



R184 – Contemporary Issues in Sport (Part 1)

Answer Booklet



Topic Area 1: Issues which affect participation in sport

Topic Area 2: The role of sport in promoting values

Barriers to participation in sport can include:

- Limited time available to participate
- Cost of participation
- Lack of provision or accessibility
- Discrimination



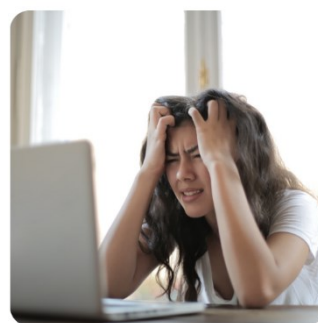
The table below outlines some of the groups of people within society. Fill in the table by listing some of the barriers to participation

Group	Barriers to sporting participation
Gender	Females may find that there are less opportunities to participate in certain sports e.g. less rugby clubs
Ethnic Groups	Certain ethnic groups can feel discriminated against when it comes to sport. There is evidence to suggest that people from ethnic minority groups participate in less sport
Retired People/Over 60s	Over 60s may not have the physical qualities required to participate in certain sports e.g. rugby
Families with Children	Adults with young children may find that they do not have enough time available to participate in sport
Carers	Carers play an important role in looking after people in need. They may not have lots of time available for participation in sport
People with family commitments	People with large families may find that they do not have enough money or time to take part in sport
Young Children	Young children rely on their parents to transport them to sporting events and to influence their decisions to participate
Teenagers	Teenagers may find that they are busy with academic commitments or that they do not have the money to participate in expensive sports
People with Disabilities	Disabled people may struggle to access certain sports as they require special equipment or facilities
Parents (Singles or couples)	Parents will not have as much time available for sport compared to other adults
People who work	Some people work long hours and may find that they are too tired to participate in sport during their down time
Unemployed/Economically Disadvantaged people	People with less money may not be able to participate in certain sports e.g. golf



The table below looks at some of the barriers to participation in sport. For each barrier, outline some of the groups within society who will be impacted. Look back at the information on the previous page to help you.

Barrier to Participation	Which group(s) does this barrier have an impact upon?
Employment & Unemployment	Unemployed/Economically Disadvantaged people
Family Commitments	Teenagers/Young Children/Parents
Lack of Disposable Income	Unemployed/Teenagers/young Children/Single Parents
Lack of Transport	Young Children/Teenagers
Lack of Positive Sporting Role Models	Young Children/Disabled People/Over 60s/Females
Lack of Positive Family Role Models & Family Support	Young Children/Teenagers
Lack of Appropriate Facility Provision	Disabled People/Over 60s
Lack of Awareness of Provision	Disabled People/Over 60s
The Lack of Media Coverage (particularly equal coverage across different gender and ethnic groups)	Disabled People/Over 60s/Females/Ethnic Minority Groups



Strategies that can be used to improve participation in sport can be categorised into three areas:

- Provision
- Promotion
- Access

Provision refers to sport being available. For example, provision could be given by a local sports centre who put on a tennis session once a week.

Who provides the sports and activities that you and your family take part in?

Individual Pupil Answer

Provision can be split into four categories:

Appropriate Programmes. Sessions. Activities. Available times for different user groups.

A leisure centre has been asked to provide sport and exercise for 10–11-year-olds during the school holidays. Give some examples of the types of sessions that they could provide.

- **Swim Club**
- **5-a-side football**
- **Kwik-Cricket**



How can a tennis club make sure that they are providing available court time to people of all ages?



- **Over 60s sessions during the day**
- **Children's sessions at the weekend**
- **Online system so that people can book in advance**
- **Cheaper sessions for the unemployed**

Promotion refers to the advertising and marketing of sports. This might be targeted at certain groups. Promotion can include advertisements, initiatives, incentives and taster sessions.

How can promotion be used to encourage more females to participate in sport?

