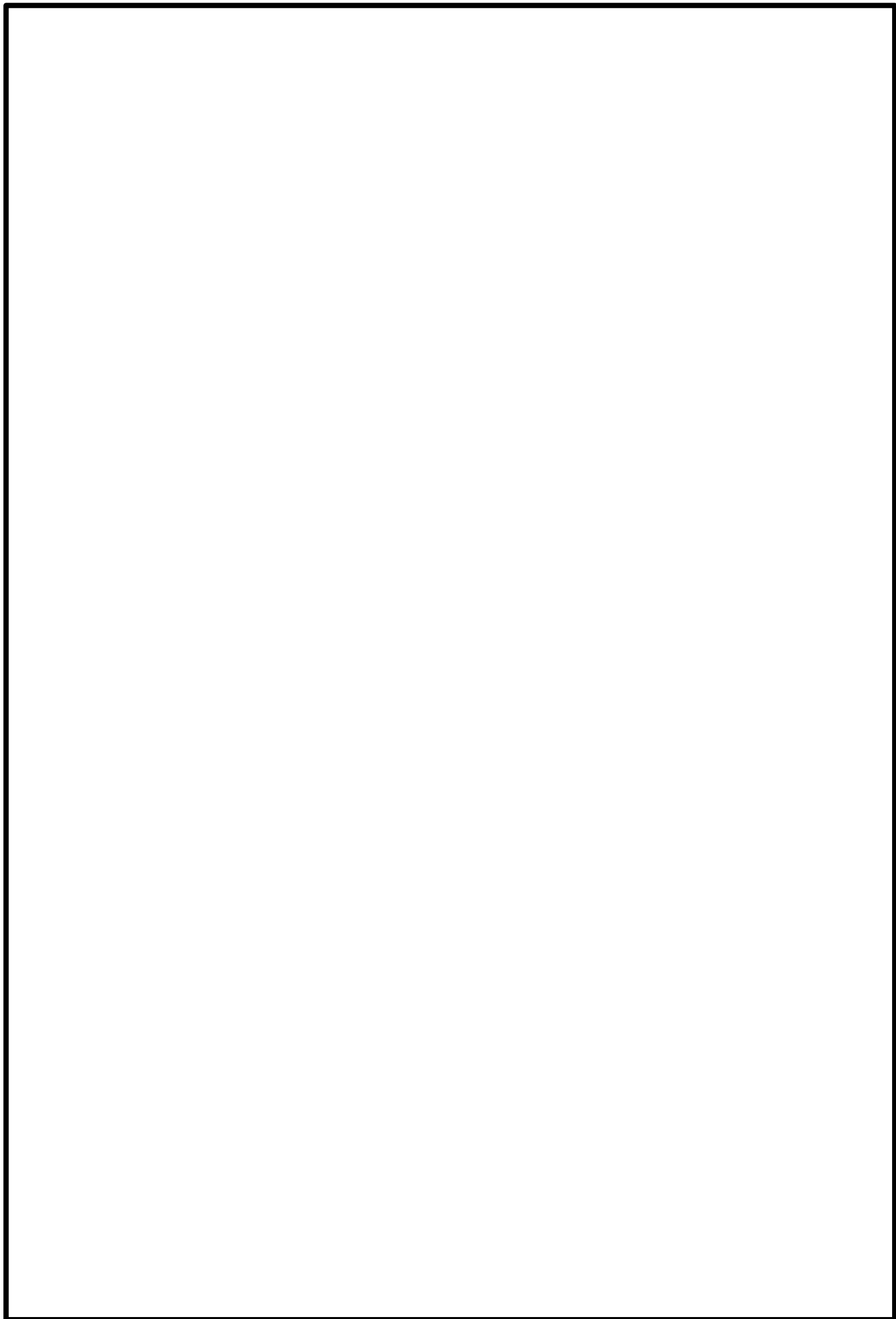


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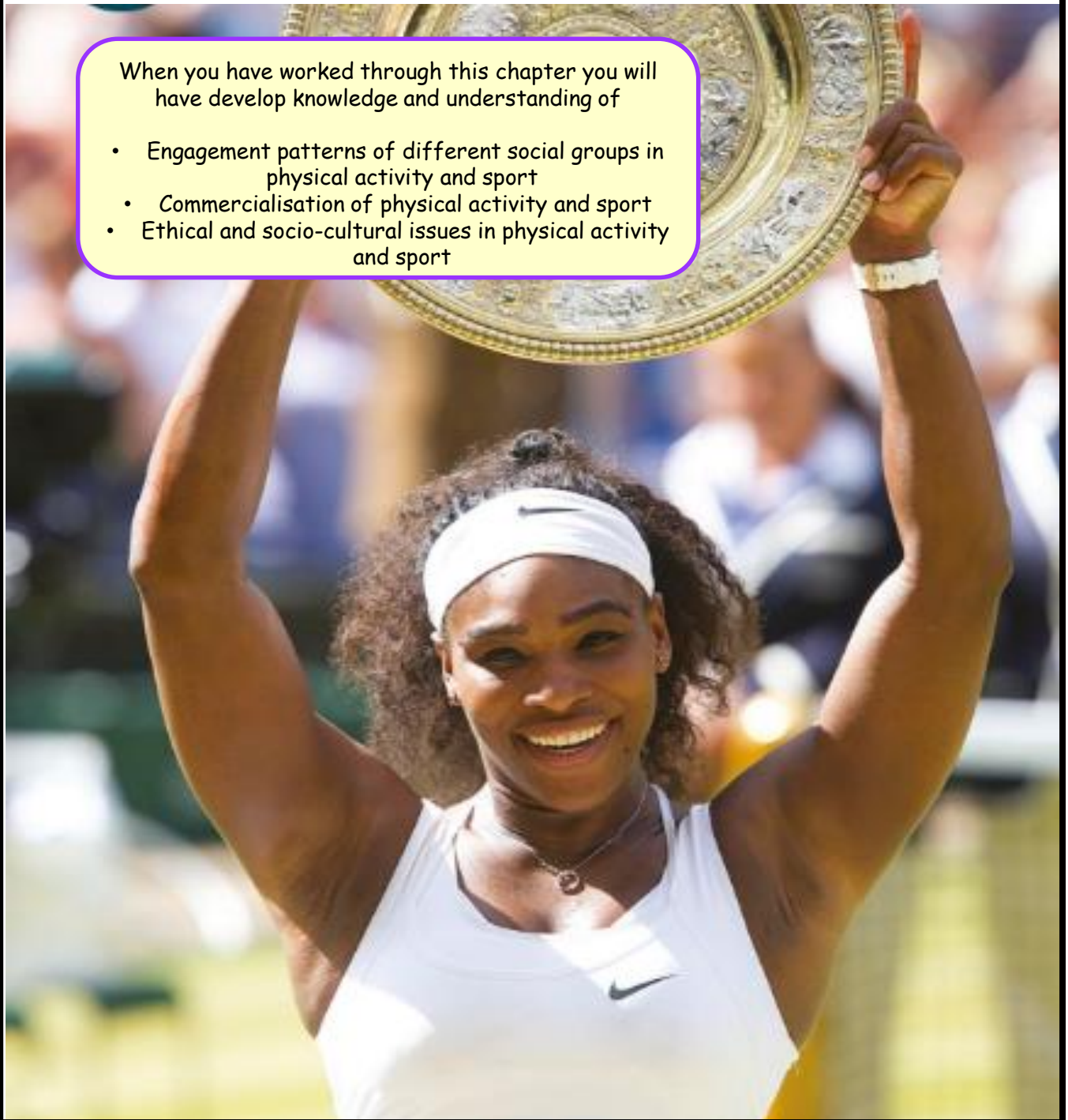


# Topic 6

## Socio - Cultural Influences

When you have worked through this chapter you will have developed knowledge and understanding of

- Engagement patterns of different social groups in physical activity and sport
- Commercialisation of physical activity and sport
- Ethical and socio-cultural issues in physical activity and sport



# Participation rates in physical activity and sport

REMEMBER

Participation rates in sport can be affected in many ways these include:

Gender  
Disability  
Age  
Socio Economic  
Ethnicity

Great **A**thletes **S**urvive **E**very **D**istance

Identify possible target groups in society that may be underrepresented in sport?

Gender

## Snapshot from Sport England



2015 data shows:

"Currently 40.6% of men play sport at least once a week, compared to 30.7% of women. At a younger age, men are much more likely than women to play sport. But this difference declines sharply with age."

Describe how gender stereotype affects participation levels and what can be done to raise participation

Age

## Snapshot from Sport England



2015 data shows:

"54.8% of 16-to-25-year-olds take part in at least one sport session a week, compared to 31.9% of older adults (26 plus)."

Describe how Age effects participation levels in sport and physical activity

