

Sports Sociology

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Meaning

The sociology of sports also referred to as sports sociology, is the study of the relationship between sports and society.

Definition

A sociology of sport is a discipline of sociology which in research and theory deals with sport as a playful, rewarding activity that is done in interaction.

Sport as a social institution

As is seen sport is not only a social event, but also a social phenomenon and a social institution.

A sport activity at a particular place and time is tangible and specific. It can be seen heard and perceived. Thus, it's a social event.

As a social institution with the ability to gather people even from the far ends of the earth around the same ideas, sports deserve to be studied at least as much as other fundamental institutions like education, religion, communication, law and healthcare.

How culture and values influence sports ?????

➤ Gender inequality

A large area of study within the sociology of sports is **gender**, including gender inequality and the role that gender has played in sports throughout history. For example, in the 1800s, the participation of women in sports was discouraged or banned. It was not until 1850 that physical education for women was introduced for women was introduced at colleges.

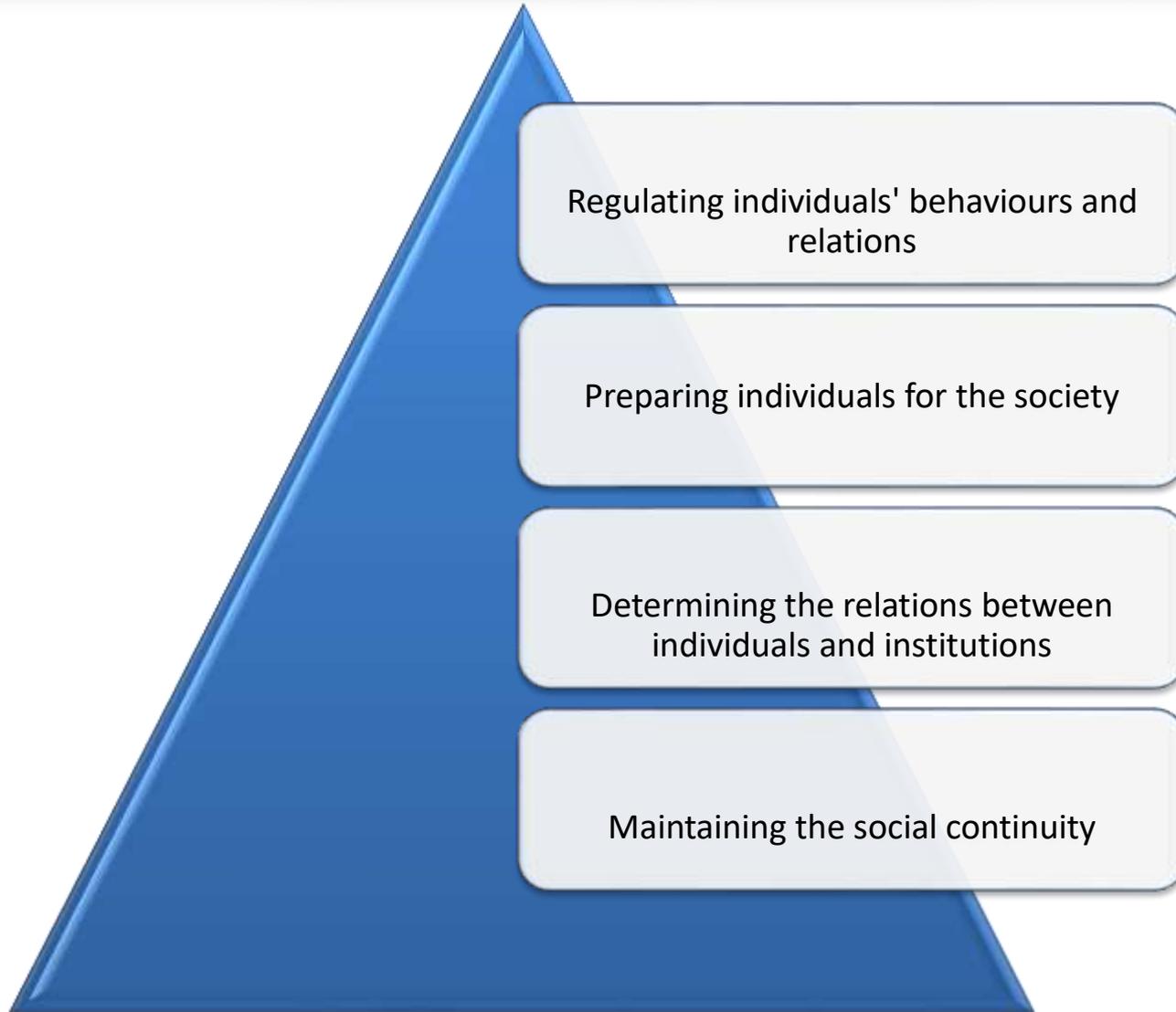
➤ Media Revealed Biases

Those who study the sociology of sports also keep tabs on the role various media play in revealing biases. For instance, viewership of certain sports definitely varies by gender. Men typically view basketball, football, hockey, baseball, pro wrestling, and boxing. While as women on the other hand tend to watch gymnastics, skiing, diving, skating. Men's sports are also covered more often than women's sports both in print and television.