Sport England have used TV advertising campaigns such as 'This Girl Can' to encourage participation.

Sports clubs(e.g. football) can advertise at local schools and put on taster sessions or extra-curricular clubs.



How can an advertising campaign use a role model to encourage more young people to participate in rugby?

The RFU could use a professional rugby player as the face of an advertising campaign aiming to get more boys and girls into sport.

Role models could also run free sessions at schools or rugby clubs.

An athletics club has seen a reduction in members over the past year. Give an example of an initiative that they can put in place to encourage people to take up the sport of athletics.

The athletics club could start an initiative whereby new members can take part in sessions for free for a month before deciding whether to join.

Alternatively, the athletics club could decrease their fees for the elderly or unemployed.



Access refers to sport being accessible for all people.

Why isn't golf seen as being a sport with high accessibility? Which sports have higher access levels to the wider population?



Golf is a highly expensive sport so is only accessible to those on a high income/high socio-economic group. Sports such as running and football are seen as more accessible as the costs are minimal.

Access to sport can be improved by:

- Improving transport availability
- Improving availability of facilities and equipment
- Creating access to facilities for all user groups
- Creating appropriate pricing for all user groups

A small town has a brand new swimming pool. How can the council make sure that everybody has access to this facility?

The council could make sure that the pool has changing facilities for disabled people and those discounts are given to the economically disadvantaged. The council could also make sure that the bus routes in the town ensure that people can access the pool regularly.



Popularity of sports in the UK varies from one sport to another.

The factors shown below can all have an impact on the popularity of a particular sport.

1. **Environment** – the lack of optimum conditions can reduce participation. For example, the lack of **snow** for winter sports such as **skiing** can make the sport less popular.



2. **Media Coverage** – Some sports like football get more exposure than sports like **swimming**.
The media increases spectatorship and participation. But, how can it dissuade people from taking part in sport?



3. **Spectatorship** – If there are opportunities to watch both in person (live) and on TV, the sport will be more popular.



However, if the crowd is being violent, how would this impact the popularity of the sport?

Reduces popularity as it promotes negative values, parents might not want children to take part

4. **Social Acceptability** – Some people might not find it ethically acceptable to play some sports. Suggest why the following sports might be unacceptable:



Boxing: **Violent** Horse-riding: **Unethical/Animal Cruelty**

5. **Role Models** – The number of role models available can increase the number of people wanting to **participate**. For example, Tom Daley has boosted the popularity of diving.



If a famous athlete were to misbehave, how does this affect the sport?

Negative role models are created and they will be copied by fans and bad behaviour will be common which ruins the sporting values

6. **Success** for both teams and individuals – a successful sport in a big event boosts its *legacy*, for example, cycling has become popular due to its success in the **olympics**.



7. **Provision of Facilities** – In big towns and **cities** there are lots of facilities and clubs available for sport. However, in small villages less provision is available.



8. **The Number of People Participating** – Sports such as **football** and **cricket** are hugely popular in the UK. This increases media coverage and results in more people taking part. Other sports such as **water polo** and **volleyball** are a lot less popular.



Emerging Sports in the UK

It can be difficult for sports to become more popular. They may rely on **increased media coverage**, **role models** and a **change in public opinion**.

In the UK do you think that the following sports are ‘popular’, ‘unpopular’ or ‘emerging’.



Skiing



Girls/Women's Rugby



boys/Men's Football



Tennis



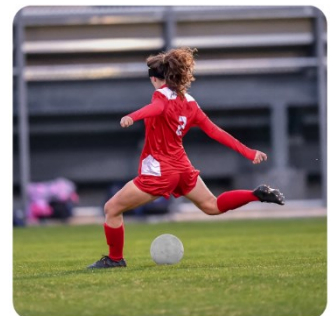
Baseball



Girls's/Women's Cricket

Both participant numbers and viewing figures have doubled for Women’s football in the UK over the past few years. Why do you think that this is the case?

