

SPORTS PREFERENCE OF PARENTS WITH DIFFERENT SOCIO-ECONOMIC AND CULTURAL LEVEL FOR CHILDREN

KALEMOĞLU YAPRAK ¹, HÜSEYİN ÜNLÜ²

¹Gazi University, School of Physical Education and Sports, Ankara / **TURKEY**

²Aksaray University, School of Physical Education and Sports, Aksaray / **TURKEY**

12.05.2010 / 19.05.2010

ABSTRACT

In this study, it is aimed to determine the sports preference of parents with different socio-economic and cultural level for children. To achieve this aim, the questionnaire was distributed to 212 parents of student athletes at a special sports school in Balıkesir. The questionnaire developed by the researcher was administered to the whole universe and 202 questionnaire forms were analyzed. The resulting data of arithmetic average, frequencies and percentage distribution combined with chi-square analysis was done to determine whether the parents' cultural and socio-economic level had an effect on the parents' choice of sport branches for their children. Consequently; it was found that most of all parents send their children to sports schools, have degrees of university/college education. Besides, most of parents have a good income level, more than half of the parents have its own house, and also most of them have own car. Parents with good socio-economic status have preferred primarily basketball and then tennis for their children. In families with low income levels have been seen that soccer is the first preference for their children. Parents with university/college education level have still preferred primarily basketball and tennis, whereas parents with low education level have preferred volleyball and football for their children.

Key Words: *Parent, Preference, Cultural and Socioeconomic Level*

Introduction

Social classes are an important fact of public life. Although all people are considered equal in the face of the law, they have different life forms in terms of economic, social, political and cultural aspects. In all societies, social class and class relations influence who plays, who watches, who consumes information about sports (Coakley 2004: 333). Also lifetime experiences and life styles of individuals shaped with their cultural and economic level, affects how and at what level they can participate to which sports branch. For instance, it is people in high-income, high-education, and high status occupational groups that have the highest rates of active sports participation, attendance at sports events, and even watching of sports on television.

Individuals with different forms of life have naturally different forms of behaviour, interests and desires. As the expression of Coakley (2004: 333); people in lower-income groups may do physical labour, but they don't run, bicycle, or swim as often as their high-income counterparts. Also the long-term impact of economic inequality on people's lives has led to connections between certain sports and the lifestyles of people with differing amounts of wealth and power. For example, wealthy people have lifestyles that routinely include participation in golf, tennis, skiing, sailing, and other sports that are self-funded and

played at exclusive clubs and resorts. These sports often involve the use of expensive facilities, equipment, and/or clothing, and they have come to be associated with class as people with money and power define it. In another example, all national and international champion athletes in Japan were seen to be college graduates (Takenoshita 1967: 12). In 1972, Pavio (1973: 17) analyzed social class background of the 174 men and women from the Austrian Olympic team. He revealed that 60% of these athletes belong to the three-upper social class.

Therefore, the purpose of this study was to determine the connection between the parents who send their children to sports schools, socio-economic levels and cultural aspects of these parents and their preferred sports branches for their children.

Material and Methods

Group of the Survey: The universe of the research is consisted of 212 parents of student athletes at a special sports school in Balıkesir. As the whole universe was reached, the researcher did not take samples. The number of the questionnaire forms analyzed at the end of the study is 202.

Data Collection Method: In this research, a questionnaire was used to collect data from all parents of student athletes at a special sports school in Balıkesir.

Data analysis: The data collected in the study were analyzed with SPSS program. The

analyses results were evaluated by means of %, frequency and q-square. The significance level in the survey has been accepted as 0.5.

Results: In this part, the data related to the parents sport preference with different socio-economic and cultural level for children which

were obtained as a result of the analysis of the questionnaires administered to the parents at a special sports school in Balikesir.

