

# Unit 7 Engagement Patterns of Social Groups in Physical Activity and Sport

**Learning objective:** To develop your knowledge of the socio-cultural factors that impact on physical activity engagement patterns of different social groups

## Knowledge Checklist



|                                                                                                                   | Revised | Understood | What you need to do |
|-------------------------------------------------------------------------------------------------------------------|---------|------------|---------------------|
| Develop knowledge about the factors that contribute to engagement in physical activity of different social groups |         |            |                     |
| To discuss the impact engagement patterns of different social groups can have on sport and society                |         |            |                     |

## Key Terms



1. **Social group** – a group of people who have shared goals, opinions or views
2. **Stereotyping** – a view or opinion of a person or group of people that is not necessarily true
3. **Culture** – a group of people who have similar characteristics, or some form of community
4. **Leisure time** – the time available outside of work or commitments – ‘free time’
5. **Disposable income** – the money available to people after they have paid bills and other financial commitments
6. **Discrimination** – unnecessary or unjust treatment of a person or group of people
7. **Role model** – a person who is admired. Admirers attempt to replicate the actions, personality or success of the role model.
8. **Disability** – a physical or mental disadvantage that limits a person’s senses and physical activity
9. **Attitudes** – the feelings someone has towards something
10. **Accessibility** – the ease by which something can be reached
11. **Sexism** – prejudicial behaviour towards someone of a particular sex, based on stereotypical views
12. **Religion** – a particular set of beliefs, based on the idea of an omnipotent being
13. **Socio-economic status** – a position, or standing in society, based on a person’s financial status and social influences
14. **Adaptability** – the ease by which a person can change their behaviour or actions, in response to a changing environment

# —Engagement Patterns of Different Social Groups in Physical Activity and Sport—

Sports participation and engagement can be influenced by numerous factors, and each of these factors can influence social groups differently. For example, it's still apparent that men and women have different opportunities to participate in sport, different religions may be limited due to religious commitments, older people are restricted due to the physical impacts of ageing, you may follow your friends and compete in the same sports as them, or you may have a disability that restricts your accessibility. Each social group is discussed in more detail below.

## Gender

- **Attitudes** – The activities that men and women take part in can be affected by how they view those activities, e.g. women might be less likely to take part in rugby if they view it as masculine.
- **Role models** – The lack of female role models portrayed in the media has a negative impact on participation.
- **Accessibility** – There may be a lack of opportunity for some females to access certain sports, such as female rugby teams.
- **Media coverage** – Female sport receives less media coverage, which negatively impacts on participation.
- **Stereotyping** – Gender stereotyping still exists within some sports; for example, some may argue that boxing is a masculine sport. However, with an increase in female role models and media coverage in these sports (for example, Nicola Adams), this is continuing to improve.
- **Family commitments** – In modern times, being a mother and wife (i.e. a 'traditional' role) is no longer seen by many as a woman's primary role in mainstream British culture. As a result, women have more opportunities to be physically active, beyond their role as mothers and wives.
- **Leisure time** – In the past, women generally had less free time due to family commitments. This has now changed due to parenting and household responsibilities being equally shared in many modern British households. As a result, women are able to participate in sport as much as men.
- **Education** – The compulsory inclusion of Physical Education in the National Curriculum in schools means both genders are exposed to physical activity.
- **Disposable income** – The wage gap between men and women is no longer as prominent, providing women with greater opportunities to take part in physical activity.



## Race/Religion/Culture

- **Attitudes** – Racial discrimination in some sports still exists which may be an inhibiting factor to some races' involvement in that sport.
- **Role models** – Sport has seen an increase in role models from diverse backgrounds, which increases participation in those sports. However, some sports have fewer role models, e.g. there are few black swimmers.
- **Accessibility** – Religious restrictions can impact on participation rates in sport; for example, strict Christians and Orthodox Jews may not participate in sport on their holy days.
- **Media coverage** – Sports that do not receive media coverage will be disadvantaged and this may impact on participation rates of all groups.
- **Stereotyping** – The stereotypical idea that some races are better suited to certain sports can prevent people from trying different sports.
- **Culture** – Traditional views, such as women having to wear certain clothing, can restrict participation in some sports.
- **Family commitments** – Some cultures value spending time with the family very highly. As a result, there is likely less time available to be physically active.
- **Leisure time** – Some individuals may have less leisure time to take part in physical activity due to religious commitments, such as attending services and prayer.
- **Adaptability** – Some sports make rule changes to accommodate religious practices, such as Muslim women being allowed to cover their heads when playing football.





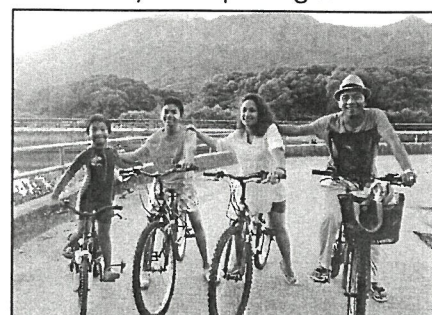
## Age

- **Attitudes** – Some elderly people do not consider it appropriate to take part in physical activity.
- **Role models** – Most role models are young which can have a negative impact on elderly participation.
- **Accessibility** – It can be harder for elderly people to access facilities if they are unable to walk / take public transport.
- **Media coverage** – Most media coverage focuses on young professional athletes which may discourage older individuals from participating.
- **Stereotyping** – Stereotypes about activities which are appropriate for elderly people may prevent them from being active.
- **Family commitments** – Older individuals may have more commitments, such as looking after children, which restricts participation.
- **Leisure time** – The young and old are likely to have more free time than middle-aged working adults.
- **Familiarity** – If people have participated in physical activity throughout their lives, they are more likely to take part when they're older.
- **Disposable income** – Young people may not have enough money to pay membership fees for gyms or registration fees for teams.
- **Adaptability** – Sports can be adapted in order to make them suitable for young and elderly athletes. Elderly people may participate in activities such as Pilates because this can be easily adapted to suit an elderly population and has key physical benefits – such as improving core body strength – that an elderly person may wish to improve.



## Family

- **Attitudes** – People are influenced by others' attitudes. If a parent has a negative attitude towards sport, it is likely to be an attitude that a child holds when they grow up.
- **Role models** – Members of your family can be seen as role models and encourage certain behaviours such as participation in sport.
- **Accessibility** – Family members can provide transport for each other in order to improve accessibility to training and matches.
- **Culture** – Families create a culture which either encourages or discourages other family members from being physically active.
- **Family commitments** – Parents may not have enough time to be physically active due to the need to look after their children. Additionally, other family commitments may stop parents being able to take their children to training.
- **Leisure time** – Different members of the family will have different amounts of leisure time which will influence their engagement. Working parents will generally have less time.
- **Familiarity** – If people participate regularly with their friends/family, they are more likely to keep doing so.
- **Education** – Families can educate each other about the benefits of physical activity, which increases participation.
- **Disposable income** – Different members of the family will have different amounts of disposable income which will influence their engagement.



