

## Socio-Cultural Influences on Sport (2.1)

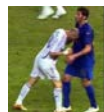
### Socio-cultural (2.1a): Engagement patterns

- **Recommendations:** 60 mins of exercise per day (5-18 year olds).
- **Low participation:** Adults over 25, women, disabled, ethnic minority, low socioeconomic status.
- Sport England, Department for Sport, NGBs (promote participation).
- **Factors affecting participation:**
  - Age, gender, ethnicity, religion, culture
  - Family, education, disability
  - Time, work commitments, cost, disposable income
  - Media coverage, role model.
- **Strategies to improve participation:**
  - Promotion: increasing awareness of sporting opportunities, choice and role models.
  - Provision: ensuring the appropriate facilities, coaching and equipment are available.
  - Access: ensuring people can actively engage with physical activity.



### Socio-cultural (2.1c): Ethical Issues

- **Sportsmanship:** fair play e.g. hand shake after games.
- **Gamesmanship:** bending the rules gaining an unfair advantage e.g. pausing the server in tennis to untie your shoelace.
- **Deviance:** cheating, e.g. taking performance-enhancing drugs.
- **Drugs are used in sport for:**
  - Improve physical performance: e.g. build muscle (anabolic steroids)
  - Improve psychological performance: e.g. calm nerves (beta blockers)
  - Improve alertness (stimulants).
  - Win at all costs / pressure to win
  - Mask injury
- **Consequences of drugs:**
  - Ban / fine
  - Bad reputation, loss of respect



### Socio-cultural (2.1b): Commercialisation

- **Commercialisation:** Running sport like a business to make profit.
- **Golden triangle:** sport, sponsorship and the media.
- **Media types:** TV, social media, Internet, newspapers.
- **Positive effects of commercialisation:**
  - Increased participation / funding / coverage
  - Promotion of minority sports
- **Negative effects of commercialisation:**
  - Highlight poor role models, negative press coverage
  - Controls sport e.g. start times
- **Sponsorship:** the funding of individuals to make a profit.
- **Positive effects of sponsorship:**
  - Increased funding
- **Negative effects of sponsorship:**
  - Link to negative image e.g. McDonalds
  - Pressure to win / can lose sponsors easily

