

---

***Sports and Socialization :***  
***Who plays and what happens to them?***

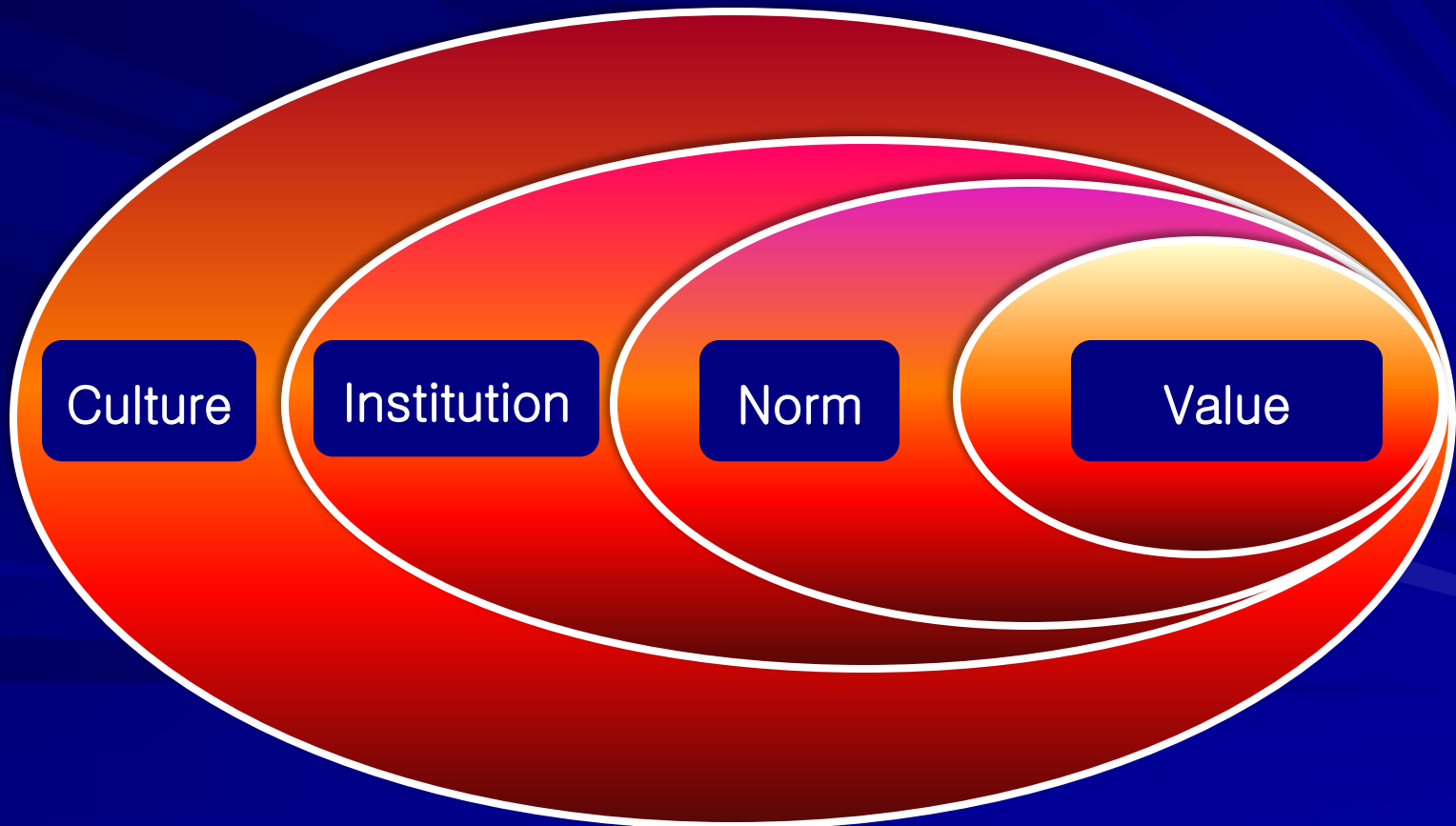


*Everyone experienced different*  
**SOCIALIZATION.....**

*What is Socialization?*

***Socialization** is an active process of learning and social development, which occurs as we interact with one another and become acquainted with the social world in which we live.*

