **retain considerable explanatory power** within certain cultural settings. This underscores the need for **contextually informed analyses** and the careful consideration of cultural, social, and demographic factors when evaluating the broader social impact of sporting events and other communal activities

The tournament strengthened my friendships and social relationships with community members	male	242 %78.1	55 %64.0	10 %66.7	2	7.62	0.02	%14
	female	68 %21.9	31 %36.0	5 %33.3				

As for paragraph (5), the differences were statistically significant in favor of the corresponding sample members, with an effect size of (13%), through the vertical ratios that show the differences between the sample responses between the two categories of the variable. These results are consistent with the study of Al-Atrash (2014), which showed that the level of social relations among males is better than among females. This is due to the fact that males are more mixed and harmonious than females, and they also practice sports activities more, in addition to the influence of customs and traditions that limit women's participation in social relations, and thus social relations are limited to women. Males compared to females. To be sure; The results contradict a study (Hautbois et al., 2020), which confirmed that social influence does not depend on demographic factors such as age, gender, and length of residence.

As for paragraph (5), the results revealed **statistically significant differences** in favor of the corresponding sample members, with an **effect size of (13%)**, indicating a moderate level of influence. This percentage reflects meaningful differences in the sample's responses between the two categories of the studied variable, as shown through the **vertical ratios** used in the statistical analysis. These differences suggest that one group—most likely males—demonstrated higher levels of social interaction or influence compared to females, confirming a gender-based variation in social relations related to the studied phenomenon.

These findings are in **agreement with the study of Al-Atrash (2014)**, which indicated that males generally display a higher level of social relationships than females. This can be attributed to several socio-behavioral and cultural factors. Males, by nature and through social upbringing, are often **more engaged in collective activities**, both in sports and in social contexts, which facilitates a higher degree of interaction and communication. They are more inclined to build and maintain broader social networks through their continuous participation in athletic, professional, and public events.

In contrast, females tend to experience **more social restrictions** due to cultural norms and traditional values that limit their participation in public social life. In many societies, women's roles are still closely tied to family and domestic spheres, which narrows their opportunities for interaction beyond familiar environments. Consequently, their social networks are smaller and more homogeneous compared to those of males. This explanation aligns with sociological theories suggesting that **social capital accumulation** differs between genders due to differing levels of mobility, participation, and social exposure.

Moreover, the dominance of **traditional customs and cultural expectations** in certain communities continues to reinforce gender-specific boundaries in social behavior. These social structures encourage men to engage in public and sports-related activities that enhance communication skills, teamwork, and mutual support—attributes that strengthen social relationships. On the other hand, women's social participation remains somewhat constrained by these same traditions, leading to a measurable gap in the perceived and actual quality of social relations between the two genders.

However, it is essential to note that the current results **contradict the findings of Hautbois et al. (2020)**, whose research suggested that **social influence is independent of demographic factors** such as gender, age, or duration of residence. Their study emphasized that social influence arises primarily from **psychological and environmental factors**, such as individual motivation, sense of belonging, and engagement in collective experiences, rather than from inherent demographic differences.

This contradiction highlights the importance of **contextual and cultural differences** in interpreting research outcomes. The findings of the present study likely reflect the **socio-cultural environment** in which it was conducted—a setting where gender roles are still distinctly defined, and where male-dominated participation in social and sports activities remains the norm. In contrast, Hautbois et al. (2020) conducted their study in a **more socially liberal and inclusive context**, where opportunities for participation and social interaction are more evenly distributed between genders.

Therefore, the observed statistical differences in this paragraph underscore the interplay between **culture, gender norms, and social engagement**, affirming that the nature and strength of social relationships cannot be universally interpreted without considering the **cultural and societal frameworks** within which individuals operate.

Regarding paragraph (5), the results showed statistically significant differences in favor of the corresponding sample members, with an effect size of (13%), indicating a moderate impact on the studied variable. These differences can be attributed to the vertical ratios that reflect the variation in the responses of the sample members between the two categories of the variable, which clearly demonstrates a difference in the level of social relationships between males and females.

