

To Play or Not to Play: Developing a Model of Social Sport Participation

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Agenda

1. Research problem
2. Justification for the research
3. Literature review and gaps in it
 - Sports Marketing Literature
 - Sports Participation Literature
 - Gaps in the Literature
4. Theoretical framework
 - Key models relevant
 - Preliminary model
5. Methodology
6. Likely contributions

Research Problem

Gaps:

- How to increase participation rates targeting **social sport**
- **Why participants choose to stop** participating in sport

When and why do people decide to stop playing social sport?

Justification for the research

Exists on 3 levels:

1. Importance of sport to the individual
2. Importance of sport to society
3. Gaps in the extant literature

Sports Marketing Literature

Research Theme	Examples of Literature	
Sports marketing in general	<ul style="list-style-type: none"> • Pedersen et al. 2007 • Lehmann 2005 	<ul style="list-style-type: none"> • Shannon 1999
The sports marketing mix	<ul style="list-style-type: none"> • Johnson Morgan & Summers 2005 	<ul style="list-style-type: none"> • Amis & Slack 1999 • Westerbeek & Shilbury 1999
Increasing spectator levels	<ul style="list-style-type: none"> • Funk & James 2006 • Funk & James 2001 	<ul style="list-style-type: none"> • Green 2001 • Chelladurai & Chang 2000
The use of technology	<ul style="list-style-type: none"> • Yu 2007 • Syndor 2001 • Gillentine & Schulz 2001 	<ul style="list-style-type: none"> • Fielitz 2000 • Moncrief & Cravens 1999 • Herbig & Hale 1997
Improving social outcomes / building social & human capital	<ul style="list-style-type: none"> • Chatziefstathiou 2007 • Burnett 2006 • Barros & Barros 2005 	<ul style="list-style-type: none"> • Cunningham & Beneforti 2005 • Jarvie 2003
Sports participation	<ul style="list-style-type: none"> • Next 	

Sports Participation Literature

Research Theme	Examples of Literature	
Psychological connection	<ul style="list-style-type: none"> • Beaton & Funk 2008 	<ul style="list-style-type: none"> • Funk & James 2006, 2001
Children's participation in sport	<ul style="list-style-type: none"> • Taks & Scheerder 2006 • Stratton, Conn & Smallacombe 2005 	<ul style="list-style-type: none"> • Daley & Duda 2006 • Gaskin & Garland 2005 • De Martelaer et al. 2002
The elderly in sport	<ul style="list-style-type: none"> • Nicholson 2004 	<ul style="list-style-type: none"> • Westerterp & Verstappen 1998
Comparisons in sports participation over time	<ul style="list-style-type: none"> • Scheerder et al. 2006 • Cushman, Veal & Zuzanek 2006 	<ul style="list-style-type: none"> • Scheerder, Vanreusel & Taks 2005
Demographic related differences in physical activity	<ul style="list-style-type: none"> • Casper 2007 • Luna-Arocas & Tang 2005 • Mota & Esculas 2002 	<ul style="list-style-type: none"> • Caspersen, Pereira & Curran 1999 • Telma & Yang 1999 • Leslie et al. 1999
Sport participation rates	<ul style="list-style-type: none"> • ABS 2007 	<ul style="list-style-type: none"> • Linacre 2007
Motivation to participate in sport	<ul style="list-style-type: none"> • Ko & Park 2008 • Stratton et al. 2005 	<ul style="list-style-type: none"> • Nets & Raviv 2004
Participation constraints	<ul style="list-style-type: none"> • Shores, Scott & Floyd 2007 • Liechty, Freeman & Zabriskie 2006 • Dong & Chick 2005 	<ul style="list-style-type: none"> • Shinew, Floyd & Parry 2004 • Chick & Dong 2003 • Hawkins et al. 1999 • Alexandris & Carrol 1997

