



EASS May 2014
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Does culture really matter in sports participation?

The impact of socio-cultural factors on sports behaviour in
Switzerland



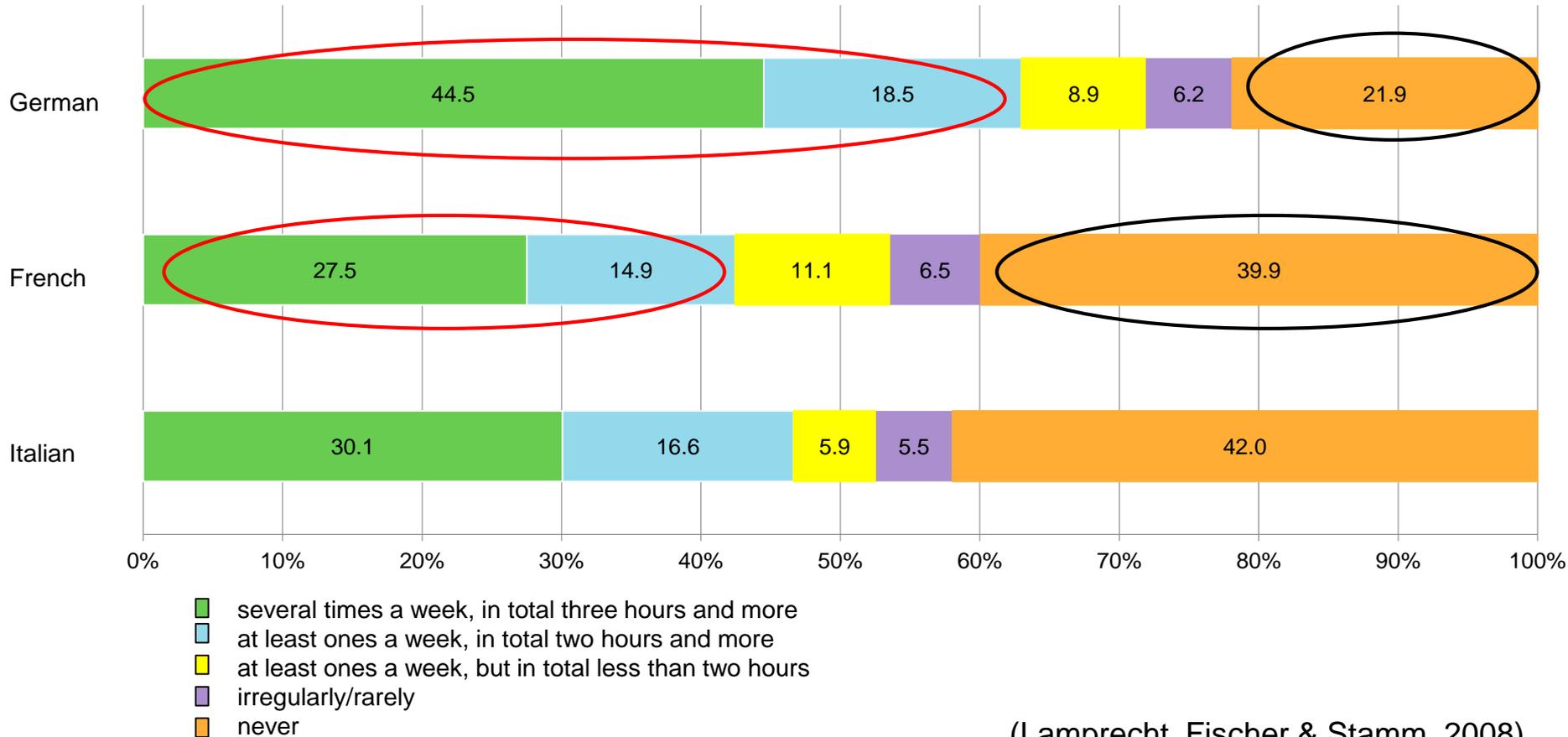
Christelle Hayoz, Claudia Klostermann, Torsten Schlesinger & Siegfried Nagel

University of Bern, Switzerland



Regional differences in sports participation

Physical activity in the three linguistic regions of Switzerland (% of the population aged 15 to 74 years)



(Lamprecht, Fischer & Stamm, 2008)



Why...?