These findings are consistent with the study of **Al-Atrash (2014)**, which confirmed that the level of social relationships among males is higher compared to females. This is due to the fact that males are generally more open and interactive with others, in addition to their greater participation in sports and social activities that provide broader opportunities for communication and social engagement.

Furthermore, cultural and social traditions in many societies still restrict women's opportunities to build broad social networks beyond the family or immediate environment, resulting in more limited social relationships compared to men, who enjoy greater mobility and more involvement in community activities. This reinforces the socio-cultural explanation for the statistical differences observed in this paragraph.

However, it should be noted that these results **contradict** the findings of **Hautbois et al. (2020)**, who confirmed that social influence does not depend on demographic factors such as age, gender, or length of residence. Instead, it is influenced by psychological, behavioral, and network-related factors linked to the nature of individual relationships and social interactions within the surrounding environment.

Therefore, it can be said that the difference between the two studies reflects the variation in the cultural and social contexts in which each was conducted. While the current study's results reflect a society still heavily influenced by customs and traditions shaping social relationships, the study by Hautbois and colleagues was based on a more open and liberal environment, where gender has a less significant effect on forming social connections.

Furthermore, **cultural and social traditions** in many societies continue to **restrict women's opportunities** to form broad social networks beyond the family or their immediate environment. These restrictions often stem from long-standing norms regarding gender roles, expectations for women's behavior, and limitations on their participation in public, professional, or recreational spaces. As a result, women tend to maintain **smaller, more homogeneous social circles**, while men, in contrast, enjoy **greater mobility, freedom of interaction, and more active involvement in community, social, and professional activities**. Men's enhanced opportunities for engagement in sports, work, and public events allow them to develop wider and more diverse social relationships, which is reflected in the higher social interaction scores observed in this study. These socio-cultural dynamics provide a compelling explanation for the **statistically significant differences** observed in the paragraph, emphasizing how gendered social roles continue to shape patterns of interaction and influence within specific societal contexts.

However, it is important to note that these findings **contrast with the results of Hautbois et al. (2020)**, which concluded that **social influence is not dependent on demographic factors** such as age, gender, or length of residence. According to Hautbois and colleagues, social influence is primarily shaped by **psychological characteristics, individual behaviors, and network-related factors**, including the quality and nature of personal

relationships and social interactions within a given environment. Their findings suggest that the ability to exert or experience social influence is determined more by **individual and relational dynamics** than by structural demographic variables.

The divergence between the results of the current study and those of Hautbois et al. can be largely attributed to **differences in cultural and social contexts**. The present study was conducted within a society where **traditional customs and social norms remain strong**, particularly in defining gender roles and social participation, which directly affects how men and women form and maintain social relationships. In contrast, Hautbois et al. conducted their study in a more **liberal and socially open environment**, where cultural constraints on gender are minimized, allowing men and women **equal access to social networks** and reducing the impact of gender on social influence.

Therefore, the discrepancy between the two sets of findings highlights the **critical role of context** in social research. It demonstrates that demographic variables such as gender may be **highly influential in societies where cultural traditions strongly regulate social interaction**, while in more egalitarian and open societies, their effect may be negligible. This underscores the importance of considering **socio-cultural frameworks, norms, and environmental factors** when interpreting the impact of demographic characteristics on social behavior, as well as the need to **avoid generalizing findings** across differing societal contexts without accounting for these influential variables.

The tournament increased my interaction and communication with my community	male	255	42	10	2	7.21	0.03	%13
		%77.3	%61.8	%76.9				
	female	75	26	3				
		%22.7	%38.2	%23.1				

Conclusions:

Hosting the 2022 FIFA World Cup in Qatar has proven to have multiple positive social impacts on the State of Qatar and Qatari society (and Arab residents as well). Hosting the World Cup in Qatar had a direct impact on the city's image and enhanced community pride in it. In addition, This hosting contributed to the belonging of all segments of society, especially Arab residents, and strengthened the interaction and cohesion of Qatari society. On the other side; The results of the study confirmed an increase in the level of sports participation among citizens and residents of the State of Qatar after the World Cup.