## Disability

- **Attitudes** – Some disabled people may feel that they are not capable of being physically active.
- **Role models** – Some sports have a lack of disabled role models; however, recent Paralympic Games have increased the number of disabled role models which has driven up participation rates.
- **Accessibility** – Some facilities do not have the provisions required by disabled individuals.
- **Media coverage** – Disabled sport receives less media coverage which negatively impacts on participation.
- **Stereotyping** – Stereotypes about what sports are appropriate for disabled athletes may prevent them from taking part in physical activity.
- **Family commitments** – Some disabled individuals may require assistance from their family in order to enable them to participate in physical activities.
- **Leisure time** – A disabled athlete's leisure time may depend on their family, especially if they require full support to participate.
- **Familiarity** – Individuals who acquire a disability may be unfamiliar with the opportunities available for disabled participation in sport.
- **Education** – If people are educated about disabled sport, they will be more likely to take part.
- **Disposable income** – If a disabled person is unable to work, they may not have the disposable income to participate in sport.
- **Adaptability** – Sports can be adapted in order to make them suitable for disabled athletes.



## REVISION TIP!

In the exam, you will need to be able to **justify** why different social groups' engagement patterns in physical activity differ.



1. What is meant by a *social group*?

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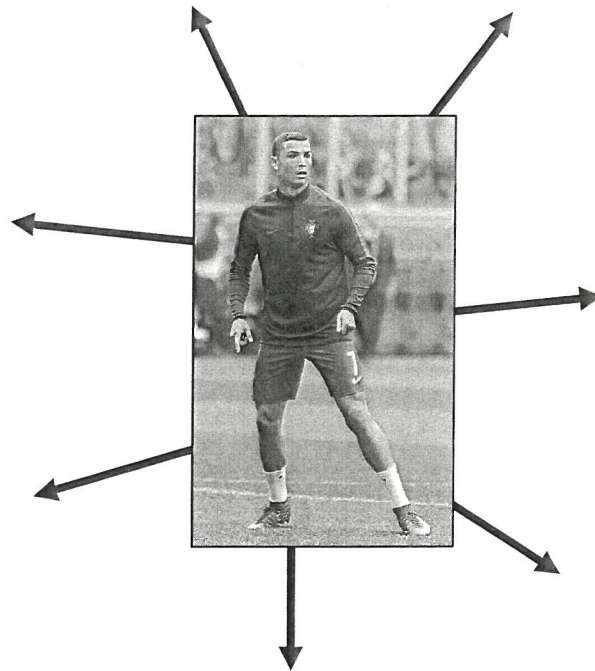
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2. Complete the table below to describe one example of how the given factors can influence physical activity and sport engagement patterns for the following people:

|                   | Working mum of three children | 22-year-old male with cerebral palsy (physical disability) | 89-year-old man who lives alone |
|-------------------|-------------------------------|------------------------------------------------------------|---------------------------------|
| Attitudes         |                               |                                                            |                                 |
| Accessibility     |                               |                                                            |                                 |
| Role models       |                               |                                                            |                                 |
| Familiarity       |                               |                                                            |                                 |
| Disposable income |                               |                                                            |                                 |
| Commitments       |                               |                                                            |                                 |

3. Annotate the image below to explain how role models can influence different social groups' engagement in physical activity.



4. Explain how the following groups are influenced by the given linked factor in sport.

i. Women and sexism

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ii. A black man and stereotypes

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iii. An 11-year-old boy and education

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iv. Teenage girls and attitudes

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1. Describe how leisure time can influence two different social groups, using an example of your choice.

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(2 marks)

2. Describe two examples of discrimination in sport that may lead to reduced engagement.

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(2 marks)

3. Describe two ways in which a person's social group can affect the amount of disposable income that they have available to spend on physical activity pursuits.

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(2 marks)

# Unit 7 Commercialisation of Physical Activity and Sport

**Learning objective:** To develop your knowledge and understanding of the types and effects of commercialisation in sport and the effects that technology has had on sport and participation

## Knowledge Checklist



|                                                                                                                     | Revised | Understood | What you need to do |
|---------------------------------------------------------------------------------------------------------------------|---------|------------|---------------------|
| Be able to describe the 'golden triangle' and be able to explain the link between sport, sponsorship and the media  |         |            |                     |
| Be able to identify different types of media and how they are used in sport and physical activity                   |         |            |                     |
| Be able to identify and describe sponsorship                                                                        |         |            |                     |
| Be able to analyse the effects that commercialisation has on sports, performers, officials, spectators and sponsors |         |            |                     |
| Be able to analyse the effects that technology has had on sports, performers, officials, spectators and sponsors    |         |            |                     |

## Key Terms



1. **Commercialisation** – the process of gaining financial rewards through sponsorship and the media
2. **Golden triangle** – diagram showing the relationship between sponsorship, sport and the media and how they influence each other
3. **Media** – the numerous outlets that are used by people to communicate to the masses
4. **Sponsorship** – a company paying for the rights to advertise their brand using a sports team
5. **Minority sports** – sports with low participation rates and low coverage by the media
6. **Official** – a person who officiates a sports match or game as a referee, umpire or other authoritative figure
7. **Sports analysis** – understanding and acting upon data collected from a team of individuals relating to their performance
8. **Hawk-Eye** – computer simulation technology that can calculate the outcome of a situation (e.g. the position of a ball landing in tennis)

## Commercialisation

**Commercialisation** can be defined as the process of organising something for financial reward. In sport, commercialisation takes place as a result of the relationship between sponsorship, the media and sport. This is referred to as the **golden triangle**.

Commercialisation of sport has allowed more funding to appear within sports, increasing facilities and coverage of sport. In turn, this has increased the participation rates and quality of sport played.

### The Golden Triangle

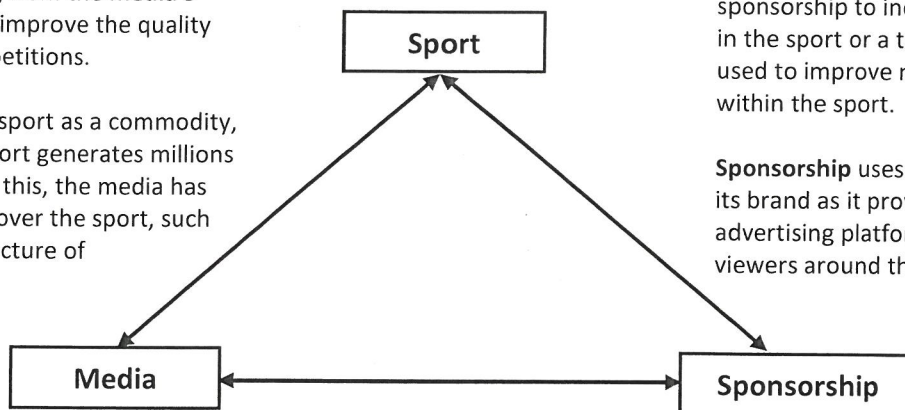
The golden triangle demonstrates the ongoing link between sport, sponsorship and the media and how they use each other to benefit themselves.

