

> Thursday 15th October, 2020 – 2 > 3.30pm

ICOR RESEARCH SEMINAR



EMPOWERING CHANGEMAKERS FOR A BETTER SOCIETY

RESEARCH SEMINAR

“Seeing Through the Lens of Event Stigma: Media Evaluations of Football Referees in the Aftermath of Calciopoli” by Marco CLEMENTE, IÉSEG School of Management



ABSTRACT

We study how event stigma can shape the evaluation of the conduct of actors at the field-level. Specifically, we argue that in the aftermath of a traumatic event, event stigma breeds skepticism in a generalized fashion, so that all actors within the field should face more contestation. Moreover, we expect high-status actors to face a larger increase in the contestation levels compared to low-status ones because event stigma is associated with a generalized loss of trust, which is especially damaging to high-status actors. Finally, we argue that event stigma will translate into a stronger preference for monitoring and control; as a result, perceived failures to act (omissions) will face particular contestation, and especially so in the case of high-status actors. A study of media coverage of Italian football referees' decisions before and after the 2006 Calciopoli scandal provides support for our arguments.



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