Influence of sports on cultural values, gender and society as a whole

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| <p>➤ Sports Empower Girls from Gender Inequality</p> | <p>Young girls, who may often face sexual harassment and gender inequality, have built-in safe spaces within the realm of sports teams where they are able to build self confidence.</p> |
| <p>➤ Sports Bridges Social Identities</p> | <p>Two way exchange programs equip a new, more inclusive generation of athletes and sportsmanship with the skill and knowledge to utilize sports as a medium for building enhanced cooperation and respect for people belonging to different backgrounds and nationalities.</p> |
| <p>➤ Sports Diplomacy Connects All Languages</p> | <p>Sports diplomacy programs is an important tool to not only advancing foreign policy goals, but a powerful tool to help non-English speakers and to build leadership, teamwork, healthy living and self-discipline.</p> |
| <p>➤ Sports build friendships</p> | <p>Beyond the athletic competitions themselves, individuals of all ages interacted with one another and formed unlikely friendships. Sport programs are always handy to build friendships and cooperation beyond the differences and diversities.</p> |

Sports as an institution can be said to have Four Basic Functions in all societies:



National Integration through Sports

SOCIAL INTEGRATION

Social integration is a long lasting and very differentiated process of joining together and growing together. It needs: convergence, argumentation, communication, finding agreements, identification of differences, assumption of common responsibilities..