**Sport** uses the funding from the **media's** broadcasting rights to improve the quality and range of the competitions.

The **media** recognises sport as a commodity, as broadcasting live sport generates millions of viewers. Because of this, the media has an element of control over the sport, such as timings and the structure of competitions.

**Sport** uses the funding from sponsorship to increase the revenue in the sport or a team. This money is used to improve numerous factors within the sport.

**Sponsorship** uses sport to promote its brand as it provides an effective advertising platform for millions of viewers around the world.



**Sponsorship** uses the media to advertise its brand to a greater percentage of the population; for example, during advertising breaks. Therefore, the more media coverage a sport receives, the more attractive it is to the sponsor.

The **media** receives funding from the sponsorship which enables it to have the finances to bid for broadcasting rights.



## Sponsorship and the Media

**Sponsorship** is when a company pays for the rights to advertise their brand using a sporting team; for example, by displaying their company logo on shirts. **Media** is defined as the numerous outlets that are used by people to communicate to the masses. Sponsorship and media come under the umbrella of commercialisation.

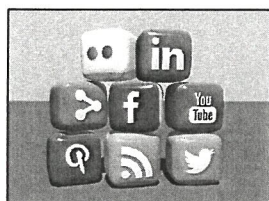
There are three types of sponsorship:

- Financial sponsorship – sponsorship provides a team or an individual with money to use as they wish to.
- Facilities – a sponsor can finance the building of new/upgraded facilities
- Equipment and clothing – the sponsor can provide a team or an individual with new equipment and clothing

Working alongside sponsorship is the media. Different types of media include:

### Newspapers (press)

- Can be national or local  
– focus can be on either local or national sport
- Back pages of newspapers traditionally dedicated to sports
- Minority sports receive little coverage as newspapers have limited space to fill with sport
- Online 'newspapers' are able to cover more sports and events



### Social media

- Platform for discussions about sport
- Sports brands/channels have social media pages to report sports events
- Sports teams have social media pages to interact with their fans



### Radio

- Local and national radio reporting different sports events
- Dedicated stations to sports
- Live sports reporting

### Television

- The most profitable form of media as matches and events can be broadcast live
- Some channels receive income from advertisements
- Pay-per-view events (such as boxing) provide a large sum of income for channels
- Subscription services can limit viewing figures as they are not affordable for all households

### Internet

- Can stream live sporting events
- Can provide live updates of sporting events
- People can discuss sport online
- People can watch highlights of events online at any time (accessible to all)
- All sports can be fully represented



## Types of Media

### REVISION TIP!

To help you remember the factors in commercialisation (e.g. sponsorship), think of a recent sporting event that you watched, listened to or read about and the adverts and sponsorship that you encountered. Then, think about the type of technology you were using at the time you encountered them (radio, TV, social media, etc.).

## Effects of Sponsorship and the Media

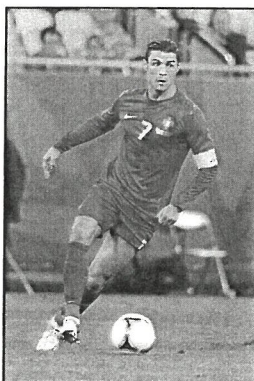
You will need to understand the positive and negative influences that commercialisation (media and sponsorship) can have on the individual sports, the performers, the officials, the audiences and the sponsors themselves.

### The Effect of Commercialisation on the Sport

| Positives                                                                                                                                                                                                                                            | Negatives                                                                                                                                                                                                                                                                                                                                            |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Increased funding/income for sport</li> <li>Allows money to reach grass-roots level participants</li> <li>Increases performance standards for future generations</li> <li>Increased media interest</li> </ul> | <ul style="list-style-type: none"> <li>Media doesn't always cover minority sports (e.g. pool), instead focusing on popular sports (e.g. football). Therefore, minority sports won't receive much money.</li> <li>The media and sponsors have more control over what sports are shown, how they are broadcast and when they are broadcast.</li> </ul> |

### The Effect of Commercialisation on the Performers

| Positives                                                                                                                                                                                                                                                                                                                                                                   | Negatives                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Role models created within sports</li> <li>Athletes can use sporting platform to do good in the community</li> <li>Performers can make a career following their active years (e.g. commentating)</li> <li>Increased finance means performers have access to better facilities and equipment, improving their performances</li> </ul> | <ul style="list-style-type: none"> <li>Athletes may find it hard to live a 'normal' life without harassments</li> <li>Performers, professional and personal lives can be scrutinised</li> <li>Performers may have to meet contractual obligations such as advertisements for brands</li> <li>Poor performances or bad behaviour may lead to a sponsor dropping their contract with a performer, removing their source of income</li> </ul> |



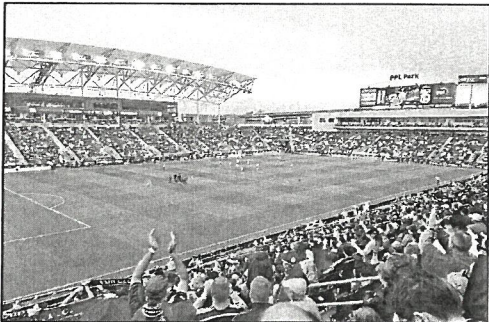
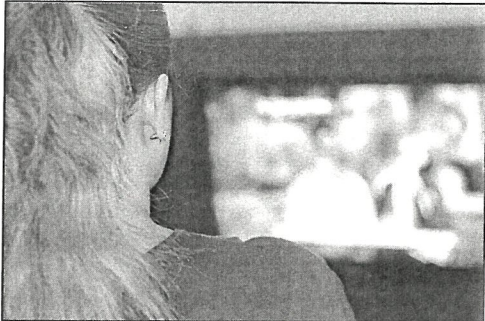
### The Effect of Commercialisation on the Officials

| Positives                                                                                                                                                                                                                                      | Negatives                                                                                                                                                                           |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Officials can now have full-time jobs officiating matches</li> <li>Travel opportunities for officials of international matches and events</li> <li>Officials can be well-paid at high levels</li> </ul> | <ul style="list-style-type: none"> <li>Officials are often criticised for missing events such as foul play in matches</li> <li>Open to criticism from the general public</li> </ul> |





## The Effect of Commercialisation on the Audience/Spectators

| Positives                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Negatives                                                                                                                                                                                                                                                                                                                                               |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• More money in clubs means a better standard of play is being produced – a spectacle of sport</li> <li>• Better stadiums and facilities for spectators</li> <li>• Larger capacity stadiums allow more people to watch live sport</li> <li>• Media coverage of statistics and analysis allow spectators to be more informed</li> <li>• More opportunities for spectators to watch sport (tournaments, TV coverage, World Cups)</li> </ul>  | <ul style="list-style-type: none"> <li>• Live match tickets are more expensive</li> <li>• Television rights on pay-per-view or subscription services are more expensive</li> <li>• Spectators may be more inclined to watch sports on TV, instead of live</li> </ul>  |