The Women’s Super League was formed in 2010 and has gained increasing media coverage ever since. This has helped to create role models and show that there is a route to success in the sport. There has also been an increase in the coverage of International football on both terrestrial and subscription TV channels.



Snowboarding is less popular in the UK than in countries such as France and Italy. Why do you think that this is the case?

The UK does not have the right environment for snowboarding, therefore those who are interested have to travel to other countries which can be expensive and time consuming.

Promoting Values Through Sport

Sport has the advantage of promoting positive values.

Use the descriptors to fill in the table below, giving an example of how each value is promoted.

Value	Example
Team Spirit	Learning how to work together and support others by playing as part of a team
Fair Play	Learning the importance of adhering to the rules and being fair to others through playing sport
Citizenship	Get involved in your local community through sport
Tolerance and respect	Developing an understanding of different countries and cultures through sport
Inclusion	Initiatives to get under-represented social groups involved in sport
National Pride	Supporters and performers unite behind the flag in international events and singing the national anthem. Performers support and celebrate each other.
Excellence	Striving to be the best that you can be in your sport and to become an elite performer

Initiatives to get under-represented social groups involved in sport
 Striving to be the best that you can be in your sport and to become an elite performer
 Learning the importance of adhering to rules and being fair to others
 Supporters and performers unite behind the flag in international events and singing the national anthem
 Getting involved in your local community through sport
 Learning to work together/support each other as part of a team
 Developing understanding of different countries and cultures



The Olympic and Paralympic movements are very important in promoting the following values:

The Olympic Creed says:

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

What is the message behind this creed?

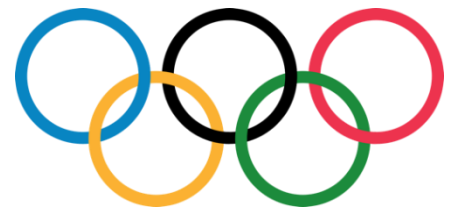
Taking part is more important than winning

More satisfaction is derived from preparation for sports performance and making sacrifices to maximise performance than the actual end result

Winning is not as important as having tried your best.

The image to the right shows the symbol for the Olympic Games.

The rings represent the closeness between the five continents.



The Olympic values can be seen below.

Respect – Excellence – Friendship

How have you displayed these values when participating in sport?

Individual Pupil Answer

The paralympic values can be seen below.

Courage – Determination – Inspiration – Equality

How have you displayed these values when participating in sport?

Individual Pupil Answer

Etiquette & Sporting Behaviour

The conduct of performers in the commercialised world of sport can vary greatly. The three words below are all used in discussions about the conduct of sports performers. Match the definitions below to these words.

Etiquette - The customary code of polite behaviour in society or within sport.

Gamesmanship - Aiming to gain an advantage by stretching the rules to their limit.

Sportsmanship - Fair and generous behaviour or treatment of others, especially in a sporting contest.

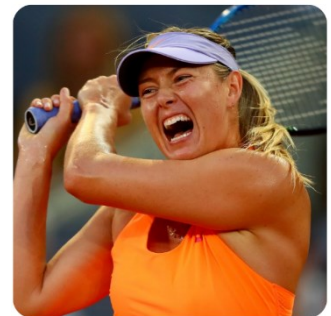
Aiming to gain an advantage by stretching the rules to their limit

Fair and generous behaviour or treatment of others, especially in a sporting contest.

The customary code of polite behaviour in society or within sport

Highlight the examples below as either **etiquette**, **gamesmanship**, **sportsmanship** or abiding by the **contract to compete**.

- Grunting in tennis
- Clapping an opposition batsman when they make 50 runs
- Kicking the ball out of play when an opponent is injured



Give some examples of times when you have displayed sportsmanship, gamesmanship or etiquette in sport.

Individual pupil answer.