Appendices

First: The final social impact measure

m	Phrase
1	The World Cup (WC) provided entertainment to the community
2	القWC brought excitement to the community
3	The WC strengthen my friendship in my community
4	The WC increased my sense of my belonging in various community group
5	The WC increased my social interactions with my community
6	The WC reinforced cohesion of Qatar community
7	The WC promoted the culture diversity of Qatar
8	The WC residents with the chance to meet new people
9	Qatar gained positioning recognition by hosting the WC
10	The WC gave opportunities to show case Qatar
11	Outsiders knew more about Qatar by attending the WC
12	The WC made Qatar a model for the societal state and strengthened fraternal bonds between citizens and fans
13	The WC enhanced the recognition of Qatar internationally
14	The WC enhanced pride of Qatar residents
15	The WC enhanced the sense of being part of Qatar community
16	The WC provided an incentive for the preservation of the local culture
17	The WC reinforced community spirit

Second: A measure to enhance participation in the FIFA World Cup tournaments in a final format

m	Phrase
1	The WC has played a role in my life and desires
2	My sporting identity was realized when I participated as a World Cup fan
3	I believe that the WC is committed to using its profits to support Qatar
4	Hosting the WC contributed to raising the level of the economy of Qatar
5	I think that Qatar benefited from sponsorship of the World Cup
6	My attendance at the WC enhanced the possibility of attendance at the upcoming WC
7	I would recommend others to attend the upcoming WC
8	I usually share my positive impressions of the tournament with others
9	The WC increased the understanding of the other culture and societies of visitors
10	The WC increased my interest in international sport events
11	The WC increased opportunity to inform hosting community in the world

References

- Abdalah, A. H., & SalehRadhiAmesh, H. S. M. (2024). THE EFFECT OF USING HIGH INTENSITY EXERCISES (HIIT) IN THE LACTIC ACID INDEX IN THE BLOOD AND THE DEVELOPMENT OF SPEED ENDURANCE IN SOCCER REFEREES. *International Development Planning Review*, 23(1), 176–190.
- Abdulhassan, G. A., Hadi, A. A., & Hussein, H. K. (2020). The effect of special exercises pursuant to strength reserves on maximum strength and top of electric activity of muscles *Emg* Of weightlifters. *International Journal of Psychosocial Rehabilitation*, 24(8), 13697–13705. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85088532635&doi=10.37200%2FIJPR%2FV24I8%2FPR281357&partnerID=40&md5=f784b3a35b7cd348514e94fbe16fdac7>
- AbdulsalamWaheeb, A., Tawfeeq, M. I., Raheem, B. A., & Dakheel, H. O. (2024). COMPARISON OF THE PERFORMANCE OF THE FOREHANDKICK (STRAIGHT AND ACCOMPANIED BY FORWARD ROTATION) IN TERMS OF ACCURACY AND SPEED AMONG THE PLAYERS OF THE NATIONAL TEAM (ADVANCED CATEGORY) IN TENNIS. *International Development Planning Review*, 23(1), 138–148.
- Ahmed Fadhil Farhan Mohammed Jawad Kadhim, G. M. S. (2016). THE EFFECTIVENESS OF INJURY PREVENTION PROGRAM ON REDUCING THE INCIDENCE OF LOWER LIMB INJURIES IN ADOLESCENT MALE SOCCER PLAYERS. *Injury Prevention*, 22(Suppl 2), 346. <https://www.proquest.com/openview/fd995719bc359d2e05fa6fe346bed0f6/1?pq-origsite=gscholar&cbl=2031963>
- Ahmed, Bouskra, Jalal, Mernez Mohamed. (2019). The role of sports media in covering competitions and sporting events - a field study at the level of students at the Institute of Science and Technology of Activities and Sports and Sports, Al-Masila. *Sports Creativity Magazine*, 10.
- Al-Ali, A., & Abdulzahra, S. (2024). A COMPARATIVE STUDY OF THE AMOUNT OF FORCE EXERTED ON THE GROUND AND THE TIME OF PROPULSION IN THE VERTICAL AND HORIZONTAL JUMPING TESTS FROM STABILITY USING A FOOT SCAN DEVICE. *International Development Planning Review*, 23(1), 163–175.
- Al-Atrash, Mahmoud. (2014). Social relations among students of the Faculty of Physical Education at An-Najah National University. *An-Najah University Research Journal: Human Sciences*. 28(7),-15321549.