## The Effect of Commercialisation on the Sponsors

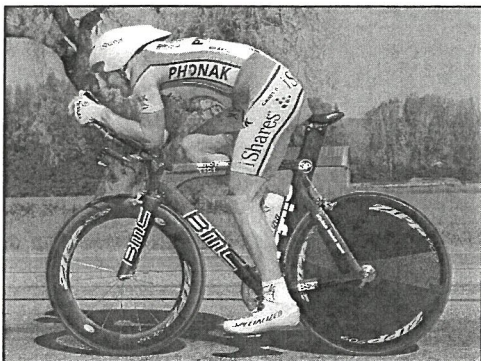
| Positives                                                                                                                                                                                                                          | Negatives                                                                                                                                                                                                           |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Publicity for their products or brand name</li> <li>• Exposure of their brand is linked to increased sales</li> <li>• Successful teams are associated with 'successful' brands</li> </ul> | <ul style="list-style-type: none"> <li>• Can cost large sums of money to sponsor the best teams</li> <li>• Any negative performances or actions of a team or individuals are associated with the sponsor</li> </ul> |



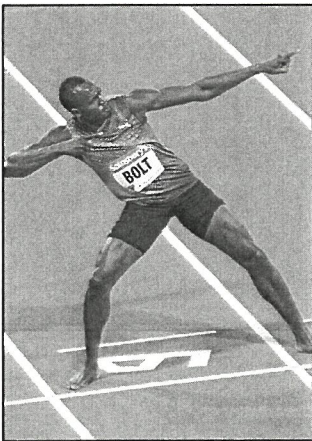
## Effects of Technology

Advancements in technology have dramatically improved certain aspects of sport. The implications of technological advancements means that performers, individual sports, officials, spectators and sponsors all benefit in some way from technology. However, it is also important to understand any negative effects that technology can have on these groups of people.

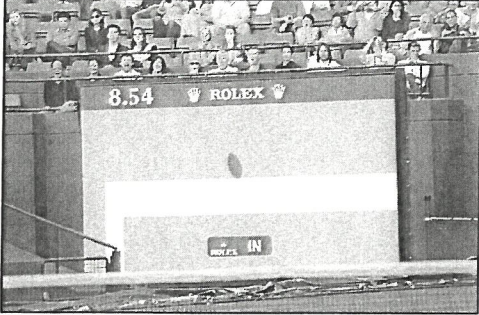
### The Effect of Technology on the Sport

| Positives                                                                                                                                                                                                                                                                                                                                                                    | Negatives                                                                                                                                                                                                                                                                                                                                                                        |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Decisions can be made using replays and slow-motion videos, making judgements more accurate and reliable</li> <li>Allows for in-depth analysis of sport</li> <li>Increased accuracy of measuring devices</li> <li>Improved equipment available to improve performance</li> <li>Increased spectacle of sport for spectators</li> </ul> | <ul style="list-style-type: none"> <li>The best technology can only be afforded by the richest clubs/countries, making the gap between the top and bottom teams even greater</li> <li>Use of technology to officiate matches can be time-consuming and disrupt the flow of a game</li> </ul>  |

### The Effect of Technology on the Performers

| Positives                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Negatives                                                                                                                                                                                                                                                                                                                                                                                                                     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>More advanced products to help improve performance</li> <li>Faster recovery rates and better monitoring of injuries and rehabilitation</li> <li>Better monitoring of fitness levels</li> <li>Athletes can use technology to improve their own knowledge in sport</li> <li>Safety increased in sports</li> <li>Sport-specific equipment (e.g. footwear)</li> <li>Vast improvements in technology aiding disabled athletes (e.g. prosthetic limbs and wheelchairs)</li> </ul>  | <ul style="list-style-type: none"> <li>The newest technology can be very expensive</li> <li>To maintain performance levels above competitors, updating equipment regularly is vital</li> <li>Upkeep of technology can be expensive</li> <li>Some technology requires expert knowledge to use and interpret</li> <li>Increased technology opens routes to new performance-enhancing drugs that are harder to detect</li> </ul> |

## The Effect of Technology on the Officials

| Positives                                                                                                                                                                                                                                                                                                                                            | Negatives                                                                                                                                                                                                                                                                                                                                                |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Decisions can now be made, or aided, by technology (e.g. Hawk-Eye and slow-motion replays)</li> <li>Communication between officials reduces errors</li> <li>Reduced pressure on officials to make every decision</li> </ul>  | <ul style="list-style-type: none"> <li>Using technology to make decisions can ruin the pace or flow of a game</li> <li>Criticisms of officials after respective footage shows they may have been wrong</li> <li>Officials may become reliant on technology to make decisions for them</li> <li>Not all teams can afford the latest technology</li> </ul> |

## The Effect of Technology on the Audience/Spectators

| Positives                                                                                                                                                                                                                                                                                                                                | Negatives                                                                                                                                                                                                                                                                               |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Increased coverage on television, including detailed analysis and replays</li> <li>Can improve spectators' knowledge of sport (e.g. statistics)</li> <li>Improved performances improve enjoyment of spectators at level of skill shown</li> <li>Improved accessibility to other sports</li> </ul> | <ul style="list-style-type: none"> <li>Spectators can be overwhelmed with information</li> <li>Decision-making by technology can make watching sport less enjoyable as the pace of a match is lost</li> <li>Pay-per-view and subscription services are not always affordable</li> </ul> |

## The Effect of Technology on the Sponsors

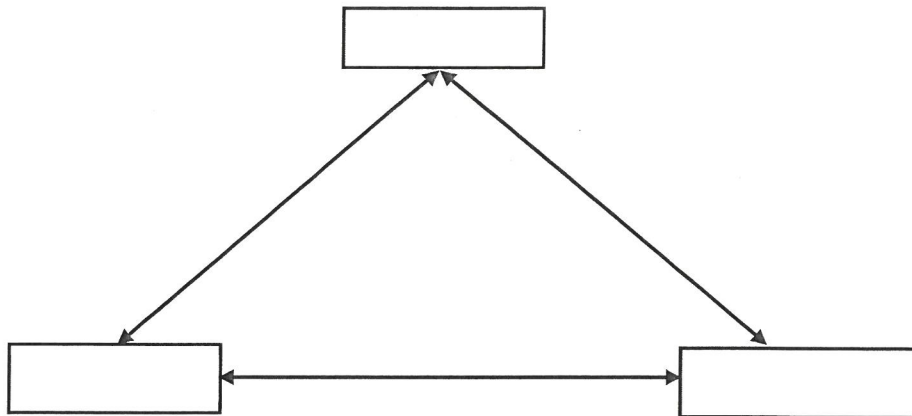
| Positives                                                                                                                                                                            | Negatives                                                                                                                                                                                    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>More cameras in stadiums means there are more opportunities to advertise a brand</li> <li>More coverage of a brand increases sales</li> </ul> | <ul style="list-style-type: none"> <li>If a team or individual acts outside the laws of the game (e.g. drug taking or scandals), the brand can be associated with the same values</li> </ul> |



## Revision Activities Unit 7



1. Fill in the 'golden triangle' of commercialisation, correctly labelling the three factors that influence commercialisation. Below the triangle, describe the relationship between the three factors in a sport of your choice.



