

URBAN YOUTH ENGAGEMENT IN SPORT: PROCESS, ACCESS AND PARTICIPATION

Norm O'Reilly

**David Falk Center for Sport Management, Syracuse University &
Graduate School of Business, Stanford University**

Ida Berger and Tony Hernandez

Ted Rogers School of Management, Ryerson University

**Milena M. Parent and Benoit Séguin,
School of Human Kinetics, University of Ottawa**

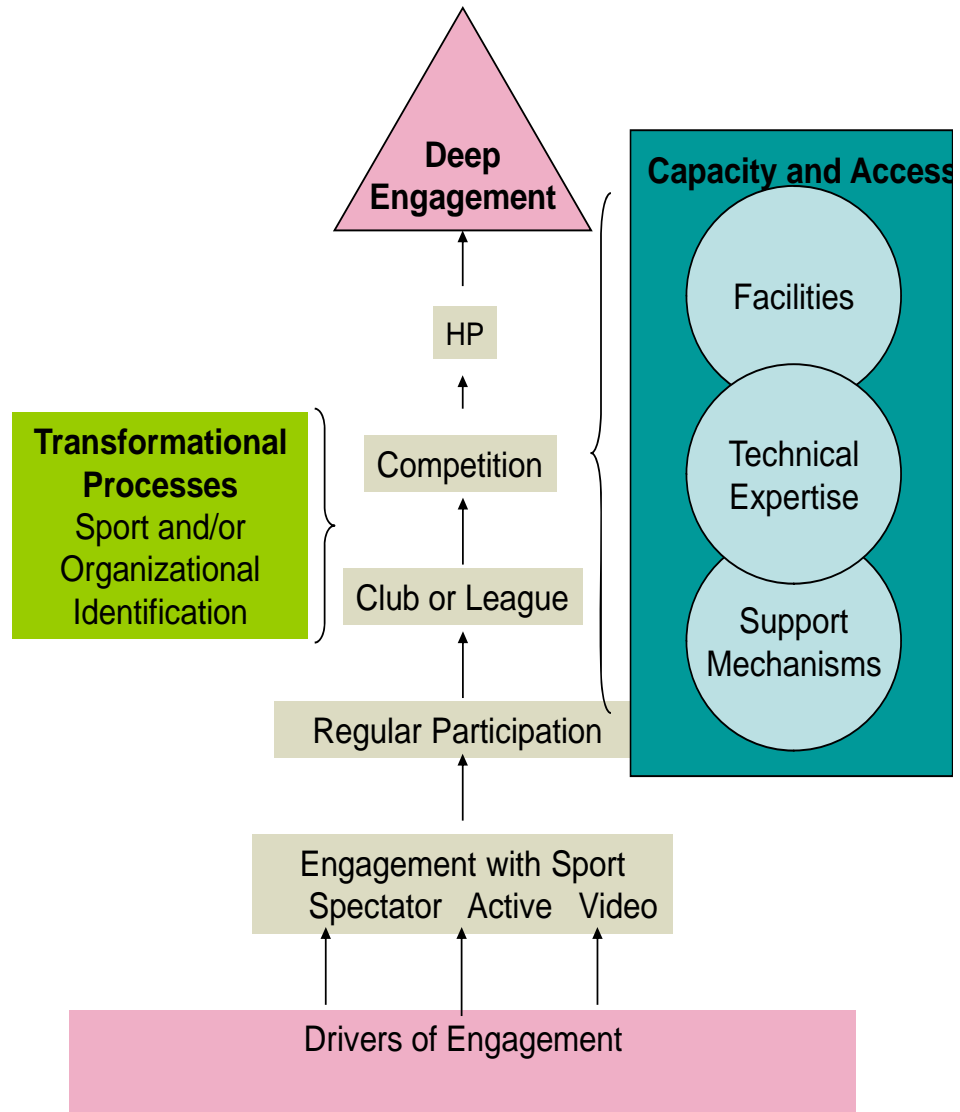
PROJECT SUMMARY

In what ways and how deeply are young urban Canadians engaged in sport?

What is the engagement process?

What capacity exists to facilitate, support and enhance engagement?

What roles, responsibilities and benefits accrue to business, government and non-profit organizations?