Table 1: Education percentage of parents send their children to sport schools

Education Levels of Parent	Education Level of Mothers		Education Level of Fathers	
	N	%	N	%
Uneducated	3	1,5	-	-
Primary School	32	15,8	13	6,4
Secondary School	17	8,4	13	6,4
High School	70	34,7	42	20,8
University/College	68	33,7	122	60,4
Post Graduate	12	5,9	12	5,9
Total	202	100,0	202	100,0

In this research, in terms of education level high percentage of parents (33,% mothers, fathers 60,4%) send their children to sports schools, have degrees of university/college education. Also it has

Table 2: Job groups of parents send their children to sport schools

	Mother's Occupation		Father's Occupation	
	N	%	N	%
Housewife	98	48,5	-	-
Civil Servant	15	7,4	32	15,8
Teacher	38	18,8	40	19,8
Laborer	5	2,5	10	5,0
Self Employed	14	6,9	47	23,3
Military Personnel	4	2,0	24	11,9
Doctor	11	5,4	7	3,5
Engineer	5	2,5	18	8,9
Retired	12	5,9	15	7,4
Academician	-	-	6	3,0
Lawyer	-	-	3	1,5
Total	202	100,0	202	100,0

When we check the job groups of the parents, it has seen that 48,5% of mothers are housewife and 23,3% of the fathers are self employed. We also see

that only 2 percent of mothers are military personnel and 1,5 percent of fathers are lawyer.

Table 3: The frequency of families reading newspapers and books

The frequency of reading newspapers and books	The frequency of reading newspapers		The frequency of reading books	
	N	%	N	%
Regularly	95	47,0	59	29,2
Occasionally	99	49,0	128	63,4
Never	8	4,0	15	7,4
Total	202	100,0	202	100,0

In Table 3, It was found that 47% of parents are regularly reading newspapers and also 29,2% of them regularly reading book. Besides, nearly half of the parents (49%) are occasionally reading

newspaper and 63,4% of parents occasionally reading books.

Table 4: The frequency of the parents go to the theatre and movies

Frequency of going to the movies and theatre	Frequency of going to the movies		Frequency of going to the theatre	
	N	%	N	%
Regularly	21	10,4	5	2,5
Occasionally	158	78,2	89	44,1
Never	23	11,4	108	53,5
Total	202	100,0	202	100,0

About participation in cultural activities, it is seen that only 2,5% of parents regularly go to the theatre,

53,5% of them never participate in this activity and 78,2% of them occasionally go to the movies.

Table 5: Monthly income levels of families

Monthly Income Levels	N	%
Very Low	6	3,0
Low	15	7,4
Middle	73	36,1
Good	77	38,1
Very Good	31	15,3
Total	202	100,0

When we looked Table 5, it is seen that 38,1% of the parents have a good income level. Only 3% of

parents have very low income level, on the other hand 15,3% of them very good income level.

Table 6: The status of family's residence ownership

	N	%
Our own	117	57,9
Rental	85	42,1
Total	202	100,0

When looked at the data given in Table 6, it is seen that more than half of the parents (57,9%) have its own house while 42,1% of them live in rental house.

Table 7: The status of family's car ownership

	N	%
Available	164	81,2
Not available	38	18,8
Total	202	100,0

When we looked Table 7, it has also seen that most of parent (81,2%) have own car. Only 18,8 percent

of families do not have a car.

Table 8: Preferred sport branches by parents for children and gender relations

Sport Branches		Gender		Total
		Female	Male	
Swimming	N	9	11	20
	%	4,5	5,4	9,9
Tennis	N	26	14	40
	%	12,9	6,9	19,8
Basketball	N	11	41	52
	%	5,4	20,3	25,7
Volleyball	N	22	15	37
	%	10,9	7,4	18,3
Track and Fields	N	7	8	15
	%	3,5	4,0	7,4
Football	N	6	32	38

	%	3,0	15,8	18,8
Total	N	81	121	202
	%	40,1	59,9	100,0

$\chi^2=33,688$, $sd=5$, $p=0.00<0.05$

When we look at the Table 8, it is seen that statistically significant difference in a confidence interval of 95% ($P < 0,05$). Children who prefer football and basketball constitute the majority of

men, on the other hand it has seen that the majority of girls prefer tennis and volleyball.

