

## 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

- **Sportmanship:** 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



- **Violence** in sport may occur due to anger, frustration, emotional intensity, provocation, lack of discipline, and nature of the game.



### 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