Sportsmanship

It is very important that **elite** sports performers show instances of sportsmanship. Explain why sportsmanship is important at an elite level. Use the following points to help your answer:

- Role Models
- Millions of Viewers
- Media
- Copied
- Positive Reflection
- Grassroots Level

At an elite level, sports performers are constantly shown in the **media**. For example, on television performers can be watched by **millions of viewers** at a time, particularly at big events such as the World Cup or the Olympic Games. Therefore these performers are acting as **role models**. If they show good sportsmanship then this will be likely to be **copied** by those playing at a **grassroots level**, promoting the values of sport.

Sportsmanship enables fair play and maintains the reputation of the sport and the team, which can encourage gaining sponsorships and encourages participation. Playing within the rules also prevents injury and aggression between participants and it has a **positive reflection on sport**.



Gamesmanship is the use of dubious methods to win or gain an advantage within a sport. An example could be taking extra time between points in tennis in order to upset your opponent's rhythm or walking across the line of your opponent's ball in golf.

Sport	Example of Sportsmanship	Example of Gamesmanship
Golf	At an amateur level letting your opponent have a 'gimme' if they are close to the hole	Walking across the line of your opponents ball on the green
Tennis	Amateur level – honestly calling a ball as 'out' even if it means losing a point	'Grunting' loudly as you take shots in order to put off an opponent
Cricket	'Walking' if you know that you have edged the ball, even if the umpire hasn't seen it	Fielding team deliberately letting the batsman take a run in order to get a weaker team on strike
Netball	Shaking hands following a match	Wasting time before passing the ball back into play
Football	Kicking the ball back to the opposition after a 'drop' ball	Deliberately losing a match in order to get a better draw in the next round of a competition
Rugby	Using a tunnel at the end of the match to congratulate opponents	Keeping the ball at the back of a ruck for long periods of time without passing it, in order to waste time

Not only do performers need to show good etiquette during events, but so do **spectators**. Usually, spectator etiquette is shown through staying quiet during certain events or at certain timings.

For example, spectators should stay quiet during rallies at Wimbledon.

What else should spectators do as part of spectators' etiquette?

- Stay quiet during national anthems
- Applaud for opposition
- Not booing players or officials



At times, spectators can display negative behaviour that can decrease the enjoyment of other fans and participants, or even put people in danger.

Give some examples of negative displays of behaviour that can be shown by spectators.

- Abusive chants
- Abuse of officials
- Bottle/object throwing
- Fighting within/outside stadium
- Disorderly behaviour



Performance-Enhancing Drugs

Performance enhancing drugs have become a major problem in sport. They are taken to gain an advantage over other competitors, but this creates **unfair competition** and drugs also have **harmful side effects**.

Reasons for taking performance-enhancing drugs include:

Sponsorship	Competitors		
Media	Succeed	Short	Advantage
Financial	Confidence		

- Pressure to **succeed** or win at any cost
- Pressure from the **competitors** and the public to be successful
- Pressure to be successful in order to gain **sponsorship**
- Pressure to succeed for **financial** reward
- Sport is a short career and performers need to make as much money as possible to set themselves up for life
- Improve physical condition (speed and strength) to gain an **advantage**
- Boost **confidence**
- The belief that other competitors are taking drugs, so without drugs they will not be able to compete equally



Using PEDs can have negative effects such as giving an unfair advantage, and it could be considered cheating. What are some other negatives that you can think of?

1. Taking drugs can cause **health** problems such as high blood pressure and infertility, and too much can cause an **overdose**
2. The reputation of the performer or sport is **damaged** if it has repeated scandals, e.g. cycling and the use of EPO.
3. It goes against the ethos of **fair** play and breeds a 'win at all costs' attitude.
4. Using PEDs creates **negative** role models.
5. Sometimes using the drugs is illegal and can lead to players being fined/banned.

The World Anti-doping agency (WADA) prevents the use of drugs through various procedures.

