

Gender **Role Models** **Ethnicity (race, religion and culture)** **Age** **Family, Friends and Peers** **Disability** **Commercialisation** **Media**
Broadcast Media **Internet and Social Media** **Print Media** **Outdoor Media** **Sponsorship** **Sponsor** **Financial**
Clothing, equipment and Footwear **Facilities** **Technology** **Ethical Conduct** **Etiquette** **Sportsmanship** **Gamesmanship** **Contract to Compete**
Performance Enhancing Drugs **Stimulants** **Narcotic Analgesics** **Anabolic Agents** **Peptide Hormones** **Diuretic Drugs** **Blood Doping**
Beta Blockers **Spectator Behaviour** **Home-field Advantage** **Hooliganism**

Gender More likely boys and men. Women and girls receive less coverage and sponsorship compared with males. Less role models for women due to time being used up elsewhere (traditional gender roles, albeit they are changing) 

Ethnicity (race, religion and culture) Often participation is linked to traditionally associated sports for that ethnicity, which can limit participation. Cultural and religious factors can influence participation, such as women not exercising in front of men and having to wear specific clothing 

Age Participation peaks between 16 and 25, when there is more free time and disposable income. Physical changes occur due to age, resulting in physical activity being more difficult to complete 

Family, Friends and Peers Family can promote a love for sport or not, depending on their preferences. They can also help with providing equipment, transport and becoming a role model. Friends can influence your choices linked to sport and participation, both in a positive and negative manner 

Disability More opportunities with National Governing Bodies and more exposure. However, there is a lack of facilities, coaches and clubs available to offer disability. Travelling can be difficult, as can a lack of disposable income 

Commercialisation

Media

Broadcast Media

TV & Radio broadcast sports events and live commentary 

Internet & Social Media

Social media and online access to other forms of media 

Print Media

Newspapers & magazines have dedicated sports pages 

Outdoor Media

Billboards used to advertise products to a large audience 

Sponsorship

Financial

Help with pay for living costs, equipment, facilities, coaching 

Clothing, Equipment & Footwear

Companies that make these give them to performers to wear and use whilst playing and competing. Companies pay for their logos to appear on clothes and equipment the performers use 

Facilities

Sponsored facilities named after the sponsor 



Socio-cultural Influences

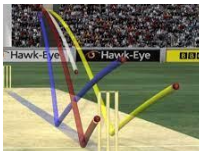
Impacts of the Media and Sponsorship



	Advantages	Disadvantages
Performer 	-There is more money to pay higher wages -Turn performers into heroes and role models -More money to pay for new and technologically advanced kit, equipment and facilities	-Increase pressure to perform and reduces the performer's enjoyment. -Mistakes a performer makes become very public -Demands by sponsors can disrupt training and conflict with what they want.
Sport 	-Increase in interest that attracts media attention, increasing grassroots participation. -More money to support grassroots participation -More competitions increasing the reach of the sport	-Rules of sports are changed to meet the requirements of the media and sponsors -Minority sports and women get less coverage -Controversies become sensationalized -Sport become dependent on the money received from the media.
Official 	-Media spotlight can turn officials into heroes and role models -Enable officials to become professional and create a career path	-Increase the pressure to make the right decision and reduce enjoyment -Mistakes officials make become very public
Spectator/audience	-Events scheduled so that people can watch them on different media platforms -Provides information about results, fixtures and rankings	-More people stay at home to watch sport -Tickets and sport merchandise are expensive - More popular the sport becomes the harder it is to get hold of tickets
Sponsor/company	-Sponsor's name or brand advertised to a wide audience	-Performer scandal can have damaging effect on sponsor's reputation

Types of technology

Hawkeye



Heart Rate trackers



Snicko



Use of cameras
(e.g. Veo)



Safety e.g.
gumshields, halos in
F1, post protectors



Facilities e.g. synthetic
playing surface, under
ground heating

Impacts of technology

	Advantages	Disadvantages
Performer	-Performance analysis aids may help to improve performance. -Greater care, support and safety for the performer.	-Best technology may not always be available. Equipment is expensive to buy and install. -Too many reviews can disrupt play and put the performer at a psychological disadvantage.
Sport	-Makes competition fairer because poor decisions can be changed.	-Too many reviews during a match can disrupt play, slowing it down and annoying performers, officials and spectators.
Official	-Provides officials with additional help when making decisions. -Officials are able to communicate with each other via microphones and earpieces.	-Can undermine officials if a poor decision is flagged up by technology and broadcast to a wide audience. -Some officials may be too reliant on the technology and make fewer on-field decisions themselves.
Spectator/audience	- Enables spectators to see how decisions are made. - Provides spectators with confidence that decisions are fair. - Creates excitement for the audience while they wait on decisions.	- Can cause unrest or poor spectator behaviour if a decision is not reviewed. The rules only allow a limited number of reviews. - Can cause problems if spectators viewing online or on TV have access to technology that the officials don't have access to.

Socio-cultural Influences

Etiquette: A convention or unwritten rule in an activity. It is not an enforceable rule, but it is usually observed.



Gamesmanship:

Attempting to gain an advantage by stretching the rules to their limit.

Conduct of performers

Sportsmanship: conforming to the rules, spirit and etiquette of a sport.



Contract to compete: An unwritten agreement between opponents to follow and abide by the written and unwritten rules of the sport.



Prohibited substances & methods

Substance	Advantages	Disadvantages
Anabolic steroids	Artificially produced hormones that mimic testosterone and are prohibited. They promote muscle and bone growth and reduce recovery time	Heat disease, Infertility, Acne, High Blood Pressure.
Diuretics	Prohibited drugs that remove fluid from the body by increasing the rate of urination	Dehydration, Kidney failure, Heart failure, Muscle cramps, Headaches.
Narcotic analgesics	Prohibited drugs that reduce the feeling of pain	Overtraining, Addictive with unpleasant withdrawal symptoms.
Peptide hormones	Prohibited drugs that stimulate the production of naturally occurring hormones. EPO is a peptide hormone	Stroke, Heart problems, Abnormal growth, Diabetes.
Stimulants	Prohibited drugs that have an effect on the central nervous system, increasing mental and physical alertness	High blood pressure, Liver problems, Strokes.
Beta Blockers	Restricted drugs that steady the nerves by controlling the heart rate. They have a calming and relaxing effect	Nausea, Weakness, Cramp, Heart failure.

Socio-cultural Influences

Spectator behaviour

Positive influences	Negative Influences
Spectators create atmosphere	Spectators can have a negative effect on the performance of players due to pressure to succeed/win
Spectators are a source of revenue	Aggressive supporters can scare off younger performers taking part in events with large crowds reducing potential future revenue or younger supporters
Spectators can give the performers a home field advantage	Large numbers of spectators can cause crowd trouble and hooliganism
Spectators can increase the profile of the sport	Increase in cost to manage large crowds and ensure public safety

Hooliganism

The disorderly aggressive and often violent behaviour by spectators at sporting events



Improved security



Early kick off

Alcohol restrictions



Educating fans

Strategies to combat hooliganism

Segregation of fans



All seater stadiums



Travel restrictions