**Participation Rates**

**Personal Factors (you need to be able to name all 5 factors**

Gender, age, socio-economic group, ethnicity, disability

Barriers to Participation:

* Access
* Availability
* Time
* Money
* Health

**Gender**

* negative stereotypes
* lack of role models in the media

**Age**

* negative stereotypes
* Health?

**Socio-Economic Group**

* Income - lack of money for expensive playing fees (e.g. golf club membership)
* Time - (working long hours therefore lack of time)
* Perceived status of the activity (e.g. Polo is perceived to be for people from higher socio-economic groups)
* Lack of access to facilities in some areas (e.g. inner city areas)

**Ethnicity**

* No physical reason why participation rates differ between ethnicities
* Lack of role models in the media
* Negative stereotypes

**Disability**

* Lack of access to local facilities/clubs
* Lack of role models in the media

“Trends” - looking for patterns in the data

Use a ruler to compare starting point to ending point, then describe general direction of travel.

**Commercialisation of Sport**

**The 2 main reasons for anything in this topic – MONEY & AWARENESS**

**Commercialisation** in sport– is about using sport to sell a product.

* A product needs awareness for it to sell
* More awareness = more sales of the product
* To increase awareness people will pay for sponsorship deals

**Sponsorship** – cash or resources paid to a player or team to increased awareness of a brand

* Increased awareness means more sales of a product
* Therefore they hope they will make MORE money than the cost of the sponsorship

**The golden Triangle – each part of the triangle needs each other – the reason is usually making money!**



**Awareness**

**money**

|  |  |  |
| --- | --- | --- |
| **The Sport*** Needs to sell things to make money
* Needs awareness of the sport to get more players
* Needs high viewing figures so businesses want to sponsor
 | **The Media** * Needs viewers to sell advertising slots to businesses
* Needs sport to draw in viewers to watch their TV channel
* Needs viewers to pay for subscriptions (e.g. Sky TV)
 | **Commercialisation (businesses)*** Needs to increase awareness of its products through advertising & sponsorship
* Sell more products to make money
 |
| **Need to know the Advantages & Disadvantages of commercialisation on:*** The player or players – make money but pressure from sponsors
* The spectator – more sport in the media but advertising distracts from the sport
* The sport – make money, more viewers/players but advertising distracts from the sport
* The sponsors – increase awareness but cheating athletes can damage a brand
 |

**Sporting Behaviours**

**Sportsmanship - qualities of fairness, following the rules, being gracious in defeat or victory**

* Honesty upholds the “Spirit of the game”
* Shaking hands is good “Etiquette”
* Portrays the sport in positive light - Sets good example at “grassroots” level (therefore NGB’s encourage sportsmanship)
* e.g. **shaking hands**, “**walking**” in cricket

**Gamesmanship - bending the rules of a sport without actually breaking them.**

* To gain an advantage over opponent
* But still within the rules therefore not punishable
* If some bend the rules (e.g. by not walking) it is not a “level playing field”
* BUT nothing in the rules says you have to “walk” in cricket
* Media can pick up on this - risk shame in the media
* Sets bad example at “grassroots” level
* E.g. “**sledging**” in cricket

**Deviant Behaviour - breaking the rules to gain an unfair advantage**

* Use of Performance Enhancing Drugs
* Match-fixing
* Violence
* Racism/sexism

**Recap the moral/ethical arguments used for PED’s here (e.g. spirit of the game)**

* Athletes want to compete on a level playing field
* But cheating gives an “unfair advantage”
* Which is against the “spirit of the game”
* Puts pressure on other athletes to cheat

**Need to understand the terms “professional” and “amateur” and how they affect sportsmanship, gamesmanship and deviance**

* Professional athletes (make money from sport) – therefore more temptation to cheat/bend the rules.
* Increasing levels of money (e.g. in football) causing increasing levels of gamesmanship/cheating
* Amateur sport is done for “fun” therefore more likely to have sportsmanship/less likely to break the rules