



EASS May 2014  
Utrecht, The Netherlands

## Does culture really matter in sports participation?

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



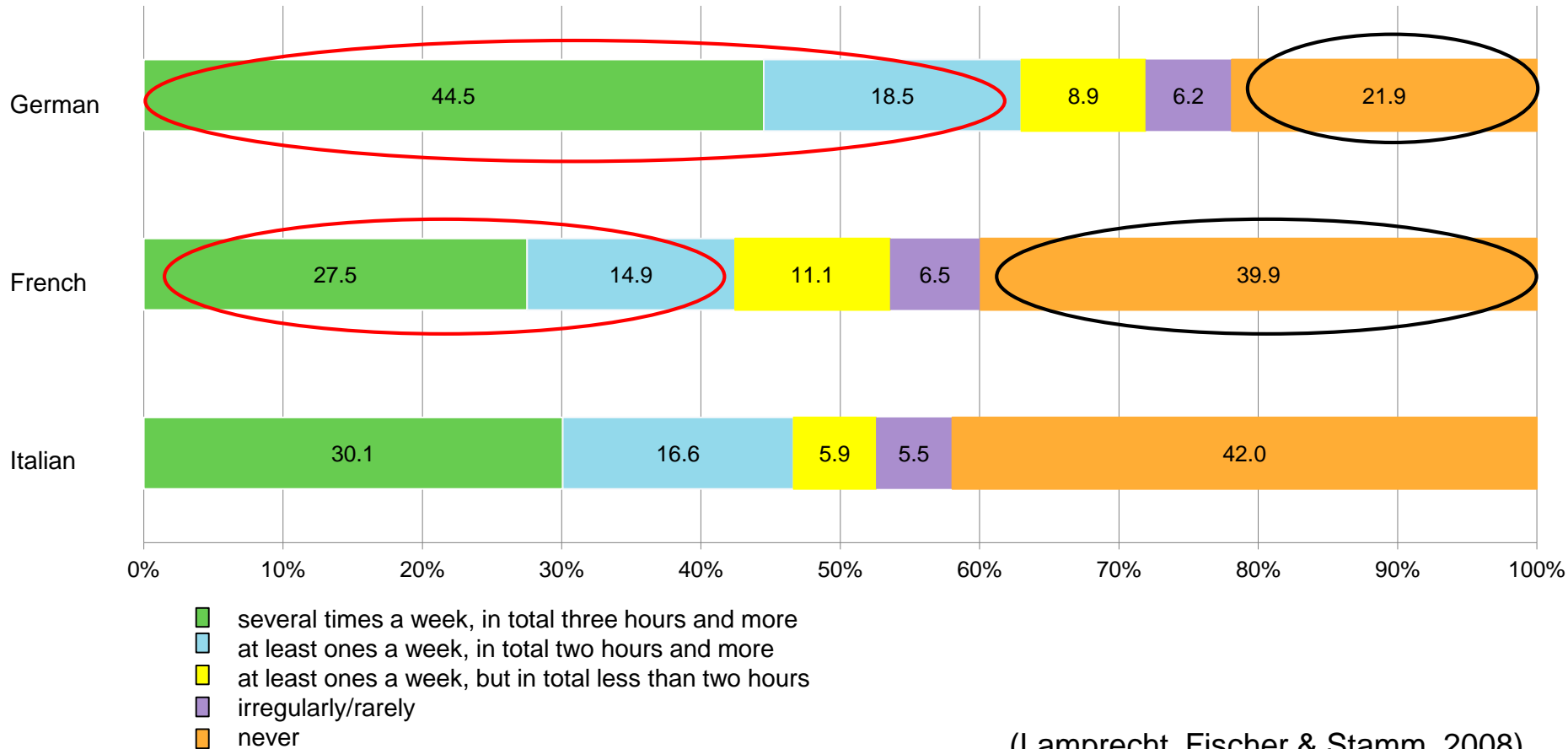
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# Regional differences in sports participation

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



(Lamprecht, Fischer & Stamm, 2008)



# Why...?

## Structure?



<http://www.as.fhnw.com/de/fitness-sport/warum-schwimmen-die-schnellsten-schwimmer-sitzen-mittlere-bahnen>



<http://www.veloland.ch/de/veloland.html>



<http://www.veloland.ch/de/veloland.html>

## Culture?



<http://www.retailshakenotstirred.com/retail-shaken-not-stirred201010the-4-keys-to-a-customer-centric-culture.htm>