Table 9: Parents sport preference according to the socio economic level

	Sport Branches												Total	
	Swimming		Tennis		Basketball		Volleyball		Track and Fields		Football			
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Very Low	-	-	-	-	-	-	-	-	-	-	6	3,0	6	3,0
Low	-	-	-	-	-	-	2	1,0	1	0,5	12	5,9	15	7,4
Middle	8	4,0	5	2,5	17	8,4	15	7,4	9	4,5	19	9,4	73	36,1
Good	8	4,0	22	10,9	29	14,4	12	5,9	5	2,5	1	0,5	77	38,1
Very Good	4	2,0	13	6,4	6	3,0	8	4,0	-	-	-	-	31	15,3
Total	20	9,9	40	19,8	52	25,7	37	18,3	15	7,4	38	18,8	202	100,0

$\chi^2=11,043$, $sd= 10$, $p=0.00<0.05$

In Table 9, it is seen that parents with good socio-economic status (38,1%) have preferred primarily basketball (14,4%) and then tennis (10,9%) for their children. In families with low income levels have been seen that soccer is the first preference for their children. When we looked at the Table 8, it is seen that statistically significant difference in a confidence interval of 95% ($P < 0,05$). Parents with university/college education level have still preferred primarily basketball and tennis, whereas parents with low education level have preferred volleyball and football for their children.

Discussion and Conclusion

Individuals interested in sports at which level, are closely related to their social structure characteristic. People with lower socio economic level constitute a small portion of those who participate actively in sports events (McPherson, 1989: 181). Our research has shown that 90,3 percent of parents who send their children to sports school are families of middle and upper class. In the study conducted by Mc Kay and Pearson (1988: 302) has shown that most of the Australian sportsmen are belong to upper socio-economic class and also most of all are men. This research is parallel with the consequences of our research. Income differences between families in terms of sports participation bring about differences and also families belonging to different income groups tend to different sports (Serarslan, 1990: 106). Our research has also revealed that families with different socio-economic level choose different sports branches for

their children. Renson (1976: 435) stated that adults between the pursuits of sports are directly related to the country's class structure. Individuals who related to skiing, golf, tennis and fencing comprise of individuals who belong to higher social strata and also Renson Stated that such as gymnastics, athletics, judo, boxing, football and handball branches are more popular in the lower social strata. Also according to Jarvie (2006: 301) golf, sailing, tennis, skiing and gliding are high status sports while boxing, wrestling, angling, cycle-cross and archery are more frequently participated in by low socio-professional status groups. For instance, in the context of British society, involvement in a polo match in grounds of Windsor Castle, participation in Henley's boating regatta or playing golf convey messages about the social location of the participants (Sugden and Tomlinson, 2000: 309). And also in a study conducted by Nowak (1969: 142) showed that 70% of the elite boxers consist of working class in Poland.

References

- COAKLEY, J.** (2004). Sports in Society: Issues and Controversies. 8. Edition, Singapore: McGraw-Hill Companies.
- JARVIE, G.** (2006). Sport, Culture and Society: An Introduction. 1. Edition, London: Routledge.
- McKAY, J. P. and PEARSON, K.** (1988). *Sociodemographic Characteristics of Elite Australian Athletes*. Ed: Mangon, J.; Small, R., Sport, Culture and Society, New York.

