

What are the factors that encourage or discourage people to participate in sport?

Socio-cultural factors in sport
Chapter 5

To answer the big question you will need to be able to complete the following tasks:

1. Assess the factors that affect participation in sport (AO3).
2. Analyse the ethical aspects that affect participation and performance in sport (AO3).
3. Assess the national and local provision of sport (AO3).
4. Analyse the commercial aspects of modern day sport (AO3).

Participation in sport

Assess the factors that affect participation in sport (AO3).

Participation in sport is influenced by many social factors, such as people's age, gender, disability, and ethnicity and by social groups.

It is important not to stereotype individuals based on social factors. However, an understanding of the possible influence of social factors can help to improve participation by people in certain groups. Understanding can help tackle inequality in sport.

For further discussion

For each of the following social groups:

Research statistics which show participation rates

Describe some of the barriers to participation faced by people

Describe some of the campaigns that have been launched to increase participation in these social groups

- Age
- Gender
- Ethnicity
- Disability
- Social class

Ethical factors

Analyse the ethical aspects that affects participation and performance in sport (AO3)

Sport like all institutions requires participants to stick to a set of written and unwritten rules. Participants are expected to behave responsibly to ensure respect and fair play as well as safety. There are shared social values that all are expected to keep to. Unfortunately, as we are aware, this is not always the case. Often sportspeople bend the rules or even cheat to try to gain an advantage

Sportsmanship involves playing in the spirit of the game. This is the ideal and might include behaviours such as admitting the ball was over the line for a goal against you.

Gamesmanship involves bending the rules to try to gain an advantage but without actually cheating e.g. in football claiming it is your throw in even though you know it hit you last.

Deviance occurs when anyone behaves in a way that knowingly breaks the rules or ethics of the sport. This behaviour can take many different forms including violence, bribery to influence the results, illegal betting or taking performance enhancing drugs.

For further discussion:

What are the main Olympic ideals? To what extent do the Olympic Games uphold these ideals?

Discuss the ethics of taking performance enhancing drugs.

Provision of sport

Assess the national and local provision of sport (AO3)

Sport is provided for by many agencies such as public and private sector gyms and leisure centres, schools and local and national clubs.

Public sector facilities are paid for by local and national government and /or lottery funding. These facilities might include:

- Council run Sports/Leisure Centres
- Community sports/recreation facilities e.g. 4G pitches
- Schools and their PE/sports facilities
- Public Swimming pools

Private Sector facilities are run by companies to make a profit, often these are members only clubs

Complete the following table to identify benefits of public and private facilities.

	Public sector	Private sector
Cost		
Facilities/equipment		
Exclusivity		
Community focus		
Coaching		

As well as the above there is also a strong **voluntary sector** in the UK. Many local sports clubs and organisations offering sports activities are run by the voluntary sectors e.g. local rugby club, netball club, running club.

Benefits of voluntary sector clubs:

- Low cost
- Free coaching
- Develop a community ethos
- Encourage friendship and social aspects

Physical Education and School Sport

Another key provider of sport and physical activity is the school. This might be as part of the school curriculum or playing for the school team.

Benefits of Physical Education and School Sport:

- Better at physical activity (physical literacy)
- Knowledge and skills to continue to engage in activities
- Motivated and enthused about participation
- Physical, mental and social health benefits
- Encourage lifelong participation
- Cross school benefits – increased self-confidence and improvements in academic attainment



Summary

- Sport is provided for at both local and national level
- Public, private and voluntary sectors all provide sports facilities
- School PE and sports programmes are also significant

For further discussion:

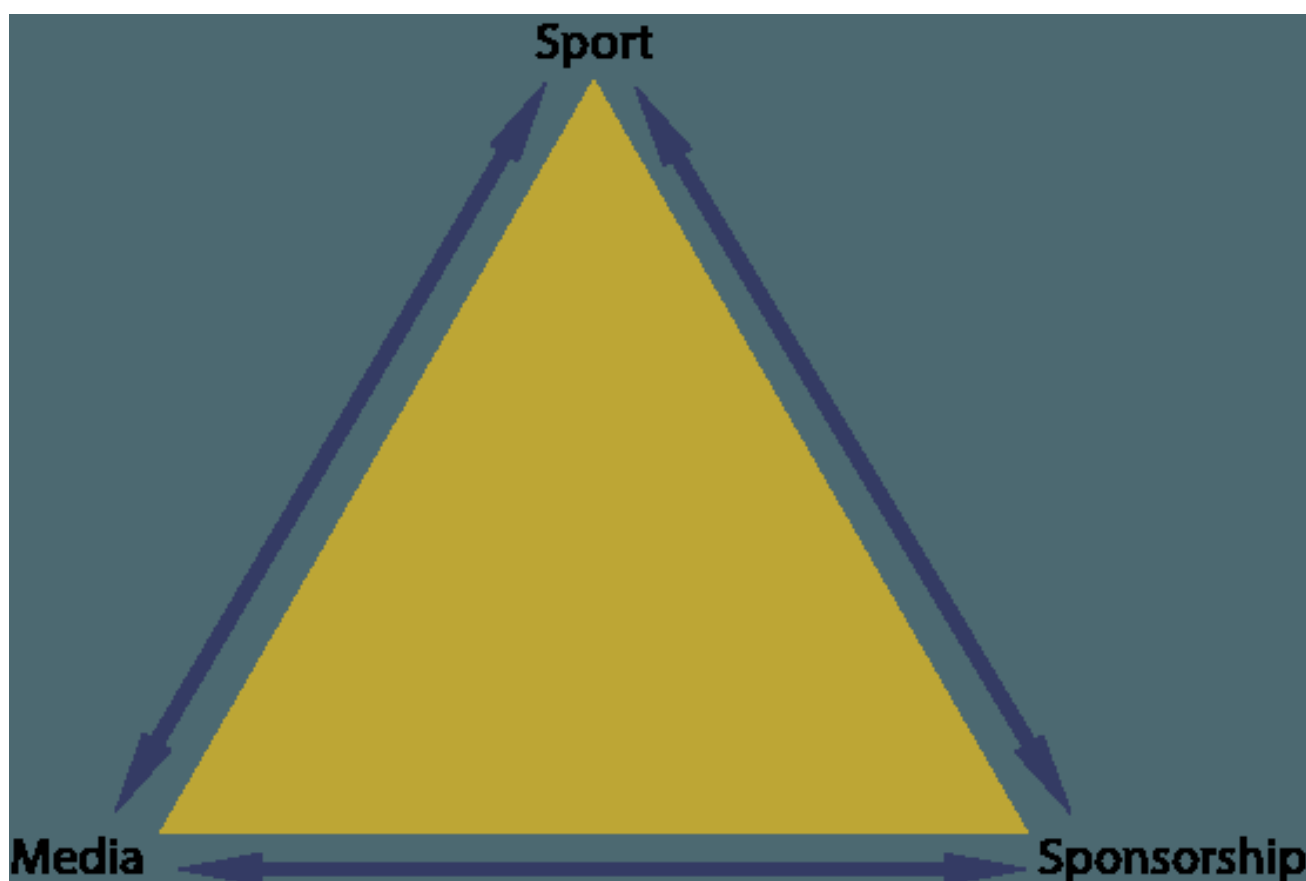
Research public, private and voluntary sector provision in your area.

Commercialisation of sport

Analyse the commercial aspects of modern day sport (AO3).

Increasingly sport is managed and marketed to make money. The media, including Sky Sports, is now a significant influence on modern day sport. This aspect should be linked to ethics in sport dealt with in a previous chapter.

To make money from sport depends on the so called *golden triangle*, i.e. the link between the sports itself, the media and sponsorship.



Media and sport

Types of media

- Television – local and national; Freeview; subscription/ pay-per-view; on-demand; satellite or cable.
- Radio – local and national.
- Press – newspapers (local, national, daily, weekly); magazines.
- Internet – websites; blogs; social media.

Sponsorship occurs in many different formats such as;

- Individuals – display a logo; wear a particular brand; endorse products
- Teams and clubs – wear kit; named stadium/stand
- Sports – rename competitions, cups and leagues

For further discussion:

List the benefits of sponsorship to:

1. The sport
2. The sponsor

Give some examples of negative aspects of sponsorship

Complete the table below to list the advantages and disadvantages of different media

Media	Advantages	Disadvantages
Television		
Radio		
Press		
Internet		

Give examples of how the media has influenced sport in recent years.

Acknowledgements

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