*The relationship among these concepts*



*What is Socialization of sports?*

## *Sports and Socialization issues ;*

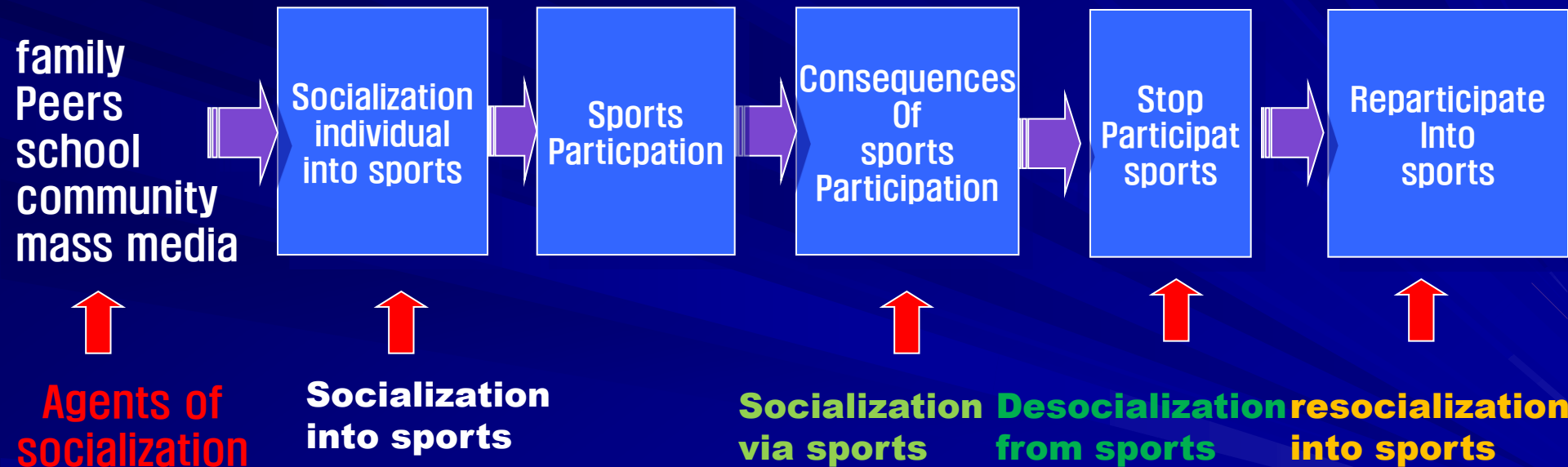
- 1. Why are some people fanatically interested in playing and/or watching sports, while others do not seem to care about sports?*
- 2. How and why do some people see themselves as athletes and dedicate themselves to playing particular sports?*



## *Sports and Socialization issues ;*

- 3. When and why do people stop playing competitive sports, and what happens to them when they do?*
- 4. What impact do sports and sport participation have on people's lives, characters, behaviors, thoughts, relationships, and careers?*

## *Socialization model of sports*



## ***1. Socialization into sports***

### ***Theoretical perspectives***

***Social learning theory*** focuses on the acquisition and performance of social behaviors.

***Reinforcement*** highlights the impact of sanctions (reward and punishment) on the acquisition and performance of social roles. Behavior that is positively reinforced or rewarded tends to be repeated (known in psychology as the law of effect), and behavior that is negatively reinforced or punished tends to be inhibited.

***Coaching*** is the deliberate teaching of the socializee by the socializer.

***Observational learning*** refers to the learning and performance of tasks resulting from an individual merely observing another's behavior and then acting accordingly.