RESEARCH METHODS

■ Secondary Research

- *Literature Review*

- *Cohort Analysis* of Canadian Youth 1992 to 2005

■ Primary Research

- *Netnography* (2006 and 2008)

- *Observations of Training Sites:* (3 cities)

- *Interviews* with youth (n=39)

- *Experimental Intervention:* (Grades 4-8)

- *Spatial Analysis:* georeferenced dataset (Toronto)

- *Survey of Urban Canadian Youth* (n=3003)

RESEARCH RESULTS

- Project I: six underlying factors:
 - household context, parental education, community context, social/gender, self-perceptions, and competing behaviours.
- Project II: eight drivers of sport participation:
 - parental/siblings influence, coaches, socio-economic status of the family, technical skills, geographical context, personal attributes and skills, friends, and school as an initiator (also an obstacle).

RESEARCH RESULTS (2)

- Project II (continued) – additional findings:
 - The strength of youth engagement in sport is influenced by the level of competition and degree of family involvement.
 - Parental involvement may be the most important driver.
 - Youth in situations who lack the supportive environment are most in need of policy support not those in middle-class, two parent families.
- Further assessment (GSS) of household context = critical
- Households of intact families, with higher than average incomes, in which several household members participate in sport define an ideal that is not available to all adolescents.
- Project III (spatial analysis) – ongoing
- Project IV (the large sample survey) was just completed (n=3003)

PRELIMINARY ANALYSIS - SURVEY

- Early assessment – there is much very valuable to come
- Example 1: Model based on Theory of Planned Behavior
 - Model significant: importance of the factors varies by q21 (or “engagement”)
 - DV = behavioral intention
 - Output on next slide
 - Key finding: not about peer influence, model shows that all three factors (attitudes, subjective norms and behavioral control) are significant but the most important factor is the youth’s own attitude that sport is bad/good or boring/interesting followed by ease, or possibility of participating. Peers are third. *Importantly, the pattern is strong if youth is more engaged (i.e. as engagement increases, so does importance of attitude)*
- Example 2: Reasons for NOT participating
 - There are 4 factors - interest, no facilities, parents, friends and other impediments. Links nicely to attitudes, context and subjective norms (as per Theory of Planned Behavior)

MODEL

Testing TPB

Group	R2	Attitude B (t-value)	Subj norm	Perceived behavioural control
Total n=3002	.73	.48 (29)	.19 (11)	.40 (25)
Q21=1 (never) n=622	.76	.47 (13)	.22 (6.2)	.41 (12)
Q21=2 (rarely) n=831	.53	.35 (13)	.23 (6.4)	.38 (12)
Q21=3 (regularly) n=1030	.67	.54 (19)	.14 (4.8)	.30 (10)
Q21=1 (reg +fan) n=517	.81	.64 (16)	.12 (3.3)	.23 (5.8)
Looking at time on sport Q11 aa.....db				
N=2786	.05	16 (2.1)	3.6 (.45 n.s.)	43 (5.7)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6389.383	7	912.769	1226.934	.000 ^a
	Residual	2228.109	2995	.744		
	Total	8617.492	3002			

a. Predictors: (Constant), Q21. In your opinion, which of the following best describes your involvement in sport? , mean q32, q35 most people, friends, mean q33, q37 good/bad, interesting/boring, mean q31, q36 easy/difficult, possible/impossible, engXpbc, engXsn, engXatt

b. Dependent Variable: mean q34,q38 likelihood and plan



POLICY RECOMMENDATIONS

- The need to develop policies that target the portion of the Canadian population who requires support.

NEXT STEPS

- Complete Projects III and IV.



IMPLICATIONS FOR ORGANIZATIONS

- Governments
- Grassroots Sport Organizations
- High Performance Sport Organizations
- Policy Makers
- Talent ID
- Health Canada
- Health Promotions Organizations
- Organizations related to Adolescents
- More!

OUTPUTS TO DATE

- EASM 2009 – Presentation
- Applied Geography Conferences – Proceedings
- Sport Management Review, 2008 Article
- ASAC, 2008 – proceedings and presentation
- World Leisure Conference, October 2008.
- EASM 2008 – Presentation
- Journal of Youth Sports, 2007 Article
- NASSM 2007 – Presentation
- In process – 3 manuscripts 1 book chapter

QUESTIONS?

THANK YOU FOR THE OPPORTUNITY TO PRESENT.