- Al-Bakri, A. H., & YasirWajeethQaddoori, D. H. (2024). THE EFFECT OF EXERCISES USING A MINI SQUASH COURT ON IMPROVING SOME MOTOR ABILITIES AND LEARNING SOME BASIC SKILLS FOR PLAYERS AGED 10-12 YEARS. *International Development Planning Review*, 23(1), 257–272.
- Al-Darushi, Abdul Rahim (2020). Omanis’ attitudes towards hosting sporting events in the Sultanate of Oman. *Journal of Sports Science and Arts*, 4(37), 90-122.
- Al-Emadi, A., Kaplanidou, K., Diop, A., Sagas, M., Le, K. T., & Al-Ali Mustafa, S. (2017). 2022 Qatar World Cup: impact perceptions among Qatar residents. *Journal of Travel Research*, 56(5), 678-694.
- Ali, Y. S., Abdulhussein, A. A., & Jassim, A. H. (2023). EMPLOYMENT OF RESISTANCE EXERCISE IN ACCORDANCE TO VARIABLE BIOMECHANICAL MARKERS TO DEVELOP THE STRENGTH AND THE SPEED OF ARM MUSCLES OF WATER POLO PLAYERS. *International Development Planning Review*, 22(2), 589–605.
- Antoniou, A. (2011). Resident perceptions toward the social impacts of a mega sport-event: The case of the FIBA EuroBasket 2011 in Vilnius, Lithuania, Thesis at the Arizona State University.
- Balduck, A.-L., Maes, M., & Buelens, M. (2011). The social impact of the Tour de France: Comparisons of residents’ pre- and post-event perceptions. *European Sport Management Quarterly*, 11(2), 91-113.
- Bdulkarim, D. H. (2024). THE EFFECT OF KI-HARA EXERCISES ON DEVELOPING MUSCLE STRENGTH, FLEXIBILITY OF THE UPPER LIMBS, AND ACCURACY OF PERFORMING THE SMASHING SKILL FOR VOLLEYBALL PLAYERS. *International Development Planning Review*, 23(1), 205–214.
- Ben Wazza, Khadija, Garghout, Atika. (2018). The relationship between national identity and citizenship [published doctoral dissertation]. Valley University. *Al-Sarraj Magazine in Education and Community Issues*.
- Biscaia, R., Trail, G., Ross, S., & Yoshida, M. (2017). A model bridging team brand experience and sponsorship brand experience. *International Journal of Sports Marketing and Sponsorship*, 18(4), 380-399.
- Peter ,Berry (2021). difference-between-citizen-and-permanent-resident <https://ar.strephonsays.com/difference-between-citizen-and-permanent-resident>

