

Symbolic Validation in Digital Football Transfer Communication on X: A Semantic Network Analysis of “Here We Go!”

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Abstract

This study examines the semantic structure of the phrase “Here We Go!” in football transfer communication on X using Semantic Network Analysis. Grounded in Communication Network Theory, the study explores how semantic relationships contribute to the construction of collective meaning and information credibility. Data were collected from 1,632 posts during the 2025 European summer transfer window and analyzed using NodeXL. The analysis included network metrics, degree centrality, word-pair analysis, and Clauset–Newman–Moore clustering. The findings indicate that the semantic network is dominated by concepts related to transfer confirmation, particularly deal, agreed, authorization, and sealed. Five thematic clusters were identified, representing transfer confirmation, contractual information, media dissemination, tactical aspects, and the core phrase itself. The results suggest that “Here We Go!” functions as a mechanism of symbolic validation through which audiences collectively recognize the credibility of football transfer information.

Keywords: *Semantic Network Analysis; Sport Communication; Football Transfer Communication; Symbolic Validation; Communication Network Theory*

1. Introduction

The rapid development of digital media has fundamentally transformed the landscape of sport communication. Social media platforms have become central spaces where sports information is produced, distributed, and consumed in real time, enabling direct interactions among journalists, athletes, clubs, and supporters (Hutchins & Rowe, 2012). This transformation has shifted sport communication from a predominantly one-

way process toward a more interactive and participatory environment in which audiences actively contribute to information circulation and interpretation (Boyle & Haynes, 2004; Millward, 2011). As digital platforms continue to shape contemporary sports culture, communication increasingly relies on visibility, connectivity, and audience engagement (Pedersen, 2017). Recent studies further indicate that social media has become a crucial infrastructure for community building, identity formation, and meaning-making within sport ecosystems (Abeza et al., 2015; Abeza & Sanderson, 2022). Consequently, sport communication today extends beyond information dissemination and involves complex processes of interaction, participation, and collective interpretation (Clavio & Meisinger, 2024).

Among the various forms of digital sport communication, football transfer reporting has emerged as one of the most influential and highly consumed information domains. Transfer-related news attracts substantial public attention because it directly affects team performance, fan expectations, and organizational strategies. The growing demand for immediate updates has encouraged the emergence of specialized journalists and media accounts dedicated to transfer reporting (Hambrick, 2017). In digital environments, information is continuously shared, discussed, and reinterpreted by multiple actors, creating dynamic communication processes that extend beyond traditional journalism (English, 2022). Nölleke et al (2017) argue that sports journalism increasingly operates through networked interactions involving journalists, audiences, and information sources. Similarly, Abeza & Sanderson (2023) emphasize that social media platforms have reshaped how sports information is created, circulated, and evaluated by online communities. As a result, football transfer communication has evolved into a complex ecosystem in which information, speculation, and audience engagement coexist.

Within this ecosystem, Fabrizio Romano has become one of the most influential figures in contemporary football journalism. Through his extensive use of social media and consistent reporting practices, Romano has established himself as a trusted source of transfer-related information for global football audiences (McEnnis, 2023). His influence reflects broader transformations in journalism, where individual journalists increasingly function as personal media brands capable of attracting audiences independently of traditional news organizations (Hermida, 2015). According to Chadwick (2017), authority within digital media environments is increasingly negotiated through interactions among journalists, audiences, and platforms rather than being determined solely by institutional media structures. Recent scholarship further suggests that credibility in digital journalism is increasingly linked to visibility, engagement, and audience

trust rather than organizational affiliation alone (Aktaş et al., 2024). Consequently, credibility in football journalism is often associated not only with journalists themselves but also with the communicative symbols attached to their reporting practices.

One of the most distinctive elements of Romano's reporting is the recurring phrase "Here We Go!", which is widely understood as an indication that a transfer agreement has reached its final stage. Over time, the phrase has evolved beyond its original communicative function and become a recognizable symbol within football transfer culture. Symbolic Interactionism suggests that meanings emerge through social interaction and are continuously reproduced through collective interpretation (Blumer, 2009). Likewise, Hall (2013) argues that meanings are socially constructed through shared systems of representation and communication. (Berger & Luckmann, 1966) further contend that social reality is created and maintained through recurring communicative practices that become collectively accepted over time. Within digital environments, recurring expressions may therefore develop into symbolic references that influence how audiences interpret information and assess its credibility. The widespread recognition of "Here We Go!" suggests that the phrase functions not merely as a journalistic catchphrase but as a symbol embedded within contemporary football communication.