- McPHERSON, B. D., CURTIS, J. E., LOY, J. W.** (1989). *The Social Significance of Sport: An Introduction to the Sociology of Sport*. Champaign Illinois: Human Kinetics Book.
- NOWAK, W. (1969).** *Social Aspects of Polish Boxers and Their Environment in the Light of Questionnaires and Surveys*, International Review for the Sociology of Sport. 4(1), 137-150.
- PAVIO, G. R. (1973).** *An Analysis of the Social Class of the 1973 Australian Olympic Team*. The Australian Journal of Physical Education. 61.
- RENSON, R. (1976).** Social Status Symbolism of Sport Stratification, *Hermes (Leuven)*, 10:433-443.
- SERARSLAN, M.Z. (1990).** Spor Pazarlaması Sporun Kitlelere Yaygınlaştırılmasında Pazarlama Tekniklerinden Yararlanma (Yayınlanmamış Doktora Tezi), İstanbul: İstanbul Üniversitesi.
- SUGDEN, J and TOMLINSON, A. (2000).** *Theorizing Sport, Social Class and Status*. Handbook of Sports Studies. 309-321. Ed: Jay Coakley and Eric Dunning. London: SAGE Publications.
- TAKENOSHITA, K. (1967).** *The Social Structure of the Sport Population in Japan*. International Review for the Sociology of Sport. 2(1), 5-18.

INVESTIGATION OF BEIJING 2008 OLYMPIC GAMES PHOTOS IN THE TURKISH SPORTS MEDIA IN TERMS OF GENDER DISCRIMINATION

Özsoy Selami

Abant İzzet Baysal University, TURKEY

Email: selamio@gmail.com / 21.03.2010 / 28.03.2010

Abstract

Purpose: The research aims to investigate the Beijing 2008 Olympic Games photos published in Turkish sports media in terms of gender discrimination.

Method: The photos published in 5 daily newspapers in Turkey during the Beijing Olympic Games were analyzed with the help of an assessment form developed by the researcher. The researcher and an academician implemented the form. The data was analyzed by utilizing frequency distributions and Independent Samples *t*-test.

Results: Out of the 554 photos related to sports in the investigated newspapers, 37.8% (203) belonged to women whereas 62.2% (334) belonged to men. No meaningful relationship was found among the photos of the 5 newspapers in the sample in terms of variables such as presentation of the photos according to gender, the size of photos, distribution according to newspaper type, the lay out of the photos and the page that the photo appeared ($p < .05$). The analysis according to gender showed that the photos of Turkish sportswomen appeared in the papers more than the photos of sportswomen of other nationalities ($p < .05$). Frequency distributions showed that the ratio of close-up shots were higher. 8 photos of sportswomen that were classified as erotic were published during that term. The newspaper Zaman, known as a conservative newspaper, was found to have carried the least number of photos of sportswomen.

Conclusions: It can be said that sports media in Turkey did not exhibit gender discrimination in the presentation of photos of sportswomen during the Olympics. However, the number of photos of sportswomen was less than those of sportsmen. The media in Turkey prioritize the news about successful sports persons as is the case in the world. When we consider that fact that 4 of the 8 medals that the Turkish team won belonged to sportswomen, we can argue that the photos of Turkish sportswomen were not given enough representation in the Turkish sports media.

Key words: Sports, media, gender, newspaper, Olympic Games.

Purpose

The presence of women in the sports is not dated very late in history. The conservative approach of Coubertin, the founder of the modern Olympic Games, that discriminates against women goes back as far as the Olympics of the Ancient Greeks that punished the women who attended the Games even as a spectator (L. Fuller, 2006; A. Gutmann, 1991). Centuries had to pass before the elimination of the sports branches from the Games that were not considered as branches that women could not perform.

In the past decade, several national and international actions have fostered gender mainstreaming in society. This is also mirrored in sport (e.g. Title IX, 1972 and IOC works) where gender-equal democracy has been developed to recognize women's sport, reduce existing economic, social, and cultural inequities between male and female athletes, and change attitudes of those who decide what others should see, hear, and read in the media. While the 1972 Title IX laws as enforced by the US Department of Education's Office of Civil Rights mandates of resources in athletic programs at educational