Process of Integration

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graph BT; A[Accommodation (structural integration): Migrants become recognized as members of the up taking society; they get entrance to social positions and get equal chances within the society.] --> B[Acculturation (cultural integration): Learning and internalization of the culture in the up taking country, which enables to participate in the social life; but to keep as well own cultural identity (cultural balance).]; B --> C[Social Integration: The up taking society accepts the migrants in the private sector, when they participate in social activities and become members in social groups (e.g. sport clubs).]; C --> D[Identification integration: Migrants develop a personal feeling of affiliation.];
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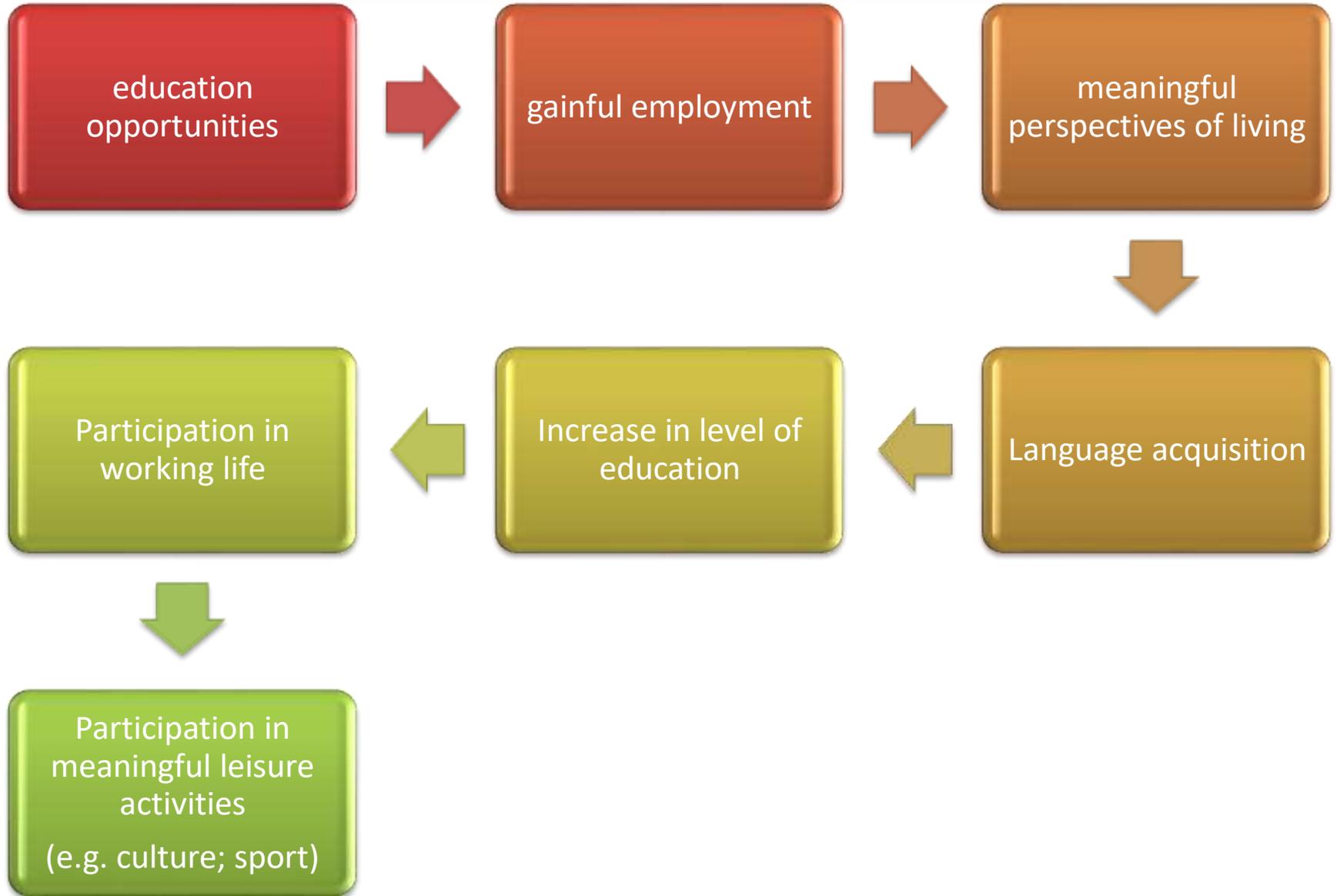
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Social Integration: The up taking society accepts the migrants in the private sector, when they participate in social activities and become members in social groups (e.g. sport clubs).

Identification integration: Migrants develop a personal feeling of affiliation.

Obstacles for successful integration



Sport as a suitable tool for integration

- **Mutual experience through and with our bodies makes it easier to get known of each other and to come close together.**
- **Sport follows rather uniformed rules and norms.**
- **Language is less important for communication than in other parts of our social life.**
- **Jointly experiencing victories, defeat and emotions create a feeling of community. Nationality, color and philosophy of life lose in importance.**
- **Sportive values of fair play, respect, international understanding creates an atmosphere of familiarity.**



THANK YOU



THANK YOU

GROUP

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Meaning

- A number of people or things that are located, gathered, or classed together.

Definition

- A **group** is a collection of individuals who have relations to one another that make them interdependent to some significant degree.

Group size

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graph TD; A[Group size] --> B[Small groups]; A --> C[Large groups]; A --> D[Social Loafing];
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Small groups

- Complete tasks faster than larger groups.
- Make more effective use of facts.

Large groups

- Solve problems better than small groups.
- Good for getting diverse input.
- More effective in fact-finding.

Social Loafing

- The tendency for individuals to expend less effort when working collectively than when work individually.

The size of a group affects the group's overall behavior

Group Cohesiveness

Group cohesiveness is the ability to think and act 'as one' if the group is physically together or not.

Cohesion grows
out of
communication
and common
interest

Builds group
identity

Creates climate
of inclusion for
all members

Dimensions of group cohesiveness

Group
Unity

Attraction

Team
work

Group Interaction

Group interaction refers to the dynamics of the team and the way individuals in the group interact with one another.

