



Sports Studies - Topic Area 1



User Groups:

- Genders - Ethnic Groups - Retired / Over 60 - Carers - People with Families - People with Family Commitments - teenagers - People with Disabilities - Parents - People who work - Unemployed - Young People

Barriers to Participation

- Employment & Unemployment
- Lack of Disposable income
- Lack of transport
- Lack of sporting role models
- Lack of family role model / support
- Lack appropriate provision
- Family Commitments
- Unequal media coverage for different genders / ethnic groups

Solutions to Barriers

- Appropriate provision
 - Suitable programmes, sessions and activities at a range of times for different user groups
- Promotional Strategies
 - Targeted promotions
 - Role models
 - Initiatives - taster sessions etc
- Pricing
 - Concessions
 - Taster sessions
 - free/low cost equipment
- Transport, facilities, and equipment
 - Increased availability
 - Must be appropriate for all user groups
- Improved Access
 - To meet the needs of all user groups
 - Pool hoists / hearing loops / braille / ramps etc

Factors impacting the popularity of Sports

- Number of participants
- Live spectator opportunities
- Facility provision
- Amount / range of media coverage
- High-level success of individuals / teams
- Number / Range of positive role models
- Social acceptability
- Environment / climate conditions

New / Emerging Sports

“A sport that is growing in popularity and numbers of participants”

- New sports can be created - QUADBALL
- Older sports can become more popular - LACROSSE

Sporting Initiatives and Campaigns

- These aim to solve a problem or be a solution to a barrier within a sport
- They can be LOCAL / REGIONAL / NATIONAL

KICK IT OUT - CHANCE TO SHINE - RAINBOW LACES = National initiatives

7 Sporting Values

1. Team Spirit
2. Fair play
3. Citizenship
4. Tolerance & Respect
5. Inclusion
6. National Pride
7. Excellence



Sports Studies - Topic Area 2



The Olympic Creed

The most important thing is not to win but to take part, just as the most important thing in life is not the triumph but the struggle. The essential thing is not to have conquered but to have fought well **Pierre de Coubertin**

The Olympic Symbol

5 interlocking rings which represent the closeness of the five (inhabited) continents

The Olympic Values

- Excellence
- Friendship
- Respect

The Paralympic Values

- Courage
- Determination
- Inspiration
- Equality

Etiquette & Sporting Behaviour

Performers observing the correct etiquette

- Promotes positive sporting values
- Shows respect to players and officials
- Increases player and fan safety

Spectators

- Aggression can make the environment unstable and unsafe
- Distracting the performers can make the game unfair

Sportsmanship

Being honest, respectful and upholding the spirit of the game

Gamesmanship

Bending the rules to gain an advantage

Performance Enhancing Drugs (PEDs)

Why do performers use PEDs

- Increase chance of winning
- To reduce pain
- To improve aspects of fitness e.g reaction times
- To gain money/ fame / sponsorship
- To train for longer and harder
- To recover from injury faster

Why performers should NOT use PEDs

- It damages their reputation
- It can damage their health
- They can be sanctioned
- They can become a negative role model
- It is unethical and cheating
- It goes against sporting values

Impact of PED use on sport

- Mistrust of other results
- Reduced participation
- Fewer role models
- Damage to sports reputation
- Fewer spectators

Preventing PED use

World Anti-Doping Agency (WADA)

- Test the blood and urine of athletes
- Develop anti-doping strategies
- Develop educational strategies
 - Campaigns led by famous role models
 - Peers and families of performer should support campaigns

WADA Whereabouts rule

- Elite athletes must provide information about their whereabouts and location, with an hour slot a day they are available for testing



Sports Studies - R184 Topic Area 3



3 Types of Major Sporting Events

- Regular events
 - Happen annually
 - Host city changes, but a repeat venue is possible
 - Eg. Champions league final
- One off Event
 - Not annual
 - Host city will change and not repeat within a generation
 - E.g Olympic Games
- Regular and recurring
 - Happen annually
 - Same Host city
 - E.g Wimbledon

Hosting - Pre event (Bidding)

Cities must bid to host the event and prove they can make it successful.

Positives of bidding:

- Encourages financial / commercial investment
- Creates a long-term strategy for future development
- Improved infrastructure e.g transport benefits local community
- Creates new jobs
- Sports facilities can be used by the community

Negatives of bidding:

- Very expensive, even if unsuccessful
- Local/ national objections - money could be spent elsewhere
- Only wealthy countries can bid

Hosting - During the event

Positives during the event:

- Improved infrastructure e.g cycle paths / new shops
- Improved national moral / social cohesion - people united in support of the team
- Increased national interest in sport
- Increased international status
- Increased income from tourism
- Creates short - term jobs
- Increased media coverage leads to increased participation

Negatives during event

- Increased traffic / litter / noise
- More crime / threat of terrorism
- Lack of investment in non hosting regions
- Poor home performance could damage reputation

Hosting - Post event

- Legacy of improved or new infrastructure, transport and sports facilities
- Increase in future financial investment
- Increase in the profile of the sport and therefore participation rise
- Increase in international status

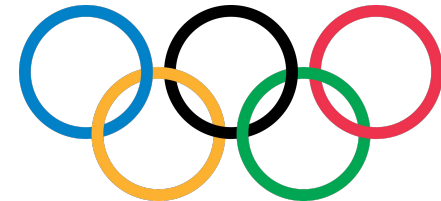
Negatives after event

- Sports facilities may be unused
- Poor organisation, poor performance or scandals may damage reputation
- Hosting may have cost more than the revenue generated

Sporting Initiatives and Campaigns

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Sports Studies - Topic Areas 4 & 5



8 Things that NGB's do for their Sport

1. **Promote participation**
 - a. Through schemes (e.g to introduce children to the sport), media coverage (e.g adverts to increase awareness) and equal opportunities (e.g to encourage different cultures to participate).
2. **Develop coaches and officials**
 - a. Through qualifications at different levels
3. **Organise tournaments and competitions**
 - a. At all levels, from beginners to professionals
4. **Amend rules and apply disciplinary procedures for rule breaking**
 - a. E.g apply new international rules in their country / implement suspensions for PEd use
5. **Ensure safety**
 - a. E.g by updating rules on safety equipment
6. **Provide support, insurance and technical guidance**
 - a. E.g Advice on applying for funding, getting insurance or equipment specifications for different ages
7. **Develop policies and initiatives**
 - a. E.g an anti doping policy/ an initiative to increase participation of a specific group (such as to get more women playing football)
8. **Lobbying for funding**
 - a. Persuading other organisations(e.g Sport England) to give them money

NGB is a National Governing Body.

These are independent organisations that manage s specific sport within a country.

The Football Association (FA) manage Football
England Netball manage Netball

Roles of Technology in Sport

To enhance performance

- Clothing, e.g aerodynamic skinsuits for cycling
- Equipment, e.g lighter tennis rackets
- Methods, E.g GPS vests provide a heat map of the ground footballers cover

To increase fairplay / officiating accuracy

- E.g Hawkeye in tennis tracks the ball - players can challenge whether a ball was in or out.

To increase safety of participants

- Protective/safety equipment e.g scrum hat for rugby, floatation device for sailing.

To enhance spectatorship

- Big screens in stadiums show replays

Positives effects of technology

- Enhanced performance
- Lower risk of injury e.g improved prtectice equipment
- Quicker recover from injury e.g cold therapy reduces swelling
- Officiating technology means more accurate decisions
- Technical analysis e.g coaches can more easily collect and analyse data
- Spectators feel more involved in the action e.g multiple angles an replays

Negative effects of technology

- Unequal access to technology means some performers have an advantage over others
- High cost is a barrier for some countries, clubs/teams or performers
- Interruption in the flow of the game due to the use of officiating technology. E.g a rugby game pauses for a TMO (Television Match Official) decision
- Officials decision are influenced by technology, which may not consider the spirit of the game E.g calling offside for a footballers shoulder
- Spectators Are frustrated by constant breaks. Excitement is reduced.