

Participation rates – The number of people taking part in physical activity.



Age – The reason why different age groups participate can vary based on **access, cost, time available** and the **nature of the activity**.



Gender – Men and women can participate for different reasons including image, cost, time and society. Increased media coverage has helped remove many stereotypes.



Ethnicity – The number of **ethnic groups** (black, white & other minorities) playing sport are on the rise. Reasons for the difference include stereotypes, cost and cultural influences.



Disability – This can be a physical or mental impairment. Activities and rules are often adapted *i.e. Wheelchair tennis*. Other barriers include availability, cost and access.



Socio-economic group – This is determined by profession and available income. Factors include cost, availability and time. *i.e. golf is far more expensive to participate than athletics*.

Reasons for non-participation

Media Coverage – lack of coverage of some sports

Environment & Climate – denotes which sports are more or less relevant for an area

Time – work commitments reduce activity

Resources – facilities & provision

Role Models – lack of direction & peers

Data – facts and statistics gathered to highlight information. Shown in table or graph format.

Trends - a general direction in which something is developing or changing.

Deviancy

Sportsmanship – the qualities of fairness and following the rules. *i.e. shaking hands after a match*

Etiquette – customs e.g. good manners

Gamesmanship – Bending the rules to gain an advantage *i.e. fainting injury to waste time*

Deviant behaviour – Behaviour that goes against the norms of society or the rules of a sport. This type of behaviour causes **negative role models**. *i.e. drug taking or biting a player*



Consequences:

1. Punishment – red card/sin bin/bans
2. Loss of sponsors / contracts with clubs
3. Damaging own reputation or club/country

Commercialisation - Sport, media and commercialisation are closely linked in a what is known as a 'GOLDEN TRIANGLE'

Sponsor

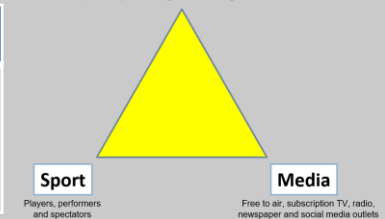
Advantages	Disadvantages
<ul style="list-style-type: none"> • Raise awareness of brand leading to increased sales • Displays goodwill 	<ul style="list-style-type: none"> • Poor behaviour from athletes/clubs causes negative media attention. • Smaller sponsors might struggle to compete with larger more global brands. • Some sponsors are not suitable to be promoted within sport. <i>i.e. tobacco</i>

Player/Performers

Advantages	Disadvantages
<ul style="list-style-type: none"> • Allows athletes to earn income as a full time job. • Can lead to additional roles post playing career within the sport. 	<ul style="list-style-type: none"> • Encourages deviant behaviour due to the pressure of success. • Generally, favours <u>male</u> over <u>female</u> and <u>able bodied</u> over <u>disabled</u>. • Sponsorship might be short term.

Commercialisation/Business

Sponsorship, advertising, merchandising and ticket sales



Sport

Advantages	Disadvantages
<ul style="list-style-type: none"> • Raises the profile of the sport due to increased exposure. • Changes to sport format/rules to make audience friendly. 	<ul style="list-style-type: none"> • Tends to only support the popular sports. • The influence of TV has caused an increase in adverts and changed TV timings (traditions lost)

Spectator

Advantages	Disadvantages
<ul style="list-style-type: none"> • Offers a wider choice of sports available to watch. • Viewing experience has ben enhanced due to technology 	<ul style="list-style-type: none"> • Encourages spectating not participating. • Can become very expensive for fans/spectators. • Affects view experience - increased TV breaks.



Term	Definition/notes/concept

Keywords: