**Doing gender in supporter culture? Norwegian female supporters of men’s football**

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Supporter cultures in football have been regarded as a men’s world, and in many ways, it still is. Different processes of social change have, however, contributed to pave the way for female supporters to enter the field. The commercialization of football has rendered the traditional white, male, masculine working class figure contested, and the governing bodies want more diversity in terms of spectators for financial reasons. First, we aim first to examine the processes of meaning-making and identity construction from men’s football by female supporters and female fandom networks. How do women approach supporter groups? How do they navigate the masculine logic of fandom? Is the gradual increase in the proportion of women among supporters reinforcing, as potential supporters recognize that their passion is shared by other women? Why and to what extent do they form female groups and networks between them? Second, we ask to what extent the growth of female fans influence supporter culture. Does the integration of more women require the acceptance of an established masculine culture, or does the introduction of significant female groups of supporters change the nature of supporter culture? This paper will outline a theoretical and empirical framework for studying these issues. Through a combination of in-depth interviews and fieldwork among fans, we aim to look into both experiences of female fans and fan groups, as well as male fans and how they relate to women as supporters.