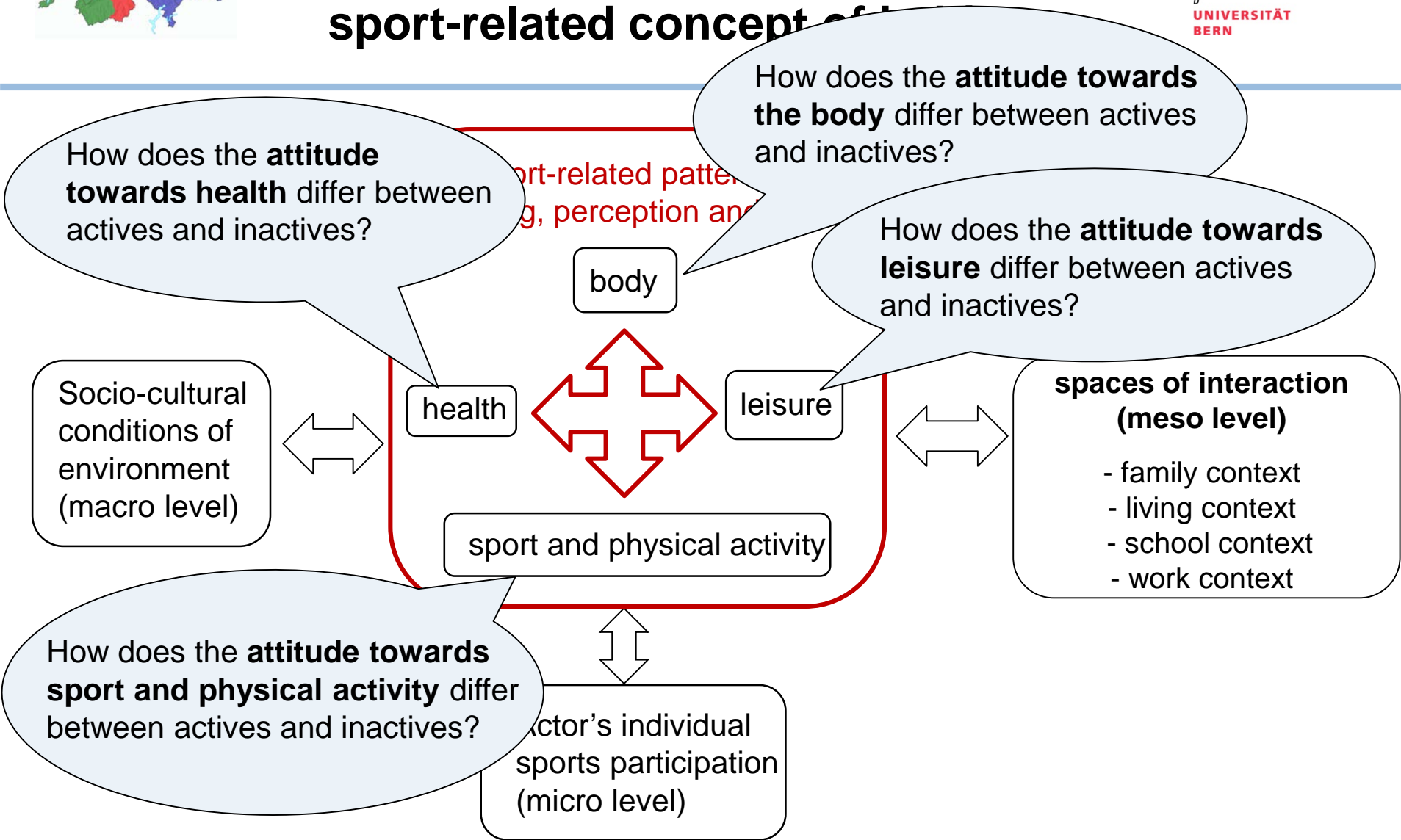
# Theoretical framework

- > 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  $n = 4$

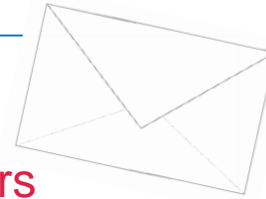


## Online survey:

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



# Sport-related patterns of thinking, perception and action

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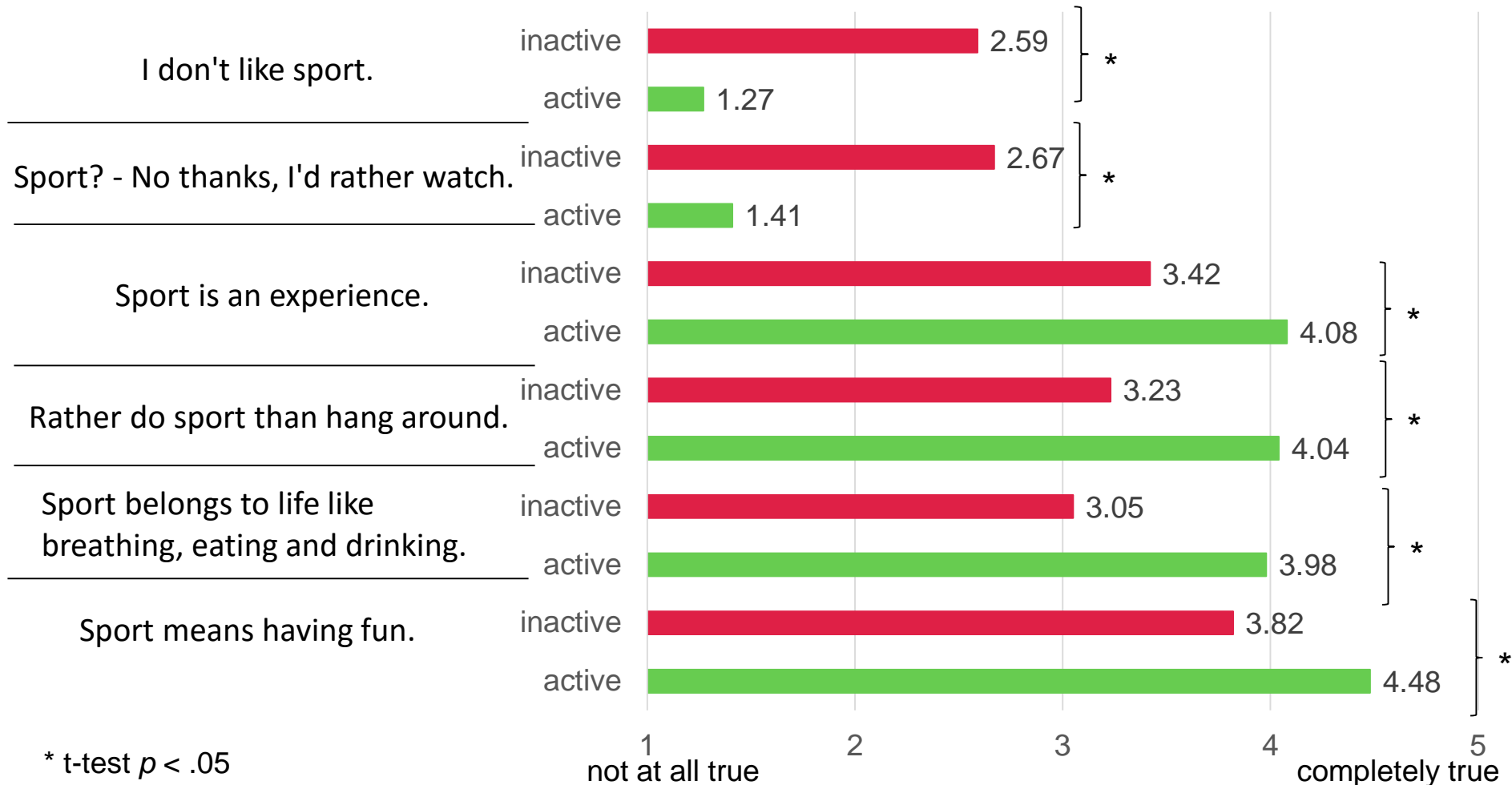
Main categories	subcategories
<b>health</b>	<ul style="list-style-type: none"><li>• balance</li><li>• <i>physical well-being and nutrition</i></li><li>• drug consumption</li><li>• body care</li></ul>