- Boykoff, J. 2020. NOlympians: Inside the Fight against Capitalist Mega-Sports in Los Angeles, Tokyo and Beyond. Nova Scotia: Fernwood.
- Chalip, L. (2006). Towards social leverage of sport events. *Journal of Sport Tourism*, 11(2), 109-127.
- Chalip, L., Green, B. C., Taks, M., and Misener, L. (2017). Creating sport participation from sport events: Making it happen. *Int. J. Sport Policy Polit.* 9, 257–276. doi: 10.1080/19406940.2016.1257496
- Chankuna, D. Socio-Economic Impacts of FIFA World Cup Qatar 2022: A Study in Chon Buri Sports City Residents. *Preprints.org* 2022, 2022120285. <https://doi.org/10.20944/preprints202212.0285.v1>
- Chappelet, J. L. (2014). Managing the size of the Olympic Games. *Sport in society*, 17(5), 581-592.
- Deccio, C., & Baloglu, S. (2002). Nonhost community resident reactions to the 2002 Winter Olympics: The spillover impacts. *Journal of Travel Research*, 41(1), 46-56. doi: 10.1177/0047287502041001006
- Deepa Kylasam Iyer & Francis Kuriakose. (2022), *Mega-events and Impact on Social Citizenship. Mega Events, Urban Transformations and Social Citizenship: A Multi-Disciplinary Analysis for An Epistemological Foresight* (1st ed.). Routledge. <https://doi.org/10.4324/9780367625726>
- Djaballah, M., Hautbois, C., & Desbordes, M. (2015). Non-mega sporting events' social impacts: a sensemaking approach of local governments' perceptions and strategies. *European Sport Management Quarterly*, 15(1), 48-76. <https://doi.org/10.1080/16184742.2014.1000353>
- Easa, F. A. W., Shihab, G. M., & Kadhim, M. J. (2022). the Effect of Training Network Training in Two Ways, High Interval Training and Repetition To Develop Speed Endurance Adapt Heart Rate and Achieve 5000 Meters Youth. *Revista Iberoamericana de Psicologia Del Ejercicio y El Deporte*, 17(4), 239–241.
- Elahi, A., Gholampour, S., & Askarian, F. (2021). The Effects of Sports Mega-Events on Host Communities: A Systematic Review of Studies in Three Recent Decades. *Sports Business Journal*, 1(1), 13-30.
- Fairley, S., Cardillo, M. L., & Filo, K. (2016). Engaging volunteers from regional communities: Non-host city resident perceptions towards a mega-event and the opportunity to volunteer. *Event Management*, 20(1), 433-447. <https://doi.org/10.3727/152599516X14682561070836>
- Hamza Muhammad Al-Bahadli, S. A.-Z., & Ali Al-Tamimi, P. D. A. F. (2022). The effect of a rehabilitation program for rhomboid muscles (shoulder) and fibrous strain on young

- and advanced wrestlers (Free and Roman). *International Journal of Research in Social Sciences & Humanities*, 12(02), 150–176. <https://doi.org/10.37648/ijrssh.v12i02.010>
- Jawad Kadhim, M., & Salman Ahmed, W. (2016). Evaluating Training Program Using Physiological and Biochemical, and Physical Indicators On National Artistic Gymnastics League For Men. *Journal of Physical Education*, 28(3), 116-129.
- Kadhim, M. J., Shihab, G. M., & Zaqair, A. L. A. A. (2021). The Effect of Using Fast And Direct Cooling after Physical Effort on Some Physiological Variables of Advanced Football Players. *Annals of the Romanian Society for Cell Biology*, 25(6), 10014-10020.
- Kazim, M. J., Zughair, A. L. A. A., & Shihab, G. M. (2019). The effect of zinc intake on the accumulation of lactic acid after cooper testing among football Premier league referees. *Sciences Journal Of Physical Education*, 12(5).
- Majid, S., & Jawad, M. (2023). Effect of consuming sodium bicarbonate on the numeric value of the accumulation of lactic acid levels in the blood after maximum physical effort between gymnastics and judo players. *Journal of Physical Education*, 24(4), 30.
- MANDOOBMAKKIATI, A., & ABED, Y. (2024). AN ANALYTICAL STUDY OF THE ORGANIZATIONAL CRISES FACING COACHES IN THE IRAQI FOOTBALL LEAGUE. *International Development Planning Review*, 23(1), 226–236.
- Mohsen, A. S., SabreenHamedShehab, A. J., & SakranHamza, J. (2024). DESIGNING AN AUXILIARY DEVICE AND ITS IMPACT ON LEARNING THE SKILLS OF ANGULAR SUPPORT AND OPEN SUPPORT FOR HANDSTAND PUSH-UPS ON THE PARALLEL APPARATUS IN ARTISTIC GYMNASTICS FOR BUDS. *International Development Planning Review*, 23(1), 273–285.
- Mohsen, Y. F., Makttof, A. M., Sami, M. M., Hikmat, T. Z., Hammood, A. H., Abed, N., & Abdulhussein, A. A. (2024). EVALUATING THE EFFECTIVE CREATIVE LEADERSHIP ROLE OF THE DEAN AND HEADS OF SCIENTIFIC DEPARTMENTS IN THE COLLEGE OF PHYSICAL EDUCATION AND SPORTS SCIENCES AL-MUSTANSIRIYAUNIVERSITY. *International Development Planning Review*, 23(1), 321–337.
- Mondher, H. A., & Khalaf, S. Q. (2023). The Effect of Compound Exercises with the Intense Method and the Training Mask on the Development of Some Physical Abilities and the Level of Skillful Performance of Futsal Players. *Pakistan Heart Journal*, 56(01), 310–323.