Despite growing scholarly attention to sports journalism, digital media, and audience engagement, limited research has examined how recurring journalistic expressions acquire collective meaning and symbolic authority. Existing studies have primarily focused on sports media consumption, athlete communication, social media branding, and fan engagement (Billings et al., 2017; Pegoraro, 2010). Other scholars have investigated the relationship between social media and sport organizations, highlighting how digital platforms facilitate interaction and community formation (Abeza et al., 2013, 2018). Previous studies have examined social media engagement in sport (Abeza et al., 2015), athlete and fan interactions on digital platforms (Pegoraro, 2010), networked sports journalism (Hambrick, 2017), and influencer-driven reporting practices within contemporary sports media ecosystems (McEnnis, 2023). These studies have significantly advanced the understanding of actors, platforms, and communication practices in sport communication. However, they have largely focused on communicators and audiences rather than the semantic construction of symbolic expressions that shape collective interpretations within football transfer discourse. More recently, Boatwright (2022) emphasized the importance of computational approaches for understanding communication patterns within digital sport environments. Nevertheless,

little is known about how audiences collectively interpret “*Here We Go!*”, what concepts are semantically associated with the phrase, and how those associations contribute to perceptions of credibility and legitimacy within football transfer communication. To the best of the authors’ knowledge, no previous study has examined the phrase “*Here We Go!*” using Semantic Network Analysis to investigate its role as a symbolic validation mechanism within football transfer communication. This study, therefore, extends existing sport communication research by focusing on the semantic structures through which credibility and legitimacy are collectively constructed in digital football discourse. This gap is particularly important because symbolic expressions may function as communicative shortcuts that help audiences evaluate information in highly networked digital environments.

In this study, symbolic validation refers to the process through which recurring communicative symbols become socially recognized indicators of credibility within a communication network. Rather than relying solely on formal institutional verification, audiences may use symbolic cues repeatedly associated with trustworthy information to assess the reliability of communication. Within football transfer discourse, “*Here We Go!*” represents a particularly relevant example because the phrase has become consistently associated with completed transfer agreements and accurate reporting practices.

To address this gap, this study adopts Communication Network Theory as its theoretical foundation. Communication Network Theory conceptualizes communication as a network of interconnected actors and information flows through which meanings are created, shared, and negotiated across social systems (Monge & Contractor, 2003). Within digital sport communication, these networks facilitate not only the circulation of information but also the formation of collective interpretations surrounding specific symbols and narratives. Because Communication Network Theory emphasizes relationships among actors, information flows, and meaning structures, Semantic Network Analysis provides an appropriate methodological approach for examining how meanings are organized, connected, and reproduced within digital communication networks. To examine these processes, this study employs Semantic Network Analysis (SNA), which enables researchers to identify patterns of meaning construction through relationships among concepts and word co-occurrences (Carley, 1997). According to Doerfel & Barnett (1999), semantic networks reveal shared cognitive structures by mapping connections among concepts within a discourse community. Recent studies have demonstrated the growing relevance of semantic network approaches

for examining meaning construction in digital communication and sport-related discourse (Basov et al., 2017; Kim, 2022).

Drawing upon Communication Network Theory (Monge & Contractor, 2003) This study conceptualizes symbolic validation as a network-based communicative process through which recurring symbolic expressions become collectively recognized indicators of information credibility and legitimacy. Through repeated circulation, interaction, and reinforcement within communication networks, symbolic expressions may acquire shared meanings that influence how audiences evaluate and interpret information. Accordingly, this study addresses three research questions: (1) How is the semantic structure of “Here We Go!” discourse organized on X? (2) What semantic relationships and clusters contribute to the construction of meaning surrounding the phrase? and (3) How does “Here We Go!” function as a symbolic validation mechanism within football transfer communication? By answering these questions, the study contributes to Sport Communication, Journalism Studies, and Communication Network Theory by explaining how a journalistic expression evolves into a collectively recognized symbol of credibility within contemporary digital football culture.