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2. For each of the following types of media, identify one positive influence it has had on sport.

Newspapers: .....

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Television: .....

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Internet: .....

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Social media: .....

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Radio: .....

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3. Identify one positive influence that commercialisation has had on each of the following:

(i) Performer

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(ii) Sport

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(iii) Officials

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(iv) Audience/spectators

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(v) Sponsors

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1. Define 'sponsorship'.

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(1 mark)

2. Describe how technology can be used to help performers.

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(2 marks)

3. Commercialisation can impact on all parties associated with sport, both positively and negatively.

Evaluate the impact that commercialisation has had on spectators in football.

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(6 marks)

# Unit 7 Ethical and Socio-cultural Issues in Physical Activity and Sport

**Learning objective:** To develop your knowledge and understanding of athlete conduct, performance-enhancing drugs and methods, and spectator behaviour in sport

## Knowledge Checklist



|                                                                                                                                                 | Revised | Understood | What you need to do |
|-------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------|---------------------|
| Be able to define 'etiquette', 'sportsmanship', 'gamesmanship' and 'contract' to compete, and give examples of each                             |         |            |                     |
| Be able to describe different types of performance-enhancing drugs and analyse the effects of performance-enhancing drugs on sports performance |         |            |                     |
| Be able to describe the process of blood doping and analyse its effects on performance                                                          |         |            |                     |
| Be able to discuss the advantages and disadvantages of performance-enhancing drugs to the performer and to the sport                            |         |            |                     |
| Discuss the positive and negative effects that spectators can have on performance                                                               |         |            |                     |
| Explain the causes of hooliganism and the strategies in place to combat hooliganism                                                             |         |            |                     |

## Key Terms



- Etiquette** – the behaviour displayed by performers in line with the sport's laws
- Sportsmanship** – the respect shown towards an opponent in either winning or losing by competing fairly
- Gamesmanship** – pushing the boundaries of the rules (while remaining within them) to gain an advantage over an opponent
- Contract to compete** – a mutual agreement between players or teams that they will play fairly, play to win and show respect to an opponent
- Performance-enhancing drugs (PEDs)** – any substances taken by an athlete to enhance their performance
- Caffeine** – a stimulant found naturally in many foods and drinks
- Adrenaline** – naturally occurring hormone that increases 'readiness' of a person. The 'fight or flight' hormone.
- Diuretics** – drugs that cause waste products to be expelled from the body
- Narcotics** – drugs that dull the senses, reducing pain
- Anabolic agents** – synthetic steroids that promote muscle growth and repair
- Erythropoietin** – protein that controls red blood cell production
- Blood doping** – a method of removing and injecting blood cells from a human to artificially increase the number of red blood cells in their body
- Beta blockers** – drugs that control heart rate by working against adrenaline
- Credibility** – the level of trust or belief that is placed in something
- Home advantage** – the advantageous effects of playing sport at a home stadium, with the help of the spectators
- Hooliganism** – violent behaviour that can cause destruction. It normally involves a group of people.



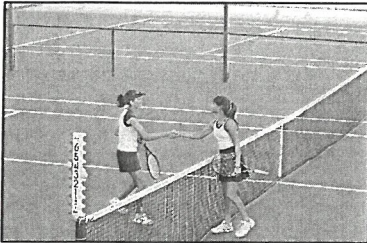
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## Conduct of Performers

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Throughout sport you will see players pushing the boundaries of what they are allowed to do, to gain an advantage over their opponents. However, players must still play within the laws of the game, displaying correct **etiquette**, **sportsmanship** and **gamesmanship**. Players also have a **contract to compete**.

**Etiquette** – the behaviour displayed by performers in line with the sport's laws.



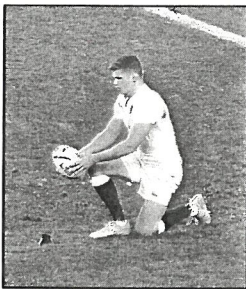
Shaking hands with your opponent following a match is showing good etiquette.

**Sportsmanship** – the respect shown towards an opponent in either winning or losing by competing fairly.



In football, good sportsmanship is having respect for your opponent after winning or losing a tight match.

**Gamesmanship** – pushing the boundaries of the rules (while remaining within them) to gain an advantage over an opponent.



In rugby, gamesmanship would be taking as long as allowed to take a conversion, 'wasting' time that could be used by the opposition to attack again.

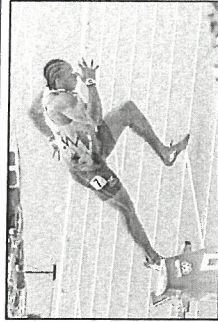
**Contract to compete** – a mutual agreement between players or teams that they will play fairly, play to win and show respect to an opponent.



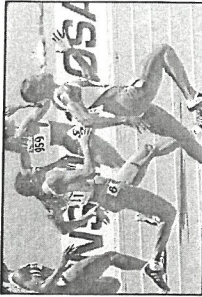
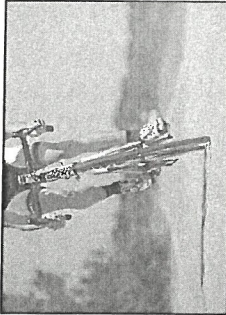
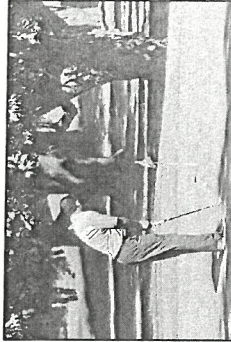
When footballers shake hands prior to a match, they are agreeing their contract to compete.