Structure?



Culture?



<http://www.retailshakenotstirred.com/retail-shaken-not-stirred20101010the-4-keys-to-a-customer-centric-culture.htm>



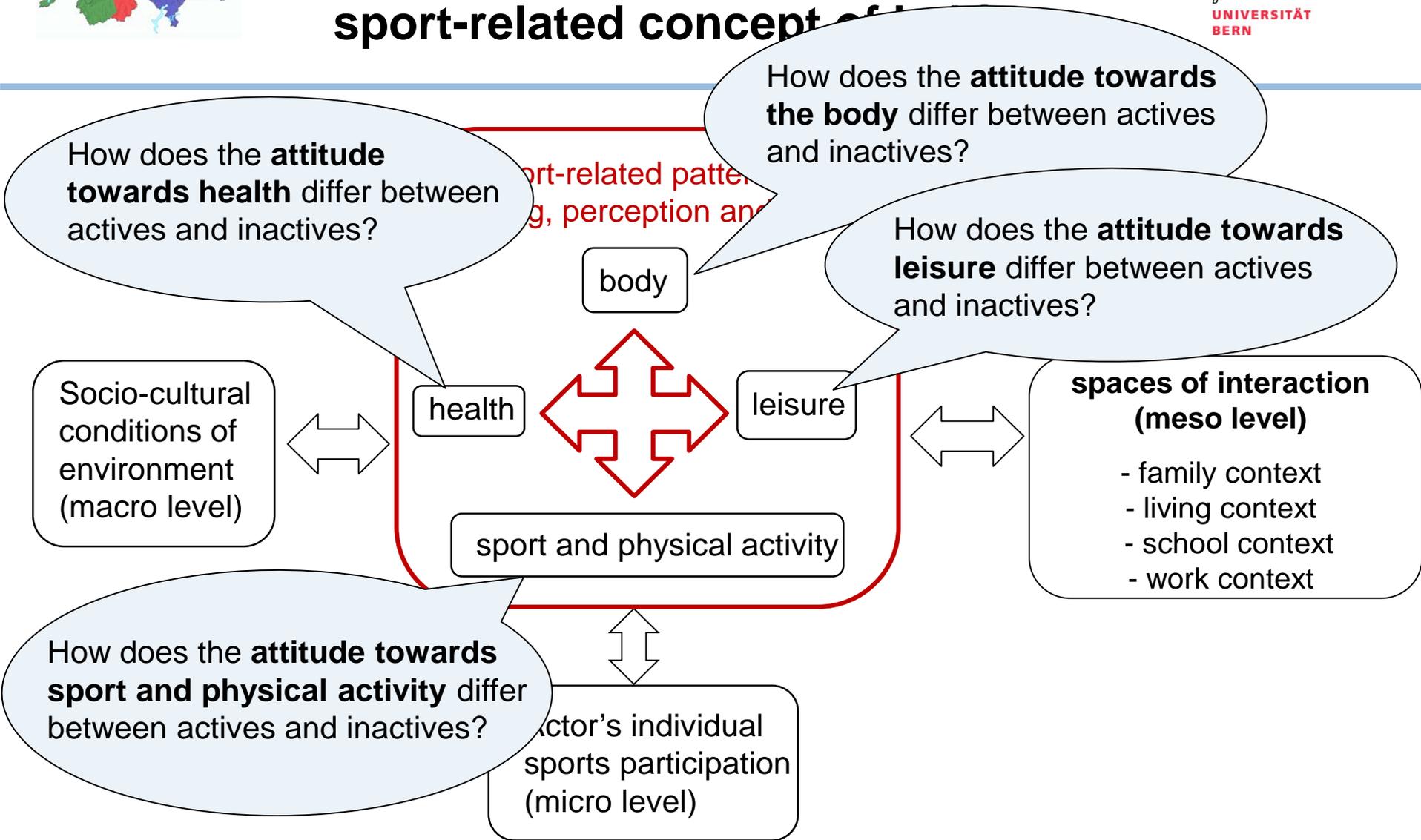
Theoretical framework

- > Theory of social action (Coleman, 1990)
- > Individual sports behaviour depends on the socio-cultural framework a person is embedded in (Moens & Scheerder, 2004; Stamm & Lamprecht, 2005, 2011; Studer, Schlesinger & Engel, 2011)
- > Based on the socio-cultural context the actor selects specific actions e.g. sports participation
 - ⇒ « logic of selection » (Esser, 1999)
- > Cultural factors are understood as « structures of meaning » (Schimank, 2010)
- > According to Bourdieu's (1984) habitus a sport-related concept of habitus has been developed



Theoretical framework:

sport-related concepts of





Design – case studies in a French and a German speaking municipality in Switzerland

Guideline-based interviews:

Adolescents and young adults

$N = 10$

German speaking $n = 6$

French speaking $n = 4$

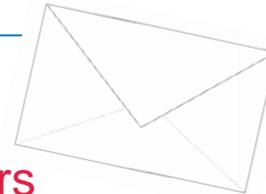


Online survey:

Inhabitants aged 15 to 25 years

⇒ **Letters:** $N = 2'320$