Types

Exchange

- **Exchange** is a social process whereby social behavior is exchanged for some type of reward for equal or greater value.

competition

- **Competition** is a process by which two or more people attempt to achieve a goal that only one can attain.

Cooperation

- **cooperation** is people working together to achieve results or people helping each other out to achieve a common goal.

conflict

- **Conflict** is defined as a clash between individuals arising out of a difference in thought process, attitudes, understanding, and interests.

Coercion

- Coercion is the practice of forcing another party to act in an involuntary manner by use of **threats** or force.

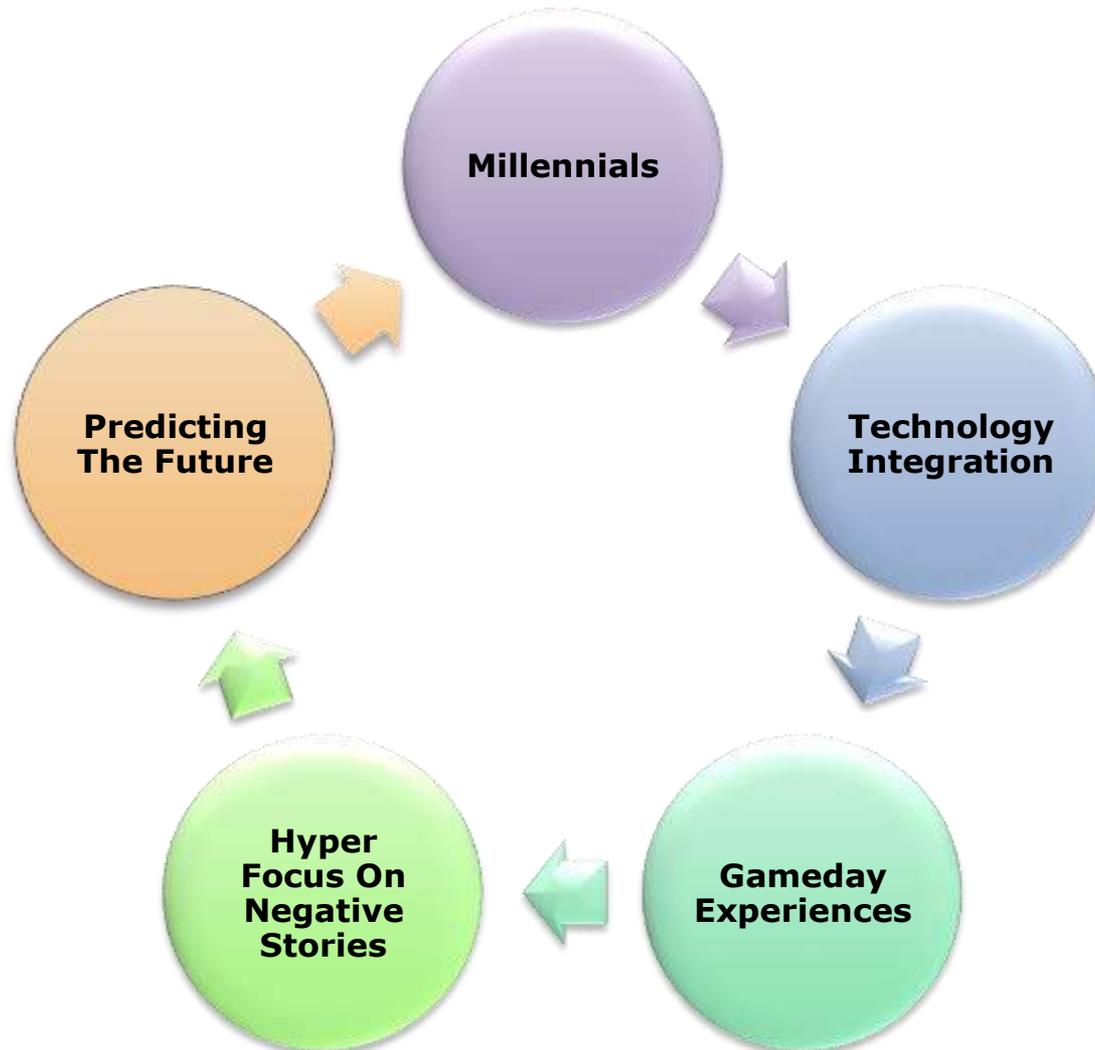
Group Dynamics

Social process by which people interact face-to-face in groups is called group dynamics

Group dynamics involves the influence of personality, power and behaviour of the group process.