## Prohibited Substances and Methods

In sports, some players may be tempted to use illegal substances. These are called performance-enhancing drugs (PEDs) or ergogenic aids. There are many types of PEDs that can benefit performance in different ways, but all PEDs come with possible side effects or punishments if caught. PEDs are banned by national governing bodies (NGBs) and the International Olympic Committee (IOC). A list of banned drugs in sport is provided by the World Anti-Doping Agency (WADA).

| Prohibited Substances and Methods    |                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                           |                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                             |
|--------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Substance/Method                     | Why Substance/Method is Used                                                                                                                                                                                                                                                 | Positive Effects                                                                                                                                                                                                          | Negative Effects                                                                                                                                                                                                               | Sporting Example                                                                                                                                                                                                                                            |
| Stimulants (caffeine and adrenaline) | Stimulants such as caffeine and adrenaline target the central nervous system (including the brain). The legality of some stimulants, such as caffeine, is arguable. This is because caffeine naturally occurs in some foods and can be hard to avoid. (e.g. coffee and tea). | <ul style="list-style-type: none"> <li>✓ Increased alertness of athlete</li> <li>✓ Reduced reaction times</li> <li>✓ Increased aggressiveness</li> <li>✓ Masks pain</li> </ul>                                            | <ul style="list-style-type: none"> <li>× Increased aggressiveness</li> <li>× Addictive</li> <li>× Masks pain (increased risk of injury)</li> <li>× Increased risk of high blood pressure, heart attacks and strokes</li> </ul> | <p>Athletes who compete in sports that require power or excellent reaction times may use stimulants to improve performance; for example, rugby players and sprinters.</p>  |
| Diuretics                            | Diuretics are commonly used by athletes who need to meet weight limits. They can also be used to flush the system of traces of other banned substances.                                                                                                                      | <ul style="list-style-type: none"> <li>✓ Lose weight to meet weight limits</li> <li>✓ Dilutes/masks other illegal substances in the body (<b>Note:</b> this is also a negative from the sport's point of view)</li> </ul> | <ul style="list-style-type: none"> <li>× Can cause dehydration</li> <li>× Can cause low blood pressure</li> <li>× Can cause muscle cramping</li> </ul>                                                                         | <p>Jockeys may use diuretics to reduce the weight carried by the horse.</p>                                                                                               |
| Narcotic analgesics                  | Narcotic analgesics are very strong painkillers; therefore, athletes may feel pressure to use them to mask pain to return to competition. Examples of narcotic analgesics are morphine and pethidine.                                                                        | <ul style="list-style-type: none"> <li>✓ Masks pain</li> </ul>                                                                                                                                                            | <ul style="list-style-type: none"> <li>× Extremely addictive</li> <li>× Performers can become dependent on narcotics</li> <li>× Can cause low blood pressure</li> <li>× Masks pain (higher risk of injury)</li> </ul>          | <p>Boxers frequently suffer from broken bones and fingers. They may take narcotic analgesics to mask pain and allow them to fight.</p>                                   |



| Substance/Method                        | Why Substance/Method is Used                                                                                                                                                                                         | Positive Effects                                                                                                                                                                             | Negative Effects                                                                                                                                                                                   | Sporting Example                                                                                                                                                                                                                                                                             |
|-----------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Anabolic agents                         | Anabolic agents aid muscle growth and recovery from exercise. This allows athletes to train for harder and longer, while recovering quicker, to allow them to return to training sooner.                             | <ul style="list-style-type: none"> <li>✓ Muscle growth</li> <li>✓ Quicker recovery</li> <li>✓ Increased muscle mass / body weight</li> </ul>                                                 | <ul style="list-style-type: none"> <li>✗ Can be addictive</li> <li>✗ Mood swings</li> <li>✗ (Men) Shrinking of reproductive organs</li> <li>✗ (Women) Excess body hair and deeper voice</li> </ul> | <p>Anabolic steroid use has been a major problem in sprinting for many years. Numerous athletes have been banned and have had their records stripped after being found to have used anabolic steroids.</p>  |
| Peptide hormones                        | Peptide hormones naturally occur in humans at different levels between individuals. They help to increase muscle growth and produce red blood cells. The most common peptide hormone is called erythropoietin (EPO). | <ul style="list-style-type: none"> <li>✓ Muscle growth</li> <li>✓ Increased number of red blood cells</li> <li>✓ Reduced fatigue during aerobic exercise</li> </ul>                          | <ul style="list-style-type: none"> <li>✗ Increased viscosity (thickness) of blood</li> <li>✗ Increased risk of heart attacks and strokes</li> </ul>                                                |  <p>Long-distance cyclists may be tempted to use peptide hormones such as EPO, due to the benefits it would give their performance.</p>                                                                     |
| <b>Drugs Under Certain Restrictions</b> |                                                                                                                                                                                                                      |                                                                                                                                                                                              |                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                              |
| Beta blockers                           | Beta blockers cancel out the effects of adrenaline (see stimulants) on the body. This has numerous advantageous effects on performers but also carries side effects.                                                 | <ul style="list-style-type: none"> <li>✓ Reduced heart rate</li> <li>✓ Reduced blood pressure</li> <li>✓ Reduced tension</li> <li>✓ Aids movements requiring accuracy and control</li> </ul> | <ul style="list-style-type: none"> <li>✗ Can cause nausea</li> <li>✗ Can cause restricted blood flow, causing heart problems</li> </ul>                                                            | <p>Golfers may use beta blockers to practise their putting. The beta blockers calm the golfer down, allowing them to practise putting under very calm conditions.</p>                                      |

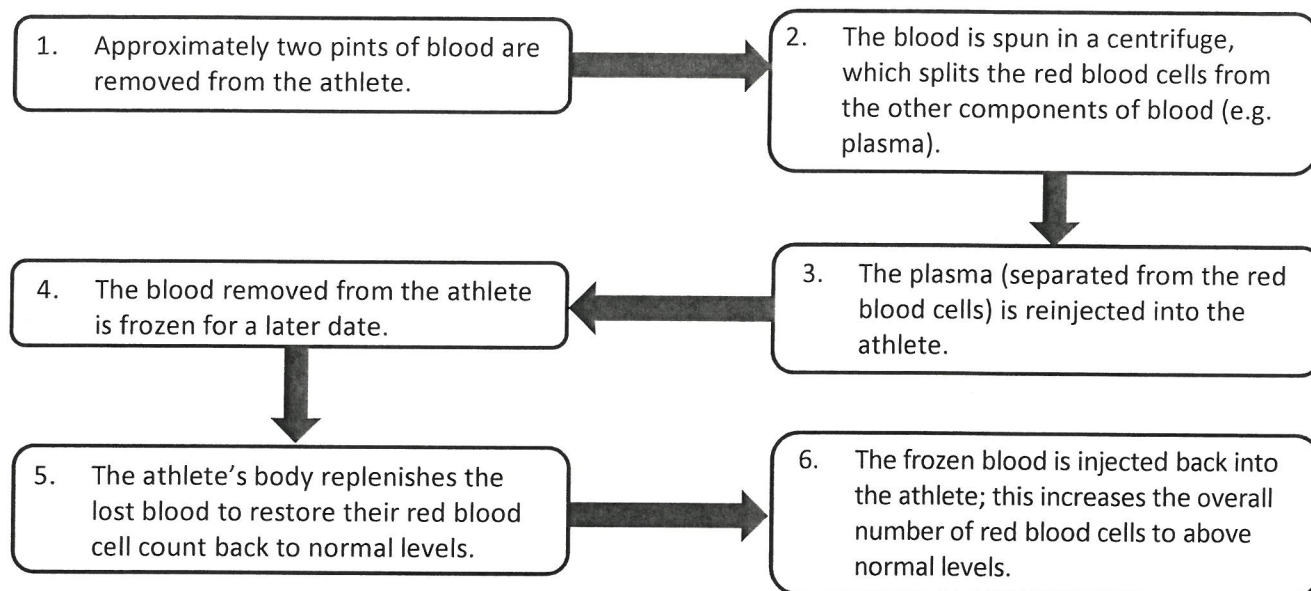
## REVISION TIP!

