The role of social media in the development of kite surfing as a sport

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Master Thesis

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Preface

Before you lies a master thesis which is the result of a study into the role of social media in the development of kite surfing as a sport. The path in order to graduate the Master Leisure Studies has not been easy because of different conditions, but perhaps that has also made it more instructive. A year ago I never thought I would manage this study because of some circumstances, but now I have proven that it is possible.

The reason why I have chosen this topic is because I am very interested in sports. I am quite a sporty type. Salsa Dancing is something I enjoy doing and I often go walking with my dog. Besides that I am mainly concerned with individual sports such as skating, running, snowboarding, diving and I love to go sailing. After visiting the presentations about the subjects of sports, the topic life style sports really appealed to me. I had already seen the upcoming sport kite surfing and tried it once, therefore it seemed very interesting to research that subject.

Without the support and help of others I would not have succeeded in this study. Therefore I wish to thank a few people. First van der Poel, Hugo, my supervisor, and Wisse, Ester my other supervisor, thank you for your help, suggestions, time and flexibility. You were always there for me and I appreciate that very much. I am also very grateful to Regina for investing her time and reading my Master Thesis with her critical eye!

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Summary

Individual sports, such as kite surfing, have emerged in the Netherlands (De Haan & Breedveld, 2000). In contrast to the organized sports, lifestyle sports have an image of freedom (Wheaton, 2003). Lifestyle sports have emerged in the eighties and nineties of the 20th century. Previous research (Smits in Lucassen & Wisse, 2011) shows that kite surfing has several characteristics that, according to Wheaton, belong to lifestyle sports (2004). Examples of this are the excitement of the sport, the risk in the interaction with the wind, and the flexible lifestyle which is necessary because it is unpredictable when the wind comes up. These elements make kite surfing an example of a lifestyle sport.

Sports have been subject to a major development. The rise of modern sports finds its origin in the period of 1800-1900, which is called the modern age. Before that time, there were activities with their own rules, or no rules at all. Then the arrival of modern sports came, in which the activity developed sport characteristics. This process is called the sportification process according to Elias and Dunning (1986). Kunnen (2002) describes that the sportification process is not only the development of activities to sports, but that it is an expression of a general modernization process which exists on the basis of three long-term processes. These three long-term processes are differentiation, rationalization, and commodification (Kunnen, 2002).

Media always played an important role in the sportification process. Previously, in the modern age, there were old media such as newspapers, magazines, television and the radio. After that came Web 1.0, but that consisted mainly of information to which visitors could not respond. This began to change when Web 2.0 came into existence. Web 2.0 was more focused on interactivity, multimedia and more group-oriented (O'Reilly, 2005). The new media give a lot of attention to the new lifestyle sports. Research has shown that lifestyle sports often make use of new social media (Lucassen & Wisse, 2010). The new media provides opportunities for more openness to let participants communicate about their sports, to ensure that the content can be established, and that interaction can take place.

This study researches whether these new forms of sports also developed sports characteristics, which developed through the sportification process. It also looks into whether the sport is perceived as a (lifestyle) sport, or that kite surfing is something totally new. Finally it will also research what the role of the new social media is within that development.

The central research question in this study is as follows: *What is the role of social media in the development of kite surfing as sport?* The central aim of this study is *to get insights in the role of social media in the development of kite surfing as a sport.*

This study has scientific and social relevance. The scientific relevance of this study, is that it will show the role of social media in the development of kite surfing as the sport it is today. This study also contributes to the theory development concerning the concept sportification.

The social relevance lies in the value of the results of how sport participants use the social media and whether this has an influence on kite surfing as a sport. The outcomes of this study will provide useful information for creators/initiators. Through to this study, these creators/initiators can get an idea of who is using the social media and may respond by making people more interested in kite surfing.

This study uses qualitative research and makes use of three methodological approaches to get insight in the sportification process. In order to make the three processes visible, indicators have been assigned to each process. First literature is used to gain an insight in the history of the development of sports. Secondly, the multimedia document analysis is used mainly to get a general insight and understanding of the role and use of social media, in which the structure and content of social media play an important role. In order to analyze the multimedia document the focus must be on three c's. Content, contact and creation. Lastly, face to face interviews are conducted in order to provide an insight in what the respondents' experiences are with the contributions of social media in developing kite surfing as a sport. The unit of analysis of this study are all kite surfers who use social media. Kite surfers are first observed via the multimedia document analysis, then they are approached via the social media and subsequently snowball sampling is used in order to interview respondents who are unknown to the researcher. Fourteen interviews were conducted amongst kite surfers who use social media.

The sportification process consist of three processes, namely differentiation, rationalization and commodification. As mentioned before each process received indicators in order to make the processes visible. The indicators of the differentiation process showed that kite surfing includes several rules, both written and

unwritten rules. Related sport federations to kite surfing are the NKV, NVWK, the Water Sports Association, KNRM and the NOCNSF. Kite surfing schools and the sport federations are seen as sport clubs, however these sport clubs are organized differently than other sport clubs. Kite surfing also includes competitions. Records and reports of these competitions are maintained on kite surf forums and there is one official website (IKA) which has the official world ranking list.

The indicators of the rationalization process showed that rules have not really changed, only rules about where kite surfing is allowed were added and some rules about competitions have changed. Material progress in terms of safety is seen and besides that there is also material development for each discipline to ensure that performance increases for each discipline. Developments are still made, but in the field of making materials more perfect in order to increase performance and in the field of safety. Training programs are also introduced. Kite surfing schools offers training programs for beginners, professionals and to learn specific techniques or tricks. Training videos at social media are also introduced, but it can be questioned whether this is the best manner to learn kite surfing because there is no guarantee that it is safely explained. Because of the innovations, both of the material and the introduction of training programs, kite surfing is becoming more accessible, which also contributes to the improvement of professionalism. Therefore it was also possible to organize international competitions.

The commodification process with its indicators showed that kite surfing is commodified due to the social media which is used frequently by participants and the social media which spend more attention to kite surfing. Commercial parties, such as radio, advertisement and television were previously important, but this has been taken over by the social media. The media contributed to the fact that a commerce was built around kite surfing where a lot of money is involved. Kite surfing has a clear identity to the respondents, most of them adjust their lifestyle to kite surfing. It is seen that most of the respondents use primary related products, such as a board, kite and wetsuit. Other 'cool' products are also bought but are not necessary. Most of the respondents stay loyal to a brand because the quality is good. These products are sold both on the internet and in shops, which depends on the preference of the respondent. Sponsorship is recognized on the internet and is very important for professionals. Sponsorship is reciprocal, it is commercial and it is also important that these brands are available to the sport, because then there is money which allows the sport to do things such as organize competitions and train for these competitions. It can be said that social media enhanced the commodification process.

Media always played an important role in the development of sports. Old media forms are replaced by new forms of media in which interactivity plays an important role. Social media, with the three c's (content, contact and creation), is very important for kite surfing. Kite surfers use social media mostly to get informed about the sport, for instance about weather conditions, events and materials. Due to social media kite surfing has become more accessible. People have the possibility to know more about kite surfing through, for instance, the videos on the internet, and they are therefore more involved and interested. Social media is an easy and cheap manner to reach many people in comparison to old media forms. Competitions also make more use of the internet. An example is a live stream in which people can watch a competition directly. Professional kite surfers also use social media in order to promote themselves. Without social media kite surfing would still exist, however due to new social media forms people have the possibility to get involved and that makes the sport more accessible.

To conclude, it can be said that the indicators made the processes visible and they showed that the three processes (differentiation, rationalization and commodification) of the sportification process have occurred, which proves that the sportification process has occurred in kite surfing. Kite surfing has developed into a sport according to the theory. Besides that the respondents also confirmed that they perceive kite surfing as a sport. Respondents consider kite surfing a sport because it requires heavy physical exertion, pushes boundaries, needs professional practice and even gets involved in the Olympics. Lastly, a time line was also made, which summarizes the most important developments which are known that are related to kite surfing from 1977 until 2012. The time line also confirmed that kite surfing has developed into a sport. This can be said because the time line, displays a summary of the sportification process, which shows that all indicators of the three processes of the sportification process have become visible.

The rationalization and commodification process has most developed because all indicators have become clearly visible. The differentiation process shows that two indicators, sports clubs and member of sports club, did not become very visible. This is because it is an individual sport in which there is no practice, for example, two times a week because the sport is dependent on the weather conditions. There are sport clubs that offer facilities and that are places for social engagement in which it is not necessary to be a member. Because this

sport is organized differently, the indicators become less clear. However this is also seen in other sports such as in tennis and in golf, in which for instance a canteen is rented for social engagement. Looking at the social media, it has the most influence on the commodification process. Kite surfing is commodified due to the social media, professionals use social media in order to promote themselves. Sponsors are also using social media because they can reach many people and costs are low. Of course, due to social media kite surfing has becoming more accessible. The social media is available for everyone which ensures that people can obtain information, meet each other and can place, for instance, videos on the social media. The accessibility has contributed to more practitioners and therefore other developments such as rules, competitions, material progress and the introduced training programs. However, these developments might otherwise also have occurred but perhaps not as fast.

1. Introduction

1.1 Introduction

Kite surfing is an activity that has emerged in the Netherlands quite rapidly over the last 10-20 years. More and more, especially when there is strong wind, large, brightly colored kites appear on the horizon at the so called kite surf spots (spots where it is allowed for kite surfing) along the sea coasts and on the great lakes (Smits, 2011). Kite surfing is a relatively new activity which came over from Hawaii to the Netherlands in the late nineties (Smits, 2011). Kite surfing is the fastest growing water activity in the Netherlands and a rapid development can be seen in the material as well (Smits, 2011). According to the Nederlandse Kitesurf Vereniging (2012), there are 10.000 active kite surfers in the Netherlands nowadays. 2.000 of those active kite surfers are affiliated with the Dutch kite surf association.

The rise of modern sports finds its origin in the period of 1800-1900, which is called the modern age. Before that time, there were activities with their own rules, or none at all. Then the arrival of modern sports came, in which the activity develops sport characteristics. This process is called the sportification process. The period that followed is called the postmodern era (Gauntlett, 2002), in which new forms of sports arose. These new sports had sport characteristics but were different than traditional sports, these new sports were called extreme sports or lifestyle sports. It has been said that kite surfing is an individual sport (De Haan & Breedveld, 2000) and according to Wheaton (2004) kite surfing belongs to the lifestyle sports because it includes several characteristics of that sport genre. However, to see whether kite surfing has developed sport characteristics and thus can be considered as a sport, the sportification process with the role of the media is important. The media have always played an important role in the sportification process. Previously, in the modern age, there were old media such as newspapers, magazines and the radio. After that came Web 1.0, but that consisted mainly of information to which visitors could not respond, and therefore

information channeled through Web 1.0 was one-way traffic (O'Reilly, 2005). This began to change when Web 2.0 came into existence. Web 2.0 was more focused on interactivity, multimedia and was more group-oriented (O'Reilly, 2005). This fits into the trend of the increased use of social networks. Throughout the Netherlands, an increase in the use of social networks can be seen. 91 % of people between 16 and 25 years old are using social networks like Hyves, Facebook, and Twitter. When people get older, a decrease is seen, 50% of the Dutch population between 25 and 55 years old are using social networks and 30% of the people between 55 and 75 years old. In 2010, Hyves had 9.1 million members in the Netherlands and Facebook 3,4 million members (NRC Next, 2011). This new media is used to meet people, share experiences, make suggestions for good training locations, share videos, and to make appointments to sport together. Kellner (1995) describes that the media culture in all its forms provides many of the resources for identity, and that due to the new media sport participants can express themselves. The new media provide opportunities for more openness to let participants communicate about their sports, to ensure that the content can be established, and that interaction can take place.

This study will examine whether kite surfing can be appointed as a sport and whether this proceeded the same way as as it happened with the rise of sports like football, rugby, ice skating and tennis. This study looks at whether it is appropriate to appoint kite surfing as a sport and whether kite surfing has features in common with the regular, well-known sports. Besides that, some authors see kite surfing as a lifestyle sport, as mentioned before. If this study shows that kite surfing is a sport, but is nevertheless a little different than in other sports, the questions could be asked whether that is what makes it a lifestyle sport? This research is particularly interested in the role of the new, social media in the sportification process, because this type of media differs from the media in the days when football and cycling came up. How important are social media for the character of kite surfing as a lifestyle sport?

This study will research whether kite surfing has also developed sports characteristics through the sportification process, whether kite surfing is perceived as a (lifestyle) sport, or whether

kite surfing is something totally new. It will furthermore also research what the role of the new social media is within that development.

1.2 Problem definition

As mentioned before, more and more people in the Netherlands, including kite surfers, make use of social media. The media played an important role in the sportification process. Previously, media such as the newspaper and articles played an important role, but nowadays there are new forms of social media to connect with each other where interactivity can take place. Social media itself give a description of how they can be used, but there is little information about how participants of lifestyle sports are using social media and if this has an influence on kite surfing as sport. The central research question in this study is as follows: *What is the role of social media in the development of kite surfing as sport?* The central aim of this study is *to get insight in the role of social media in the development of kite surfing as a sport.*

1.3 Relevance of study

Scientific research into the role of social media in the development of physical leisure activities as a sport hardly exists. At the same time a rise of sports that occur outside the traditional range of sports is seen, which are called lifestyle sports. In the various lifestyle sports a development can be seen in which these sports incorporate elements of the traditional sports. This process is called the sportification process, in which the media played an important role. Therefore, the scientific relevance of this study, is that through this study the role of social media in the development of kite surfing as a sport today is shown. This study also contributes to the theory development concerning the concept sportification. Historically, media played a role in the sportification process. Unto 1990, these were mainly newspapers, magazines, radio and television. In the last two decades, new media

have arisen, and more interactive forms of media are used. This study examines the significance of these new media in the sportification processes, and the question whether these new media also allow new forms of sport.

The social relevance lies in the value of the results of how sport participants use the social media and whether this has an influence on kite surfing as a sport. Online communities are very important for organizations. It is no longer a question of whether an organization should participate in online communities, but how they should participate. The developments are very fast in the online world and online communities are an extremely influential medium, so that organizations can no longer afford to be absent herein (Geerdink, van Gansewinkel & Querl, 2011). Online communities can be used as a marketing instrument which offers great opportunities for both organizations and users (Armstrong & Hagel, 1996). The outcomes of this study will provide useful information for creators/initiators. Through to this study, creators/initiators can get an idea who is using the social media and may respond by making people more interested in kite surfing.

1.4 Outline of the Master thesis

The Master thesis will start with a theoretical chapter in which the supporting theory of this study will be explained. Subsequently, the methods used for this study will be explained in the methodology chapter. In chapter 4 the results will be described and finally the conclusions and discussions will be given.

2. Theoretical Framework

This chapter describes the various theoretical concepts which are important to study the role of social media in the development of kite surfing as a sport. This theoretical framework starts with a paragraph explaining the concept of lifestyle sports. When this concept is introduced, the concept of sportification process will be explained. Finally the concept social media will be elaborated and this chapter will end with the display of the conceptual model.

2.1 Lifestyle sports

New sports have emerged in recent decades which are labeled as alternative sports, extreme sports or lifestyle sports (Rinehart & Sydnor, 2003, Wheaton, 2004; Anthonissen & Sterkenburg, 2006). The term extreme sports mainly comes from the media, but is not always experienced by practitioners in that way (Wheaton, 2004), therefore this study speaks about lifestyle sports. Wheaton (2004), describes nine characteristics of lifestyle sports, which are displayed in table 1. According to Wheaton (2004), when a sport includes these characteristics, the sport can be considered as a lifestyle sport.

Kite surfing can be linked to the key characteristics of Wheaton (2004) and therefore kite surfing can be considered as a version of a lifestyle sport. According to Wheaton (2004), in recent decades sports are created as a whole new sports activity or the reform of an already existing activity. Kite surfing is a relatively new sport which has blown over in the late nineties of the 20th century from Hawaii to the Netherlands. Risk taking plays an important role according to Wheaton (2004), which is what lifestyle sports have in common. They also have in common that it often concerns personal freedom and that these sports are practiced individually, without physical contact. Kite surfing includes these characteristics, kite surfers are searching for the excitement and risk in the interaction of the wind, risk in the size of the kite and the skill and the weight of the surfer. In

addition, kite surfing is a difficult sport to learn and takes a lot in terms of time, effort and money

(Wheaton, 2003). Kite surfers also need to have a flexible lifestyle because it is unpredictable when

the wind comes up (Wheaton, 2003). Practicing kite surfing and buying consumption products which

are related to kite surfing, allows for the opportunity to create an own identity (Wheaton, 2004). Kite

surfers are aware that they belong to a particular group and enhance this with their social identities

(Jager & Mok, 1998). The social identity becomes clear by the different visual signs (Wheaton, 2003).

Visual signs are recognizable symbols, for kite surfers they are for instance thongs, sunglasses,

relaxed clothing, and beach parties. All these characteristics are associated with freedom, hedonism

and the anti-authoritarian lifestyle of kite surfers. Which is also a characteristic of Wheaton (2004).

"There is an ideology that stands for fun, hedonism, commitment, self-actualization, kicks, flow and

other intrinsic rewards. In most lifestyle sports, the emphasis is on creative, aesthetic appeal of the

sport. Often institutionalization, regulation and commercialization are rejected (Wheaton in Lucassen

& Wisse, 2011, p.17) ". Commerce is aware of this and responds by advertising in the sub-cultural

media.

Table 1: Nine key characteristics of lifestyle sports

1. In recent decades the sports are created either as completely a new sports activity or as the reformation of an already existing activity.
2. Within the lifestyle sports participation and doing it is of great importance. Presenting yourself is part of the experience.
3. The sports are related to the consumption of new products where innovation plays an important role. This has led to the diversification and fragmentation of culture and identity. This in its turn can lead to new leisure activities.
4. There is a huge commitment in time, money, lifestyle, joint expression, and collective social identity which is formed within certain sports or leisure activities.
5. There is an ideology that stands for fun, hedonism, commitment, self-actualization, kicks, flow, and other intrinsic rewards. In most lifestyle sports, the emphasis is on the creative, aesthetic appeal of the sport. Often institutionalization, regulation and commercialization are rejected.
6. The practitioners are predominantly middle class, white western people. Often a relationship is established with young people, however the age can vary greatly.
7. The sports have an individualistic character.
8. The sport are non-aggressive sports, without physical contact. Risk taking plays an important role.
9. The places where these sports are practiced, are generally suitable 'outdoor' areas where a certain lifestyle sport can be practiced without predetermined limits. For example mountains or the sea.

(Wheaton in Lucassen & Wisse, 2011)

In the period from 1800 to 1900, which is known as the modern age, sport as a phenomenon began to take the form we know today. Before that time, there were activities with their own, or no rules at all. Then the arrival of modern sports came, in which the activity acquired sports characteristics. For example the transition from unregulated to regulated activities and the organization of the activity in competitions, giving it the characteristics of a sport. This process is called the sportification process according to Elias & Dunning (1986). This was made possible by the improved infrastructure in which railways were built (Held, McGrew, Goldblatt & Perraton, 2004), by the formation of the (national) media, the improved (and faster) communication. An example of a sport which underwent the sportification process is ice skating. In Friesland, ice skating was already popular (Kunnen, 2010). In the 18th century competitions were organized by ice skating fanatics, who became the commissioners and the directors who are involved in the ice skating sport (Bijlsma, 1985). In 1840, the first regulated sports club was founded in Dokkum, which did not exist of members but existed of a management of sixteen gentlemen. The first sports club with members was founded in Leeuwarden in 1850. In the second half of the 19th century the sport went through the standard process of modernization which involves regulation, standardization and organization. Federations were created in the last quarter of the 19th century. Around 1880 there was a strong need for a national organization, both to unify the rules for competitions and also to have a central point of connections with foreign countries to enter international competitions. In 1881 a committee was formed, the main purpose was to organize international competitions in the Netherlands (Kunnen, 2010). These processes made ice skating the sport as we know it today. The concept ´sportification process´ was introduced by the sociologist Norbert Elias. The sportification process concerns the development of an activity into a sport and the modernization process of a particular sport. Norbert Elias saw the modernization of sports as a side effect of the society becoming more civilized. Many other researchers wrote about the transformation of leisure activities into the development of a sport (Van Bottenburg, 1994, Kunnen,

2002). Van Bottenburg (1994) described the sportification process as the transformation of an activity into a standardized sport, in which these sports receive international recognition, standardization and regulation. According to Kunnen (2002) the sportification process represents a process of the modernization of a sport and the development of activities into sports. Stokvis (1979) describes that industrialization and sportification can better be seen as aspects of a general modernization process.

The sportification process involves three main elements according to Kunnen (2002). The first element is differentiation. Sports activities have developed into autonomous segments that have uniformed rules and were generally recognized, which ensured that regulation took place. This was possible because organizations became representative at national and international levels. Organizations, and therefore the institutionalization, are of great importance in the autonomy of a sport. Professionalization must take place in order to call an activity a sport. Through professionalization, sport participants can specialize in one particular branch of their sport (Kunnen, 2002).

The second element is rationalization, meaning a focus on the working process. An element of focus on the working process is the innovation in medical and technical fields, such as using better materials. An interaction between innovation and commerce is seen. More and more innovations occur both medically and technically, therefore sport participants are able to improve their performance, which makes sports an interesting field to exploit commercially. Another aspect of rationalization is the rise of international sports contacts which lead to professionalization. Through having more sports contacts, the possibilities for international competition have increased, which also ensures more attractiveness for commerce. The final aspect of rationalization is to provide training opportunities to sports talents around the world. These talents are often lured by high salaries. This creates a growing gap between large organizations that have more opportunities than smaller organizations (Kunnen, 2002).