2. Method

2.1 Research Design

This study employed a quantitative descriptive approach using Semantic Network Analysis (SNA) to examine the semantic structure of the phrase “*Here We Go!*” within football transfer discourse on X. Semantic Network Analysis enables researchers to identify patterns of meaning construction by examining relationships among words and concepts that co-occur within a communication corpus (Carley, 1997). Unlike traditional content analysis, which primarily focuses on frequency distributions, SNA reveals the structural relationships among concepts and allows researchers to investigate how collective meanings emerge within communication networks (Doerfel & Barnett, 1999). Accordingly, this approach is particularly suitable for exploring how the phrase “*Here We Go!*” functions as a symbolic expression within digital football communication.

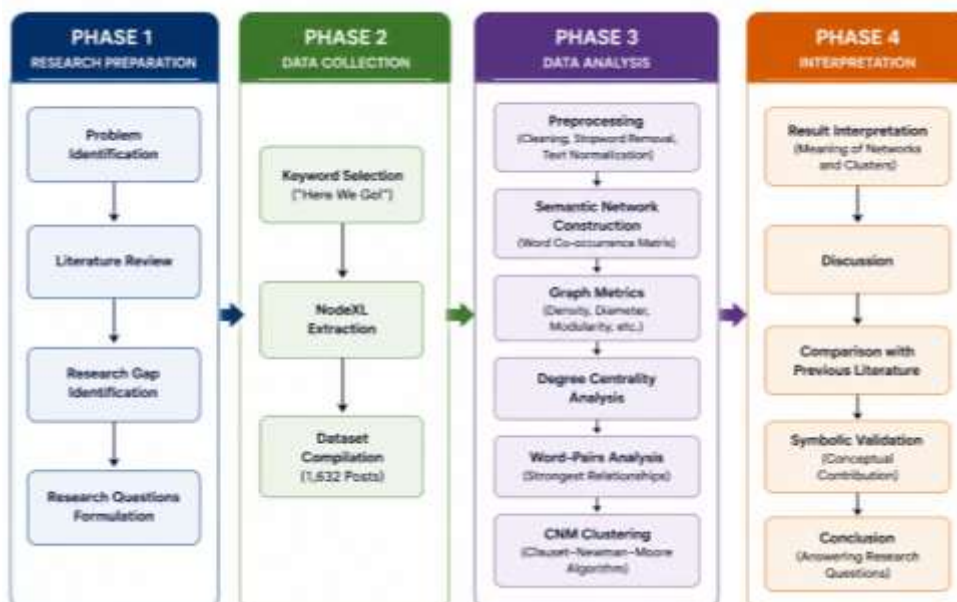


Figure 1. Workflow Semantic Network

Figure 1 illustrates the research workflow employed in this study. The process consists of four phases: research preparation, data collection, data analysis, and interpretation. Beginning with problem identification, literature review, and research gap formulation, the study collected 1,632 posts containing the phrase “*Here We Go!*” from X using NodeXL. The dataset was preprocessed and analyzed through semantic network construction, graph metrics, degree centrality, word-pair analysis, and Clauset–Newman–Moore clustering. The findings were subsequently interpreted using Communication Network Theory, leading to the development of the concept of **symbolic validation** as the study's primary theoretical contribution.

2.2 Theoretical Framework

This study is grounded in the Communication Network Theory proposed by (Monge & Contractor, 2003). The theory conceptualizes communication as a network of interconnected actors, information flows, and meaning structures through which knowledge and interpretations are produced and circulated. Within digital sport communication, meanings are not created by individual actors alone but emerge through repeated interactions occurring across communication networks. Therefore, Communication Network Theory provides an appropriate framework for understanding how recurring expressions such as “*Here We Go!*” become collectively recognized symbols within football transfer communication.

To operationalize this theoretical perspective, the study employs Semantic Network Analysis. Because Communication Network Theory emphasizes relationships among information and meaning structures, Semantic Network Analysis offers a suitable methodological approach for examining how concepts are connected and organized within communication networks (Doerfel & Barnett, 1999; Monge & Contractor, 2003).