Response rate: 8.84 %, $n = 205$



Content:

- Individual sports participation
- Attitudes towards sport, health, body and leisure
- Sport-related habits in the family





Sport-related patterns of thinking, perception and action

Main categories	subcategories
sport and physical activity	<ul style="list-style-type: none">• <i>emotional aspects</i>• advantages of sportiness• health aspects• body aspects• <i>sport-related knowledge</i>
body	<ul style="list-style-type: none">• <i>need for physical activity</i>• physical performance• athletic body image• negative experiences with sport• physical appearance



Sport-related patterns of thinking, perception and action

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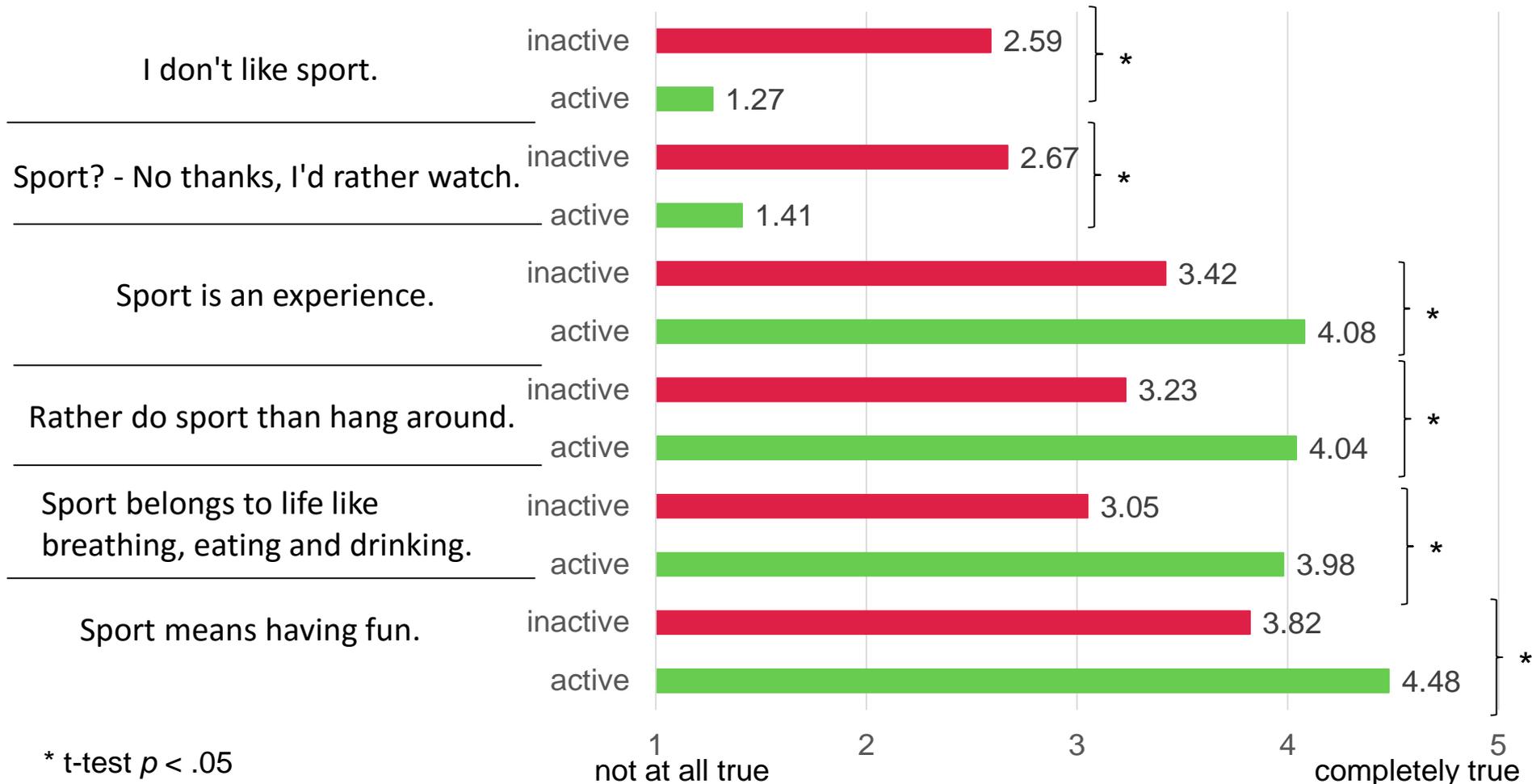
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Main categories	subcategories
health	<ul style="list-style-type: none">• balance• <i>physical well-being and nutrition</i>• drug consumption• body care
leisure	<ul style="list-style-type: none">• fundamental position• serious leisure• educational and professional career• self determination• personal pleasure• living together