## *Theory of socialization of sports*

- **Role theory**

- **Conformity group theory**

Various function as agents of socialization

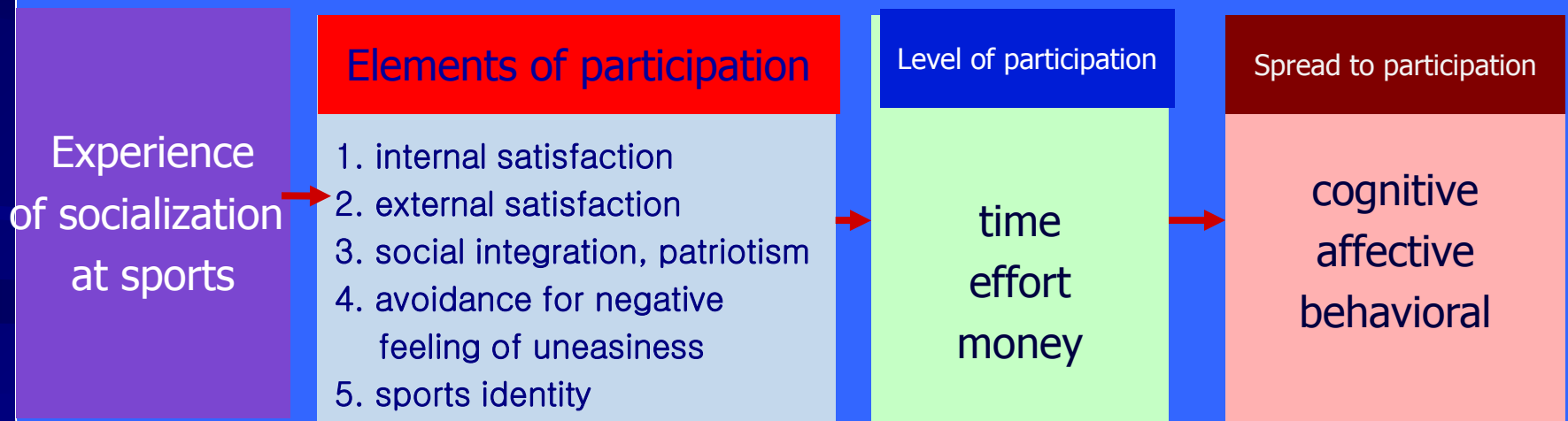
- € normative group

- € role model

- € audience group

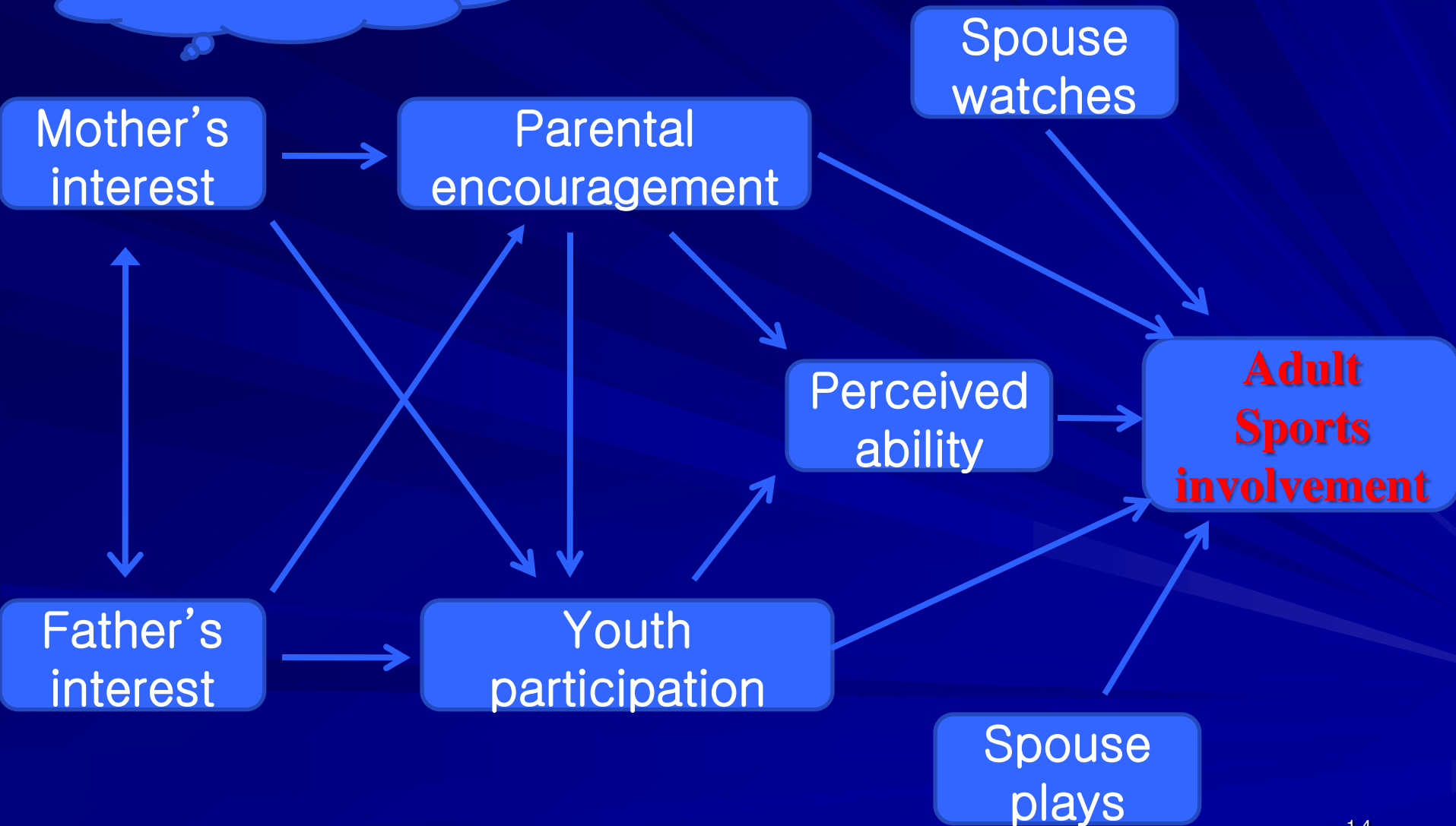
## ***Socialization into sports***

### **Process of participation at sports (Snyder & Spreitzer, 1983)**



# *A theoretical model of socialization into sports*

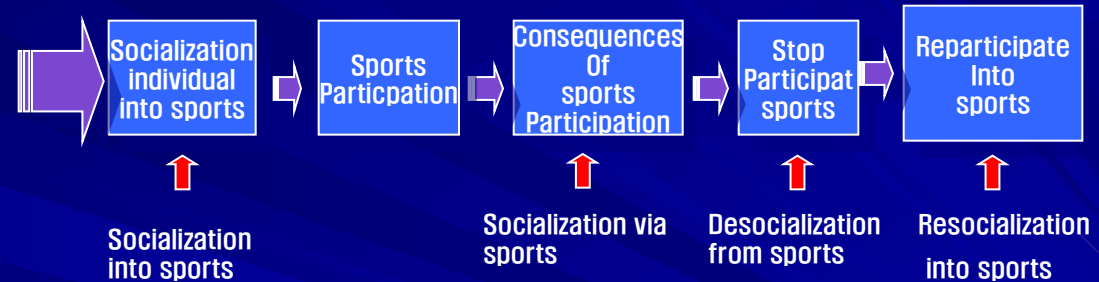
A case of Kim Yuna



## Socialization model of sports

- € family
- € peers
- € school
- € community
- € mass media

↑  
Agents of  
socialization



## ***The most important reasons for participation***

1. I like to have **fun**.
2. I want to stay in **shape**.
3. I want to be **physically fit**.
4. I want to improve my **skills**.
5. I like the **team spirit**.
6. I like the **challenge**.
7. I like to get **exercise**.
8. I like being on a **team**.
9. I like to **compete**.
10. I like to do something I' m **good at it**.