The third element of the sportification process is commodification (Kunnen, 2002). This element relates to the transformation of sports into a product which is suitable for mass consumption and for spectator sport. This element refers to the production and distribution of the sport to make it suitable for mass consumption. The sport is guided by principles which emerge from the market and where commercialization has taken place. Another important concept within the commodification is the media. Media refers to the marketability of the sport, in which the media distributes the information about the sports and thus contributes to make the sport more well-known and attractive. According to van Bottenburg (1994) the media has an increasingly important role in introducing new sports. Media can help in the global spread of the sport which is necessary for sportification (Van Bottenburg, 1994). According to Van Bottenburg (1994), originally the newspaper and magazine ensured that spread, followed later on by television and the internet.

These three elements interact and are closely connected. Due to the rise of international federations, competitions have become more attractive for commerce, which can lead to professional sports. The more attractive a sport becomes for the media, the more it can lead to more people practicing the sport.

2.3 Social media

The computer technology has provided a material basis for the use of social media and for an informational global economy during the last 25 years (Castells, 1996). New information technologies, by transforming the processes of information processing, act upon all domains of human activities and make it possible to establish endless connections between different domains, as well as between elements and agents of such activities. The culture of the virtual world has come into existence due to the new communication system. Due to the diversity of media and the possibility of targeting the audience, in the new media system, the message is the medium. Although media have become indeed globally interconnected, and programs and messages circulate in the

global network, we are not living in a global village, but in customized cottages globally produced and locally distributed. Although the dominant social logic is shaped by the virtuality, the space of flows, people live in the physical world, the space of places. People lose their sense of self and attempt to reclaim their identity in new forms (Castells, 1996).

According to Castells (1996), the computer technology has provided the rise of network society. This was possible because 1990 the world wide web broke through (O'Reilly, 2005). First, there was Web 1.0, which consisted mainly of information to which visitors could not respond, Web 1.0 was about one-way traffic. Fifteen years later, it slowly began to change, Web 2.0 was born, which was more focused on interactivity, group-oriented and multimedia (O'Reilly, 2005). The internet made a movement from monologue to dialogue, which was caused by the rise of social media. In the years that followed, more and more websites were created that provided little or no information itself, but are used as a platform for the users. Web 2.0 indicates the global network, in which people all over the world are connected online through social networks (O'Reilly, 2005). Examples of social network sites are Hyves, Facebook, and LinkedIn, on which people connect with each other online and where users can share photos and videos (Soucie, 2010). More recently, a new category of social networks such as blogs and micro blogs emerged. The blogs are used to write a complete post, right now the latest trend is the microblog, in which a small update is given, the most famous example of which is Twitter.com (Soucie, 2010).

Over the last few years, the use of social media as a form of communication has grown exponentially (Williams, 2011). This is confirmed by the Internet World Stats (2012). In 1995, there were 16 million internet users and now there are 2180 million internet users, of which 14,9 million are Dutch. From this enormous growth and the huge number of internet users may be inferred that the internet takes a very important place in human lives. According to van Berkel (2012), social media is a term which is indispensable in our society. Social media can be defined as "Conversations via the Internet that create value for users, customers and organizations" (Soucie, 2010). Van Berkel (2012) describes social media as a collective name for all internet applications with which it is possible to

share information in a user friendly and often convivial way. This does not only include information in the form of text, but also sound and image, which are also shared through social media websites. In other words, social media is media that allows for socialization with the environment in which one is situated (social-media, 2012).

In contrast to traditional media such as newspapers, articles, radio, and mail, network sites that use social media such as videos and photos have the possibility to interact (Soucie, 2010). Because social media is almost always free, it is used on a large scale. Social media can be used in many ways, through computers, phones and tablets. Staying informed and joining in the conversation can be done almost always and everywhere (Van Berkel, 2012). An example of social media is Facebook. Facebook allows members to communicate through posting messages, links and pictures on a user's personal wall. These postings can be published privately or publicly and they allow members to communicate almost immediately. Facebook members can also opt to join a variety of fan pages that promote a vast array of issues. Some of these fan pages are associated with businesses, news outlets, and advocacy groups. When information is posted on a fan page it also appears on the fans wall, again allowing for almost immediate communication. The fan pages also allow members to post comments and indicate if they like the information posted (Williams, 2011). These online communities are also described as an online place where people can discuss certain issues. Social media is a collective name for these online communities where users can share stories, knowledge and experiences (Wang & Fesenmaier, 2002).

Wheaton (2007) indicates that lifestyle sports are created by the media, what has already been mentioned before. Around lifestyle sports mass media and sub cultural media have developed. The media play an important role in certain forms of expressions which people bring to a sport. Individuals pay attention to how groups of people are portrayed in the media, in order to strengthen identification with a specific group to which they want to belong that suits their social identity (Harwood, 1999). Kunnen (2002) describes also that the media play an important role in the development of a sport. Sport participants are using the media altogether by utilizing online

technologies (Abrams, 2007). According to Abrams (2007), those spaces and mediums that encompass new media technologies operate as contested spaces, in which meaning, narrative, and representation are increasingly challenged by and from "the spectrum of constituencies" that form the sports media complex. According to Leonard (2009), virtual realities have blurred how teams and sporting institutions are relying on these new technologies in terms of marketing and field preparation. Crucial here is not simply that technological innovations have changed the landscape of sports media and culture, but rather those narratives, identities, and even the representational field of contemporary sports culture is contested through and because of new media. "As such, this issue tries to bridge the gap between old and new media, in which it is reflecting on the way in which new media cultures infect and affect players, teams, the mainstream media, and the broader sporting cultures" (Leonard, 2009, p.2).

The new media include everything from the internet and e-commerce, to the Blogosphere, video games, virtual reality, and other examples in which media technologies are defined by increased accessibility, fluidity, and interactivity (Jenkins, 2006; Silver & Massanari, 2006). Because of this, sport participants have the possibility to visit various sports web sites, participate in this fantasy, celebrate and criticize, and sign in on sporting cultures on blogs, participate in discussion groups and show videos. New media is not simply a constellation of new tools and technologies but rather a changing contextual landscape, a cultural terrain facilitated "by the television, the telephone, the telecommunications networks crisscrossing the globe" (Wark, 1994, p. 7).

New media has not simply replaced those traditional processes which are associated with sports media such as production, consumption, and representation. Traditional and new media interface, the media and technology are embedded in social and cultural relations and their operation and control involve matters of politics and history (Gray, 2005, p. 135). A distinction can be made between the types of media. The first one is the traditional media, such as television and printed media. The second is the new media that the internet offers. Kite surfers can choose between various kite surfing magazines, but they can also use the internet. Internet is used for

forums, uploading pictures and videos, get advice about the new materials or get information about the events. Kite surf forums are used for placing and responding to messages, post videos and photos and share experiences. The internet is used by kite surfers as a source for identification, in which they can create their sub cultural norm and status. In addition, the internet is also used to exchange information about kite surfing holiday destinations, birthday calendar and it is a place of support in case of accidents. Harwood (1999) states that individuals use the media to help create ideas about the position of groups of people who belong together in a society. Therefore, it can be said that subcultures are designed and spread by the media. Harwood (1999) describes that individuals look how groups are depicted in the media, in order to strengthen the identification of that specific group to which they want to belong and that meets their social identity. In other words, the media is used by individuals to enhance their own social identity and media can ensure that being part of any group of individuals becomes important. This contributes to the media playing an important role in forms of expressions that people give to a certain lifestyle (Wheaton & Beal 2003).
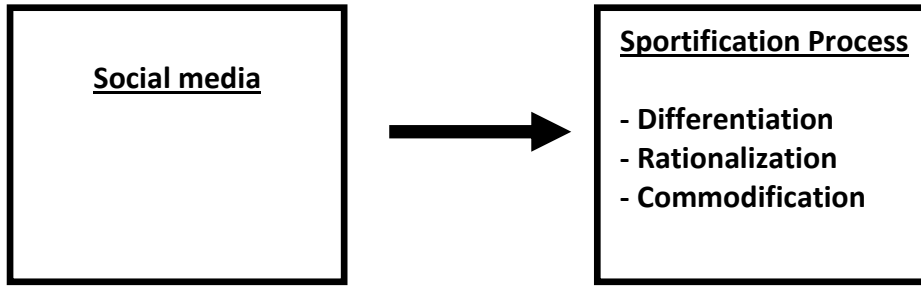
To summarize, the 21st century consists of a generation that grew up in a society that saw the rise and rapid development of new forms of media. The 21st century is a globalized economy, which never seems to stand still (Spangenberg & Lampert, 2009). The world seems increasingly smaller through globalization, and everything and everyone is, through social media, within narrow range. Through social networks, people are kept informed of what friends and relatives do, without leaving the house. Purchasing goods over the internet is also possible, which makes it hard for people to distinguish the virtual world from the real world in which we live. People seem to make individual decisions, but also want to belong to a group and share their lives through social media and blogs. Through these social media canals and blogs, people can emphasize their motives and interests, find like minded people and give a reaction to people with other ideals (Spangenberg & Lampert, 2009). Besides that, social media is also important for organizations. Organizations cannot stay behind and are forced to respond to the phenomenon online communities (Wang & Fesenmaier, 2002). But by becoming visible in the online world, this means that an organization has a vulnerable position. For

instance, anyone can say anything about a particular product and this information has a large scope. In addition, there are also opportunities. Through online communities, organization can come closer to consumers, have a direct exchange with the consumers and organizations can even be the subject of the online conversation (Geerdink, van Gansewinkel & Querl, 2011).

2.4 Conceptual model

This study will examine the role of new social media in the development of kite surfing as a sport. To see whether kite surfing can be considered as a (lifestyle) sport, the study looks at the three processes of the sportification process, differentiation, rationalization and commodification. Besides that, this study examines what the role of new social media is in these three sportification processes. Media has always played a role in the sportification process, first in the form of newspapers, magazines, radio, and television. It is expected that due to the rise of web 2.0, this will provide more interactive social networks. Lifestyle sport participants frequently use these new social media networks. The new social media is responding to this, for example by placing the weather online or placing a message on Facebook in order to inform people about an event. Lifestyle sport participants can immediately see if the weather is good or not or get information about events. Previous media did not have these options of interactivity in comparison with the new social media. Therefore the question can be raised whether these new forms of sport also develop sport characteristics and can still be seen as sport, whether it has a sport character and is perceived as a lifestyle sport or that it is something new. The conceptual model is shown on the next page.

Figure 1: Conceptual model

```
┌────────────────────┐          ┌────────────────────┐
│                    │          │ Sportification      │
│                    │          │ Process             │
│   Social media     │  ──────▶ │                     │
│                    │          │ - Differentiation   │
│                    │          │ - Rationalization   │
│                    │          │ - Commodification   │
└────────────────────┘          └────────────────────┘
```

Explanation conceptual model: This conceptual model does not display a regression, but shows that this study examines the role of social media within the three processes of the sportification process: differentiation, rationalization and commodification.

On the basis of the theory the following sub questions were established, which are described below. These sub questions were used to give an answer to the central research questions.

- *How did the sportification process go for kite surfing?*

    o *How did the differentiation process go for kite surfing?*

    o *How did the rationalization process go for kite surfing?*

    o *How did the commodification process go for kite surfing?*

- *What is the role of social media in the sportification process?*

    o *What is the role of social media with respect to content in the sportification process?*

    o *What is the role of social media with respect to contact in the sportification process?*

    o *What is the role of social media with respect to creation in the sportification process?*

3. Methodology

This method section will discuss the methodological approaches that was used in order to give an answer to the research question of this study. The chapter will elaborate on the research design, and about the way the data for the research was gathered. Subsequently, an operationalization of the key concepts will be presented. Finally, the last paragraph will explain how the obtained data was analyzed, in order to be able to write results and draw conclusions from this information.

3.1 Research design

The theoretical framework of this study discusses the theories which were required to answer the central research question. This study used a theory about the sportification process in which social media play an important role in the development of kite surfing as a sport. There was no scientific knowledge available about the role of social media in the development of kite surfing as a sport. The sportification process is a theory which was created many years ago, and therefore does not pay any attention to the role of social media. This study focused on the change in the development of sports and therefore this study may be considered as descriptive and explorative.

In order to give an answer to the central research question *What is the role of social media in the development of kite surfing as a sport?*, (Containing of part one: the development of kite surfing as a sport is descriptive because this study starts with a theory that is outdated and looks at the changes in this development, and part two: the role of social media is both descriptive and explorative, because not much is known about it and there is still much left to be discovered.), a qualitative research method is very helpful according to Baker (1999) and Bryman (2008). In qualitative research, the research question is related to topics in which people give meaning to their social environment and how they act on that. In this study research methods such as literature reviews,

multimedia document analysis, and semi-structured interviews were used which enabled studying the subject from the perspective of the individuals with the aim to describe this and give an explanation if possible (Boeije, 2005). The prior knowledge about the role of social media in the development of kite surfing as a sport was minimal, in order to describe the role of social media in the development of kite surfing as a sport a multimedia document analysis and semi-structured interview information were needed. The multimedia document analysis was mainly used to get a general insight and understanding of the role and use of social media, in which the structure and content of social media played an important role. Multimedia documents are environments, platforms or integrated tools in which text, images, audio, and graphic objects are placed (What is Multimedia Data, 2011). Ritchie and Lewis (2003) state that these documents may be public like media reports or personal documents. According to Schols, Duimel and De Haan (2011), in order to analyze a multimedia document, the focus must be on three c's. Content (use of information such as text, image and sound), contact (personal communication or interaction in peer-to-peer networks) and creation (the production of text, image or sound, uploading on the internet and responding to the online contributions of others and placing tags). The multimedia document analysis with their important items was used as input for the interviews, in order to get an insight in the sportification process and the role of social media. In this study, first a qualitative multimedia document analysis (also known as content analysis) was used. The multimedia document analysis is a technique in which the content of the communication can be studied in a systematic way, by analyzing the written or verbal messages. In most definitions, the systematic, objective and quantitative nature of the multimedia document analysis is emphasized. The multimedia document analysis can be both quantitative or qualitative; qualitative is aimed more at finding key words or images with a certain connotation (positive, negative and neutral formulations) and hidden or implied meanings. A qualitative multimedia document analysis generally has a less stringent structure than a quantitative multimedia document analysis, but this does not mean that the method has no system (Wester, 1995). This form of analysis has not been established yet and can sometimes be found under

different terms in the literature of the last twenty years (Fields, 1988). Semi-structured interviews were conducted in order to provide an insight in what the respondents' experiences are with the contributions of social media in developing kite surfing as a sport. Secondly semi-structured interviews were used. Semi-structured interviews were used to ensure that relevant topics were discussed and that there was a possibility to anticipate flexibly. A topic list that is based on the literature was prepared in advance. All these topics were addressed in the interviews. Baarda and De Goede (2006, p.347) describe reliability "as the extent to which measurements are independent of chance". The conclusions in a qualitative research must be verifiable and clear. Therefore a standardized topic list based on literature was used for all respondents in order to establish the reliability of the interviews. Besides that, a test interview was conducted first. Recording the interviews with the permission of the respondents and the immediate transcription of the interviews also added to their reliability (Gratton and Jones, 2004). According to Ritchie and Lewis (2003, p. 3), "Qualitative research is a naturalistic, interpretative approach concerned with understanding the meaning the people attach to phenomena within their social worlds". Bryman (2008) describes that through a qualitative research method it is possible to gain rich and deep data and that enable us to get the meanings of the respondents. Qualitative research permits entering into the sport participants' meanings and feelings, and enhances the possibility of new relevant concepts that may emerge from the data (Bryman, 2008). This is an important aspect which was highly relevant for this study, because this study wanted to get insight in the role of social media in the development of kite surfing as a sport in order to describe how social media contributed to the development of kite surfing as a sport.

This study contains a multimedia document analysis in order to get an insight into what kind of role social media play. To round up the research the kite surfers were interviewed by using semi-structured interviews.

3.2 Data gathering

This study will made use of three methodological approaches to get insight in the sportification process, namely literature review, multimedia document analysis and semi-structured interviews.

Literature was used to gain an insight in the history of the development of sports. To examine to what extent the sportification process occurred within kite surfing, several sources were consulted and compared. From these different sources a clear view of these developments could be formed.

In order to gain full understanding of the role of social media in the development of kite surfing as sport, this research took into account different social websites which are related to kite surfing. The multimedia document analysis researched the concepts with their elements, which are displayed in the operationalization paragraph, by observing the conversations on the social media. By observing the conversations on the internet the importance of an item could be checked.

Face to face interviews were conducted in order to provide an insight in what the respondents' experiences are by the contributions of social media in developing kite surfing as a sport. This study made use of semi-structured interviews, which provided a chance to gain understanding about the role of social media in the development of kite surfing as a sport. However, due to the flexibility of semi-structured interviews it allowed for new questions to be brought up during the interview as a result of what the interviewee said (Bryman, 2008). The semi-structured interview has a framework of themes that need to be explored. The questions that were asked during the interview focused on mapping the sportification process and the role of social media within that process. During the interviews questions were asked about the items which were reviewed during the multimedia document analysis. In addition, the role of social media in the process has also been investigated. Aside from that, questions concerning the important items which were found on the internet were asked, in order to verify this by the respondents. The interviews, along with the multimedia document analysis, gave an insight in the way in which social media is

used and what changes it went through. The interviews also gave an insight in the sportification process and whether kite surfing can be considered as a sport or that it is something totally new. This study used triangulation, which meant that multiple research methods were used to measure the same topic, when each method measures the same, the results can be regarded as stronger. This study made use of multiple methods such as literature review, multimedia document analysis and semi-structured interviews. These were used to gain an insight in the role of social media in the development of kite surfing as sport.

The unit of analysis of this study were the kite surfers who use social media. All kite surfers who use social media and those who were also interviewed were first observed during the multimedia document analysis. For the semi-structured interviews it was obviously not possible to interview all kite surfers. Therefore a sample of kite surfers who use social media was needed. This study used a non probability sample (Bryman, 2008), because it was not possible to randomly select the kite surfers. According to Segers and Hutjes (1999) a case study can be described as "a study in which only one or two research elements is or are involved", therefore this study can be considered a case study because this study has focused on kite surfing. This study is limited to one group, which was formed by the kite surfers who use social media because they were considered to be most relevant for this study. However, it is also interesting to interview some creators/initiators of the social media websites in order to get more insight into these websites. The kite surfers were asked to participate in this study through social media. The study made use of snowball sampling. A snowball sampling method implies that one asks the interviewee for names of other people who have the same or other qualities that are of the researcher's interest (Baker, 1999). In this way, respondents from social media websites and also respondents who are unknown to the researcher can be interviewed. Besides the multimedia document analysis, fourteen interviews were conducted. An overview of the respondents is shown in table 2. The purpose of the interview was that the respondents told something about themselves, about the developments in kite surfing as a sport and about the use of social media. These interviews went back in time, so that the sportification process

could be mapped. Kite surfing increased, there are more practitioners and a number of developments have taken place. Respondents could indicate what changes have taken place in kite surfing and how the impact of the sportification process with the role of social media has influenced them. In order to get information about these changes, it has been taken into account that respondents went through the transition from web 1.0 to web 2.0. Therefore, there were different respondents, younger and older kite surfers.

Table 2: Overview respondents

	Sex/Age	Residence	Level/Length	Kite surfer/creator-initiator
Respondent 1	Male/46 years	Amsterdam/Noordwijk	Amateur/3 years	Kite surfer
Respondent 2	Male/47 years	Waalwijk	Amateur/11 years	Kite surfer
Respondent 3	Female/43 years	Waalwijk	Amateur/2 years	Kite surfer
Respondent 4	Female/36 years	Gouda	Amateur/3 years	Kite surfer Creator-initiator (NKV)
Respondent 5	Male/31 years	Rotterdam	Not applicable	Creator-initiator (Boek)
Respondent 6	Male/21 years	Waalwijk	Amateur/6 years	Kite surfer
Respondent 7	Male/41 years	Oisterwijk	Amateur/5 years	Kite surfer
Respondent 8	Male/25 years	Balk, Friesland	Professional/12 years	Kite surfer
Respondent 9	Male/41 years	Gemert	Amateur/4 jaar	Creator-initiator (cheap kitelines)
Respondent 10	Male/28 years	Rotterdam/Leiden	Professional (has been)/12 years	Kite surfer Creator-initiator (NVWK)
Respondent 11	Male/44 years	Oisterwijk	Amateur/9 years	Kite surfer Creator-initiator (kiteventure)
Respondent 12	Male/24 years	Reeuwijkbrug, Zuid-Holland	Amateur/2 years	Kite surfer Creator-initiator (Beware beach)
Respondent 13	Male/22 years	Zeeland	Professional/7 years	Kite surfer
Respondent 14	Male/25 years	Kapelle	Amateur/4 years	Kite surfer

3.3 Operationalization

The central concepts needed to be operationalized (Baker, 1999) in order to examine the central research question. The concept sportification process was divided into three sub concepts, namely differentiation, rationalization and commodification. Besides the sportification process, the concept

of social media is also operationalized. These concepts are highlighted as items in the multimedia document analysis and in the interviews. The concepts are used both in the multimedia document analysis and in the interviews. Below the operationalizations of the sub concepts are given.

Differentiation

Differentiation concerns elements of the development from small sport activities to autonomous segments, in which segmentation and institutionalization play an important role. This concept includes the development of uniform rules, general recognition of these activities, and regulation of the sport. Questions that were asked during the interviews were whether there are rules, whether there are sport federations, whether the sport is practiced in a sports club, whether there are competitions and whether records are maintained. Additionally, possible contributions to the regulation of the sport have been looked into.