Use the table above to help you revise the prohibited substances and methods in sport. In the exam, you will have to justify the use of these banned substances and methods in different sports by considering the positives and negatives of each.



## Blood Doping

Blood doping is an illegal method used by athletes who train and compete aerobically. While no illegal substances are introduced into the body, the method is banned and blood doping carries its own risks. Blood doping aims to increase the total number of red blood cells in the body. In turn, this allows more oxygen to be carried to the working muscles of an athlete, increasing their muscular endurance.



| Positive Effects                                                | Negative Effects                                                                                                                                               | Sporting Example                                                                                                                                                                                                                |
|-----------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ✓ Increased red blood cell count<br>✓ Increased time to fatigue | × Increased viscosity of blood, leading to heart attacks, strokes and embolisms<br>× Potential infections from needles used for removal and injection of blood | Athletes who compete aerobically, such as long-distance cyclists and runners, may be tempted to blood dope. This is because the increased number of red blood cells allows them to exercise/compete for longer without fatigue. |

## —The Advantages and Disadvantages of Taking Performance-enhancing drugs—

Taking PEDs can have both positive and negative effects on performers, other than the physical effects we have already revised. PEDs can also have negative effects on sports that are associated with drug-taking.

### Advantages and Disadvantages to the Performer

| Advantages                                                                                                                                                                                                                                                                             | Disadvantages                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• Performer increases their chance of success</li><li>• Wealth through success (e.g. sponsorship)</li><li>• Fame as a result of success</li><li>• Taking PEDs may mean the athlete can now compete with other competitors taking drugs</li></ul> | <ul style="list-style-type: none"><li>• It is deemed immoral as using them is a form of cheating</li><li>• There are associated health risks (see individual substances covered earlier)</li><li>• Athlete can face heavy fines</li><li>• Athlete could be banned from taking part in sport (short-term or lifetime)</li><li>• Name/brand of the athlete is tarnished</li><li>• Loss of sponsorship as companies don't want to be associated with them</li><li>• Loss of income</li></ul> |

### Disadvantages to the Sport

- Spectators question the credibility of the sport and the winners
- The reputation of a sport is damaged
- Funding/income of a sport is reduced as companies do not want to fund 'immoral' sports

#### Case Study

Lance Armstrong, a long-distance road cyclist, won the Tour de France a record seven times between 1999 and 2005. However, in 2013, Armstrong admitted he had used doping agents throughout his career. As a result, he was banned for life and his titles stripped.

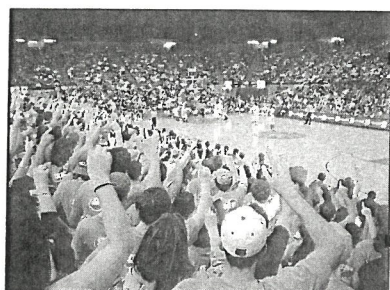
Armstrong, among other cyclists, has tarnished the general public's view of cycling. Winners of cycling events are regularly questioned and accused of cheating, based on the actions of cheats before them.



## Spectator Behaviour

Spectators can have a profound influence on athletes and teams during competition. Think about how many times you've heard the phrases 'home advantage' or 'the twelfth man' during football commentary. Despite some obvious advantages to having a crowd, there are some negative effects of spectators too.

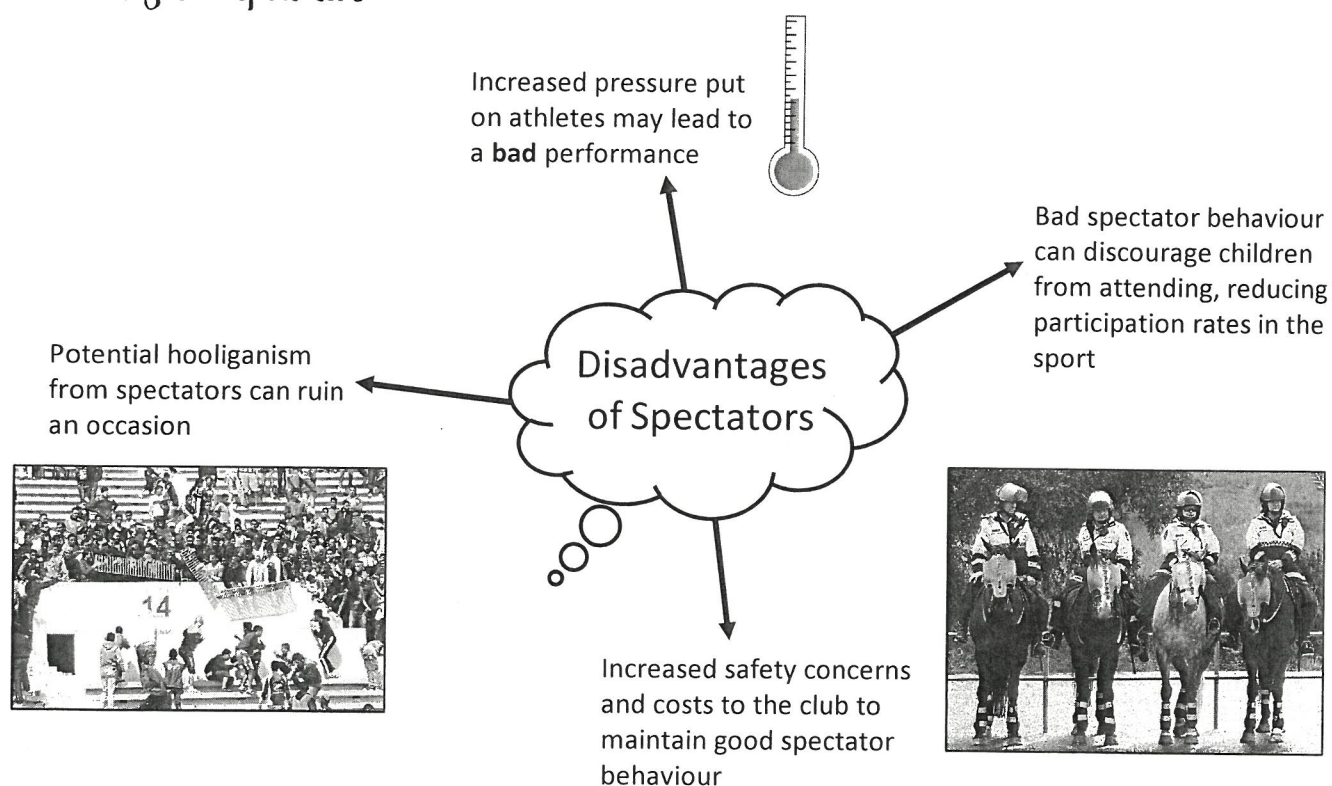
### Advantages of Spectators



Atmosphere created at events as the crowd cheers and boos the home team and opposition. This creates a sense of occasion and can help the home side

Spectators cheering the home side creates a home advantage. This is because the home side will have more supporters in their own stadium than travelling away fans.