<b>leisure</b>	<ul style="list-style-type: none"><li>• fundamental position</li><li>• serious leisure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





# 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



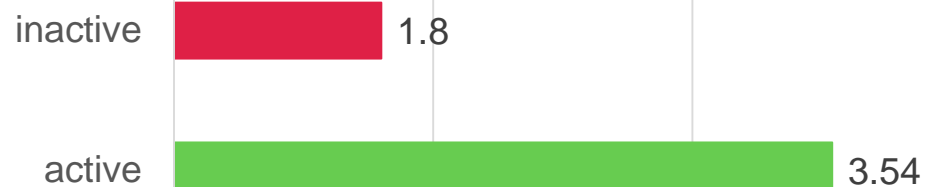
# Results - attitude towards the body

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## Body – need for physical activity

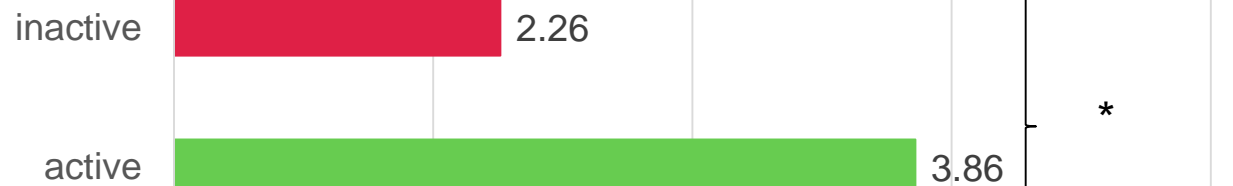
If I don't do some sport for a longer time, I start to feel restless.



