

I'm Arto Tiihonen, a sport sociologist and PhD. And I'm a human being who has had many roles in my life's theatre play, called Football and the professor of practice.

The first scene in that play took place when I got my very first football from a league player when I was just a small kid. I can still feel the joy when I started to run with the magical ball in my feet trying to understand and control it. And I still feel the same joy when I enter the field with my Old boy's team. It will never disappear.

After that first scene, I have studied football coaching, made my graduate study, licensiate work and dissertation about sociocultural interpretations of football and sport experiences in general. I have written numerous articles where I have handled items from earth to heaven always trying to understand this beautiful game which is sometimes greater than life itself.

When I play, I'm an actor in that great theatre play, but when I study and write, I'm the producer. The professor of practice is the role of a producer, I'm familiar with. I've had quite a similar tasks about 30 years in different organisations where I have researched and developed, supervised and lead, taught and made applications for the practical workers.

Eg. last year I edited two digital publications; the other being a collection of my blog articles out of all the World and European Football Championships during the last decade, and the other being a Docent of Practise –publication where I collected and edited lots of different kinds of material – scientific and popular articles, blogs, video lectures and podcasts. I think we need that kind of applied material in that digitalized era we are living in.

My high expertise eg. in experience based learning and coaching, in voluntary work, sport culture and politics, in gender and generational studies and policy, or in supervising thesis have been a great help for many organizations and individual students or workers.

I guess with these kind of experiences, passions and abilities, I would be a great professor of practice in football, too.