It helps groups to work effectively.

Current Problems in Sports and Future Directions



Millennials

- The sports industry is faced with an uphill battle of finding ways to entice millennials to actually attend games. The rise of technology has made it exponentially easier to view sporting events from the comfort of their own homes. Not to mention, professional sporting groups such as the NBA and NFL have also made it easier through mobile applications and their own TV stations (NFL Network, for example). It's hard to say why millennials just **don't go out any more**. Still, this age group will continue to challenge the sporting industry in years to come.

Technology Integration

- The sports industry faces is keeping up with the pace of technological advancements. Many fans connect with their favorite teams through social media, which puts pressure on teams to constantly keep updating their Facebook timelines and Twitter feeds. Likewise, venues must also keep up with the pace. Not having wifi can be a major turn off for fans who want to stay connected throughout the game. Thus, if teams are not proactive with social media and do not have the capability of enticing fans with modern technology, fans will simply not follow them nor go to games in person.

Gameday Experiences

- If technology wasn't difficult enough, the sports industry is faced with the challenge of finding gameday experiences that simply cannot be experienced at home. This includes pregame shows, halftime entertainment, and postgame celebrations. Not to mention, coming up with in-game experiences are just as important, whether it be the t-shirt gun, kiss cam, chants, or anything else they can come up with. Many business professionals and marketers might feel like everything has been done already. Also, teams might compete for the same entertainer. Finding the necessary funds for in-game experiences can be tough especially if no one shows up for the games.

Hyper Focus On Negative Stories

- One challenge the sports industry will always face is the hyper focus on negative stories surrounding athletes. For some reason, news reporters (such as TMZ) have shifted towards being the first one to break the most recent scandal. People thirst for these negative headlines. For example, the Dallas Cowboys running back Ezekiel Elliot has recently been criticized for pulling down a woman's shirt in public; this not only creates a negative image for the Cowboys, but also for the NFL. On a similar note, the NFL is being heavily criticized for its lack of research on head trauma, specifically from concussions. These negative stories will always be challenging for the sports world

Predicting The Future

- The world is constantly changing. Thus, the sports industry is faced with the challenge of trying to predict the next trend, the next big idea that will capture their audience. Coupling this challenge with that of technology, it's clear that some sports teams and venues will always be at odds. For example, a venue might just catch up with the current times only to find out that something new has come into play. While the future is nearly impossible to predict, it might be worthwhile for the sports industry to study trends and attempt to predict what will be popular in the future.

Sports Social Crisis Management





Plan Ahead

- As a Board-level exercise, take the more serious headlines from above and discuss how such a situation would be addressed. You will probably find that you lack a solid crisis communication plan



Document Your Planned Response

- Create categories for each type of event thus creating a crisis communication plan or outline based on various scenarios. Create statements that can be quickly updated and shared with stake holders and the media should the need arise. Crisis situations typically have a beginning, middle and end. In the beginning, when facts are few and allegations may be deep, it would be good to have a brief position statement that acknowledges the situation and spells out your early actions.



Stay Connected

- A crisis never happens when everyone is together. Like Murphy's Law, they happen at the worst possible moment. There are many [free conferencing services](#) available that enable 20 or more people to instantly join a conference call. Sign up for one and share the login credentials with all.



Speak with One Voice

- During a crisis it is vitally important that your organization speak with one voice. All releases, statements, interviews, postings, should all stem from one person. The central person should take input from others, but when it comes time to make a public statement, the "voice" for your organization should all emanate from the person with the highest level of authority - the organization president or director.

Get Media Training

- Unless you are a PR professional, you would be wise to get some level of PR training. There are numerous free and fee-based online PR training resources including articles, videos, blogs, and presentations, such as these [tips on how to speak with a reporter](#). Any exposure you can have with PR response concepts before you face a crisis is time well spent.