2.3 Data Collection

Data were collected from X using the keyword “*Here We Go!*”. The observation period covered the 2025 European summer transfer window from June 1 to September 1, 2025. This period was selected because it represents the most active phase of football transfer activities, generating substantial discussion surrounding transfer announcements and rumors.

NodeXL Pro was selected because it provides an integrated environment for collecting, processing, visualizing, and analyzing social media data. According to Hansen et al. (2020), NodeXL is particularly suitable for network-based studies because it enables researchers to retrieve social media content and construct relational datasets within a single analytical framework. Data were collected using the X Search Network function in NodeXL Pro with the keyword phrase “Here We Go!” as the search syntax. Only posts containing the exact phrase were retrieved and included in the dataset. The resulting dataset consisted of 1,632 posts, including original posts, reposts, replies, and quoted posts published during the observation period.

2.4 Data Preprocessing

Following Hansen et al. (2020), several preprocessing procedures were applied to improve the reliability of the semantic network. URLs, hashtags, emojis, punctuation marks, and duplicate posts were removed from the dataset. Common English stopwords were excluded using the default NodeXL stopword list, supplemented by manual filtering of platform-specific terms that did not contribute to semantic interpretation. Text normalization was conducted by converting all words to lowercase and standardizing lexical variations. Multi-word expressions that conveyed a single semantic meaning, such as “Here We Go,” were preserved as unified concepts during preprocessing to maintain contextual consistency in the semantic network.

2.5 Semantic Network Analysis

The semantic network was constructed using a co-occurrence approach, where nodes represented individual words and edges represented relationships between words appearing together within the dataset. Following (Carley, 1997), co-occurrence relationships indicate semantic

associations among concepts and provide insight into collective meaning structures embedded within communication discourse.

The semantic network was constructed using a word co-occurrence approach in which nodes represented words and edges represented their co-occurrence relationships within the same textual context. Consistent with Hansen et al. (2020), a minimum co-occurrence threshold was applied to reduce noise and retain only meaningful semantic associations. Word pairs occurring fewer than two times were excluded from the final network. This filtering procedure helped ensure that the resulting network reflected stable patterns of association rather than incidental word combinations.

The final semantic network consisted of 28 nodes and 23 semantic connections after the preprocessing and filtering procedures were completed. Network density, modularity, average geodesic distance, and clustering coefficient were calculated to describe the overall semantic structure of the network. These metrics provide information regarding the connectivity, cohesion, and complexity of semantic relationships among concepts.

2.6 Network Analysis

To identify the most influential concepts within the semantic network, Degree Centrality analysis was employed. Degree Centrality measures the number of direct connections possessed by a node and indicates its relative importance within the network structure (Wasserman & Faust, 1994). Nodes with higher degree values occupy more central positions and are therefore considered key concepts within the discourse.

In this study, Degree Centrality was used to identify dominant concepts associated with the phrase “Here We Go!”. Particular attention was given to the relationships among highly connected nodes because they reveal the primary semantic themes shaping football transfer communication.

Word-pair analysis was also conducted to identify the strongest co-occurrence relationships within the network. Frequently occurring word pairs indicate stable semantic associations and help explain how meanings are collectively organized around central concepts.

Degree Centrality was selected because the objective of this study was to identify the concepts most directly connected to the phrase “Here We Go!” rather than examining brokerage positions or influence pathways. Therefore, Degree Centrality was considered the most appropriate measure for identifying dominant semantic concepts within the discourse.

2.7 Cluster Analysis

To examine thematic structures within the semantic network, cluster analysis was conducted using the Clauset–Newman–Moore (CNM) community detection algorithm (Clauset et al., 2004). The CNM algorithm

identifies groups of nodes that are more densely connected to one another than to nodes outside the group.

Cluster analysis enables researchers to identify distinct thematic communities and reveal how concepts are organized into broader meaning structures. The resulting clusters were interpreted based on the semantic relationships among constituent nodes and their contribution to the collective meaning of “*Here We Go!*” discourse. These clusters subsequently served as the basis for understanding how symbolic meanings and credibility cues emerge within football transfer communication.