### Disadvantages of Spectators



You should also be aware that spectatorship has a negative effect on participation rates as more people are now watching sport, instead of actually participating in physical activity themselves. This is particularly prevalent among younger performers/spectators.



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# Hooliganism

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**Hooliganism** is the violent behaviour that can cause destruction. It normally involves a group of people. Hooliganism has been associated with football crowds for many years. Local authorities and clubs have to prevent and combat hooliganism when it arises.

## Why Does Hooliganism Occur?

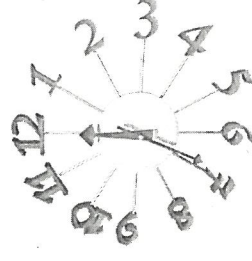
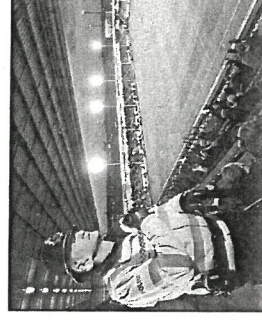
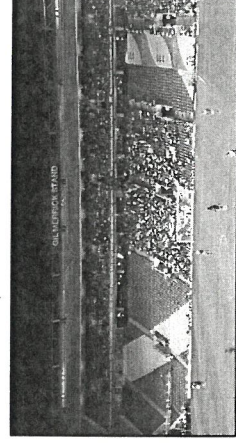
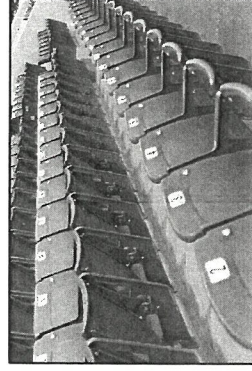
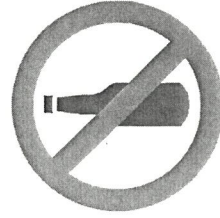
There are numerous reasons why hooliganism at matches may occur:

- **Derby matches** – local rivals playing against each other
- **Build-up of match** – prematch media and fans can 'hype' up the match, causing a predetermined state of passion in fans, which can lead to aggression
- **Drugs** – drugs can bring about uncharacteristic behaviour. A common characteristic of sporting events is the presence of alcohol. Alcohol can cause unusual, or uninhibited, behaviour, leading to aggression.
- **Gangs** – at some clubs, there may be small groups of people (known as gangs) that aim to cause trouble at the sporting events
- **Officiating** – if officials get a decision wrong that influences a match, spectators can become frustrated and lash out at people or objects to vent their frustration. This can easily escalate into hooliganism.
- **Masculinity** – ritualised behaviour / defending territory – an innate tendency to show displays of violence or masculinity. However, this isn't always the case, as hooliganism isn't always by males.



## Ways to Combat Hooliganism

| Strategy                                                                                                                                                                                                                                                                                                                | Disadvantages of Strategy                                                                                                                                                                             |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>All-seater stadiums</b> – having all spectators sitting down during matches makes it harder for people to move around. It also makes tickets sales / number of people going into the ground more manageable.                                                                                                         | <ul style="list-style-type: none"> <li>• Redeveloping stadiums and introducing seating everywhere is very costly for clubs</li> </ul>                                                                 |
| <b>Fan segregation</b> – the fans from football teams are separated in the stadium. They can also be forced into 'bubble matches' where away fans are transported to and from the stadium and, therefore, do not access the town or city they are visiting. This reduces contact between fans and possible hooliganism. | <ul style="list-style-type: none"> <li>• Cost to the club and local authorities for police presence and stewarding</li> <li>• Loss of revenue for empty seats between the two sets of fans</li> </ul> |
| <b>Early kick-offs</b> – kicks-offs can be rescheduled to earlier times to stop excessive alcohol consumption prior to matches. There may also be fewer away fans travelling to meet the kick-off time.                                                                                                                 | <ul style="list-style-type: none"> <li>• Loss of atmosphere felt in the stadium</li> <li>• Loss of revenue to the club if people cannot make the earlier kick-off time</li> </ul>                     |
| <b>Restricted access to alcohol</b> – in modern-day football, alcohol is not normally served in the ground. Some pubs may also be asked to stop selling alcohol.                                                                                                                                                        | <ul style="list-style-type: none"> <li>• Loss of atmosphere felt in the stadium</li> <li>• Loss of revenue to the club</li> <li>• Loss of revenue to local pubs</li> </ul>                            |
| <b>Improved security at matches and outside stadiums</b> – police presence and stewards at matches and outside the grounds to help control any unruly behaviour (e.g. police on horseback). More of a preventative method, but can also act on any hooliganism.                                                         | <ul style="list-style-type: none"> <li>• High cost to local authority and club</li> <li>• Can be intimidating to young fans</li> </ul>                                                                |
| <b>Travel restrictions and bans</b> – known troublemakers can be banned from travelling to away matches. Persistent hooliganism from a particular club can force them to play matches 'behind closed doors'.                                                                                                            | <ul style="list-style-type: none"> <li>• Total loss of ticket sales if club plays 'behind closed doors'</li> <li>• Loss of supporters</li> </ul>                                                      |
| <b>Education and campaigns to reduce hooliganism</b> – campaigns and use of high-profile players to discourage bad behaviour and encourage respect.                                                                                                                                                                     | <ul style="list-style-type: none"> <li>• Time and financial commitments from players and clubs</li> </ul>                                                                                             |



1. Fill in the table below, providing a definition for, and an example of, each key term.

| Key Term            | Definition | Example |
|---------------------|------------|---------|
| Sportsmanship       |            |         |
| Contract-to-compete |            |         |
| Gamesmanship        |            |         |
| Etiquette           |            |         |

2. Name **three** illegal performance-enhancing drugs and name **one** benefit to performance of each.

- (i) .....
- .....
- .....
- (ii) .....
- .....
- .....
- (iii) .....
- .....
- .....

3. Describe the 'home advantage'.

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4. Name and describe **three** reasons why hooliganism can occur at football matches.

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5. You are working for the Football Association (FA) and recently received an email from a young fan, asking about the strategies in place to combat hooliganism in football.

Fill in the email below, replying to the fan. Explain to them the strategies in place and any negative consequences that may be faced as a result of the strategy.

|          |                                         |
|----------|-----------------------------------------|
| To:      |                                         |
| From:    |                                         |
| Subject: | RE: How does the FA combat hooliganism? |

- .....
- .....
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(9 marks)