1. **Drug Testing** – Testing for drugs can be through samples of hair, urine, blood and nails.



2. **Sanctions/Penalties** – Why is it important that people get punished/banned if found guilty of taking drugs?

To discourage athletes from using them as they know they'll be punished too



3. **Education Initiatives** – What information would programmes created to educate on drug use aim to teach?

Show negative impacts of drugs on health and discourage people from using drugs

4. The 'Whereabouts' Rule - athletes need to inform governing Body of where they will be all the time:

- Random testing\Drug testers can then visit unannounced for testing to take place
- Performers must inform the authorities of their location to allow drug testing to take place
- Is for out of competition testing

What does this mean?

Athletes cannot get away with not getting tested

- Must notify of a one-hour period in every 24 hours so that they can be tested
- Notification is via national organisation/NGB for the sport who inform WADA
- Must notify of any change to normal location/routine

(e.g. Athletes undertaking warm weather training /altitude training must inform authorities that they will be overseas))

What does the Whereabouts rule achieve differently to normal drug-testing?

It's more effective as they know where players are at all times and they can't get away with not getting tested- --

Think about:
Results
Reputation
Suspicion
WADA policy

What do you think the impact of using drugs has on the sport?

Think about:
Results
Reputation
Suspicion
WADA policy

1. reputation of a particular sport is tarnished (eg Tour de France)
2. mistrust of results (if a sports performer has been found guilty of drug offences was he/she guilty of taking drugs when success was achieved – world records broken)
3. implication that all participants in a particular sport are taking drugs
4. when drug offenders return to their sport they are often viewed with suspicion (are they still taking drugs?)
5. where sports have not adopted the WADA policy people question whether or not that means the sport is hiding the fact that participants take drugs.

The following drugs are used in sport.

Using your own knowledge/research, match up the drug to its use.

- 1. Beta Blockers**
 - Block adrenaline, reducing heart rate and blood pressure, allowing for more concentration
- 2. Growth Hormone**
 - A synthetic version of testosterone used for muscle growth
- 3. Narcotic analgesics**
 - Relieve pain, allowing a player to continue training with an injury
- 4. Blood Doping**
 - Injecting red blood cells into the blood
- 5. EPO (Erythropoietin)**
 - Stimulates Red blood cell production, making respiration more efficient so athletes have a higher stamina
- 6. Amphetamine\stimulants**
 - Increase heart rate, blood pressure and alertness
- 7. Diuretic**
 - Increases the amount of water expelled from the body, which helps weight loss
- 8. Steroids**
 - Enhances growth and cell repair, usually used to build muscle

Two of the following athletes were banned from their sport after drug-use, the third athlete was banned as a result of missing a drugs test.

Who are these athletes and which drugs did they take?



Tyson Gay - Steroids



Lance Armstrong – blood doping



Rio Ferdinand – Missed

Some athletes might **want** more drug testing in their sport to protect sponsorship deals for the sport and protect the sport's reputation. Why else do you think some athletes may benefit from an increase in drug testing?

Key words: *Reputation / achievements / undermined / deterrent / ban*

To Stop the unfair advantage and protect the reputation of their sport. To show that they are 'clean'/protect their own reputation so that their achievements aren't undermined/tainted/ their results not trusted.

They may want to act as a deterrent to drug takers, ban those who cheat and don't want to feel that you have to take drugs to win.

This also protects sponsorship deals for the sport.

Key Terms:

Access – Having the money, equipment and time to take part in sport and activities

Promotion – Advertising and marketing sport and activities

Provision – Providing sport in the community

Media – The main means of mass communication

Socio-Economic Group – A way of grouping people in society, based on income

Emerging Sport – A sport that is growing in popularity

Sportsmanship – Fair and generous behaviour

Etiquette – The customary code of polite behaviour in society or within sport

Gamesmanship - Aiming to gain an advantage by stretching the rules to their limit