The overall analytical process consisted of data collection, data preprocessing, semantic network construction, degree centrality analysis, word-pair analysis, cluster detection, and interpretation of symbolic validation patterns. Through this procedure, the study seeks to explain how semantic relationships contribute to the construction of collective meanings surrounding “*Here We Go!*” within digital football communication.

The Clauset–Newman–Moore algorithm was selected because it is effective for detecting modular structures in relatively small and medium-sized networks and has been widely applied in semantic and communication network studies.

3. Results

3.1 Overview of the Semantic Network

The Semantic Network Analysis generated a network consisting of 28 vertices (words) and 21 unique edges, producing a total of 23 semantic connections. The network was divided into six connected components, indicating that conversations surrounding the phrase “*Here We Go!*” were organized into several distinct thematic structures rather than forming a single homogeneous discourse.

Table 1. Overall Semantic Network Metrics

Metric	Value
Vertices	28
Unique Edges	21
Total Edges	23
Connected Components	6
Largest Connected Component	16
Network Diameter	9
Average Geodesic Distance	3.66
Graph Density	0.058
Modularity	0.616

The network density value of **0.058** indicates a relatively sparse structure. In semantic network analysis, low density suggests that the discourse is not characterized by random associations among words but rather by selective and meaningful connections. Only a small proportion of all possible relationships between words actually emerged in the dataset, implying that users consistently associated "*Here We Go!*" with specific concepts instead of a broad range of unrelated topics.

The average geodesic distance of **3.66** indicates that semantic information can travel relatively efficiently across the network. Although the network contains several separate clusters, the distance between concepts remains moderate, suggesting that different themes remain conceptually connected through a limited number of intermediary nodes. In practical terms, concepts such as transfer negotiations, player identities, financial arrangements, and media narratives are interconnected within a shared interpretive framework.

Perhaps the most significant metric is the modularity score of **0.616**. A modularity value above 0.60 generally reflects a strong community structure, meaning that the discourse naturally divides into identifiable thematic clusters. This finding demonstrates that conversations surrounding "*Here We Go!*" are not centered on a single meaning but instead encompass multiple dimensions of transfer communication, including confirmation processes, contractual details, player positioning, and media dissemination.

These findings reveal that "*Here We Go!*" functions within a structured semantic ecosystem in which different actors collectively construct meaning through recurring patterns of language. Rather than serving merely as a catchphrase, the expression operates within a broader network of concepts that define how transfer information is interpreted and validated by football audiences.

3.2 Semantic Structure and Community Formation

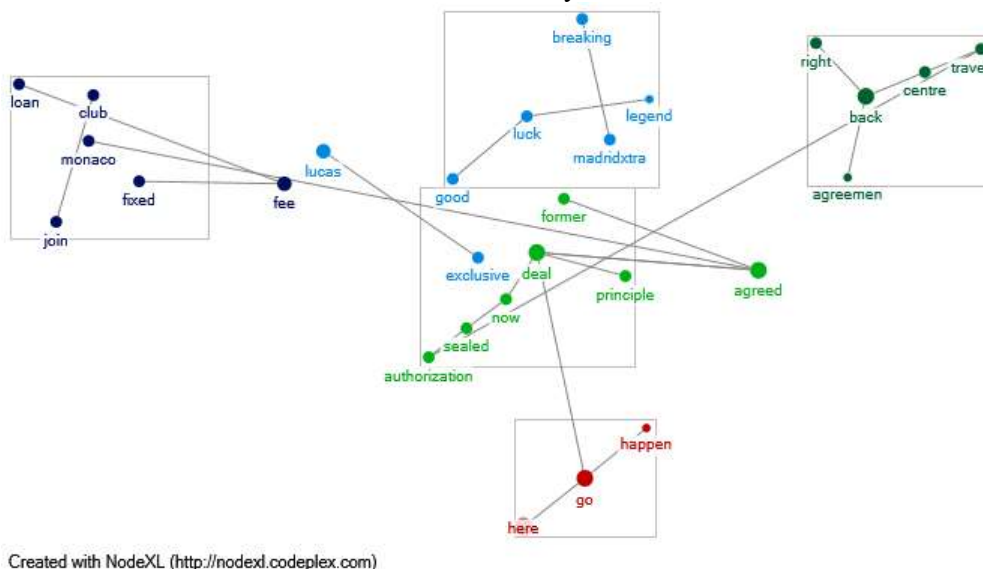


Figure 2. Semantic Network Visualization of "Here We Go!"