Rationalization

The rationalization process exists of several elements, which include professionalization and scientification. Important elements are that the rules of the activity have changed (in which rules have been adopted), sport participants received scientific training and material advances technically over time. The respondents were asked about these elements in relation to kite surfing and during the multimedia document analysis these elements were looked for. Rationalization also includes elements such as innovations in technical and medical fields with the contribution to international sports contacts and the development of sports clubs. Examples of what was looked at or on what subject questions were asked are about how material improved and whether, for example, training programs have been introduced with the help of innovations. In addition, the professionalism with its improvement of performance for sport participants was taken into consideration. Finally, questions about the international competition and the role of the media were asked.

Commodification

An element of commodification is that the activity first served in use of personal pleasure or utilization and then became a commodity. The question whether kite surfing has a clear link to their identity and if respondents use certain products which are related to kite surfing has been asked or looked into. Examples which were looked at or questions that could be asked are: whether products related to kite surfing are sold on the internet and shops, whether sponsorship can be recognized on websites, and whether this is visible in the new social media.

Social media

Social media concerns three c's. Content stands for the use of information such as text, image and sound. Contact refers to personal communication or interaction in peer-to-peer networks. Creation stands for the production of text, image or sound, uploading on the internet and responding to the online contributions of others and placing tags. Examples which were looked at during the multimedia document analysis or were asked during the interviews are: what social media is used for, how communication works on social media and whether creation is used on social media. These questions are all related to the three c's. Lastly, questions were asked about the role of social media today and what it was like previously. In addition, the question was asked how social media is used and if social media plays a role in introducing new sports.

In addition to the abovementioned description of the concepts with its items, a concise table with the items that were used for the multimedia document analysis and for the interview is displayed on the next page.

	Multimedia document analyse	Interview
Differentiation	- Rules - Development of uniform rules - Sport federations - Practiced in sports club - Competitions - Records maintained	- Rules - Development of uniform rules - Sport Federations - Practiced in sports club - Competitions - Records maintained
Rationalization	- Rules activity have changed - Material advances technically - Innovations in medical/technical field - Training programs have been introduced with help of innovations - International competition - Sport participants received scientific training	- Rules activity have changed - Material advances technically - Training programs have been introduced with help of innovations - International competition - Sport participants received scientific training - Professionalism with improvement of performance
Commodification	- Commodification - Are products sold on internet and shops - Sponsorship recognized on the internet	- Kite surfing clear link to identity - Using products related to kite surfing - Are products sold on internet or in shops
Social media	- Content - Contact - Creation	- Content - Contact - Creation

3.4 Analysis of the data

The study focused on social media websites, where sport participants can be interactive. The kind of words, titles/subtitles that are used in the text and the used images were examined. An interpretative multimedia document analysis was used, with an open perspective. This was because the relationships between data and concepts were not fixed in advance, which means that there is little scientific knowledge about the role of social media in the sportification process. Concepts were used to organize and understand the aspects of the material. First websites were examined and after

this areas that were important to answer the research question were selected. The observations were classified into the three c's (Schols, Duimel & De Haan, 2011), which stand for content, contact and creation, with the focus on the categories which are described in the previous section. This was followed by the procedure of giving the collected data names, which is also mentioned as coding. Coding is about a link between the data and theory (Wester, 1991). After coding, a classification was made in which data was grouped based on relevant characteristics. These steps ensured that in the end the results could be interpreted.

The interviews were recorded with a digital voice recorder. Prior permission was required to record the interviews. Once the digital audio recordings of the interviews were processed to interview reports, these were analyzed separately for each respondent. This was done literally. Then the transcriptions were studied and general conclusions were formulated. Subsequently, codes were given to relevant parts of the text. To analyze the data it was decided to select texts based on their relevance to a particular concept. Labels were given to these texts. The label was the name or a description of that piece of text. After this the labels for each theme of the various respondents were compared and it was decided which labels were related or contradicted each other. If multiple labels could be placed together, a new label was created. These labels and their relationship with each other, in combination with the literature, were used to formulate an answer to the research question (Boeije, 2005). Besides observing the conversations, a timeline was made. This timeline includes, for instance, the moment the first kite surf club was created, when the first competition took place, when material improved, and when they started to sell kite surfing materials on the internet.

Of both the multimedia document analysis and the semi-structured interviews the data has been analyzed on the basis of a data matrix and on the basis of a qualitative research program named as Atlas-ti.

3.5 Conclusion

Multimedia document analysis is a convenient way to analyze large amounts of structured data. However, the reliability and validity regularly have to deal with criticism. A multimedia document analysis cannot give answers. Therefore, the interpretation space for the coders should be as small as possible, to ensure that the instrument is uniformly applied (and therefore reliable). This interpretation space has been defined in the operationalization paragraph.

Validity was more difficult to achieve. Boeije (2006, p.147) describes that "when the questionnaire measures or explains what the researcher wants to explain, it can be considered as valid". Validity is achieved by making use of the triangulation method. Three methodological approaches were used; literature review, multimedia document analysis and semi-structured interviews. Besides that, interviews were conducted on the basis of the same topic list and a saturation point was reached, because no new findings came out of it anymore. The interviews that were conducted are considered to be valid.

4. Results development of kite surfing as a sport

4.1 Introduction

This chapter describes the results of the development of kite surfing as a sport. The first paragraph provides a description of the sportification process, which consists of three processes, namely differentiation, rationalization and commodification. These are specified in the theoretical framework. In order to operationalize the three processes, indicators have been assigned to each process which are based on the operationalization paragraph which is described in the methodology chapter. This paragraph explains each process with the associated indicators in order to show whether the process has or has not taken place. Secondly a time line is designed which was made to investigate whether kite surfing has developed into a sport. The following paragraph describes the experiences of respondents on whether kite surfing is perceived as a sport or whether it is something completely different. The last paragraph provides an overall conclusion of this chapter. The results are written on the basis of the multimedia document analysis and the conducted interviews. First the indicators were searched for on the internet and secondly the indicators were checked with respondents. Fourteen interviews were conducted amongst kite surfers who use social media and also amongst other related parties such as kite surfing schools and kite surf associations. An overview of the respondents can be found in the methodology chapter.

4.2 Sportification process

In order to provide results on whether kite surfing has acquired sport characteristics and has developed into a sport each process acquired indicators to make this process visible. This paragraph begins with a description of the reasons why and how respondents started kite surfing.

Subsequently, the processes, differentiation, rationalization and commodification and their corresponding indicators are described below. After each process a conclusion is given.

4.2.1 The emergence of kite surfing

Preceding the question whether kite surfing has developed to a sport, which can be determined by using the sportification process, it is good to first look at where kite surfing originated. Is it an entirely new phenomenom, a development of a leisure / recreational activity, a derivative of a variant of an existing sport, or perhaps a combination of the previous options. This paragraph describes the emergence of kite surfing on the basis of the respondents.

Kite surfing is a relatively new sport which has emerged in the Netherlands in the late nineties, and that has since that time gone through a major growth. Most of the kite surfers are originally windsurfers and switched to kite surfing when that was on the rise:

> *Ik ben van oorsprong windsurfer, vanaf begin jaren '80 doe ik dat al. En op gegeven moment ben ik overgestapt. Het kwam toen in opkomst, en met name omdat je met kite surfen wat minder wind nodig hebt om leuke dingen te doen (11).*

In addition, some kite surfers learned about kite surfing abroad, after which they also wanted to practice it in the Netherlands:

> *Ik ben een oude windsurfer en ik heb het op een vakantie op de Dominicaanse Republiek voor het eerst gezien, dat was in 2000. Kite surfen bestond toen nog niet echt, dat was nog echt helemaal aan het begin. Dat vond ik echt fantastisch, dat was op grote afstand. En toen jaren later was het hier ook in Nederland op de Brouwersdam…(7).*

The respondents mentioned that the Netherlands is a good place for kite surfing. Despite the fact that sunny and no rain are the perfect weather conditions (which is not always the case in the Netherlands) it does not restrain the respondents to go kite surfing when the weather conditions are not that perfect, since the most important thing is the wind. Besides that, respondents mentioned

"Je merkt wel dat het prettiger is als het mooi weer is en de regen zorgt er wel een beetje voor dat de wind wat vlagerig wordt, maar in principe kan het met alle weersomstandigheden"(8).

4.2.2 Results differentiation

Differentiation is associated with several indicators in order to show whether the differentiation process has taken place. The indicators are related to the ability to describe the development from small sport activities to autonomous segments which includes uniform rules, sport federations, practiced in sports club, competitions, and whether records are maintained. The indicators of differentiation are described below.

Development of uniform rules

- Rules

Kite surfing contains several rules, both written and unwritten. Written rules refer to safety and traffic rules. Safety rules and traffic rules are rules relating to the water sport rules and shipping regulations, the international boat rules. Respondents speak mainly about *"Voorrangsregels, deze zijn ook van toepassing op golfsurfen, windsurfen en catamaran varen, deze behoor je wel te weten. Zodat je weet wanneer als er iemand aankomt of je wel of geen voorrang hebt"(4).* The most important rule is that portside goes before starboard and luff goes before lee. There are several websites that can be found which shows these rules, an example of a website in which these rules are found is www.kitesurfbrabant.nl/voorrang, other websites can be found in appendix 1.

During lessons it is explained how to handle safely, an example is to not go kite surfing with wind force 12 and when the material might be broken. Respondents appointed these rules also as common sense rules in which safety always must prevail. In general it is seen that kite surfers know that there are rules but that kite surfers are not well informed about them. Therefore they keep

great distance from each other, and give right of way in order to ensure that they do not come in difficult situations. These rules may be appointed to the unwritten rules. Other unwritten rules are that kite surfers always help each other and *"De ene houdt zijn vlieger hoog en de andere laag, zodat je elkaar kunt passeren"(6).* Besides the written and unwritten rules, there are no rules when kite surfing is permitted for instance at which wind or temperature. However, there are rules for the spots where it is allowed to kite surf. *"Het is in principe overal verboden tenzij anders vermeld"(8).* The website www.nederlandsekitesurfvereniging.nl/kitespots, shows the spots where kite surfing is permitted and prohibited. The NKV (Dutch Kitesurf Association) which was officially established in 2000, contributed to the development of these rules and also contributed to providing information about safety for kite surfers.

In addition to these rules, there are also specific rules for kite surfing competitions. For the participants it is extremely important to comply with the safety requirements:

Voor wedstrijden is er wel een reglement, waarin bijvoorbeeld staat dat je wel moet voldoen aan de veiligheidseisen. Dat je een goed veiligheidssysteem hebt en dat je ook verklaart dat jij capabel bent om veilig die wedstrijd te beoefenen en dat je andere mensen niet in gevaar brengt (8).

There are also rules related to judging these competitions to determine who wins. These judging rules are developed by the IKA (International Kiteboarding Association), which is the umbrella organization of kite surfing competitions. The NVWK (Nederlandse Vereniging voor Wedstrijd Kiten) which was established in 2010, was part of the NKV but since the NKV departed from the Water Sports Association, the NVWK had to go its separate way in order to be connected to the Water Sports Association. It is necessary for the NVWK to be connected to the Water Sports Association because otherwise it is not possible to organize competitions. The NVWK establishes judgment criteria with all associations of different countries, but that is also in agreement with the riders themselves because they experience how difficult something is. Examples of judgment criteria are:

Power noemen we dat, met hoeveel kracht en explosie is zo'n rider aan het varen. Het ziet er natuurlijk wel erg stoer uit wanneer iemand heel hard gaat.. Een andere jury criteria is

bijvoorbeeld stijl, hoe wordt het uitgevoerd, is het echt heel erg mooi en sierlijk of is het een

beetje hak op de tak. Nog een jury criteria is de technische difficulty, dus de

moeilijkheidsgraad. En daarmee bedoel ik een enkele as rotatie of een driedubbele as rotatie,

dan begrijp je wanneer iemand er drie doet dat die persoon wint maar hij krijgt een

kanttekening wanneer iemand een drie dubbele doet maar hij ziet er heel erg krakkemikkig

uit, en wanneer iemand dan een twee dubbele doet en die is heel erg mooi en heel erg

vloeiend en met heel veel power dan wint die ene met twee rotaties (10).

These examples of judgment criteria are applied to Freestyle competitions. Besides Freestyle competitions there are also rules for race competitions in which the rules are the same as for sailing where they have their own routes on the water. Wave competitions include rules as to how elegant the move is on the wave, which also have specifications. The document "Regels voor kite surf competitive", which was found during the multimedia document analysis, shows the judgement criteria for kite surf competitions.

- Development rules

Almost all respondents indicated that nowadays the waters are busier, which means that more coordination is required. However, the rules seem to be unchanged according to the respondents. The most important rule is *"Dat je rond je heen kijkt en beetje geeft en neemt en goed oplet en elkaar ruimte geeft"(12).* However a development in the rules has been noticed with which lessons must comply. The IKO (International Kiteboarding Organization) allows for a good organization during kite surf lessons. The IKO contributes to securing that the lessons are given in a careful way. The lessons start with the basis, an explanation of theory, an explanation of how materials work and how it can be used. Besides that an explanation is given of the wind window and which winds allow for kite surfing. This is followed by practicing on the beach, after which practice moves to the water. When lessons are given in this way, it can ensure more safety. When these lessons are taken:

> *Bij een IKO gecertificeerd bedrijf dan krijg je op het einde een certificaat, wat wereldwijd is erkend, dus als je bijvoorbeeld naar Egypte gaat en kite surf materiaal wilt huren, kun je aantonen dat je IKO gecertificeerd les hebt gehad en kunnen zij zonder zorgen het materiaal meegeven (4).*

Rules of competitions have evolved. Previously participants were judged on their overall impression and things such as what an opponent cannot do. Looking at Freestyle competitions, previously each kite surfer got seven minutes in which as many tricks could be showed. During that time crashes were not counted and not penalized. Nowadays this has been adapted to twelve attempts in which kite surfers have the possibility to show seven tricks. When they fall twelve times during the twelve attempts they have zero points, which is a big improvement compared to before. Rules regarding to kite surfing spots have also experienced a development:

> *Vroeger was dat nog niet zo vast gelegd waar je wel en niet mocht kiten, dat is eigenlijk pas van de laatste jaren. Toen was kite surfen nog zo nieuw dat het nog nergens vermeld was, en dan val je tussen alle regeltjes door (8).*

There are official kite zones and beaches that tolerate kite surfing on which, for instance, it is not permitted to go into the water in the summer or only after seven o'clock in the evening or where it is not allowed in the summer and may only be used in the winter. This is also revealed during the multimedia document analysis, and the website www.nederlandsekitesurfvereniging.nl/algemenevoorwaarden-kitecamp.php also shows this.

Sport Federations

- Sport federations

There are several sport federations that are related to kite surfing, which became clear from both the multimedia document analysis (see appendix 1) and from the interviews. The NKV, which was established in 2000, represents all kite surfers in the Netherlands. The primary reason for the

founding of the NKV was to be able to obtain liability insurance for kite surfing. On August 16th 2000, the NKV formally adhered to the Water Sports Association. The NKV has a additional reason for connecting with the Water Sports Association, namely informing governments, promoting the sport and organizing information about safety rules for kite surfers. The NKV itself is not really connected to a federation but they do have contacts with, for instance, the surf foundation and Stichting Noordzee with respect to the nature. Besides the NKV, there is the NVWK (founded in 2010), which represents all kite surfers who participate in competitions. Before, the NVWK was part of the NKV, but because the NKV did not cooperate with the Water Sports Association anymore, and because it is necessary to be part of the Water Sports Association in order to organize competitions, the NVWK was established. The NOCNSF deals with the Olympics and the NVWK is associated with the water sports association, because that is necessary in order to be able to organize an NK (Nederlandse Kampioenschappen). In addition, there is also the KNRM (Koninklijke Nederlandse Reddings Maatschappij), which is present during competitions and events in order to guarantee safety. Respondents are mostly aware of these federations, recreationist are often member of the NKV because of the solidarity of the sport and because becoming a member also includes a sport insurance. *"Ik ben lid geworden omdat ik het gevoel heb, dat je support ook uit solidariteit, ik ben bijvoorbeeld ook donateur van de KNRM, de Koninklijke Nederlandse Reddings Maatschappij"(2).*

Practiced in sports club

- Sport club

Respondents mentioned that kite surfing is a very individualistic sport and therefore at first sight it seems that there are no sport clubs. However, kite surfing school are also considered to be sport clubs. There are several surfing clubs and schools along the coast line, but they are not as recognizable as clubs in other kinds of sports. *"Vereniging is een oud woord, daar zitten allemaal verplichtingen aan vast, weerspiegelt niet de grote delen van onze cultuur in deze samenleving,*

vereniging is socialisatie"(1). Respondents mentioned, that kite surfers can go to these kite surf clubs weekly if they like to, but that the sport is not practiced in a team. Besides that, the sport clubs have all the facilities which kite surfers need such as a club building in which they can change clothes, showers and fridges to s store drinks. Sport clubs also have the possibility to be socially engaged. A respondent mentioned *"Ze zijn er eigenlijk puur voor de faciliteiten en het is clubverband voor sociale contacten, gezelligheid en de controle"(4).* It is not always possible, for example, to train once in every week because the weather is unpredictable. When the weather conditions are good, kite surfers are informed through the websites of the kite surfing schools or via internet forums.

- Member sport club

Respondents indicated that for these surfing clubs and kite surfing schools no membership is required. These sport clubs are without any obligation and only offer facilities and the possibility to be socially engaged. According to a instructor of a sport school:

> *Nee ze hoeven dan geen lid te zijn, je komt aan, sociale contacten onderhouden. Kitesurfen is sociaal en ook online heb je ook veel mogelijkheden, om te meeten, plekken, contact met elkaar, dat je niet alleen op water staat. Maar je hebt geen pasjes of lidmaatschap nodig (12).*

Respondents feel that when they are a member of a sport federation, they are also sort of a member of a sport club. The only difference is that the sport federation is more aware of the needs of their members and they apply this in the lessons. The reason of this could be that these organizations are commercial, which is differently than in old-fashioned sport clubs. Some respondents mentioned that kite surfing is organized differently, but that does not mean that it is not organized at all. Kite surfing organizes itself, kite surfers often do not go alone on the water, but rather with a group in which they keep an eye on each other and speak to other kite surfers when something goes wrong. One respondent mentioned *"Wat is dan meerwaarde van een vereniging?"(1).* Even though some of the respondents are members of the sport federation, three respondents mentioned that they miss the feeling of a real sports club, a real association or sport club in which they feel like they belong.

Competitions

- Competitions

The website www.knwv.nl/kitesurfen/Content.aspx?sid=16&cid=1709&mid=&mnu=2854, shows that there are several kite surfing competitions in the Netherlands. The first Dutch Championship of Kite surfing was organised in 1999. There are competitions for both young and older people. Kite surfing competitions include three disciplines; namely, race, expression and speed. This is also confirmed by respondents, according to one of them:

> *Je mag ook in principe aan alle wedstrijden deelnemen, er is geen grens of zo, je hoeft je ook niet te kwalificeren. Dat is allemaal nog vrij open, maar ten tweede is dan ook of het wel nut heeft dat je mee doet. Maar daarin merk je dat het nog een jonge sport is (8).*

Respondents who are recreationists are not participating in these competitions:

> *Kitesurfen gaat niet om tegen iemand anders, gaat om eigen grens. Ik vind het belangrijk om te genieten, dat je bewust wordt, net zoals door muziek kun je bewuster worden van jezelf. Deze nieuwe sporten, worden dominant, en hebben veel meer de kwaliteiten om je als individu te ontplooien (1).*

Other respondents do not like these competitions because they find it to massive and give preference to organizing their own trips with a smaller group. Another argument for organizing private trips is to go to beautiful areas in which it is actually not allowed. Among professionals it is seen that most of the kite surfers participate in the freestyle discipline, and one respondent is participating in the discipline wave. During the interviews there has been talk about the race discipline becoming an Olympic event. It has been argued that this will be realized in 2016 or 2024. In all probability kite surfing may join the world cup of sailing from December, in which they will have their own discipline race.

Records maintained

- Records/reports maintained

Records and reports can be found on the internet and on forums. It has been shown that some respondents know that this exists, but they are not aware of this because they not engage in competitions. Besides that there are different websites, there is not one overview of all records and reports of all competitions. Respondents named that there is a chaos of different websites. The two kiteforums, Kitehigh and Hanglos keep the intermediate positions of the competitions, which are frequently visited by the kite surfers. Behind the official websites in which records and reports are maintained *"…zitten ook commerciële organisaties achter, want het is heel interessant om WK's en NK's te organiseren, daar zit veel commercie achter"(1).* Respondents who participate in these competitions appointed that there is one official website, that is operated by the IKA. This website, http://www.internationalkiteboarding.org/ was also found during the multimedia document analysis. The IKA classifies competitions, at this moment the world cups of the PKRA are the only official world tour. This IKA website has the official world ranking list, which is based on points. Points are awarded to each competition such as to European competitions and to the NK, but the highest points are awarded to the world tour. All the points are counted for the final ranking, but when kite surfers do well on the world tour this ensures for a higher ranking. A respondent mentioned:

> *Je kan niet zomaar wereldkampioen zijn, net als met tennis verdien je zegmaar, stel je wint Wimbledon, heb je veel meer punten als je Rosmalen wint. Zo geldt het ook in het kiten win je de worldcup bij Fuertaventura, dat is een hele grote worldcup, dan krijg je meer punten voor nummer 1,2 en 3 (10).*

This world ranking list contains racers, speed kiters, actually everyone who engages in these competitions and all IKA classified competitions which are included on the world ranking list. The World ranking list is internationally recognized by NOCNSF. Respondents argued that records and reports are always maintained via the internet.

Conclusion differentiation

Differentiation concerns elements of the development from small sport activities to autonomous segments. This process includes developments of uniform rules, sport federations, whether it is practiced in sports club, competitions, and records maintained which are visualized by the indicators which are described in previous paragraph. Kite surfing includes several rules, both written and unwritten rules. Since the sport exists for a relatively short period of time, rules have evolved. E.g. the regulation of kite surfing spots and developments in rules for kite surfing competitions. The most important sport federations which are related to kite surfing are the NKV (representing interests of all kite surfers), the NVWK (representing interests of kite surfers who deal with competitions), the water sports association (which is needed to organize the NK), KNRM (guarantees safety during competitions) and the NOCNSF (which deals with the Olympics). It is seen that there are no 'real' sport clubs, although kite surfing schools and sport federations are appointed as sport clubs according to the respondents. These sport clubs are organized differently than in old-fashioned sport clubs. The appointed sport clubs have diverse facilities such as changing rooms, showers and fridges, but do not offer weekly training sessions in teams. These sport clubs are also mentioned as places for social engagement in which kite surfers do not need to be a member. Kite surfing also includes competitions, containing three different disciplines: race, expression and speed. Most of the time only professionals participate in these competitions. This is, for instance, because recreationists do not like the massiveness or because they have the feeling that the competitions are not important, but that it is instead more important to overstep boundaries. The competitions preserve the records and reports, mostly kite forums keep the intermediate positions of the competitions, and there is one official website, which is operated by the IKA. This IKA website has the official world ranking list, which is based on points.

Looking at the results it can be said that all indicators become visible, but there can be doubt on whether there are sport clubs. But looking at the responses, kite surfing schools and sport federations are also perceived as sport clubs, only this is organized differently than in other sports.

However, that it is organized differently is also seen in other sports such as in tennis and in golf, in which for instance a canteen is rented for social engagement. It can be concluded that the differentiation process is going on in kite surfing. Because this process has taken place, kite surfing has developed from a small sport activity to an autonomous segment which includes uniform rules, sport federations, who have sort of sport clubs, competitions and records that are maintained.

4.2.3 Results rationalization

The rationalization process includes elements such as scientification with its professionalization, important elements are that rules of activity have changed, participants received scientific training and material advances technically over time. Different indicators such as changed rules, material progress, innovations on the medical/technical field, training programs, international competition etc. are given to the abovementioned elements which are related to the rationalization process and which are described below.

Rules activity have changed

- Rules changed

As mentioned before kite surfing is a growing sport in which more people are participating, therefore it requires more regulation. The multimedia document analysis came up with websites (see appendix 1) that show that the official rules have changed, and that the rules have become stricter. Respondents say that rules have not really changed compared to the beginning, only that safety is increasingly important. Mainly this involves added rules where kite surfing is allowed. In 2001 a regulation of kite surfing spots was created, because the sport and the number of practioners had increased. In 2003 a structure of regional representatives was set up. The main reason for this was the modification of the BPR (International Regulations) which was finally established in 2004. From that moment all inland kite surfing was prohibited unless an exemption was granted. The regional

representatives have discussions with all concerned parties to get exemptions for the inland spots. Nowadays there are 51 kite surfing spots where it is allowed, 14 where it is tolerated and 15 where it is forbidden. Rules regarding where it is allowed for kite surfing are established by the NKV and related municipalities.

Material advances technically

- Material progress

It is seen that there is much progress in terms of safety. Kite surfing is a relatively young sport in which much has changed in terms of technical material progress. Before 2008 a safety leash was not yet used, although it provides extra security. This is a leash which sits between your harness and kite, and is used since 2008 and is now seen as standard. This is also confirmed by http://www.youtube.com/watch?v=murjhfsR_Co (this website shows how a safety leash works). Respondents mentioned that kite surfers who start now often do not know how it was before, because nowadays it seems to be perfect. *"Tegenwoordig zijn de kites al zover qua techniek dat je ze kan herstarten, vroeger was dat een probleem, wanneer de kite dan in het water lag, klapte hij binnenste buiten of onderste boven en was het gedaan"(4).* There are several products needed for one kite surfing kit, through this variety of kite surfing materials, this ensures that products can innovate. The brands, such as Brunotti or Cabrinha, are eager to renew their products each year. Besides progress in safety it is also seen that for every discipline, Freestyle, Speed and Race, special materials are developed. Kite surfing schools also participate in these developments. It is seen that kite surfing schools receive new materials each year from companies they are working with. Lessons are given with the new boards and kites. As was mentioned before kite surfers who have not yet participated in the sport for a long time do not experience the developments as strongly. Respondents say that 2006 was an important year in terms of the development of safety. After 2006, according to the respondents, little more improvements are seen. Small developments such as

slightly better quality, strength, speed and safety are seen. Each year new material is developed and released. The main points of improvement of this sport are security and stability. Because it is still a relatively young sport, which found its origin in the late nineties, there will be even more changes and improvements. An example is that first there were kites where the power could not get away, but from 2006 the bar can be released so that the kite falls out of the sky and when the safety is pulled the kite falls into the water and the power is mostly gone, which ensures that it is safe. Many kite surfers do not notice these developments as big changes, because they often started kite surfing after the big developments.

Over time, these materials have changed technically, which is also confirmed by the website www.flysurfer.nl/page/view/name/34-tips-tricks (this website shows manuals for using new materials). The most important change according to a respondent:

> *Die vliegers trekken je over het water, ze hebben een enorme trekkracht, belangrijkste wat er veranderd is dat je die kracht eruit kan halen door een strep aan te trekken, dus je trekt een strep aan waardoor die vlieger kantelt in de lucht en dan is ie eigenlijk 80% 70% van zijn kracht verliest ie daarmee, dus dat is veel veiliger. Je moet gewoon tjak tjak van dat ding afkunnen (2).*

Safety, as mentioned before, is also an important reason for the constant change of materials. Now there is a safety system in which the power fades out completely which ensures, for instance, that kite surfers are not pulled ten meters into the air. Another change is that there are five lines, and that the middle one can be used to pull the kite in a good position from a distance. Nowadays the dynema lines are used which are not so dangerous instead of nylon. According to the respondents brands keep innovating kits. For instance, since the size of the kite that should be used is dependent on the wind, new kits hold several kites for different types of wind. Other changes are visible in the control systems in which the pressure of the kite can be distributed over the body, rather than on the arms. Besides that, there are restart systems in which kite surfers have the possibility to restart from the water. Another respondent mentioned that:

Meer gericht per discipline. Heel flexibele boards waarmee je kan springen. Discipline race,

hele grote boards met grote vinnen die tegen wind in kunnen. Golf, wave, heb je weer hele

andere soorten vliegers en boards voor nodig. Ik zelf doe wave, ik kan minder goed met die

vlieger bijvoorbeeld race of Freestyle doen. En andersom ook, met spullen van Race kan ik niet

gaan golven. Het is zo gespecialiseerd (10).

Nowadays the material is durable, safe, comprehensive and of good quality. Developments have decreased because it is increasingly difficult to improve. The changes that can be seen are now mainly little things in order to ensure that kite surfing is safer, through perfect systems and improved security by adjusting safety systems.

Training programs have been introduced with the help of innovations

- Innovations medical/technical field

Respondents mentioned that the sport is perceived as an extreme sport, because a lot of accidents have happened in the past. These accidents have ensured that safety has become more important. This was confirmed both during the interviews and during the multimedia document analysis. The most important innovation is that there is now a possibility to perform a couple of actions in order to get rid of the kite and that the kite can drive through an air system. Some respondents mentioned that the learning process with older kites is much longer than recent kites. It is now possible to make a mistake without being punished for it immediately. Many of these innovations have already been mentioned before. Due to these innovations kite surfing became friendlier and easier to handle, which makes them more accessible and safer. A respondent mentioned also that due to kite surfing becoming more accessible *"De blessures en ongevallen zijn ook nu bekend bij ziekenhuizen, fysio, en reddingsbrigade. Neem bijvoorbeeld de reddingsbrigade, deze worden nu ook getraind op het afbouwen van een kite op het water, om de gewonde kitesurfer te kunnen helpen"(*13).

- Training programs introduced

Kite surfing schools have training opportunities for beginners and advanced participants and training programs to learn tricks or how to improve them. Mostly, they show movies and give an explanation and when kite surfers want to they can go try these tricks on the water. The instructor remains in the area of the kite surfer and give tips when necessary. Instructors are trained well enough so that when the participant does not understand it, the instructor can give an example of the trick. Sometimes there are also clinics in which a professional supervises the teaching of techniques or tricks. But the kite surfing schools offer no training in order to help kite surfers with their professional career. Besides the fact that kite surfing schools have introduced these training programs, there are also lots of movies available on, for instance, the YouTube website. Kite surfers, mostly professionals, record their own movements and places it on YouTube so that others can learn these movements too. Respondents say that kite surfers are very social, kite surfers film themselves and place it on the internet as mentioned before so that others can learn from it. The associations always advice that it is better to take lessons first, however this is just an advice and they have no input in this. Some respondents mentioned that the singularity is something which belongs to kite surfing. However, some respondents argued that this could be dangerous because there is no guarantee that the explanations are good:

> *Verder heb je dvd's waar de basis goed uitgelegd wordt, je kan daar wel op vertrouwen maar het is geen handleiding om daarmee zelf aan de slag te gaan. Het is meer een aanvulling, maar wij adviseren wel altijd om lessen te nemen (4).*

International competition

- International competitions

Kite surfing includes international competitions which was also confirmed by the website www.sportcult.nl/nieuws/sport/nid4531-youri-zoon-tweede-bij-internationale-kiteboardcompetitie-pkra.html. A respondent also said that:

> *Kitesurfen bevat veel internationale, en nationale wedstrijden. Zo is er de PKRA, de freestyle worldcup tour. Hier is ook een variant van voor de race-vorm van kiteboarden. Elk land heeft wel zijn nationale kampioensschap, en er zijn tours zoals de "Kiteboard Tour Europe,", en "kiteboard tour Asia" (13).*

Respondents argued that through the developments kite surfing has been through, the sport has become more accessible, which ensured that more and more people started with kite surfing and therefore it became more familiar and it became possible to organize international competitions. In 2001 the first international competition was held in the Netherlands, in Scheveningen. During this first international competition the Dutch Kitesurf Association was involved which was later on followed by the NVWK in 2010. Respondents say that there are national and international competitions, in the Netherlands there is the NK which is organized by the NVWK. These competitions are normally not accessible for the amateurs because a certain qualification is necessary. A certain level with the associated tricks is necessary for these competitions. It is seen that many younger kite surfers between the twelve and seventeen years can do kite surfing very well but are not permitted for these competitions.

> *Nu zijn we aan het kijken of we wedstrijden kunnen organiseren voor de breedtesport. Voor de jeugd wordt nog wel eens wat gedaan maar het is heel kleinschalig. De groep is best groot die dat zou willen, willen gewoon weleens wedstrijd spelen maar hoeft niet meteen op hoog niveau, gewoon erkenning, een keer wat winnen. Dat hebben zowel jongere als oudere (4).*

Besides that, it is always dependent on the weather if a competition can continue.

Sport participants received scientific training

- Training

There are several training methods for kite surfing, which is confirmed both during the interviews and during the multimedia document analysis (see appendix 1). There are kite surfing schools along the coast which provide the opportunity for all sort of training methods for beginners to advanced participants and even instructor training methods. Most of the respondents emphasized that these training methods are extremely important in order to be able to learn the sport. After training it is important to practice a lot, both alone and with each other. Some respondents stress that kite surfing is all about helping each other, that the sport is dependent on assistance, because otherwise it is not possible to learn the sport. However, some respondents have learned the sport mostly by themselves. Often they have had some help or advices from other kite surfers, but most of it is self learned. One respondent is a student who usually have little money to spend. Lessons are too expensive and therefore he learned it by himself. Antoher reason for learning himself is:

> *..ben vroeg begonnen toen waren er nog niet veel kite scholen en er was niet een heel goed ontwikkeld lesplan. En ik was zelf wel handig met vliegeren en dat board heb ik er gewoon bij geprobeerd. ..Heb verder geen training gehad, heb alles zelf geleerd en door middel van filmpjes te kijken op internet, veel ontdekt (8).*

The NVWK is also working on the development of special training programs for talents with the associated guidance. These special programs include guidance in strength training, physiotherapy, tactical, and competition understanding. At this moment there are not many coaches because the sport is very young. Respondents mentioned that this topic is recent although the discipline Freestyle sometimes has a personal trainer which is paid for by themselves and not by the association. At this moment they do not receive materials from the association and do not have weekly training sessions with a coach organized by the association, but that is something they want to realize in the future. A respondent mentioned:

De echte top creëert dat zelf, sponsoring van autobedrijven en zorgen zelf voor fysieke training en dieet en dat soort dingen. Het is wel hele blessure gevoelige sport, en daarom de echte top houdt er wel een fysiek programma op na maar het wordt geïnitieerd vanuit sporters zelf en niet vanuit de bond. Maar omdat we straks Olympisch worden gaat het ineens vanuit de bond komen. Het zal daardoor niet hoger worden, hogere deelnemers aantallen of wedstrijden groter, maar het zal meer gestructureerd worden. Zelfde als bij windsurfen, waren heel erg groot en toen werd het meer gestructureerd. Als eerste groei sport en daarna structurering (10).

Kite surfing schools normally offer lessons of three hours on three or four subsequent days. After these lessons, kite surfing schools guarantee that kite surfers can stand on the board and can sail a little bit. The first day, it is explained what kite surfing is, what the rules are, how the material works and what wind it is the safest for kite surfing. The second day, there is practice with a training kite, which is done on the beach in order to get feeling of the kite. Hereafter, kite surfers get a trapeze and go into the water, practicing with a real kite. After this, they go bodydraggen, which is when the body is dragged through the water. And if the instructor sees that it goes well, this is also practiced with the board. After these lessons, kite surfers know what they need to do, what is safe, how the material works and what they need to do when something goes wrong. Some respondents thinks that the lessons are too short *"Ik vind het te snel. Je moet een buddy hebben.. Je moet gewoon een maatje hebben in het begin.. Je kunt het niet alleen."(3).* Another respondent mentioned that kite surf lessons are fine, in which the basic skills are explained, but not that special. The kite surfing schools are more concerned with earning money than with explaining. For instance when the wind does not blow hard enough, which ensures that the kite falls into the water and therefore there is almost not the possible to learn, lessons are still given. But it is emphasized that this was a long time ago and that this has perhaps changed now. As mentioned before there are also training programs for instructors, respondent 11 followed a instructor training via KNWV. This is open to everyone, except that the minimum age is 18 years and experience with kite surfing is required. Aside from the

lessons, an internship and exam is connected to this training. The NKVW have training programs for juries:

> *Je hebt een sportdriehoek, in de punt het NK, daaronder hoger aangegeven regionale wedstrijden en dan op de onderste laag wedstrijden voor recreanten. En zo'n jury lid gaat dan eerst mee op stage bij een fun evenement voor recreanten dan mee op stage naar zo'n hoger aangegeven evenement en dan uiteindelijk zou die een keer bij de NK jeugd kunnen jureren en dan bij NK voor de grote mannen. En dan hebben we het nu alleen over stukje Freestyle. We hebben ook nog discipline race en golfsurfen (10).*

Kite surfers who did not receive any training, do make use of some sort of training programs,

> *Ik kijk wel bijvoorbeeld eens op youtube om trucjes te leren, daar wordt het helemaal uitgelegd. Heel vaak mislukt het dan wel de eerste 10 keer, maar het wordt wel goed stapsgewijs uitgelegd, dus op gegeven moment wanneer je het juiste niveau bereikt hebt dan weet je wat ze bedoelen (6).*

These kitesurfers mentioned that there are more and more videos on the internet that explain techniques and exuberant tricks. Another respondent mentioned:

> *Voor wedstrijden moet je trucs leren, 95% komt van internet en 5% is werkelijkheid. Werkelijk is wat je op eigen spot terug ziet. Dat is vooral door internationale niveau, die komen overal ter wereld. Die zijn ook erg actief op internet. Deze dingen bekijk ik dan op internet, en ga ik ook proberen of lijkt me niets. Dus ik kijk en doe het na. Het is ook vallen heel veel. Ik heb geen begeleider, je bent je eigen coach. Niet veel worden gecoached, er zijn er een paar, maar dat werkt op zich wel alleen het is lastig want je moet iemand hebben die beter is dan jij, of die het beter kan uitleggen dan jou. Het is mijn doel om als coach actief te worden. Daarom ben ik betrokken bij de talentontwikkeling, dat lijkt me erg leuk om anderen mensen daar wel bij te helpen wat ik heb gemist de afgelopen 12 jaar (8).*

These results show that respondents received training in kite surfing, however there is little evidence whether respondents received scientific training.

Professionalism with improvement of performance

- Contribution innovations led to more practitioners

Because of the innovations that kite surfing has gone through, the sport is more accessible. Due to the accessibility, kite surfing has been increasingly practiced professionally, this has ensured that more and more practitioners have come. Respondents mentioned that kite surfing is less dangerous now. Most of them mentioned that when they started it was very dangerous and that therefore lots of people stopped kite surfing. They argued that when those people would start now, they could continue kite surfing. Other respondents mentioned that the professionalism has improved and that due to the social media people can watch kite surfing and learn from that and try things by themselves. Kite surfing schools also improved their lessons with for instance an IKO approval, with which kite surfers know that lessons are given in a proper way. Due to the innovations and introducing of training programs, professionals have the opportunity to show their tricks and compete against others and give them possibilities to learn.

Conclusion rationalization

Important elements which are included in the rationalization process are that rules of activity have changed, participants received training (there is little evidence of whether respondents received scientific training), and that material advances technically over time. The indicators of these elements showed that rules have not really changed, only rules about where kite surfing is allowed are added. It is seen that material advances technically over time, that there is much progress in terms of safety such as getting the power from the kite through one movement, and introduction of restart systems. Next to safety improvements there is also material development for each discipline. Developments are still made, but mostly in the field of making materials more perfect and safe. Due to these innovations kite surfing became more friendly, safer and therefore more accessible, which was very important for the sport. There are also lots of training programs and lessons that were

introduced by kite surfing schools. They offers training programs for beginners, professionals and on how to learn specific techniques or tricks. Also it is seen that social media has the possibility to show videos of tricks in order to give others the opportunity to learn from it. However, it seems videos are not always the best manner to learn kite surfing because there is no guarantee that it is explained safely. Because of these innovations, both to the material and the introducing of training programs, kite surfing is becoming more accessible, which also contributes to the improvement of professionalism, therefore it was also possible to organize international competitions. Excluding that, not many rules were added. Only rules about where kite surfing is allowed and training programs have been added and besides that they are still working on it. It may be concluded that kite surfing meets all the indicators and therefore kite surfing has undergone the rationalization process. Social media has played an important role in the rationalization process because through this rules changed, (scientific) training became available and material developed which ensured that the sport became more accessible. However it can also be said that attention on social media in some respects was not that good, since now rules about where kite surfing is allowed are necessary.

4.2.4 Results commodification

The commodification process includes elements such as activity first served in use of personal pleasure or utilization and then became a commodity, clear link to identity and use of certain products related to kite surfing. Indicators which are related to these elements in order to make the process visible are commodification, link identity, using related products, products sold on the internet or in shops and sponsoring. The related indicators to the commodification process are described below.

Kite surfing clear link to identity

- Commodification

Respondents emphasize that kite surfing has a positive image, kite surfers impressed other people and therefore it became increasingly attractive. In the beginning commercial parties, such as radio, advertisement and television spend more attention to kite surfing and nowadays social media (such as Facebook, Hyves, Twitter and forums) contributes to this. As a result, a particular image was built up. At the end of 2000 the NKV counted 101 members, but after a reorganization only 80 members remained. In 2004, the NKV went through changes of professionalization, growth and awareness of the association. Awareness was achieved through media such as radio and through promotional flyers which were printed and distributed. The number of members also increased strongly to 350. In 2006, the NKV had more than 700 members and kite surfing had accelerated. Due to the accumulated image of the organizations, such as for instance kite surfing schools, they now have the possibility to earn money from this sport. In 2000 the first kite surfing school started, and nowadays there are 16 KNWV/IKO certified kite surfing schools. There are also 4 KNWV/IKO schools that give trainings in IKO certification. More and more kite surfing schools are IKO certified, but besides that there is not a clear increase in the number of members of kite surfing schools, although there are more and more smaller kite surfing schools. However, a respondent mentioned *"..het blijft natuurlijk wel een heel onzeker bestaan. Het is toch je bent toch afhankelijk van de wind. Als je een goed windseizoen hebt valt er veel geld mee te verdienen"(3).* In a short time kite surfing went through many developments which contribute to the accessibility for everyone. Competitions were also organized. In 2001, the first official NK (Dutch Championship) was held. The NKV organized the NK from 1999, but it was not recognized by the Water Sports Association from 2001, which makes the results official. This first official NK included 42 kite surfers. Since then, the NK have been held annually. In 2006, the NK included 61 kite surfers. Some respondents argued kite surfing has become a commercial world where a lot of money is involved. This is partly because professionals need to go

around the world in order to practice. One reason for this is that the Netherlands is a water-rich country with strong winds, but the weather conditions are not optimal the whole year. Because training takes place abroad and more and more competitions are held worldwide, this has contributed to the fact that kite surfing became a huge global business. Kite surfing was recognized and practiced worldwide which ensured that kite surfing became more accessible and which contributed therefore to more competitions worldwide, and therefore kite surfing became a huge global business.