Results - attitude towards sport

Sport and physical activity - emotional aspects





Results - attitude towards sport

Sport and physical activity – sport-related knowledge

I know how to arrange a weight training to increase strength.

inactive 2.13

active 3.56

*

I know enough exercises to stretch tense parts of the body autonomously and without instructions.

inactive 3.28

active 3.97

*

I know how to organise a training to improve my endurance.

inactive 2.59

active 3.85

*

* t-test $p < .05$

1 2 3 4 5
not at all true

completely true



Results - attitude towards the body

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Body – need for physical activity

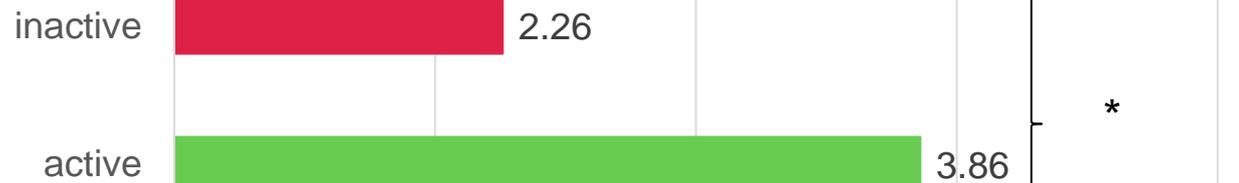
If I don't do some sport for a longer time, I start to feel restless.



After sport I feel more balanced.



If I haven't done any sport for a longer time, I feel uncomfortable in my body.