The semantic network visualization provides a graphical representation of how words co-occur within discussions related to “Here We Go!”. Different colors represent distinct semantic communities identified through the modularity algorithm, while the size and position of nodes reflect their structural importance within the network.

The visualization reveals a highly centralized structure centered around the words deal, agreed, go, and exclusive. These nodes occupy strategic positions connecting multiple communities, suggesting that they serve as semantic bridges between different aspects of transfer discourse.

Several peripheral clusters are also visible. One cluster revolves around player identities and destination clubs, another focuses on contractual and financial aspects of transfers, while additional clusters concern positional information and audience reactions. The presence of these communities demonstrates that football transfer discussions involve multiple layers of interpretation, ranging from factual reporting to emotional engagement.

Furthermore, the visual structure confirms that “Here We Go!” functions as a semantic anchor around which related concepts are organized. Rather than operating as an isolated phrase, it acts as a central reference point linking negotiations, agreements, clubs, players, and audience expectations. Consequently, the phrase serves as an organizing principle within the broader transfer communication ecosystem.

3.3 Degree Centrality Analysis

Degree Centrality was calculated to identify the most influential nodes within the semantic network. Nodes with higher degree values possess more direct connections and therefore play a more significant role in connecting different.

Table 2. Top Nodes by Degree Centrality

Node	Degree	Normalized Degree
Deal	4	0.148
Agreed	3	0.111
Go	3	0.111
Back	3	0.111
authorization	2	0.074
Fee	2	0.074
Now	2	0.074
Sealed	2	0.074
Centre	2	0.074
Luck	2	0.074

The results show that **deal** is the most central node in the network. This finding indicates that transfer agreements constitute the primary semantic foundation of the discourse. Interestingly, the most influential word is not the player's name, club name, or journalist identity, but rather the concept of a completed agreement. This suggests that audiences primarily associate "*Here We Go!*" with the successful conclusion of negotiations.

The nodes **agreed** and **occupied** the second-highest position. Their prominence reinforces the notion that certainty and confirmation are the dominant themes surrounding the phrase. In other words, the semantic meaning of "*Here We Go!*" derives from its repeated association with finalized agreements rather than mere speculation.

The appearance of **back** among the most connected nodes highlights another dimension of transfer discourse. Users frequently discuss player positions alongside transfer announcements, indicating that audiences evaluate transfers not only as market transactions but also as strategic sporting decisions.

Collectively, these findings demonstrate that the semantic core of the network revolves around concepts of agreement, completion, and squad-building considerations.

3.4 Dominant Semantic Relationships

Examining the strongest word-pair relationships provides additional insight into how meaning is constructed within the network.

Table 3. Most Frequent Word Pairs

Word Pair	Frequency
here – go	3,154
go – deal	1,766
deal – agreed	1,332
right – back	648
agreed – former	647
fixed – fee	642
agreed – Monaco	642
exclusive – lucas	639
now – sealed	428
deal – now	427

The strongest semantic relationship appears between **here** and **go**, confirming that the phrase itself acts as the principal anchor of the network. However, a deeper examination reveals that the subsequent strongest relationships are equally important.

The connections **go–deal** and **deal–agreed** suggest that audiences strongly associate “*Here We Go!*” with the final stages of transfer negotiations. Rather than interpreting the phrase as a general expression of excitement, users understand it as a signal that an agreement has been reached.

Similarly, the relationships **fixed–fee**, **agreed–Monaco**, and **exclusive–Lucas** reveal the informational context surrounding transfer announcements. These terms refer to transfer fees, destination clubs, and player identities, indicating that audiences actively contextualize transfer news within broader narratives involving economic, organizational, and sporting factors.

The repeated appearance of these word pairs demonstrates how meaning is collectively constructed through recurring linguistic associations. Over time, these associations become stabilized and contribute to the symbolic power of the phrase.

3.5 Semantic Clusters and Meaning Construction

Table 4. Semantic Clusters and Meaning Construction of “Here We Go!”