Monitor Your Image

- Planning ahead includes monitoring what others are saying about your organization. If you have an online Forum or Discussion board, monitor what parents, coaches and others are saying. Review social media comments for negative comments; not all warrant a reply, but you should be aware of what is being said and how others are responding.

Don't Dodge the Crisis

- Dodging questions and issues only makes things worse in the long run. Be responsive by following the plan you have created from the above steps. Keep calm and controlled and stick to your message. Remember that a PR crisis has a beginning, middle and end. Issue statements and responses that are pertinent to each stage and don't let lower level staff or board members go on the record for your organization.

After Action Recap

- In military operations there is always an after- action assessment of what went right, what went wrong, and what steps could be taken for a better result in the future. Follow each PR crisis with an after action recap to dissect and document your response. Update your plan with specific lessons learned. Use any crisis or major event you face as a learning experience to expose ways in which your organization can improve its operations and response to similar events in the future.

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LEADERSHIP

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Meaning

- The action of leading a group of people or an organization.

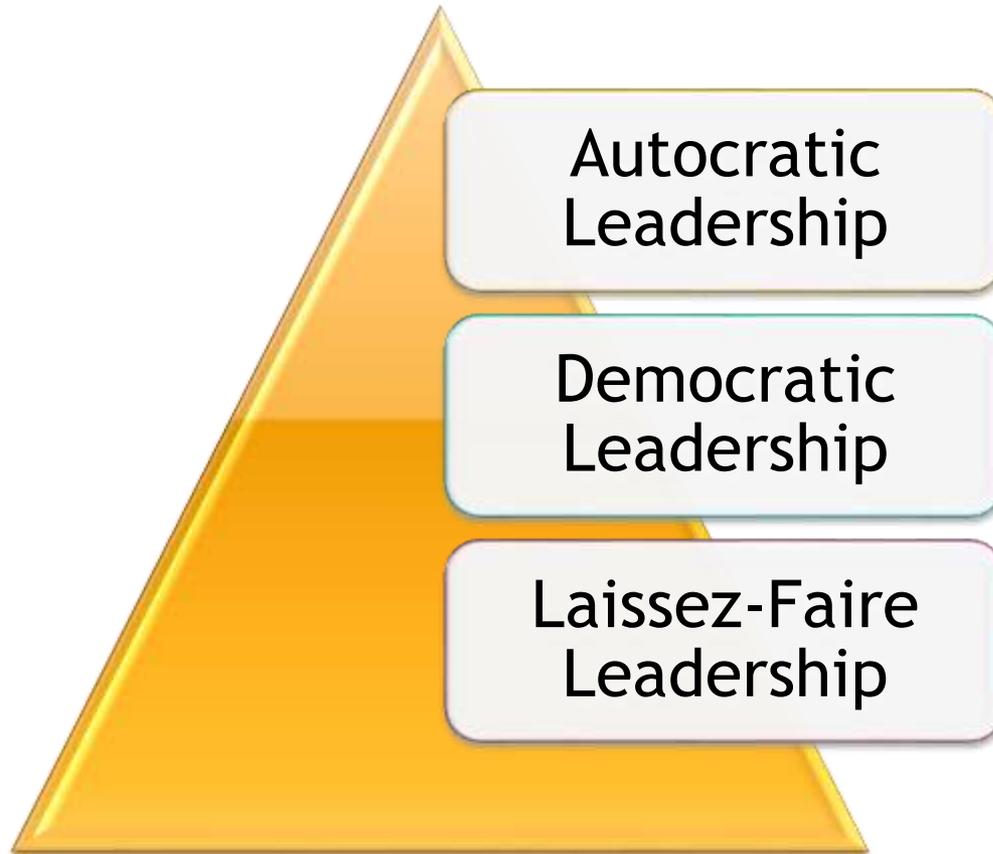
Definition

- Leadership is the art of motivating a group of people to act toward achieving a common goal.