- Link identity

Kite surfing has a clear link to their identity for most of the respondents; they adjust their lifestyle to kite surfing. One respondent even says *"Ja ik denk dat dat 1 op 1 is"(8).* Some of them have a job which they can combine with kite surfing and therefore the kite surfing world is a part of their social contact group. Respondents says that kite surfing is part of their lifestyle most of the time because they have a passion for the sport. One respondent, for instance, organizes events and another is a producer of kite surfing materials. One respondent mentioned that kite surfing receives more and more male behavior (macho behavior), which he does not like. Besides that:

> *Vakanties richten wij wel helemaal in op kite surfen, als het er financieel inzit dan gaan we*
> *naar het buitenland, maar in principe hebben we in Nederland veel goede spots en relatief*
> *veel wind, dus je hoeft niet perse naar het buitenland (7).*

Which is also seen with other respondents, some of them only holiday at places where there is an opportunity for kite surfing. Besides that, some respondents mentioned also that through this sport they have to deal consciously with the nature, which plays a major role in their lives. Nature is always different and therefore it is important to know when it is ebb and flow, and as a kite surfer you have to link this information. Most of the respondents have adapted their lifestyle to this sport, so when the wind picks up, they go kite surfing. Professional kite surfers also have a clear link to their identity, mostly they have contracts with a specific brand which suits their identity. Professional kite surfers

advertise for that particular brand, at websites, used as expression for the media. Therefore these professionals are linked to these brands and it is ensured that other people can link these professionals to that specific brand. Professionals base their entire lifestyle to kite surfing. Most of them moved to a place which is located closer to the water, have bought a bigger car in order to transport all kite surf materials, have decorated a special room in the house for the kite surf materials, consider their eating pattern and alcohol use, and some of them have friends or even a girlfriend who are also participating in kite surfing. Mostly their whole life is adapted to kite surfing. One respondent mentioned:

> ..*verder zit ik nog op school, vanaf moment dat ik propedeuse had ben ik gestopt om meer te gaan kiten. Daarna ben ik begonnen met topsportregeling, dat ik dus meer vrijheid heb wanneer ik spullen inlever en ik studeer niet heel erg veel wat dat betreft. Ik probeer dat je op die manier dat je toch naar wedstrijden kan gaan, dat je iets kan uitstellen. Heel mijn leven is daarop ingericht. Hoef doordeweeks niet naar school, doe ik 8 keer per jaar in het weekend. Op die manier heb ik meer tijd om wedstrijden te doen, te kiten (8).*

Using products related to kite surfing

- Using products related to kite surfing

At the moment there are numerous brands that offer kite surfing articles on the market. Kite surfing has evolved rapidly in the last 5 years and most manufacturers strive to improve handling and safety of their products. It is hard to find facts about the turnover figures, because manufacturers do not make statements about this. Before 2008 a safety leash was not yet used, but now it is seen as a standard part of the equipment. This leash provides extra security and is placed between your harness and the kite. Each year new material is developed and released. The main points of improvement of this sport are security and stability. Because it is still a relatively young sport there will be even more changes and improvements. It is seen that most of the kite surfers use products such as a board, a kite and a wetsuit or dry suit. These are the primary products needed for kite

surfing. Most of the kite surfers want to remain true to themselves and is it purely the sport itself what attracts them. This actually fits well with the sport because kite surfing can only be practiced with enough wind and therefore has its own character. Later on commerce grew around the sport which ensured for hypes and fashions although for most respondents this is not important, it is about the sport itself. Of course they find certain products of a brand ´cool´, and then they buy for instance a towel, a bag or a vest of that brand. But it is not that all products that they use are related to kite surfing. Respondents mentioned that the sport influenced their purchasing behavior. For instance when shoes, a sweater or a car is purchased it is taken into account that they are often at the beach, that the sweater needs to be windproof, and that the car must be big enough to take all kite surfing materials. It is seen that professional kite surfers are sponsored and therefore use products of their sponsor:

> Ik heb kledingsponsor, die niet helemaal aan kite surfen gerelateerd is. Maar wel mensen uitkiest die extreme sporten beoefenen, en die sturen het dan op en dat draag ik voor reclame te maken. Dat is best normale kleding, die draag ik heel de week. Kleding, krijg ik gewoon in vast pakket, dat hebben ze voor alle teamrijders vastgesteld (8).

Usually after a year the sponsor and professional take further steps in the field of more clothing or materials which could be sponsored. Most professionals do not spend that much money on related products to kite surfing because they earn not that much money and want to spend it on other things. Other reasons are for instance that they do not like hypes and fashion things. However, professionals are wearing clothes and using materials which they get from their sponsors. As mentioned before, every year new products are developed, sponsors want professionals to wear and use them in order to advertise. Professionals live for the sport an do everything that they are supposed to do, including wearing and using the new materials. As said fashion and hypes are not that important for them, although they like to work with the newest materials. Kite surfing schools are using lots of products which are related to kite surfing, such as the primary things board, kite,

wetsuit etc. Besides that kite surfing school are also selling those products to their students, mostly boards, kites, wetsuits, bags and travelling bags.

As mentioned before kite surfers mostly use the primary related products and sometimes have a few other related products such as a towel, vest or bag. Most of the respondents have come in contact with a particular brand and stayed loyal to this brand. The reason that they stayed loyal to this brand is because that brand has a good quality of materials and as long as they continue to deliver good products they stay loyal. Some respondents decided to buy a bigger car in order to transport all kite surfing materials. Reasons for wearing clothing related to kite surfing is mostly because it is easy. At the beach it is necessary to change clothes and therefore it is easier to wear easy, comfortable clothes in which they easily can move. Some also say that it belongs to the image of kite surfing.

Are products sold on internet or in shops

- Are products sold on the internet or in shops

The forums Kitehigh and Hanglos and several other websites which can be found in appendix 1, give the opportunity to buy secondhand products which are related to kite surfing. Respondents indicate that they also make use of the internet besides shops, but for some respondents it is mostly used to compare prices. Most of the respondents want to feel the material first before they buy it. They speak mainly about kites, a board can be purchased via the internet according to the respondents. It is seen that some respondents who stay loyal to a brand buy their materials on the internet without feeling them because they know that the material is of good quality. Some of the respondents sometimes go to a fair as well in order to gain ideas, to have a nice day, and sometimes to buy something at those fairs when it is not available on the internet. Some respondents mentioned that for instance that a 'cool' bag or towel is only available via the internet. But for other related products they go to a shop. In these shops they often get discounts because they often visit these shops or because they buy a demo version. Actually:

Het is persoonlijk waar je voorkeur naar uit gaat, ik vind leuk om te gaan kijken, er worden ook beurzen georganiseerd en voor gemak is het ook wel eens handig om via webshop te kopen, soms hebben ze ook leuke aanbiedingen. Maar als je naar winkel gaat heb je ook beetje dat sfeertje en je ziet weer mensen (4).

One respondent never buys new materials but buys the old material (second hand materials) from a friend because it is too expensive otherwise. It is seen that the smaller kite surfing schools first look on the internet to see what is available and to compare the price and quality. Normally kite surfing schools then make a small order via importers or manufacturers, and when they like it they order more which is done via the internet. Professionals prefer shops, because they want to see a product, hold it and try it on. However this is normally not the case, they receive products from their sponsors which they have to use.

- Sponsorship

The internet shows that there is a lot of sponsorship going on in kite surfing, which can be found in appendix 1. According to a respondent:

Ja het hangt van, bijvoorbeeld die internetfora hangt daarvan in de lucht. En de internetfora is wel belangrijk voor de community. Kitehigh daar zitten wat shops achter die daar contracten mee hebben gesloten, daarom kunnen zij adverteren en kan de website in de lucht blijven (11).

A respondent mentioned that O'Neill, Brunotti, Billabong, and Roxi are the market leaders of today. Besides that there is a lot of kite surfing material, which is very personal. It depends on the personality, weight and how much money you want to spend. It is important not to buy stuff immediately but to get properly informed about the materials. Professionals pointed out that sponsorship is definitely visible on the internet. Professionals are on websites in which they are required to share videos and photos via these websites, forums and social media. Respondents mentioned that sponsorship is important because it gives identity to the sport, which results in

recognition. Mainly it is all about money, but professional kite surfers are dependent on sponsorship. It is a very expensive sport because a lot of materials are used and also because it is not always possible to train in the Netherlands because of the weather conditions. Especially when it is winter in the Netherland kite surfers often go abroad to train, Brasil is a beloved place because there almost always is enough wind and the weather conditions are good. Other places to train are for instance Spain, Italy and France. It costs a lot of money to go training abroad. Professional kite surfers need to train a lot and besides that they are busy with competitions which ensures that there is not much time available to work. In order to get money to do all these things a sponsorship is necessary. In exchange for sponsorship, professionals need to make advertisements. This is mainly done via the social media, they make videos or pictures in which they wear or use special products from a brand and place them on the social media. Professionals want to bind themselves to a brand that suits them, which makes it easier when there are a number of brands. Professionals are also used by the brands (examples of brands are Brunotti, O'Neill and Billabong) for their campaigns. *"Het is wederkerig, het is commercieel maar het is ook belangrijk dat die merken er zijn voor de sport, dan is er geld en kun je dingen doen"(4).* A respondent also mentioned *"Ja commercie is belangrijk, is groeiende, positieve sport. Heel veel bedrijven zouden zich ermee kunnen identificeren omdat het positief is. Je maakt geen lawaai, vervuilt niets, je moet echt iets kunnen en het is spectaculair"(7).*

Conclusion commodification

The indicators of the commodification process showed that kite surfing was commodified in the beginning due to commercial parties, such as radio, advertisement and television who spend more attention to kite surfing, later on this has been taken over by the social media. At this moment, kite surfing mainly uses social media such as Facebook, Twitter and forums, and currently does not much use of the old media forms. This (both the old media forms and the new social media) contributed to there being build a commerce around kite surfing where a lot of money is involved. Kite surfing has a clear identity to the respondents, most of them adjust their lifestyle to kite surfing. They focus their

vacations on kite surfing, take the nature into account continuously, have moved or have bought a larger car. It is seen that most of the respondents primary use related products, such as a board, kite and wetsuit. Other 'cool' products such as a towel or bag are also bought but are not necessary. Professionals are using products which they get from their sponsors. Most of the respondents stay loyal to a brand because the quality is good. The products are sold both on internet and in shops, it depends on the preference of the respondent. Prices are mostly compared on the internet and shops are used in order to feel the materials. Some respondents like to go to fairs, just to see new materials and for fun. Professionals give preference to shops, however they receive products of their sponsor which they need to use. Although respondents mentioned that hypes and fashions are not that important, it is seen that kite surfers go to fairs in order to see new things and professionals are using new products from their sponsors every year, so whether it is not that important can be doubted. Sponsorship is recognized on the internet and is very important for professionals. Sponsorship is reciprocal, it is commercial and it is also important that those brands are available for the sport, because then there is money and it allows for the sport to do things. Looking at the indicators, it can be said that those all become visible and therefore kite surfing includes the commodification process.

4.3 Kite surfing a sport or something totally different

The previous paragraph describes the sportification process in order to conclude whether kite surfing is a sport or something totally different. However, these are the findings of this study and they are based on the theory. Besides that, it is also important to know what respondents think and therefore respondents were interviewed on whether they perceive kite surfing as a sport or that they perceive kite surfing as something totally different. Below is given a description about the respondents' thoughts.

The respondents argue that they all see kite surfing as a sport. Some respondents mentioned that some old fashioned sports such as volleyball in which for instance there is a training twice a week, perhaps may no longer be seen as sports of our time. Kite surfing is a sport according to the respondents which is suitable to this period, that has its own conditions such as individuality, freedom to practice when one wants to (although, kite surfing is dependent on the weather) and the fun element, and offers these conditions to people who like it. Respondents also argued that this sport needs to fit to someone's lifestyle. Other respondents say that they like to kite surf because they see such beautiful natural places in which for example you cannot come with bicycles. However for this sport people need to be healthy and people stay healthy because they practice the sport. They mentioned that it is necessary to control the technique in order to be able to practice the sport. Therefore they consider kite surfing as a sport. Other respondents mentioned also the health and fun element of this sport, besides that they also mentioned the adrenalin which is released during kite surfing which is not the same as for instance a hobby such as flower arranging. Through practicing these sports and the corresponding adrenalin, respondents see kite surfing as a sport. Also due to the health element because it is a physical sport in which strength, endurance, speed and elasticity is necessary which kite surfing includes. Kite surfers needs also to be sharp and focused because of the weather conditions and because of all the materials which kite surfers use. According to the respondents this is also seen with professionals who are also entirely into the sport. Therefore kite surfing is seen as a sport. Another respondent mentioned:

> Ja, je moet er talent voor hebben. Iedereen kan het leren voor de breedtesport. Maar voor goed kite surfen moet je veel oefenen, je hebt echt discipline nodig, het brengt meer met zich mee dan middag op strand aanrommelen. Verder wordt je altijd blootgesteld aan de natuurelementen, dan moet je wel van goeden huize komen om dat leuk te blijven vinden. Ik vind dat je voor topsport echt wel wat nodig hebt. Veel mensen vergelijken het met windsurfen, wat ik begrijp omdat het in eerste instantie eng en gevaarlijk lijkt, verder heeft het dezelfde doorgemaakt als wat kite surfen nu doormaakt. Maar manier waarop je op het

water bent is veel anders, als je kijkt naar windvensters en het board waar je op staat en de sprongen die maakt, dat gaat met windsurfen niet lukken. En ook als je kijkt naar de materialen, wat voor vooruitgang dat heeft doorgemaakt, dan kun je al zeggen dat het echt een sport is. Het is een eigen industrie aan het worden (4).

As described before, respondents mentioned also that kite surfing suits to a lifestyle. Most of the respondents adjust their lifestyle to kite surfing. When the wind starts blowing, they go kite surfing. Kite surfing is dependent on the wind, so when it blows seven days a week they go kite surfing for seven days and if there is no wind they might not go at all. Usually they also have a flexible job which suits the necessary flexible lifestyle for kite surfing. It is an individual sport, in which kite surfers often go to the beach with a small group, but the sport is about doing it alone (it is not a team sport). As mentioned before kite surfing is not learned in one week, professionals for instance train several years in order to be able to participate a competition. Respondents see it as a sport because of the heavy physical exertion (strength, endurance, speed and elasticity). Respondents mentioned also that the sport is about trying to push boundaries. Kite surfing requires flexibility and technique. Professionals are more concerned with this than amateurs. Amateurs find the adrenalin important, as well as finding the most beautiful spots and being busy with all nature elements. For some respondents there is no doubt, *"Ik zie het 100% zeker als een sport"(8)*. Kite surfing can be practiced professionally, for some it is a fulltime activity with which they earn lots of money. There are three disciplines, wave, expression and freestyle. There are worldcups, EK's and NK's and there is even talk about kite surfing in the Olympics. These competitions are all at different levels. Respondents therefore appointed kite surfing as a sport, in which people can grow and have a goal and can work towards that. Respondents mentioned that these are all elements of a sport. Another respondent argued:

Geen vraag voor mij, op moment dat je mee gaat doen om Olympische discipline te zijn, we zijn uitgenodigd om aan Olympisch comité te laten zien hoe het gaat met kiten. Dan kan je niet meer spreken of het wel of niet een sport is (10).

Besides that, kite surfing has gone through many developments, even is talked about the Olympics therefore it is according to the respondents become a fully fledged sport.

4.4 Conclusion

This paragraph presents a conclusion on whether kite surfing developed into a sport or whether it is something totally different. This is based on the time line, which is a summary of the sportification process and on the perception of respondents. This paragraph provides an overview of what is described in previous paragraphs. This is visualized on the basis of a time. The sportification processes which have occurred are summarized in the time line. The time line is, as mentioned before, a summary of all the developments that kite surfing went through. All developments which are known show that the elements have arisen in steps. This time line indicates that kite surfing found its origin in 1977 and passed through a lot until the present day . The time line, which is described below, shows the period from 1977 until 2012, each year is indicated by numbers with corresponding letters (1a, 1b, 1b etc.), which then subsequently give a description of what happened that year. Besides that, all developments are also linked to the corresponding sportification process. On the basis of colors it can be seen in which sportification process they belong. Green stands for differentiation, pink represents rationalization and blue means commodification.

Figure 2: Time line
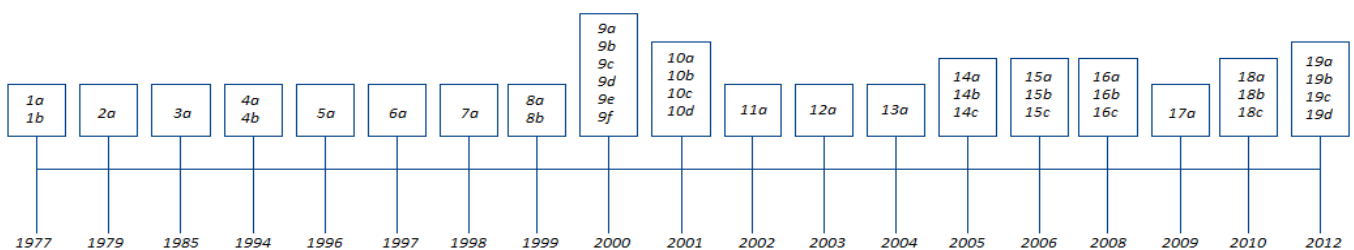
1977
- 1a:The Englishman Keith Stewart is the first to show that kites can also be used for propelling a

  small catamaran, and that it allows to cross the canal from France to England in 4,5 hours.

- **1b:** The Dutchman G. Panhuizen is the first who uses a kite to be dragged over the water. The first patent on being pulled along by using a parachute and a board was applied for by G. Panhuizen in 1977.

1979
- **2a:** From the late seventies until now, various attempts have been made to shape Flexifoils mattress power kites in order to break the ultimate speed record. This happens with all possible vessels: from water ski's to big trimarans.

1985
- **3a:** The brothers Legaignoux designed a kite that was able to start from the water: the Wipika, a kite with inflatable parts. It is important for kite surfing to have the possibility to restart from the water, in order to make kite surfing a success.

1994
- **4a:** Cory Roeseler takes out a patent for his Kiteski system. The controlbar with reel system allows a large Delta power kite to leave from the water without help. Roeseler focuses on the combination of a Delta Flyer and a mono-ski. Until that time the sport is called Kite-Skiing.

- **4b:** Peter Lynn introduces the name "Kite Surfer". This first Kite Surfer is a small trimaran with three mini surfboard. The first successful vessel which is propelled by kites.

1996
- **5a:** The Wipika kite is now available. In the south of France and Hawaii the pioneers show the potential of kite surfing. Media attention is given worldwide and a new sport is born.

1997
- **6a:** Raphael Salles (ex-professional windsurfer) starts with the production of kite surfboards.

1998

- **7a:**Windsurfing legend Robby Naish and kite legend Peter Lynn discover the potential of kite surfing and start developing their own surf kites. Also, the first world championships are held in Hawaii.

1999

- **8a:**Numerous kite-and windsurfing producers follow the new trend. Meanwhile, there are a dozen brands of surf kites available worldwide for the general public. Kiteboarding associations are established with enthusiastic members everywhere. They come partly from the wind surfing sport, but also kite runners and snowboarders want to try their hobby on the water. Kite surfing magazines come out and more and more competitions are organized. The first pro circuit starts. Professional kite surfers travel around the world to participate in competitions. In 1999 the first Dutch Championship of Kite surfing is also organized.

- **8b:**The preliminary work for establishing the NKV (Dutch Kitesurf Association) begins in 1999 with the first translation of kiteboarding guidelines of the Dutch Kiteboarding Association and the movement to the Water Sports Association. Also, the group Kite-surfing was founded. KISS (Kite Safety System) is introduced in the Dutch translation.

2000

- **9a:**The first online kitesurf community starts: www.kitesurf.nl, Vliegerop, Gerard van der Loo in cooperation with Ruud Overwater.

- **9b:**Official establishment of the NKV. On 22 June 2000, the NKV is founded by Mike Verwater and Niels Aarts. The primary reason for the founding of the association is to be able to obtain liability insurance for kite surfing.

- **9c:**Liability insurance for kite schools. Even before the establishment of the NKV, Mike and Niels start the first kite surfing school in the Netherlands. They are also the first with a Water Sports Association Recognition and liability insurance. The recognition and certificates kitesurfing I and

II are realized in particular by working with Bart van Breemen, employee of the Water Sports Association.

- 9d:Unfortunately, the liability of the insurance for kite surfing schools rapidly invalidates, probably due to some negative reports about kite surfing in the media. But individuals can still be insured, Mike and Niels develop a structure in which all of their students sign for an insurance before the registration of the NKV. Through the NKV the participants have individual liability insurances. Another advantage is that the number of members of the NKV is growing strongly.

- 9e:Connection to the Water Sports Association. On August 16th, the NKV formally adheres to the Water Sports Association. This connection has secondary reasons for establishing the NKV, namely informing governments, promoting the sport and organizing information about safety rules for kite surfers.

- 9f:More volunteers are committed. Besides Mike and Niels, more people are involved in the creation and development of the NKV, Hans Konermann is actively involved in founding and organizing the first official championship. Ruud Water is also involved in the creation and is later working as NKV'er on the preparation of safety directives and jury guidelines. He is responsible for the organization of information sessions about kiting and rescue exercises in which the police and beach lifeguards are present. Gerard van der Loo is particularly involved in the development of the NKV and kite surfing in general.

2001
- 10a:Development of the Water Sports Association, instructor training, by Stef de Jong and Bart van Breemen. The first international competition in the Netherlands, in Scheveningen. During this first international competition the Dutch Kitesurf Association is involved. Recognition of Wipika (later IKO) instructor training.