Cluster	Node	Semantic Dimension	Interpretation
Cluster 1: Transfer Confirmation	deal, agreed, authorization, sealed, now, principle, former	Credibility and Confirmation	Represents the completion and confirmation of transfer negotiations.
Cluster 2: Club and Contract Information	Monaco, club, loan, join, fixed, fee	Contextual Information	Reflects contractual details and club-related transfer information.
Cluster 3: Media Dissemination and Audience Engagement	breaking, Madridxtra, legend, luck, good	Participation and Information Diffusion	Highlights media dissemination and audience reactions to the transfer news.
Cluster 4: Tactical and Positional Information	right, back, center, agreement, travel	Strategic and Sporting	Represents discussions about player roles and tactical needs.
Cluster 5: Core Phrase	here, go, happen	Symbolic Communication	Functions as the symbolic marker of transfer certainty and credibility.

Table 4 shows that the semantic network is organized into five interconnected clusters representing different dimensions of football transfer communication. Among these clusters, the Transfer Confirmation Cluster emerges as the dominant thematic group, while the remaining clusters provide contextual, participatory, strategic, and symbolic dimensions that collectively shape the meaning of “*Here We Go!*” within digital football discourse.

4. Discussion

The findings extend previous semantic network research by demonstrating that the meaning of “Here We Go!” is not embedded within the phrase itself but emerges through its systematic associations with concepts such as deal, agreed, authorization, and sealed. Consistent with Semantic Network Analysis, meaning is constructed through relationships

among concepts rather than isolated words (Doerfel & Barnett, 1999). More importantly, these findings support Communication Network Theory, which argues that meaning is generated and negotiated through interconnected communication structures rather than individual communicative acts (Monge & Contractor, 2003). The semantic network revealed a highly structured discourse in which transfer confirmation constituted the dominant thematic cluster, while contractual details, media dissemination, and tactical considerations functioned as complementary dimensions of interpretation. This finding suggests that football transfer discourse operates as a communication network in which audiences collectively construct shared meanings through repeated interactions and recurring linguistic associations. The results also align with recent sport communication scholarship emphasizing that social media environments facilitate not only information exchange but also collaborative processes of meaning-making and interpretation (Abeza et al., 2015; Abeza & Sanderson, 2022). Consequently, the phrase “Here We Go!” functions as more than a journalistic catchphrase; it operates as a symbolic node that organizes and stabilizes collective understandings of transfer-related information within digital football communication.

The present findings also extend the work of Hambrick (2017), who examined the structure of sport communication research through Social Network Analysis and emphasized the importance of networked relationships among actors, institutions, and communication channels. While Hambrick primarily focused on social connections and interaction patterns within sport communication networks, the current study shifts the analytical focus toward semantic relationships among concepts. The findings reveal that the meaning of “Here We Go!” is organized through recurring associations between concepts such as deal, agreed, authorization, and sealed, demonstrating that communication networks operate not only through social actors but also through interconnected meaning structures. Thus, this study complements Hambrick’s perspective by showing that semantic networks provide an additional layer of explanation for understanding how information legitimacy is constructed within contemporary digital sport communication.

The findings further resonate with McEnnis (2023), who highlighted the growing influence of Fabrizio Romano as an example of influencer-driven sports journalism in the digital era. McEnnis argued that Romano’s credibility is largely derived from his personal brand, audience trust, and consistent reporting practices on social media. The present study supports this argument but also extends it by demonstrating that credibility may become embedded in recurring symbolic expressions associated with a

journalist's reporting style. Rather than relying solely on Romano's personal reputation, audiences appear to interpret "Here We Go!" as a communicative cue signaling that a transfer agreement has reached a high level of certainty. This suggests that credibility in digital football journalism may be transferred from individual actors to symbolic expressions that become collectively recognized within communication networks.

The results are also consistent with Abeza & Sanderson (2023), who emphasized that social media users actively participate in the creation, circulation, and evaluation of sport-related information. Their work suggests that legitimacy in digital sport communication is increasingly negotiated through interactions among audiences, media actors, and platforms rather than being determined solely by traditional journalistic institutions. The current findings provide empirical support for this perspective by showing that the phrase "Here We Go!" has acquired collective meaning through repeated use and reinforcement within online football communities. However, while Abeza and Sanderson focused on broader processes of information evaluation in sport media ecosystems, this study specifically demonstrates how a recurring symbolic expression can function as a mechanism of symbolic validation that helps audiences assess the credibility of transfer-related information.