- Mousa, A. M., & Kadhim, M. J. (2023). NMUSING AN INNOVATIVE DEVICE TO IMPROVE THE EFFICIENCY OF THE ANTERIOR QUADRICEPS MUSCLE OF THE INJURED KNEE JOINT AFTER SURGICAL INTERVENTION OF THE ANTERIOR CRUCIATE LIGAMENT IN ADVANCED SOCCER PLAYERS. *Semiconductor Optoelectronics*, 42(1), 1504–1511.
- Muwafaqobayeskhudhair, S. A. (2024). PSYCHOLOGICAL HESITATION AND ITS RELATIONSHIP TO SOME OFFENSIVE SKILLS (TACTICAL ASPECT) AMONG YOUTH PLAYERS UNDER (19) YEARS OF AGE IN FOOTBALL. *International Development Planning Review*, 23(1), 191–204.
- Naif, A. S., & Hussein al-Maliki, D. M. A. (2020). the Effect Karplus Model in Cognitive Achievement and Learning Passing Skill in Soccer for Secondary School Students. *International Journal of Research in Social Sciences and Humanities*, 10(2), 385–394. <https://doi.org/10.37648/ijrssh.v10i02.039>
- Najy, S. A., & Ali, Y. S. (2021). Motives for physical activity of high school students in Baghdad. *Sciences Journal Of Physical Education*, 14(5).
- NaseemJoudah, G. (2024). CONSTRUCTING AND STANDARDIZING DIMENSIONS OF SUSTAINABLE DEVELOPMENT: A PERSPECTIVE FROM BEARERS OF THE WOODEN BADGE IN IRAQ. *International Development Planning Review*, 23(1), 286–300.
- Salih, I. H., Yaseen, A. M., Naseer, K. J., Attieh, A., & Kadhim, M. J. (2024). THE IMPACT OF COMPETITIVE SPEED EXERCISES ON JUNIOR BOXERS' EFFECTIVENESS OF SKILL PERFORMANCE AND COUNTERATTACK SPEED. *International Development Planning Review*, 23(1), 149–162.
- Salman, S. M., KADHIM, M. J., & SHIHAB, G. M. (2022). The effect of special exercises in the rehabilitation of the shoulder muscle for the youth wrestling category. *International Journal of Early Childhood Special Education*, 14(5).

ZidaneHmood, M., Hamza, M. K., & Ahmad, S. A. G. (2024). THE EFFECT OF PLYOMETRIC EXERCISES ACCORDING TO SOME BIOMECHANICAL VARIABLES IN DEVELOPING THE PERFORMANCE AND ACCURACY OF PASSES IN SOCCER FOR YOUTH. *International Development Planning Review*, 23(1), 301–320.