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  $p < .05$

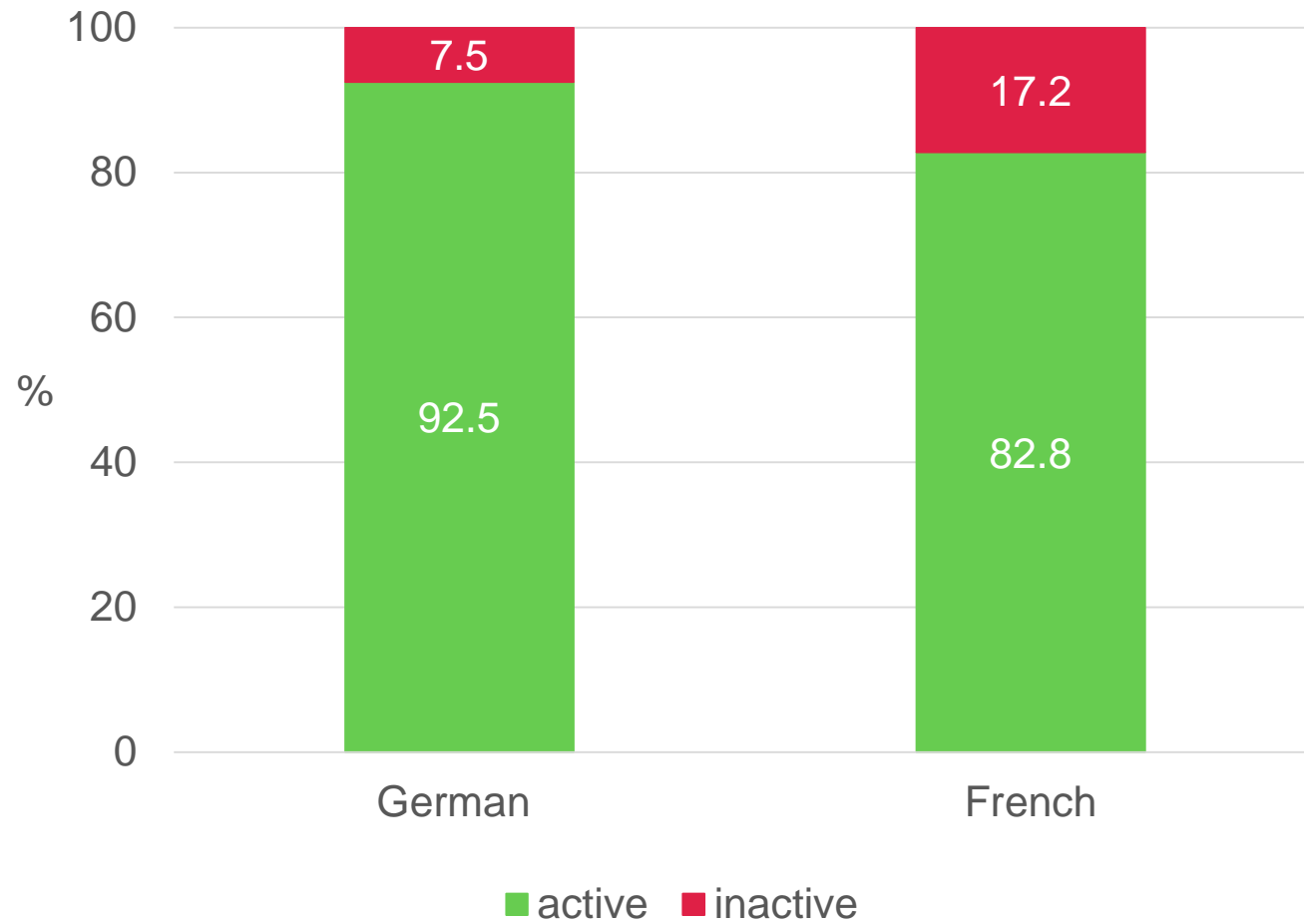
1 2 3 4 5  
not at all true

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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