- **10b:** The first official NK (Dutch Championship). From 1999 the NKV organizes the NK, but from 2001 it is recognized by the Water Sports Association which makes the results are official. This first official NK includes 42 kitesurfers and Ruud Overwater ends on the first place. Since then, the NK has been held annually. In 2006, the NK included 61 kite surfers.

- **10c:** In 2001 Mike and Niels transfer responsibilities to Olaf Janssen. At the end of 2000 the NKV counts 101 members, but after a reorganization 80 members remain. Under the leadership of Olaf major steps are taken in the years that follow. In particular, the closing of a comprehensive liability insurance and the development of a membership management system are major developments behind the scenes. Visible are the realization of the NKV website and events that are organized such as "Kidzdays" and a "kitesurfing trip".

- **10d:** Regulation of kite surfing spots (Since the sport has increased)

2002
- **11a:** A new management for the NKV. During the general meeting in Scheveningen, a totally new management is elected, in which Olaf Janssen becomes president. The previous management had insufficient time to really shape the association; also the financial position was not good. Therefore, a new plan is worked out and the contact with the Water Sport Association is re-established. This results in an initial success with an opening of the spot of Muiderberg.

2003
- **12a:** In 2003 a structure of regional representatives is set up. The main reason is the modification of the BPR (International Regulations) which is finally established in 2004. From that moment all inland kite surfing is prohibited unless an exemption is granted. The regional representatives have discussions with all stakeholders to get exemptions for the inland spots. Unfortunately it is only possible to request exemption per location. At some places it is successful, but often representatives get bogged in the political game.

2004

- <mark>13a:</mark>Professionalization, growth and awareness of the NKV. The association receives an almost entirely new management, only the chairman Olaf Janssen stays. The new approach to local volunteers, called the region representatives, provides a significant growth of volunteers. In addition, the number of members also increases strongly to 350. To continue with this number of members, flyers are printed and distributed. Also, the first Kidzday is organized, an event for children who are familiar with the sport. During the winter the NKV organizes the first snowkiting events in Reschensee, located in Italy. Snow Kiting is just discovered and is therefore a good reason to discover snow kiting. Also, cooperation with Kitesurf Magazine starts; in every magazine, the NKV gets two pages to keep everyone informed of the latest developments of the association.

2005

- <mark>14a:</mark>Kite Surfer Stef de Jong is the first kitesurfer who crossed the North Sea in August 2005.

- <mark>14b:</mark>A new website and registration system for NKV. The professionalization of the NKV requires a renewal of the website and logo. The new website features an online enrollment system for new members, which makes the application process considerably easier and reduces the administrative burden.

- <mark>14c:</mark>BPR remains difficult. Exemption per spot for the BPR appears to be a difficult process. Because a levy should be given, other parties (such as nature conservation organizations) can slow or even block the exemption.

2006

- <mark>15a:</mark>NKV: After 5 years as chairman, Olaf hands over the leadership to Ivo den Uijl in 2006. The NKV has more than 700 members and kitesurfing has accelerated. With the number of practitioners of the sport the number of members and volunteers of the NKV increases as well.

- **15b:** Natura 2000: a major threat to kite surf spots. The spot problem increases mainly due to the advent of the European Natura 2000 guidelines. Because large parts of the Netherlands are labeled as valuable nature, it must be determined which activities are allowed. Kite surfing is a new sport about which little is known, which can lead to no recognition and therefore even less spots. This can literally be a dangerous development because the maximum capacity of many spots is already reached.

- **15c:** Professionalizing NKV. In order to realize enough spots it is important to practise and discuss the sport in the spotlight. To support this, Ivo emphasises strongly on growth and structure of the organization. This is done by putting the NKV in the spotlight often, make policies and optimize the systems. This results in, amongst others, well-attended meetings of members, growth in the number of regional representatives, the deployment of a trainee, an intranet for all internal communications, and an automated membership management system. Also links with the Water Sport Association are cited in order to stimulate the partnership between the representatives of both parties. In order to give kite surfers more insight into the work of the NKV and to attract more members, a new committee is set up; Communication led by Marijke Groener.

2008
- **16a:** New management NKV. In 2008, Thijs Vunderink is taking the leadership of the NKV. The NKV counts over 1200 members at that time. The secretariat of Salvador Santiago is taken over by Ben Pilgram, the regional coordination of Martijn Veldhuizen is taken over by Tom Rotmans, who also operates as a regional representative of Mirns. Bart Remie and Michael Coussement take the over the communication commission of Marijke Groener.

- **16b:** New goals and strategy NKV. A new vision is drawn up: "Everyone can enjoy the kitesurf sport." The goal is to give the sport a permanent place within and outside the kite world. Visibility and awareness is an important part of that. The greatest achievement is the realization

of the comprehensive site that has added value to both known and unknown, of the sport through basic information but also specific information such as safety, weather and commercials.

- <mark>16c:</mark>Material development; before 2008 a safety lease was not yet used, which provides extra security. This is a leash which sits between your harness and kite, is used since 2008 and is now seen as standard. (http://www.youtube.com/watch?v=murjhfsR_Co) Each year new material is developed and released. The main points of improvement of this sport are security and stability. Because it is still a relatively young sport there will be even more changes and improvements.

2009
- <mark>17a:</mark>Kevin Langeree is the first Dutchman, who becomes world champion by winning the PKRA freestyle. This competition was decided on the last day, when he won from the Englishman Aaron Hadlow.

2010
- <mark>18a:</mark>Management swap NKV. In 2010, a general management swap takes place, in which Bart Remie takes over the leadership of Thijs Vunderink, who is taking the communication. After the departure of Rutger van de Berg Ben Pilgram takes over the role of treasurer. The secretary ship is taken over by Nick Rijcke. Tom Rotmans makes the management complete by taken the region coordination. The association now has 2400 members.

- <mark>18b:</mark>Departure NKV at Water Sport Association. At the end of 2009, the NKV could not find classification between the current cooperation between the Water Sport Association and the NKV. The management believed that the covenant is not sufficient to the kite sports. This is discussed often and finally in April 2010 it is decided to quit with the cooperation definitively.

- <mark>18c:</mark>The NVWK is established. Before, the NVWK was part of the NKV, because the NKV quite the cooperation with the Water Sports Asscoiation, the NVWK was established so that they can work together with the Water Sports Association in order to organize competitions.

2012

- 19a:Number of spots where kitesurfing is allowed: 51, Number of spots where kitesurfing is tolerated: 14, Number of spots where kitesurfing is forbidden: 15

- 19b:Number of KNWV/IKO schools: 4, Number of KNWV/IKO certified kitesurfing schools: 16 (More and more kite surfing schools are IKO certified, besides that there is not a clear increase in the number of members of kite surfing schools, however, there are more and more smaller kite surfing schools.)

- 19c:At the moment there are numerous brands that offer kitesurfing articles on the market. Kite surfing has evolved rapidly in the last 5 years and most manufacturers strive to improve handling and safety into their products.

- 19d:Kite surfing becomes Olympic in 2016!

The time line, which displays a summary of the sportification process, shows that all indicators of the three processes of the sportification process have become visible. Kite surfing contains rules, sport federations, sport clubs, competitions and records/reports are maintained. As a result, it can be said that the differentiation process has occurred and kite surfing has developed from a small sport activity to an autonomous segment. The second process of the sportification process, rationalization, has also taken place. Rules have changed, material has progressed, innovations have taken place in medical/technical field, training programs are introduced and there are international competitions. This has contributed to the fact that kite surfing has been professionalized through scientification. The commodification process has occurred in kite surfing. This can be concluded because the indicators commodification, link identity, use of related products, products sold on the internet or in shops and sponsoring are visualized. On basis of the results of the time line (which is a summary about the sportification process) it can be concluded that kite surfing has developed into a sport.

Besides the results which are based on the theory this has also been confirmed by the respondents. First of all, most of the respondents adjust their whole lifestyle to kite surfing, have a flexible job so that when the wind picks up they can go kite surfing. Some other arguments of why kite surfing is a sport are, according to the respondents, technique which is necessary in order to be able to practice the sport, since it is not possible to learn the sport in a week, professionals train several years in order to participate in competitions, kite surfing is all about pushing boundaries. Kite surfing is a physical sport in which strength, endurance, speed and elasticity is needed. Kite surfing can be practiced both by amateurs and professionals. Kite surfing has, according to the respondents, gone through many developments and there is even talk about kite surfing in the Olympics. Therefore respondents appointed kite surfing as a fully fledged sport, in which people can grow, have a goal and can work towards it.

5. Results role social media

5.1 Introduction

This chapter describes the results of the role of social media in development of kite surfing as sport. The sportification process describes that for older forms of sport the role of media was increasingly important. Nowadays new forms of media (social media) are used. Social media is increasingly important for new forms of sport such as kite surfing. Due to social media sport participants have the opportunity to visit websites, participate in group discussions and show videos at these websites. Interactivity and creativity are important elements of these new forms of media which is different from the older forms of media in which it is more about one-way traffic. As mentioned before in the methodology chapter, social media is classified into three c's, which stand for content, contact and creation. Content is the use of information such as text, image and sound. Contact represents personal communication or interaction in peer-to-peer networks and creation stands for the production of text, image or sound, uploading on the internet and responding to the online contributions of others and placing tags. The first paragraph describes the role of social media according to these three c's. subsequently a conclusion is given about the role of social media.

5.2 Role social media with respect to content, contact and creation

Facebook (6 million members), Hyves (10 million members), Twitter (5 million members), LinkedIn (3 million members), YouTube (8,4 million members) and kite surf forums such as Kitehigh and Hanglos are the most important social media forms. Some kite surfers often use social media in which they respond to conversations, place videos etc. and some of them are using social media not that often, only for instance to check the weather or to look for events. Facebook is a social media form which can be used both professionally and personally. Hyves is mostly popular with younger people, but it

is seen that this form of social media has a decline in users. Twitter is a good communication channel, Twitter is often used to announce something. LinkedIn, is more a form of social media for the corporate network. YouTube can be used by anyone, as long as recordings are made and placed on the internet. For kite surfing, kite surf forums are very important, kite surfers communicate and upload files on these forums. Below it is described how kite surfers are using social media, how information is retrieved (content), how they are communicating (contact) and producing (creation) on these social media.

Content

Content stands for the use of text, image and sound. Most of the respondents mentioned that they mostly use the kite surf forums Kitehigh and Hanglos, for the information which they provide. These kite surf forums are developed by kite surfers themselves who want to kite surf the whole day. Therefore they put a lot of information at these forums to make this possible for everyone. Information which is available at these forums is about kite surf materials, issues about relevant topics that can be discussed, weather conditions and recommendations for good kite surf spots. A respondent mentioned *"Kijk daar wel wekelijks op, check ik whats new en wat is er te doen"(12)*. Respondents are also using social media in order to check whether there are events and look for sales of kite surfing materials. Besides that the respondents mostly use different weather websites in which they can see when the wind picks up. The multimedia document analysis confirmed this also, the websites can be found in appendix 1. These weather websites are also used by the NVWK during competitions in order to be prepared for strong wind gusts and storms. YouTube is often used to watch videos of kite surfing. Facebook is also used to follow manufacturers, who place videos and introduce their newest materials. The respondents use this in order to view and compare new products or because they are hunting for bargains.

Contact

Contact refers to personal communication or interaction in peer-to-peer networks. It is seen that due to social media kite surfers are searching for contact. One respondent mentioned:

> *Ik merk dat het echt een community is door instructeurs en vrienden die kite surfen, je wil nooit alleen het water op. Dus als je vrijetijd hebt dan meet je elkaar daar wel, zo van jongens kom op we gaan het water op wie gaat er mee (12).*

This respondent intended to say with this quote, that they meet each other on the social media, mainly via Facebook, Whats app and on the kite surf forums Kitehigh and Hanglos. Kite surfers are searching for contact at the kite forums Kitehigh and Hanglos in order to meet other people and to go kite surfing with them. This is also confirmed during the multimedia document analysis. There is also the possibility of whats app, which is an app on the mobile phone in which kite surfers can make a new group in which they can invite other kite surfers or inform them. Personal communication by kite surfers who do not often use social media forms such as Facebook, Hyves and Twitter are still frequently using e-mail to inform others. Competitions in 2009 had the possibility of a live web cast, in which people could watch it live. And underneath the live web cast there is also the opportunity to chat and discuss what they see. This is interaction with of the viewers. (It is not just as in world cups, which have the possibility for viewers to chat to which commentators also react.) It was mentioned that:

> *Je hoort hen dan ook via die live uitzending, maar je kunt hun ook vragen stellen tijdens. Dat is echt web 3.0, vragen stellen, interactie. Wij zijn nog niet zo groot als NK, dat het mogelijk is om daar 1 iemand op te zetten om in discussie te gaan met toeschouwers, maar World cups doen dat wel. Wij zitten nu nog met 2-3 camera posities, geen HD kwaliteit, maar dat groeit samen met elkaar. Als je meer viewers hebt, heeft de sponsor weer meer geld ervoor over. En dan kan je nieuwe dingen kopen. We hebben ook weleens geprobeerd met toeschouwers, om hun beelden tijdens wedstrijden te laten zien. En ook om het inzichtelijk te maken voor de*

toeschouwers, dat het beter te zien is via het beeldscherm. En we hebben op het strand ook

een speaker die praat tegen de toeschouwers, uitlegt wat er gebeurt (10).

It is seen that professional kite surfers have lots of communication with foreign people, therefore they often use e-mail or Skype, which is a way to use the phone for free via the internet. This is mostly business related and they make use of these programs because otherwise it is too expensive. Kite surf forums are also used by professionals, whenever they want they upload their opinion, but they do take their image into account and what other people expect from them. *"Ik zal nooit iemand uitschelden op internet, dat is niet verstandig"(8).* Professionals are invited to take part in competitions via Facebook, in which they can choose to participate or to turn down the invitation. Respondents mentioned that for the Dutch competitions they are normally also approached personally. For international competitions professionals are approached by their sponsors because they find it important that they take part in those competitions and otherwise professionals have to search themselves on the internet whether they want to participate in a particular competition.

Creation

Creation is the production of text, image or sound, uploading on the internet and responding to the online contributions of others and placing tags. Most of the respondents have Facebook and Twitter. It is seen that respondents sometimes place texts that they are going to the beach for kite surfing or place a photograph, however some of them do not do this frequently. A reason for that is, for instance, that they are still students which ensures that others do not have to know that they are not in school due to the fact that they are kite surfing. Others say that it is important to protect privacy. Therefore sometimes whats app is used, in which pictures can also be send, but not everyone can see them. Some of the respondents place everything that they are doing or going to do on both Facebook and Twitter. Usually this is done by professionals in order to ensure that other people can follow them. The professional kite surfers place videos and photos on these social media, also in order to promote themselves and to make advertisements for their sponsors. Videos on YouTube are

mostly watched by amateurs however they do not place videos (this is mostly done by professionals), mostly because they are not that good yet at kite surfing. When they become better at kite surfing perhaps in the future they will place a video. The NVWK places who is the winner on Facebook and at the kite surf forums during competitions. Kite surf forums are not only used for the available information, but also to react to each other's discussions or in order to arrange meetings with each other or to ask questions. Some of the respondents use social media in order to promote events which they organize, placing news or place who wins a competition. However, this is difficult to keep track of, but the most important such as:

> *..als Youri Zoon gewonnen heeft dan zetten we dat erop en laatst was Katja Roose uitgeroepen tot sportvrouw van Den Haag en dat zetten we erop. Maar niet iedere wedstrijd waar een Nederlander aan mee doet, dat zou te gek worden. Dus de highlights.. (4).*

Besides that they are also placing weather conditions and with very bad conditions they give out weather alerts, and they also place other important facts to which others can respond. Examples are *"Let op vanavond kun je gaan kiten maar het is niet zonder risico, en laatst hadden we een ongeschreven regel die bekend is voor de kite surfers, dat je als je het strand op gaat je drie stuks afval meeneemt.."(4).* In order to reach more people, important facts that are placed on Facebook are also copied to kite surf forums or even to personal websites. As mentioned before professionals mostly place videos on the social media. Amateurs sometimes place a video, a respondent mentioned that a video was placed in order to thank Roy Zoon who is a brother of Youri Zoon, because he received a kite from him and once a video was placed because of a souvenir from a vacation with friends to Brasil.

5.3 Conclusion role social media

Social media plays an important role in the development of kite surfing as a sport. The sportification process showed that media played an important role in the development of a sport, previously with

older forms of media and nowadays with social media. Compared to the use of older forms of media in old-fashioned sports, which was about one-way traffic, the new media in new forms of sport is about interaction. Kite surfers mostly use forums and other social media to get informed about kite surfing. Kite surfers looking for information such as weather conditions, events and materials. It is seen that some kite surfers are using social media more than others. Some started with kite surfing when social media was on the rise, but in the beginning they called to beach houses in order to get informed about the weather conditions or checked the broadcast teletext. Nowadays they use the internet in order to get informed about the weather conditions. The most respondents mentioned also that due to the social media kite surfing is becoming more accessible. Due to the social media people know more about kite surfing and therefore they also want to participate in the sport. Due to social media lots of people get informed about kite surfing, due to the accessibility more people get involved and more interested in the sport. Videos on for instance YouTube also ensured that kite surfing became more familiar to others. There are also lots of extreme videos, which are very impressive to others, which ensures that it impresses viewers. Nowadays there are many people active on the social media platforms, it is also an easy and cheap manner to reach people. People are rather place something on the internet than place an advertisement in the newspaper, because they reach more people and the costs are lower. Social media is also accessible to everyone, all information which is placed on the social media includes the ability to be viewed by anyone. It is also seen that competitions make more use of the internet, they use a live stream, via which people can directly watch a competition. Before kite surfing sometimes was on the television but not anymore, kite surfing is now mainly active on the internet. But more and more people are making use of the internet, therefore it suits the sport better. Kite surfers are also using the internet, in order to promote themselves. It is seen that social media is very often used by new sports such as kite surfing. Due to social media becoming better recognized, the range is much larger than previously. Previously social media was not that important for sponsoring, for instance advertisements were more important. Nowadays that is different, social media is more important for both kite surfers and

sponsors, also because they can focus more on their target groups. Social media plays an important role in kite surfing, however without social media kite surfing would still exist. Due to the social media more people have the possibility to be involved which makes it more accessible.

With respect to the three c´s, which stand for content, contact and creation, it is seen that the content remained the same as before in which the media sells advertising space. Selling advertising space is still done only via the social media. Contact is as mentioned before different, in which the social media nowadays is more about the interaction. Creation is something which was not possible before. Due to the new social media, participants of kite surfing have the possibility to obtain information from the social media, meet each other on the social media and upload for instance a video or a photo on the social media. This is definitely different than with most old-fashioned sport associations, in which information is mostly spread by a club magazine, people meet each other at weekly training sessions therefore it is not necessary to meet each other via the social media in order to arrange a meeting. Creation is mostly used for their club magazines in which for instance pictures of a competition are placed.

It is seen that social media has had the most influence on the commodification process of the sportification process. Respondents mentioned that due to the social media kite surfing has become more accessible. People can obtain information, place videos, which are available for everyone. Social media is mostly used to retrieve information (content), meet each other in order to arrange a physical meeting (contact) Besides that, social media is used by professionals in order to promote themselves. This is done with for instance videos (creation). Social media is important for both sponsors and kite surfers because they can reach many people and the costs are lower. This is mainly related to the commodification process.

6. Conclusion

In scientific literature so far little attention has been given to the role of social media in the developments of physical leisure activities. In addition to traditional sports, new sports are on the rise which are called lifestyle sports. These lifestyle sports have undergone a development in which they received elements of the traditional sports, which is called the sportification process. Media has always played a role in the sportification process. Previously, newspapers, magazines, radio and television were important, nowadays more interactive forms of media are used. This study into the role of social media in the development of kite surfing as a sport has provided insights into the sportification process and in the role of social media therein. This study not only examined whether kite surfing has become a sport, but it also examined how kite surfing has become a sport and what the role of social media was in that process. The results of this study are applicable to kite surfing, to what extent these results also apply to other lifestyle sports should be studied scientifically. This study did not have the purpose to make a comparative design but has tried to identify the sportification process , while also including the associated role of social media.

In order to give an answer to the sub questions and to finally give an answer to the central research question *What is the role of social media in the development of kite surfing as sport?* firstly literature was used to gain an insight in the history of the development of sports. Secondly the multimedia document analysis was used to get a general insight and understanding of the role and use of social media, in which the structure and content of social media play an important role. Lastly interviews were conducted in order to get an insight in what the respondents' experiences are with the contributions of social media in developing kite surfing as a sport.

Below, firstly the sub question *How did the sportification process go for kite surfing?* will be described. Together with the accompanying questions: *How did the differentiation process go for kite surfing?, How did the rationalization process go for kite surfing?* and *How did the commodification*

process go for kite surfing? Hereafter the second sub question *What is the role of social media in the sportification process?* will be described. Also with the accompanying questions *What is the role of social media with respect to content in the sportification process?, What is the role of social media with respect to contact in the sportification process?* and *What is the role of social media with respect to creation in the sportification process?* Finally, the central research question *What is the role of social media in the development of kite surfing as sport?* will be answered.

How did the sportification process go for kite surfing?

The sportification process consist of three processes, namely differentiation, rationalization and commodification. Each process received indicators in order to make the processes visible. The indicators showed that the processes have occurred. A table with the processes and the visible indicators are shown on the next page. (V:Not very clear VV: Clear) This subdivision is made on the basis of the multimedia document analysis and the interviews. The indicators which were found during the multimedia document analysis and which were also confirmed during the interviews received VV, indicators which were found during the multimedia document analysis or during the interview or the other way around received V. This overview is designed to show clearly which indicators of the sportification process have become visible.