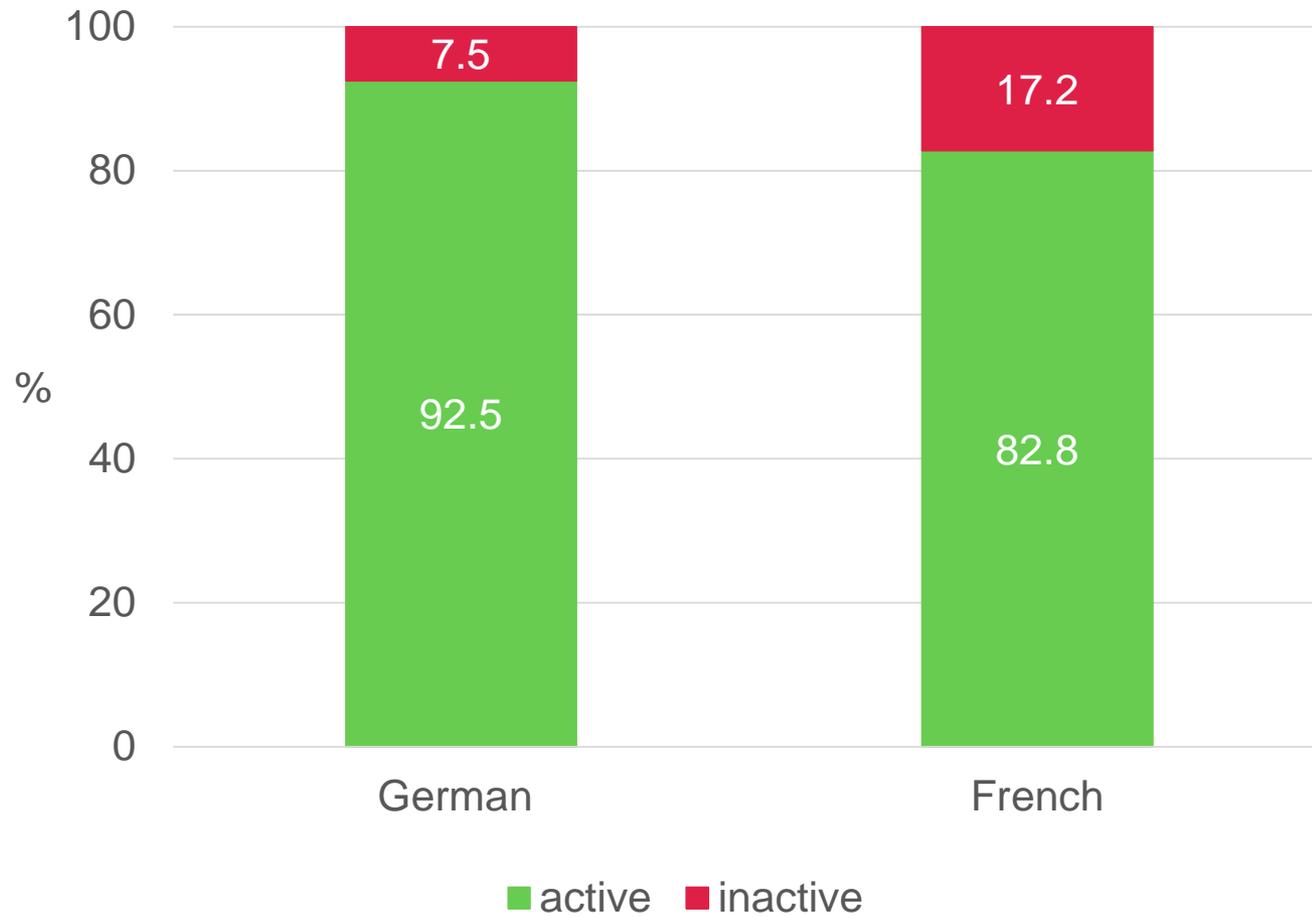
* t-test $p < .05$

1 2 3 4 5
not at all true

completely true



Results - sport activity



$\chi^2 (1, N = 180) = 3.95, p < .05 V=.148$



Conclusion

- > Sport-related attitudes towards sport and physical activity, body, health and leisure differ between actives and inactives which might partly explain the differences in sport participation.

⇒ «structures of meanings» and «logic of selection»

However,

- > the current study is explorative and further communes need to be examined in order to generalize the results.
- > Correspondingly additional interviews are required to deepen the sport-related concept of habitus.



Design of the main study

- > guideline-based interviews with adolescents and young adults in order to differentiate and expand the sport-related concept of habitus

Guideline-based interviews:

Adolescents and young adults



- > theory-driven sample of 20-30 German and French speaking communes to generalize the results



Telephone and Online survey

Inhabitants aged 15 to 25 years

(Mixed-mode-approach)



Thank you very much for your attention!

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<http://fitdadchris.com/wp-content/uploads/2012/04/question-mark.jpg>



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