The study further contributes to Sport Communication and Journalism Studies by introducing the concept of symbolic validation as a complementary mechanism of credibility formation in digital sport environments. Previous research has highlighted the importance of audience engagement, networked journalism, and personal branding in shaping trust and influence within sport communication (Hambrick, 2017; McEnnis, 2023). Similarly, (Chadwick, 2017) argues that authority within contemporary media systems emerges through interactions among journalists, audiences, and digital platforms. However, the present findings suggest that credibility is not derived solely from journalists or media institutions but may also become embedded in recurring symbolic expressions that audiences collectively recognize as indicators of trustworthy information. This interpretation is consistent with recent work by Abeza & Sanderson (2023), who emphasize that social media users actively participate in evaluating, circulating, and legitimizing sports-related information. The dominance of concepts related to agreement and transfer completion indicates that audiences primarily associate "Here We Go!" with certainty rather than speculation, transforming the phrase into a symbolic marker of legitimacy within football transfer discourse. Therefore, this study extends Communication Network Theory by demonstrating how repeated communicative symbols can acquire collective credibility through

networked interactions, and it expands sport communication literature by explaining how symbolic expressions become socially recognized mechanisms for validating information in digital football communities.

From a practical perspective, the findings demonstrate how recurring symbolic expressions can function as credibility markers in digital sport communication. For sports journalists, media organizations, and football audiences, phrases such as “Here We Go!” serve as communicative shortcuts that facilitate the rapid evaluation of transfer-related information. Understanding these symbolic mechanisms may help explain how trust, legitimacy, and collective expectations are formed and maintained within contemporary digital sport media environments.

Despite its contributions, this study has several limitations. The analysis was restricted to posts containing the phrase “Here We Go!” on X during the 2025 European summer transfer window, which may limit the generalizability of the findings across different platforms, time periods, and sport contexts. In addition, the study focused on semantic relationships among words and concepts without examining user interactions, audience characteristics, or engagement patterns. Future research could address these limitations by comparing transfer communication across multiple social media platforms, transfer windows, or sports contexts, as well as by integrating Semantic Network Analysis with Social Network Analysis, sentiment analysis, or audience engagement metrics to provide a more comprehensive understanding of how symbolic expressions contribute to credibility formation in digital sport communication.

5. Conclusion

This study examined the semantic structure of the phrase “*Here We Go!*” within football transfer discourse on X using Semantic Network Analysis. The findings revealed that the semantic network was organized around concepts associated with transfer confirmation, particularly *deal*, *agreed*, *authorization*, and *sealed*, which emerged as the dominant nodes and relationships within the network. Furthermore, the Clauset–Newman–Moore cluster analysis identified five interconnected semantic clusters representing transfer confirmation, club and contract information, media dissemination and audience engagement, tactical and positional information, and the core phrase itself. These findings demonstrate that the meaning of “*Here We Go!*” is not constructed by the phrase alone but emerges through its systematic associations with concepts related to agreement, certainty, and transfer completion. Consequently, the phrase functions as a semantic anchor that organizes multiple dimensions of football transfer communication within a shared interpretive framework.

From a theoretical perspective, this study contributes to Communication Network Theory by illustrating how collective meanings are constructed through interconnected semantic relationships within digital communication networks. The findings further extend Sport Communication and Journalism Studies by introducing the concept of **symbolic validation**, which refers to the process through which recurring symbolic expressions become collectively recognized indicators of information credibility and legitimacy. In the case of football transfer communication, audiences consistently associate “*Here We Go!*” with trustworthy and finalized transfer information, transforming the phrase into a symbolic marker of certainty within digital football discourse. Thus, this study demonstrates that “*Here We Go!*” is not merely a transfer slogan but a communicative symbol that functions as a mechanism of symbolic validation, connecting actors, information, and shared meanings in the construction of collective credibility within contemporary digital sport communication.

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