Table 4: Overview of visualized indicators of the sportification process

Differentiation	Rationalization	Commodification
Development of uniform rules VV Rules VV Development rules	Rules activity has changed VV Rules changed	Kite surfing clear link to identity VV Commodification VVV Link identity
Sport federations VV Sport federations	Material advances technically VV Material progress	Using products related to kite surfing VV Using products related to kite surfing
Practiced in sports club V Sport club V Member sport club	Training programs have been introduced with help of innovations VV Innovations medical/technical field VV Training programs introduced	Are products sold on the internet or in shops VV Are products sold on the internet or in shops VV Sponsorship
Competitions VV Competitions	International competition VV International competitions	
Records maintained VVV Records/reports maintained	Sport participants received scientific training V Training	
	Professionalism with improvement of performance VV Contributions innovations led to more practioners	

The table already indicates that all indicators have become visible, below a description is given of each process. The differentiation process with the accompanying indicators showed that kite surfing includes several rules, both written and unwritten rules. Sport federations which are related to kite surfing are the NKV, NVWK, the water sports association, KNRM and the NOCNSF. Kite surfing schools and the sport federations are seen as sport clubs, which is mentioned during the interviews, however these sport clubs are organized differently than other sport clubs. These sport clubs have facilities and are places for social engagement in which kite surfers do not need to be a member, but they do not offer weekly training sessions. Kite surfing also includes competitions, containing three different disciplines, race, expression and speed. Records and reports of these competitions are maintained on kite surf forums and there is one official website (IKA) which has the official world ranking list.

The indicators of the rationalization process showed that rules have not really changed, only rules where kite surfing is allowed are added and rules of competitions have changed. Material progress in terms of safety are seen and besides that there is also material development for each

discipline to ensure that performance increased for each discipline. Developments are still made, but in the field of making materials more perfect in order to increase performance and in the field of safety. Training programs are also introduced. There is no evidence available on the internet whether sport participants received (scientific) training, although respondents mentioned that the development herein is in progress. Kite surfing schools offer training programs for beginners, professionals and to learn specific techniques or tricks. Also training videos at social media are introduced, but it can be questioned whether this is the best manner to learn kite surfing because there is no guarantee that it is safely explained. Because of the innovations, both material and the introduced training programs, kite surfing is becoming more accessible, which also contributes to the improvement of professionalism, therefore it was also possible to organize international competitions.

The commodification process with its indicators showed that kite surfing is commodified by the social media which is used frequently by participants and the social media which spend more attention to kite surfing. Commercial parties, such as radio, advertisement and television were previously important, but this was taken over by the social media. The media contributed to the fact that there a commerce is built around kite surfing where much money is involved. Kite surfing has a clear identity to the respondents, most of them adjust their lifestyle to kite surfing. It is seen that most of the respondents use primary related products, such as a board, kite and wetsuit. Other 'cool' products are also bought but are not necessary. Most of the respondents stay loyal to a brand because the quality is good. These products are sold both on internet and in shops, it depends on the preference of the respondent. Sponsorship is recognized on the internet and is very important for professionals. Sponsorship is reciprocal, it is commercial and also important that those brands are available for the sport, because then there is money and it allows for the sport to do things. It can be said that social media enhanced the commodification process.

Kite surfing have developed into a sport according to the theory. Besides that it is also confirmed by the respondents that they perceive kite surfing is a sport. Respondents consider kite

surfing as a sport because kite surfing requires heavy physical exertion, pushes boundaries, professional practice and even got involved in the Olympics. Lastly, a time line was made, which summarizes the most important developments which are known related to kite surfing from 1977 until 2012. The time line also confirmed that kite surfing has developed into a sport because it is a summary of the developments of the sportification process.

What is the role of social media in the sportification process?

As mentioned before media played always an important role in the development of sports. Old media forms are replaced by new forms of media in which interactivity plays an important role. Social media, with the three c's (content, contact and creation), is very important for kite surfing. Kite surfers use social media mostly to get informed about the sport. Social media is used to get informed about for instance weather conditions, events and materials. Some kite surfers are using social media more than others because some have grown up with and others are now going to use it more frequently. Due to social media kite surfing has become more accessible. People have the possibility to know more about kite surfing through for instance the videos on the internet, and are therefore more involved and interested. Social media is also used by many people nowadays, because it gives access to everyone and the opportunity to communicate. Social media is an easy and cheap manner to reach many people in comparison to old media forms. Competitions also make more use of the internet. An example is a live stream in which people can directly watch a competition. Professional kite surfers also use social media in order to promote their selves. Without social media kite surfing might also have existed, however due to new social media forms people have the possibility to get involved and that makes the sport more accessible.

Looking at the table with the processes and the visible indicators and to the corresponding texts, it can be said that the rationalization and commodification process has developed the most. They both include two check marks for all indicators, which means that the process has become visible very

clear. The differentiation process shows that two indicators, sports club and member of sports club, have not become clearly visible. This is because it is an individual sport in which there is no practice for instance two times a week because the sport is dependent on the weather conditions. There are sport clubs which offers facilities and are places for social engagement in which it is not necessary to be a member. Because this sport is organized differently, the indicators becomes less clear. However this is also seen in other sports such as in tennis and in golf. Besides that, social media has had an influence in that the organization is differently organized than in older forms of sports. For instance, nowadays people are kept informed through social media and not for example through a club magazine. The new media plays an important role in the organization of new forms of sport. Sport participants of these new forms of sport are living in a virtual world in which they for instance meet, share experiences and upload photographs. This contribute to the fact that the need for a 'real' sport club is less than before. Social media has the most influence on the commodification process. Previously only old forms of media where used such as newspapers, whereas today new forms of sport often only make use of social media. Kite surfing is commodified due to the social media, professionals are using social media in order to promote themselves. Sponsors are also using social media because they can reach many people and costs are low. Of course, due to social media kite surfing has become more accessible. The social media is available for everyone which ensures that people can obtain information, meet each other and can for instance place videos on the social media. The accessibility has contributed to more practioners and therefore to other developments such as rules, competitions, material progress and the introduced training programs. However, these developments would otherwise also have occurred only perhaps less fast. Besides that, new forms of sport make frequent use of social media and practically no longer make use of the older forms of media. Social media played a major role in how new forms of sport are organized, which is both a major change.

What is the role of social media in the development of kite surfing as sport?

All processes (differentiation, rationalization and commodification) of the sportification process have become visible, which indicates that kite surfing has developed into a sport. The theory and the perception of respondents also showed that kite surfing is a sport. Media has always played an important role in the sportification process. Previously with older forms such as newspapers, magazines, radio and television. Nowadays, more interactive forms of social media play an important role, which ensure more accessibility of the sport. Besides that, kite surfing is organized differently than in older forms of sport. There are, for instance, no ´real´ sport clubs, which is because the sport is organized by means of a virtual world which came into existence due to the new communication system. The new media technologies are defined by increased accessibility, fluidity and interactivity. Therefore kite surfers have the possibility to visit various websites, participate in this fantasy of the virtual world and participate in discussion groups and show videos. Social media is very important for kite surfing, people have the possibility to get involved and that makes the sport more accessible, which also contributed to more developments. Without social media kite surfing might also have existed, however kite surfing was perhaps less accessible and developments perhaps might be have occurred less fast.

7. Discussion

In order to show whether kite surfing developed into a sport a time line was made which displays a summary of the sportification process. It was very difficult to make this time line because kite surfing is a relative young sport in which not all data is recorded yet. The associations have also not been established for that long which ensures that they are not aware of everything. However, this is quite remarkable because normally everything is recorded in sport organizations. Mainly in new forms of sports where social media is used, it is remarkable that no data can be found on the internet. One reason could be that most of these organizations are commercial (have a competitive position) and therefore they do not want to disclose information. The time line is made by using every data which was found on the internet and which was obtained during the interviews. Besides that, the time line is supplemented with information that respondents indicated. The multimedia document analysis is made on the basis of the theory about the sportification process. Each process includes elements, these elements received indicators in order to make the process visible. The indicators were searched for on the internet. Some of these indicators where easy to find and some of them were hard to find. During the interviews these indicators were looked for in order to confirm what was already found and whether it was possible for things to be added. Almost all interviews were conducted face-to-face, which is a good manner because of the personal contact with respondents. However, sometimes it was hard because most of the respondents lived very far away, therefore much time was spend on travelling. Another option for the future when respondents live far away is conducting an interview by telephone or Skype. Two respondents wanted an interview by telephone, initially this seemed to be a bad idea because there is no personal interaction, but it went very well and saved a lot of travelling time. Besides that, this study made use of snowball sampling, which seemed to be a good way to get respondents. In the beginning it seemed that it went well, but after four interviews it seemed to go wrong. Respondents gave names of other respondents, but those respondents did not react. But after a while they reacted and finally fourteen interviews were

conducted. And respondents are still reacting to my application. For next time it is also important to keep in mind that transcribing the interviews takes a long time which is difficult combined with a lot of travelling. For an intensive research such as this, more time must be taken.

During the interviews there was much talk about the Olympics. Respondents mentioned that kite surfing becomes an Olympic sport in 2016 or in 2024. That was also a reason for most respondents to say that kite surfing is a sport, because otherwise it cannot take part in the Olympics. For this study this was very interesting because according to respondents it was a sport and when the sport will take part in the Olympics it is suggested that it is indeed a sport. However, this study looks to the sportification process in order to describe whether kite surfing developed sport characteristics. Possibly there are other criteria requirements when a sport can take part in the Olympics, where this study not has looked into. This study shows that kite surfing is indeed a sport according to the sportification process, but that some things are organized differently than in older forms of sports.

8. Recommendation

This study has used three methodological approaches in order to get insights in the sportification process. Firstly the literature review was used, secondly the multimedia document analysis and lastly semi-structured interviews. This study did not have the purpose to make a comparative design but has tried to identify the sportification process whilst including the associated role of social media. During this study kite surfing has not been compared with other sports, because, as mentioned earlier, this was not the intent of this study, but this may be a recommendation for further research. As mentioned before respondents lived very far away, therefore in further research better use should be made of interviews by telephone or Skype instead of personal interviews, which will save time. For further research the period of data gathering should also be taken into account. This study noted that during the period of data gathering, respondents also had to participate in the Dutch Championship of kite surfing, which ensured that respondents had little time at that moment for this study.

This study shows the role of social media in the development of kite surfing as the sport that it is today. All indicators of the sportification process have become visible which proves that kite surfing is a sport according to the theory. This is also confirmed by the perceptions of the respondents. The role of social media has the most influence on the commodification process; professionals are using social media in order to promote themselves and sponsors are also using it in order to reach many people, they can focus on their target group and social media includes lower costs than the old media forms. The social media also helped with the accessibility of kite surfing, and it also contributed to the development of rules, competitions etc. However, this also developed without social media, but perhaps somewhat less rapidly. Besides that, social media also ensured that the sport is organized differently. In new forms of sport social media is used to inform sport participants and old forms of media such as a sport magazine are no longer used.

It is seen that some respondents make more use of social media than others, but in general it is seen that social media is used increasingly. There is a difference in the use of social media by professionals and amateurs. The way professionals use social media is discussed above. Amateurs mostly use social media in order to get informed, for instance websites about the weather conditions are frequently used. Besides that, amateurs also visit fairs. It is therefore important to respond to this, because these fairs can promote themselves through advertising on these weather websites. Social media can be used for brand awareness and loyalty to the product and stimulate brand association. Social media is seen as the best way to promote relationship for both users and partners. Content, contact and creation are important elements of social media. For sport federations such as the NKV and the NVWK, events, and also for kite surfing schools, it is important to respond to these three c's in which they provide information, give people the possibility to interact and create some space where people can for example upload their videos or be creative. Besides that it is important to design a strategy. What the organization wants to achieve with social media, who it the intended audience and what is the period they want to reach them. After the strategy is determined, the organization must see if they will make use of existing social media (for instance Facebook), or that it is necessary to set up an own online community. Existing social media has advantages, it takes less time, it is cheaper, it is easier and people already know their way to these social media. When it is chosen to start a own form of social media, it is important that interaction can take place just as with existing social media. Organizations should realize that social media requires maintenance. For this is required up-to-date knowledge, attention and good organizational embedding.

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Appendix I: Multimedia document analysis

Indicators of the sportification process	Found:
Differentiation *Rules*	*Voorrang. De Regels voor kitesurfers: http://www.unhooked.nl/index.php/leer-kitesurfen/voorrang-de-regels-voor-kitesurfers/ *Basis regels beginners (op forum): http://www.kitesurf.nl/component/option,com_joomlaboard/Itemid,26/func,view/id,1517/catid,10/ *Sportregelgeving NKV (vooral waar het wel en niet toegestaan is): http://www.nederlandsekitesurfvereniging.nl/kitespots *Voorrangsregels op het water: http://www.kitesurfbrabant.nl/voorrang_001.htm *Gedragsregels kitesurfen: http://www.vliegerdomein.nl/modules.php?name=News&file=article&sid=31 *Kitesurfregelementen: http://kitezone.nl/informatie/kitesurfreglementen/ *Voorrangsregels: http://kitezone.nl/informatie/voorrangsregels/ *Voorrangsregels: http://www.knwv.nl/kitesurfen/Content.aspx?sid=16&cid=1708&mid=&mnu=2852 *Regels voor kitesurfcompetitie: Zie PDF Regels voor kitesurfcompetitie *Voorrangsregels (op forum): http://www.vliegerforum.nl/blog/ad_branger/index.php?showentry=244
Development rules	*Algemene voorwaarden: http://www.nederlandsekitesurfvereniging.nl/Algemenevoorwaarden-kitecamp.php *Kiten waddenzeespots (forum): http://www.hanglos.nl/news/172563/kitesurfnews-kiten-waddenzeespots-toch-verboden.html *Omgevingsplan Zeeland: Zie PDF Omgevingsplan Zeeland 2006-2012 *Nieuwe wetgeving kitesurfen: Zie PDF Nieuwe wetgeving kitesurfen *Vergunningen kitesurfen: http://www.stichtingwaterrecreatie.nl/actueel.php#10 *Kitesurf verbod Lauwersmeergebied en Waddenzee http://www.waddenzee.nl/singleCategoryarchive.2299.0.html?&no_cache=1&tx_ttnews[tt_news]=1666&cHash=d14f6e0fb508cac120a8083229b12c40 *Jaarrapportage handhaving: Zie PDF jaarrapportage handhaving *Veilig varen: Zie PDF Veilig varen
Sport federations	*Watersportverbond: http://www.watersportverbond.nl/Content.aspx?sid=1&cid=&mid=40&ctl=details&nid=11#Surfen *Watersportverbond en NKV: Zie PDF Watersportverbond en NKV *Nederlandse Kite surf Vereniging: http://www.nederlandsekitesurfvereniging.nl/ *Nederlandse Vereniging voor wedstrijd kite surfer: http://www.nederlandsekitesurfvereniging.nl/nvwk-over.php * NOC NSF: http://www.nederlandsekitesurfvereniging.nl/alv-notulen-artikel-583.htm *KNRM: http://www.knrm.nl/ *Holland Surf Association: http://www.hsa.nl/ *Natura 2000: http://www.rijksoverheid.nl/ministeries/eleni *Stichting Noordzee: http://www.noordzee.nl/ *Surfrider Foundation: http://surfriderfoundation.nl/ *Vogelbescherming Nederland: http://www.vogelbescherming.nl/
Sport club/member sport club	*See also sport federation *Sport clubs: http://www.bewarebeach.nl http://www.natural-high.nl http://kitesurfschool.nl
Competitions	*Wedstrijdkitesurfen: http://www.nederlandsekitesurfvereniging.nl/content/nvwk-nieuws.php?page=1 *Wedstrijden: http://www.knwv.nl/kitesurfen/Content.aspx?sid=16&cid=1709&mid=&mnu=2854 *Kitesurfwedstrijden Nederland, Europa en wereld: http://kitesurfles.nl/wat-is-kitesurfen/kitesurfwedstrijden *NK Kitesurf: http://www.daciankkitesurf.nl/
Records/reports maintained	*Persoonlijke resultaten bekende kitesurfer: http://www.kevinlangeree.com/results.php *Nederlandse Kampioenen: http://www.nederlandsekitesurfvereniging.nl/nkkitesurfen.php *Verslagen oude NK's: http://www.nederlandsekitesurfvereniging.nl/nkkitesurfen.php *Verslagen: http://www.wedstrijdsurfen.nl/index.php?ax=900&dx=100&ix=28&lx=31&xx=1 *IKA: http://www.internationalkiteboarding.org/

Rationalization	
Rules changed	*Officiele regels zijn veranderd: http://access.soulonline.nl/nieuws/de-regels-van-kiteboarden-veranderen/ *Nieuwe regels: Zie PDF nieuwe regels *Strengere regels: http://www.seniorennet.be/Pages/Nieuws/videonieuws.php?id=PIt_58214_vtm_id
Material progress	*Vooruitgang veiligheid: http://www.flysurfer.nl/page/view/name/34-tips-tricks *Materiaal: http://www.surfensoul.nl/kitesurf-materiaal.html *Materiaal: http://www.kitesurfschooloostvoorne.nl/materiaal
Innovations in medical/technical field	*De gebruiker innoveert: http://www.technischweekblad.nl/de-gebruiker-innoveert.78929.lynkx *Kite veilig: http://www.kiteoutlet.eu/index.php?option=com_content&view=article&id=49&Itemid=57&lang=nl
Training programs introduced	*Vitamine D (forum): http://www.kitehigh.nl/forum/index.php?topic=42356.0 *Onderzoek blessures en trainingsprogramma's (forum): http://www.hanglos.nl/news/157736/kitesurfnews-kitesurf-onderzoek-universiteit-leuven.html *Personal training: http://www.arjanvanhonk.nl/outdoor-sport-training.html
International competitions	*Youri Zoon tweede bij internationale kiteboardcompetitie PKRA: http://www.sportcult.nl/nieuws/sport/nid4531-youri-zoon-tweede-bij-internationale-kiteboard-competitie-pkra.html *Lipton ice tea sponsort Katja Roose: Zie PDF Lipton ice tea sponsort Katja Roose *Ruben Lenten stopt vanwege internationale jurering: http://www.redbull.nl/cs/Satellite/du_NL/Profile/Ruben-Lenten-021242777306832 *Windsurfen en kitesurfen Andalusie, Spanje: http://andalusie.costasur.com/nl/windsurf.html
Training	*Training: http://www.kiteactive.com/kitesurfles *Kitesurfschool: http://www.kitefeel.nl/ *Verschillende kitesurf scholen *Online kitesurf school (youtube): http://www.tantrumkitesurf.com/kitesurfschool.php *Kitesurf tricks via iphone: http://www.unhooked.nl/index.php/lifestyle/kitesurf-tricks-leren-via-iphone/ *Hoe leer je dat?: http://sport.infonu.nl/watersport/42407-kiten-of-kitesurfen-hoe-leer-je-dat.html *Ebook kitesurfen: http://www.kitesurf-ebook.nl/ *IKO certificaat: http://kitesurfles.nl/informatie-over-de-kitesurflessen/iko-kitesurfles-certificaat *Gratis certificaat bij kitesurfles: http://www.kitesurfschoolscheveningen.nl/kitesurf-certificaat.html *Kitesurf certificaat: http://www.kitingholland.nl/certificaat.php *Wordt IKO instructeur: http://www.kitesafe.nl/nl/kitesurfles/instructeurs-opleiding.html *Certificaat om veiliger, gemakkelijker en sneller leren kitesurfen: http://www.kitemobile.nl/nl/school/kitesurfpas *certificering: http://www.nlkb.nl/18/certificering.html *Verplicht diploma (Forum): http://www.hanglos.nl/poll/24192/kite-poll-verplicht-diploma.html *Kitesurf instructeur: http://test11.2binteractive.nl/Content.aspx?sid=4&cid=72&mid=&mnu=144
Commodification	
Commodification	*Kitesurfen voor vrachtschepen: http://www.lowtechmagazine.be/2007/11/de-terugkeer-va.html *Social media such as Facebook, Hyves, Twitter and forums contributed to accessibility and more commerce to the sport
Are products sold on the internet and shops	*Producten: http://www.flyozone.com/kitesurf/nl/products/ *Kitesurf t-shirts, sweeaters en hoodies: http://www.galleryplay.com/beach/kitesurf_t-shirts.php *Kitekleding (forum): http://www.kitehigh.nl/forum/index.php?topic=17675.0 *Tweedehands (forum): http://www.kitehigh.nl/2ehands/c/Boards *Kitesurf kites (forum): http://www.hanglos.nl/gear/ *Shops in NL: http://www.kiteboardpro.nl/shops/ *Shop voor kites en kiteboards of online bestellen: http://www.roha-surfing.nl/nl/roha-shop_kitesurfen.htm
Sponsorship	*Sponsoring: http://www.watersportverbond.nl/kitesurfen/default.aspx?sid=16 *Dacia voor 3 jaar hoofdsponsor NK kitesurf: http://www.daciast.nl/2010/09/05/Dacia-voor-3-jaar-hoofdsponsor-NK-Kitesurf *Sponsorship at forums: http://www.kitehigh.nl, http://www.hanglos.nl *Facebook pages of for instance Youri Zoon, Katja Roose, Kevin Langeree etc.