Gaps in the Literature

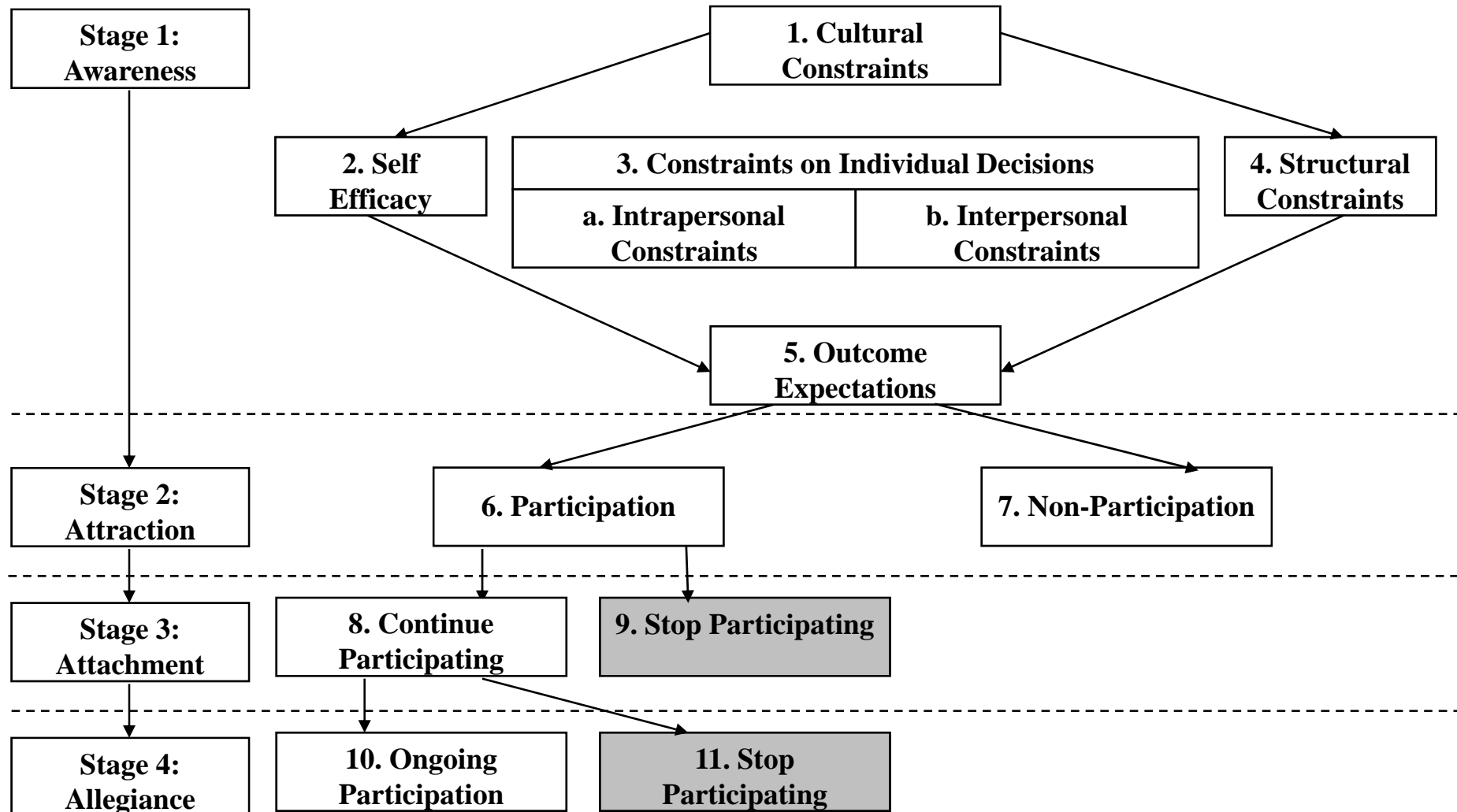
1. Existing research identifies factors influencing the decision to participate/not participate in sport yet no research does this specifically for **social sport**
2. None of the existing research explores the factors affecting a person's **decision to stop participating in sport**
3. While common elements exist in the models used in existing research, there is no **use of an integrative theory**

Theoretical Framework

Summary of key models relevant to integrative model of sports participation

Model	Theorist	Constructs	Scope
Psychological Continuum Model	Funk & James (2006; 2001)	<ul style="list-style-type: none"> Psychological attachment to a sport or sporting team (4 stages) 	Sports spectators
Social Cognitive Theory	Nets & Raviv (2004)	<ul style="list-style-type: none"> self efficacy outcome expectations self-evaluated satisfaction or dissatisfaction motivation 	Sports participation
Social Cognitive Theory	Compeau & Higgins (1995)	<ul style="list-style-type: none"> self efficacy outcome expectations encouragement by others other's use support anxiety 	Information technology
Hierarchical Model of Leisure Constraints	Alexandris & Carroll (1997)	<ul style="list-style-type: none"> intrapersonal constraints interpersonal constraints structural constraints 	Non-participation in sports
Hierarchical Model of Leisure Constraints	Dong & Chick (2005)	<ul style="list-style-type: none"> intrapersonal constraints interpersonal constraints structural co constraints cultural constraints 	Non-participation in sports

Preliminary Model



Methodology

Multiple methods:

1. Meta analysis of existing studies
 - to confirm gaps, existing approaches and contexts, and further develop the preliminary model.
2. An exploratory study
 - participants of social sport, and
 - former participants of social sport.
3. Testing of the preliminary model using an online survey
 - participants of social sport, and
 - former participants of social sport.

Likely Contributions

This research will contribute on three levels:

1. **A contribution to theory**

- made by addressing the three gaps identified above.

2. **The contribution to practice**

- by providing a deeper understanding of why participants choose to stop.
- will allow practical and cost efficient strategies to be developed by sporting organisations to increase participation rates.
- increased participation rates will improve both the physical and psychological health of individuals and the health of society in general.

3. **The contribution to policy**

- through providing an increased knowledge in these areas and how sport can positively affect them
- will serve to make better informed policy decisions and therefore produce improved outcomes.

Where to next

Key areas for feedback:

1. Framework
2. Model
3. Method

All constructive comments welcome!