Leadership and sports performance

- **Successful teams have strong leaders and the importance of this role is evident in all categories of sports. The performance of a leader is very clear in interactive games and during matches. Although less obvious in co-active situations, the leader's contribution to the effectiveness of a team's performance is also influential.**
- **Leadership maybe considered as a behavioural process that influences individuals and groups towards set goals. As such, a leader has the dual function of ensuring player satisfaction while steering the individual or group to success.**

Types of Leadership Styles



Autocratic Leadership

- The autocratic leadership style is seen as a leader who makes a decision and decides that is what is being done. Autocratic leadership does not take into account other people's views or decisions and has the "this is what is happening" attitude.

Democratic Leadership

- The democratic leadership style is when a leader determines what is needed to be done, explains this, seeks feedback from the team/players and then decides how to proceed.

Laissez-Faire Leadership

- The Laissez-Faire Leadership Style is when a leader does not take an active approach. A laissez-faire leader may decide what needs to be done but will then seek advice from players/athletes and then enable athletes to make the decision.

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SPECTATORS

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Meaning

A person who watches at a show, game, or other event.

Definition

The **spectator** is a particular kind of viewer; unlike a witness or an onlooker, they usually have chosen intentionally to regard the spectacle before them. Usually the word **spectator** refers to people watching games or "**spectator** sports," but you **could** be a **spectator** at any planned event.



**Disadvantages
of sports
performance**

Injuries

Sore Losers

Expense

Snobbery

Cliques

**Weather
problems**

**Time
commitment**

Gamesmanship

**Stress and sleep
issues**

Repetition



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WOMEN IN SPORTS

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Women in Sports

Women's sports, both amateur and **professional**, have existed throughout the world for centuries in all varieties of **sports**.

Female participation and popularity in sports increased dramatically in the 20th century, especially in the last quarter-century, reflecting changes in modern societies that emphasize **gender parity**.

Although the level of participation and performance still varies greatly by **country** and by **sport**, **women's** sports are generally accepted throughout the world today.

Women who play sports face many obstacles today, such as lower pay, less media coverage, and different injuries compared to their male counterparts.

Many female athletes have engaged in peaceful protests, such as playing strikes, social media campaigns, and even federal lawsuits to address these inequalities.

Women's Participation in Sports

Women who participated a lot in sports at school are **three times** more likely to be **very interested** in sports throughout their life.

What drives women to play sports? The most common answers relate to **health and emotional benefits**: stress relief, losing weight, feeling good about oneself, connecting with like-minded people or getting out of the house. **And the most practiced sports are jogging and cycling.** In relation to the barriers women experience, words such as fear of failure, embarrassment, expense or injuries crop up. They also mention leaving their comfort zone as a handicap, but this is not a barrier, it is a motivation.

Gender equality in Sports

- Gender equality will benefit the position of women, who for a long time did not have the same human rights as men, but at the same time it will improve the diversity of today's sport sector which is needed to attract potential sport participants and clients and keep them as members or participants active in the organisation, ready to fulfil activities or functions.
- It will contribute positively to the quality of the services delivered, as women will provide different role models for girls and boys, and new, relevant educational approaches which encourage girls and women to enjoy sport and prepare for a lifelong sporting career. This approach will, in the long term, also influence boys and men. It will establish a safe and secure sport environment for girls and boys, young women and men as it will raise awareness of the topic, educate instructors and administrators on how to handle risks in this field and prevent harm to athletes.

- Gender friendly guidance and coaching may decrease the high drop-out rate of girls and women, avoid sexist gender stereotypes in sport and create a positive and social educational climate for all.
- For many women with a disability or migrant background it is much more, it is also using sport as a tool to empower their lives, to have a job, to have a family and to be accepted as a citizen in their (new) country and not being someone 'different'. It could be expected that as a result of a gender equality approach, the climate of sport will become more attractive and enjoyable to women and girls, which will lead to an increase in their participation. It will result in a positive effect on the health of women and girls throughout Europe.
- Finally it should be strongly stressed that gender equality in sport will be economically beneficial for all stakeholders in sport and related industries, including the media because of higher participation and popularity of sport and a growing workforce.

Increasing Numbers of Sportswomen

□ The presence of women taking part in sport has only grown since then and the gap between men and women in their interest in sport has narrowed considerably over the last 50 years. Nowadays, almost 50% of women worldwide are interested in sport.

□ In general, sports such as tennis, athletics, figure skating, etc., generate more interest among women than men. Motor sports, by contrast, are the least popular.

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