Social media	
Content (Use of text, image, sound)	*Weather websites (see weather and wind) *Events (see competitions and events) *Facebook, Hyves, Twitter *Kitesurf forums: Kitehigh, Hanglos
Contact (Personal communication/interaction)	*Facebook, Hyves, Twitter *Kitesurf forums: Kitehigh, Hanglos
Creation (Production of text, image or sound, uploading and responding)	*Facebook, Hyves, Twitter *Kitesurf forums: Kitehigh, Hanglos

Important websites for kite surfers:	***News/information** http://www.kitehigh.nl http://hanglos.nl http://www.kiteboardpro.nl http://www.kitesurf.nl ***Competitions and events** http://www.exventure.nl http://www.kiteboardpro.com http://www.daciankkitesurf.nl http://www.kiteworldtour.com ***Weather and wind** http://www.rijkswaterstaat.nl/water/scheepvaartberichten_waterdata/actuele_waterdata/index.aspx http://www.buienradar.nl http://www.hanglos.nl/spot http://www.knmi.nl http://www.checkcams.com/holland/strandcams http://www.vliegerweer.nl http://www.weer.nl/weer.html http://www.weeronline.nl http://www.windfinder.com http://www.windguru.cz/nl

Appendix II: Glossary of kite surfing terms

2:1 setup: A setting of the kite, often on a bowkite with pulleys on the bar. This doubled the steering and depower.

4-lijns: A kite with four lines.

5-lijns: A kite with five Lines, the fifth line is usually used to restart the kite, and a number of kites use it for stability.

AanKanten: Pushing with your heels/toes the rail of the board into the water in order to slow down the speed of your board or press the lines to build a jump.

Aspect Ratio: Aspect ratio is the ratio between the width and average height of the kite. There are used two AR-values: 1. The flat (apartment) AR, which is used for a lay-flat kite. In formula form: The width of the squared divided by the surface. 2. The projected (projected) AR, which shows the same ratio, but then for the kite in the air. Under the influence of the curvature of the kite, this will have a different value. The formula is then: projected width in the squared divided by the projected surface area.

Auto-zenith: If releasing the bar the kite automatically flies to the zenith (12 hours).

Bakboord: Left

Bar: Steering Wheel of the kite.

Typische opzet 4 lijns bar (bow-kite)
in 1:1 setup

depower strap (verkorten powerlijn)

power strap (verlengen powerlijn)

strap wordt tijdens varen gebruikt
om de kite afstellen voor meer of
minder kracht

stopper

O'shit handle
(afhankelijk van type kite)

powerlijnen (2x)

safety: uittrekken
zorgt dat chickenloop
open gaat en de power-
lijnen los komen van
harnas, kite blijft aan 1
lijn hangen via leash

stuurlijn

donkey-dick,
apen-lul, voor
fixeren CL aan
trapeze

(hp-)leash om kite aan 1 lijn te
houden na trekken safety
(afhankelijk van type kite, ook
wel handle pass leash)

chickenloop (CL)
(aan haak trapeze)

Bindings: A type of boot to use instead of foot pads and straps. Similar to snowboard / wakeboard bindings. Not recommended for beginners, more often used for the wake style.

Board leash: A rope between your trapeze/ankle and your board. Note that this dangererous! Use a helmet instead of your head to catch the board. Or learn upwind bodydraggen, and you'll save yourself serious injuries.

Bodydraggen: Dragged through the water along by a kite.

Bow-kite: Flatter than a C-kite, which allows to use more of the total area of the kite effectively to generate power, an advantage is that this kite will lose almost all their power when the bar is released.

BPR Binnenvaart Politie Reglement: A type of traffic regulations on the water. Valid on all navigable waterways of the Netherlands (inculding the Wadden Sea). Unfortunately, kitesurfing is prohibited

everywhere according to this regulation. In some places there is an exemption to this prohibition which was realized by the NKV. Therefore it is only possible to kitesurf at some locations.

Buddy: Buddies are very helpful to have. They will help launch and land your kite safely (most of the time).

Chickenbone/donkeydick/pieletje: The stick which is attached to the chicken loop, it passes through the loop of the harness, which ensures that you do not lift.

Chickenloop: The trapeze in the look in which you are hooked and then attached to the kite.

Chop: Water with irregular waves.

Concaaf: Curve in the board extending from the one to the other side, which provides a more comfortable ride.

Depower strap: Loop above the bar in order to shorten your front lines, resulting in less power out of the kite.

Directional: Kiteboard that has the looks of a surfboard. These boards are used for wave kiting and through the large volume that these boards have are they also fun for the days with less wind. These boards have a clear front and back where the back can have multiple forms. These boards cannot be sailed backwards and also the number of fins is different.

Downwind (passeren): Sailing with respect to the wind direction, along with the wind. Keep the kite low, see also UpWind (passing).

Downwind: Along with the wind.

Dyneema: The connection between the person and the kite is only a material of less than one square millimetre. No matter how well the kite may be the feeling eventually goes through the kite line. The kite line is often underestimated. The line for kites has many aspects that are important for the perfect line. Namely, no rack, this ensures that the kitesurfer is directly connected with the kite, every movement of the kitesurfer results in a movement in the kite. Second, thinness, an infinitely thin line is ideal. The line is a volume which moves back and forth through the air, through the length there may be relatively much friction. Lastly, smoothness, a kite line needs to be very slippery, which gives the kiter the possibility to do rotations without wear and misery. To achieve these aspects, there are two types of materials for lines; Spectra and Dyneema, which have almost the same characteristics. Dyneema is produced in the Netherlands and in Japan by DSM. Dyneema is a superstrong polyethylene fiber that is manufactured by using the patented "gel spinning" process by DSM. This results in a fiber which is 15 times stronger than steel, super-light, and is resistant to UV light, and chemicals.

Epoxy: Is an extremely tough and durable synthetic resin. It has superior characteristics in terms of adhesion and resistance to water, chemicals, etc. Epoxy originates from a chemical reaction between the two components (resin and hardener).

Eu-Stress: The positive form of stress, life-enhancing and essential for life.

Flex: The bending ability of a board. The more flexible the more comfortable the ride but the less aggressive there can be kited.

Fliptips: The tips of the board are additional folded up.

Footpad: The soft material in which you are standing, usually a kind of foam.

Footstrap/voetband: Strap over the foot that ensures that the board exactly fit to the feet.

Geschreven regels: When norms are explicitly included in the rules.

Grabhandle: Handle on the board.

Hangtime: The amount of time, between the jump and landing, you are hanging in the air.

Heelstrap: Strap which you can hook behind the heel, in order to prevent the board from falling off rapidly.

Highend: Maximum wind in which there is the possibility to sail with a kite or board, which is different per kite and board.

Hoogtelopen: Sail to the wind.

HP-leash: The leash is attached to the trapeze, which is also called Handlepass leash. This is a leash which makes it possible to handlepass, the leash goes to the chickenloop, or safety.

Ingroup: Social group to which an individual feels he or she belongs as a member.

Jellyfishen: Moving the kite up and down in the air nervously.

Kickers: Hills made for the wake / kite boarding. There are different types of jumps: with PVC surface

and flat surface. The kickers start just below water level in order that each boarder can come on these hills.

L/D-ratio: L/D-ratio means lift to Drag-ratio, or the ratio between lift and drag, the two main forces that work on the kites. When the L/D is high, the kite has little resistance (drag) which ensures that the kite will fly fast. Ensures jumps mainly go up. Kites with a low L/D will be somewhat slower, can come less far upwind and jumps are more horizontal.

Leading Edge: The large tube at the front of the kite.

Leash: Ensures that you do not lose your kite or board. The use of a boardleash may be dangerous to yourself. The absence of a kiteleash may be dangerous to others.

Locals: Kitesurfers that can be found at a certain "spot". Locals know their "spot" like no other and know what they have to take into account in order to kite surf safely.

Lowend: Minimum wind in which can be sailed with a kite or board, which is different per kite/board.

Mutant: Kiteboard that is between twintip and directional. Used in wave kiting and in the old-school tricks. Have a clear front and back but can be sailed backwards and forwards. The number of fins may

vary.

Neopreen: A synthetic rubber, developed in 1931. Used as basic substance for making heat-insulating clothing for water sports.

N.K.V. De Nederlandse Kitesurf Vereniging/The Dutch Kitesurf Association: An association that deals with the promotion of the interests of the kite surfers in the Netherlands. Without this association kite surfing would not be allowed on most inland locations / spots. The NKV also provides various activities in the area of competitions etc. Members of this association are automatically insured for their liability while practicing their sport.

Ongeschreven regels: When the norms are not explicitly included in the rules, but these unwritten rules are known by members themselves.

Outgroup: Social groups that have feelings of disrespect, opposition, or a desire to compete.

Outline: The shape (contour) of a board.

Overpowered: A kite that is too big for the wind.

Pigtails: String with a knot or a loop at the kite, to fasten the lines.

Pulley: A pulley which is used in a SLE / BOW kite. These can both be attached to the bar or to the kite. The pulley causes the sublimation point which is used to hold the kite as stable as possible.

Rocker: Curve in the board running from tip to tip. Is needed for cornering and also affects the extent to which a board is suitable for chop / waves.

Roll-Leash: A boardleash that unrolls when you pull, similar to a dog leash.

SAFETY (system): Available on any modern kite. By activating this system loses the kite (almost) all the power. It is important to learn the operation of the system of the kite before going on the water.

Sinussen: Steering the kite up and down in a wave motion, to obtain more power.

SLE: Supported leading edge (bridle)

SPOT: A location where it is possible to kite surf. Kite surfing is not allowed everywhere, and not at all times, therefore you have to find out whether it is allowed to kite surf at the place.

Stallen: Flying the kite backwards.

Stress: Psychological tension and pressure

Stuurboord: Right

Trailing Edge: Backside of the kite.

Trapeze: A tool for the back/hip, with front a hook where you can bracket the kite. There are two kinds: Waist (hip trapeze) and seat (seat trapeze). The difference is that one works like a pair of pants and the other is on the hip without ties in the groin part. Generally only the beginner's carry the seat

version because when they are learning they stand still a lot, which is when the trapeze is creeping up towards the ribs. Later on, the hip version will be used in which the hook is slightly higher with respect to the seat version.

Hip trapeze   Seat trapeze

Twintip: The most usual form of kiteboards. This board does not have a separate front and back and can thus easily be sailed on 2 sides. These boards are most suitable for the modern form of kiting. The size varies from 110 cm for the little ones to 170cm for the big boys and for the days with less wind. These boards are usually equipped with four fins, but there are also Twin tips with 2, 5, 6 or 8 fins.

Underpowered: When a kite is too small for the wind.

Unhooked/uitgehaakt: Sail without chickenloop which is attached to trapeze.

Upwind (passeren): Sailing against the direction of the wind, in which the kite is high.

Upwind: Against the wind.

Voorrangsregel: Sailing with your right hand and right leg, then you own a priority by the oncoming vehicle. Sailing with your left hand you should give way (go downwind) to the oncoming vehicle.

Vinnen: Each kiteboard has fins, the twin tips have 4 fins. The directional board usually has 3 or 2 fins on the "back" of the Board. These come in various sizes, the larger the fin the tighter the board is on the water, and the easier it is to "hoogtelopen" with little wind. The smaller the fin the looser the board is on the water but it is not easy to "hoogtelopen" with less wind. Directionals have larger fins and have more the shape of a shark fin. Symmetrical fins are identical on both sides. Asymmetrical fins are different from the left and right. One side is flat and the other side has a convexity so that there is a kind of wing shape. The convex side needs to be on the side of the rail, these fins ensure that the rail passes through the water by the lift which is caused by the wing profile.

Wetsuit: Hugh Bradner developed the first wetsuit in 1953. Clothing for the sailors. As the name says "wet suit". A close-fitting suit of neoprene on which after initial water contact a thin layer of water remains. This thin layer of water takes the body temperature, and then works as an insulating layer. This allows you to go in the water with lower temperatures. The modern wetsuits leave little water and therefore they are also known as steamers. In the production different thicknesses are used. At the less movable parts of the body thicker material (6 or 5 mm) is used and the rest is thinner = smoother. Thicknesses are indicated by for instance 5/3, 6/5/3 etc. It is very important that a wetsuit / steamer fits tightly fit without pinching off. An oversized suit does not resist water and gets cold quickly.

A wetsuit / steamer is made of neoprene on the inside with a layer of dust (which retains water), which is called single-lined. Neoprene is very vulnerable (with stones / shells etc.) Sometimes the outsides also have extra protection, with a thin layer of fabric dust (double-lined). Double-lined suits are less vulnerable but (due to the wind chill factor) they are also much colder in really cold weather.
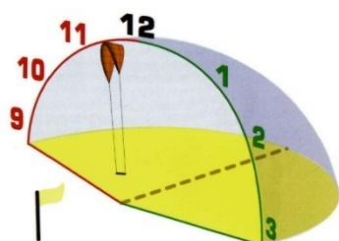
Windchill: (Body) heat is transferred to a cooler environment. Due to the contact with the air, you come in contact with a large amount of cold areas. The cooling goes so fast that the ambient temperature feels much colder. The wind chill has no effect on non-living things such as water / radiator of the car, etc, however these things cool faster.

Double-lined wetsuits / steamer have a thin layer of waterproof on the outside (as opposed to single-lined suits where the water is running off). Through the wind chill you experience your environment as much colder and you also cool down much faster. An often underestimated danger with sailors! The accompanying table shows the effects of wind chill on your emotional value of the temp.
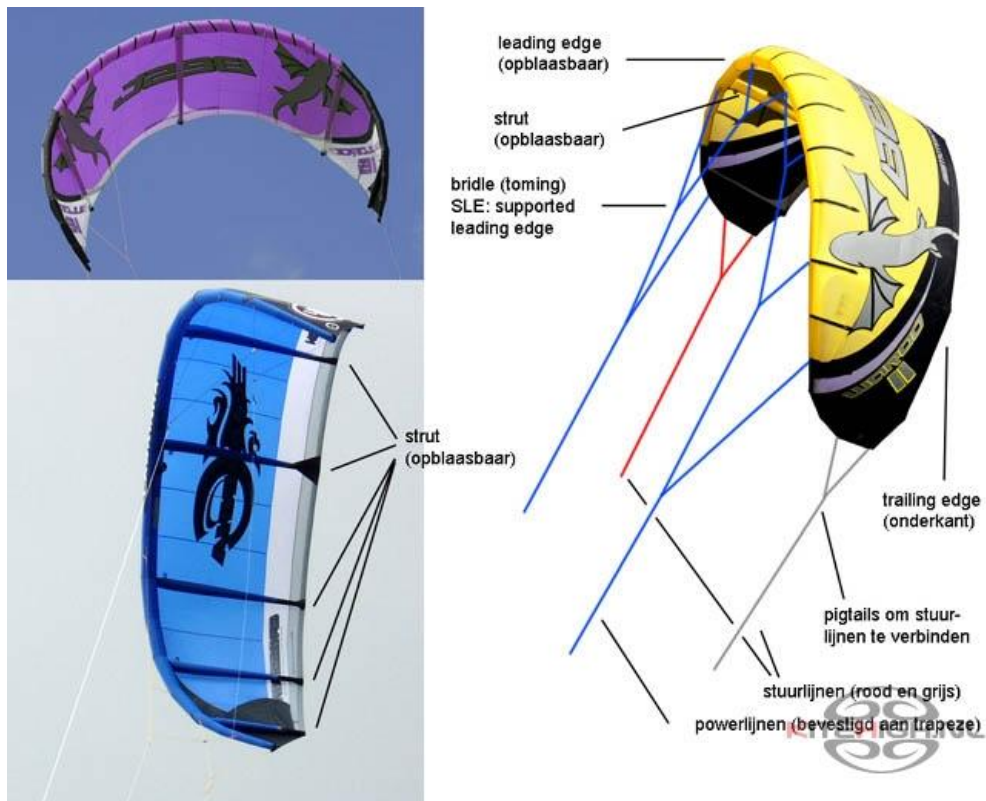
Ws*	Wk**	Luchttemperatuur in graden Celsius										
m/s	bft	0	-1	-2	-3	-4	-6	-8	-10	-12	-14	-18
2	1 à 2	0	-1	-2	-3	-4	-6	-8	-10	-12	-14	-18
5	3	-3	-4	-5	-6	-7	-9	-11	-13	-16	-18	-22
7	4	-4	-6	-7	-8	-10	-11	-14	-17	-19	-22	-26
9	5	-6	-8	-9	-11	-12	-13	-17	-19	-22	-25	-30
11	6	-8	-9	-11	-13	-14	-16	-19	-22	-25	-28	-33
13	6	-10	-11	-13	-14	-16	-17	-21	-24	-28	-31	-36
16	7	-11	-12	-14	-16	-18	-19	-23	-27	-31	-34	-39
18	8	-12	-14	-16	-17	-19	-21	-23	-29	-33	-37	-42

Windrange: The wind range of a kite, the minimum and maximum wind in which can be sailed.

Windvenster: An imaginary image of a quarter of a three-dimensional circle, wherein the upper arch is classified as a clock. See also picture below.

Other pictures to make it clear:

leading edge
(opblaasbaar)

strut
(opblaasbaar)

bridle (toming)
SLE: supported
leading edge

strut
(opblaasbaar)

trailing edge
(onderkant)

pigtails om stuur-
lijnen te verbinden

stuurlijnen (rood en grijs)

powerlijnen (bevestigd aan trapeze)

Appendix III: Topic list (in Dutch)

Topic 1. Achtergrond karakteristieken van respondent

- Naam

- Geslacht

- Leeftijd

- Woonplaats

- Hoe kwam u in aanraking met kite surfen?

- Amateur/professioneel?

- Spelen weersomstandigheden een rol?

Topic 2. Differentiatie

Gebruik dit deel van het onderzoek om inzicht te krijgen in wat de respondent denkt over de ontwikkelingen in kite surfen tot sport. (Sportificatie proces: differentiatie)

- Bevat kite surfen regels?

- Is er ook een ontwikkeling te zien in deze regels?

- Zo ja, is er ook een verschil te zien hoe dit was vroeger en nu?

- Zijn er sportbonden?

- Wordt kite surfen beoefend in een sport club?

- Zo ja, bent u ook lid van een sport club?

- Bestaan er wedstrijden in kite surfen?

- Zo ja, wat voor soort wedstrijden?

- Zo ja, is er een verschil te zien hoe dit vroeger en nu was?

- Doet u ook mee aan dit soort wedstrijden?

- Worden er ook verslagen/standen/andere gegevens bewaard?

- Zo ja, is er een verschil te zien in hoe dit vroeger werd gedaan en nu?

- Wat is de rol van sociale media in de bovengenoemde items?

- Ziet u kite surfen als een echte sport?

- Zo ja, waarom?

- Zo niet, waarom niet?

Topic 3. Rationalisatie

Gebruik dit deel van het onderzoek om inzicht te krijgen in wat respondenten denken over de ontwikkeling van kite surfen tot sport. (Sportificatie proces: rationalisatie)

- Zijn de regels van kite surfen veranderd?

- Kunt u omschrijven wat de regels vroeger en nu waren?

- Zijn de regels vastgesteld?

- Ontving u training?

- Zo ja, wat voor soort training?

- Zo niet, is dit wel mogelijk?

- Is er over tijd technische materiële vooruitgang geweest?

- Wat is er veranderd?

- Herkent u innovaties in technisch en medisch gebied? (Die hebben bijgedragen aan international sport contacten en in de ontwikkeling van sport clubs)

- Zo ja, kunt u deze omschrijven?

- Is het materiaal veranderd?

- Zijn er trainings programma's ontwikkeld/geïntroduceerd? (Met behulp van innovaties)

- Zo ja, wat voor soort van trainingsprogramma's?

- Denkt u dat door deze innovaties de prestaties van de sporters beter is geworden?

- Bevat kite surfen international competities/wedstrijden?

- Wat is de rol van sociale media in de bovengenoemde items?

Topic 4. Commodificatie

Gebruik dit deel van het onderzoek om inzicht te krijgen in wat respondenten denken over de ontwikkeling van kite surfen tot sport. (Sportificatie proces: commodificatie)

- Diende kite surfen eerst voor persoonlijk vermaak en werd dit later een handelswaar/artikel/koopwaar?

- Heeft kite surfen een duidelijke link met u identiteit?

- Hoe kan dit worden herkend?

- Gebruikt u verschillende producten die gerelateerd zijn aan kite surfen?

- Wat is de reden dat u deze producten gebruikt?

- Zijn deze gerelateerde producten te koop/gekocht op het internet en in winkels?

- Zo ja, waar geeft u de voorkeur aan? (internet of winkels?)

- Is sponsoring herkend op het internet?

- Denkt u dat dit belangrijk is voor kite surfen?

- Is sponsoring ook herkend op sociale media?

- Wat is de rol van sociale media vandaag de dag in de bovengenoemde items? En hoe was dat vroeger?

Topic 5. Sociale Media

Gebruik dit deel van het onderzoek om inzicht te krijgen in het gebruik van sociale media.

- Maakt u gebruik van Facebook, Hyves, Twitter? (andere vormen van sociale media)

- Hoe maakt u gebruik van sociale media?

- Waarvoor gebruikt u verder sociale media?

- Denkt u dat sociale media een rol speelt in het introduceren van nieuwe sporten zoals kite surfen?

Afsluiting

- Heeft u verder nog informatie over dit onderwerp dat wellicht relevant kan zijn voor mijn onderzoek?

- Zijn er nog andere spellers/actoren waarvan u denkt dat zij wellicht interessant zijn voor mijn onderzoek?

- Zijn er verder nog vragen of dingen die u kwijt wilt naar aanleiding van dit interview?

- Ik wil u nogmaals wijzen op het feit dat vertrouwelijk met deze informatie zal worden omgegaan, ik ga na het uitwerken van de interviews resultaten en conclusies schrijven, uiteraard stuur ik een samenvatting van de resultaten mijn onderzoek.

- Hartelijk bedankt voor uw tijd en medewerking.