## 2. Socialization via sports

Process of acquirement a particular social value, attitudes, and culture through sports activities in certain sports

<b>Primary</b>	<b>Secondary</b>				
	<b>Sports consumer activities</b>		<b>Sports produce activities</b>		
	<b>Direct consumption</b>	<b>In-direct consumption</b>	<b>Leader</b>	<b>Moderator</b>	<b>Business</b>
<b>athletes</b>	<b>Spectator</b>	<b>Viewer Reader</b>	<b>Teacher Coach Captain</b>	<b>Officer Umpire Statistic</b>	<b>Sports products Producer Salesman Owner</b>

# Socialization via sports

## Degree and type of participation

- ① degree : The frequency of participation, duration, intensity
- ② Type: daily participation, regular participation, Participation is interrupted or miserable

## The level of participation

- ① Organized sports participation
- ② Unorganized sports participation

	조직적 참여	비조직적 참여
의미	운동부나 동호회 같은 조직에 소속되어 주기적인 스포츠활동 실시	조직이 필요하지 않거나 최소한의 조직을 통해 스포츠 활동 참여
특징	구조적으로 안정되고 지속적이며 공정성보다 기능과 승리 강조	구성원의 참가동기에 따라 성취, 자아실현, 자기만족 등 내적보상 추구

# ***Socialization via sport***

## **2) Changing attitude via sports**

### **Positive attitudes development**

- Character(personality) development, a sense of morality, cooperation(collaboration) spirit of faire play, and etc.

### **Negative attitudes development**

- Aggressive offense, trick, foul play, taking drug, maladjusted society, and etc.

# 3. De-socialization from sport

## 1) Desocialization for athletes

: As athletes get older, inevitably deviate from the competitive athletics.

ex) Retirement, injury, empirical, unnecessary, economic problems,  
lack of aptitude, move on to other sports such as...

### ● Acting factors on desocialization :

- ① Environment variables: gender, age, class and education level
- ② Employment variables: recruitment potential workforce available for ownership
- ③ Emotional factors: the individual's self-identity in the heart of sports occupied much
- ④ Role socialization factors: a role for sports other than the degree of advance planning and socialization.
- ⑤ Relationship factors: family, friends from the resource system.

# ***De-socialization from sport***

## **2) Retirement of Professional athletes**

: They are in their late 20s or early 30s, is retired from a career.

- ◆ Players frequent travel, the pressure on the winner of the bout, loneliness, frustration, etc. If they do not feel satisfied in your career, hopes to return to normal adult life.
- ◆ Causes, such as injury, decreased ability of discord and the director or coach the players suddenly retired unexpectedly.
- ♣ **Professional athlete to return to society in general, the challenges facing**
  - (1) Reconstruct their identity in the independent sports participation and activities, skills, and relationships
  - (2) Family members and close friends and renegotiate the relationship
    - ⇒ Sports unrelated to the identity for the feedback and support is needed. (Career transition education program ...)

## ***4. Resocialization into sport***

Stop participation in sport during a period of time the individual does not participate in sports again by a new motivation to participate in sports have been.

**ex)** Who withdrew from participation in sports injury and participate in other sports

# Research concerning sports and socialization

1. Athletics is far more important to high school students than intellectual achievements for men.
2. Schools encourage sports recognition over grades recognition.
  - a. publicity – sports start in everyday news paper, internet, and TV
  - b. trophy cases
  - c. recognition assemblies–private schools
3. The athlete is known and more popular than any other individuals in the school.

**Do you want your children to be athletes or scholars?**