## Participation rates in physical activity and sport

### Socio-Economic

#### Snapshot from Sport England



2015 data shows:

Participation "is highest among managerial/professional workers and intermediate social groups. It is lowest among manual workers and unemployed people."

Describe how socio economic factors can effects participation levels in sport and physical activity

### Socio-Economic

#### Snapshot from Sport England



2015 data shows:

"The number of both black and minority ethnic and white British adults playing sport is increasing."

Describe how ethnicity factors can effect participation levels in sport and physical activity

### Disability

#### Snapshot from Sport England



2015 data shows:

"17.2% of disabled people are playing sport regularly, up from 15.1% in 2005/6."

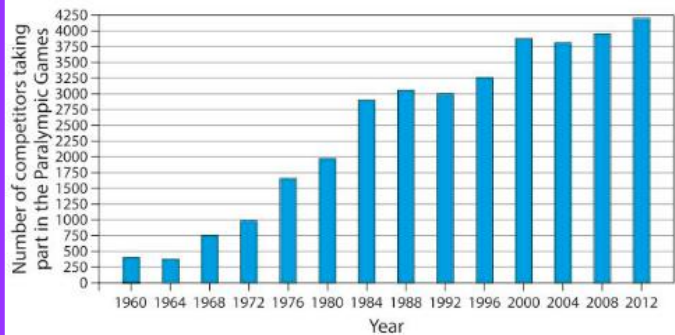
Describe how disability factors can effect participation levels in sport and physical activity

## Interpreting data

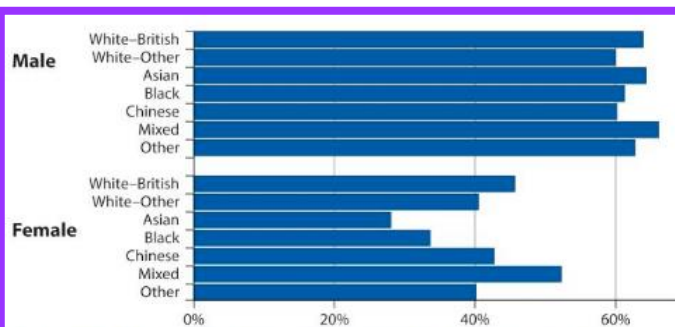


Study these two graphs:

- a) Interpret **Figure 1**: What does the graph tell you about the number of countries sending competitors to the Paralympic Games between 1960 and 2012?



Interpret **Figure 2**: What does the graph tell you about the number of competitors taking part in the Paralympic Games between 1960 and 2012? Analyse the data: Make a prediction based on your analysis of the trends illustrated by the graphs. What would you expect 2016's data to show?

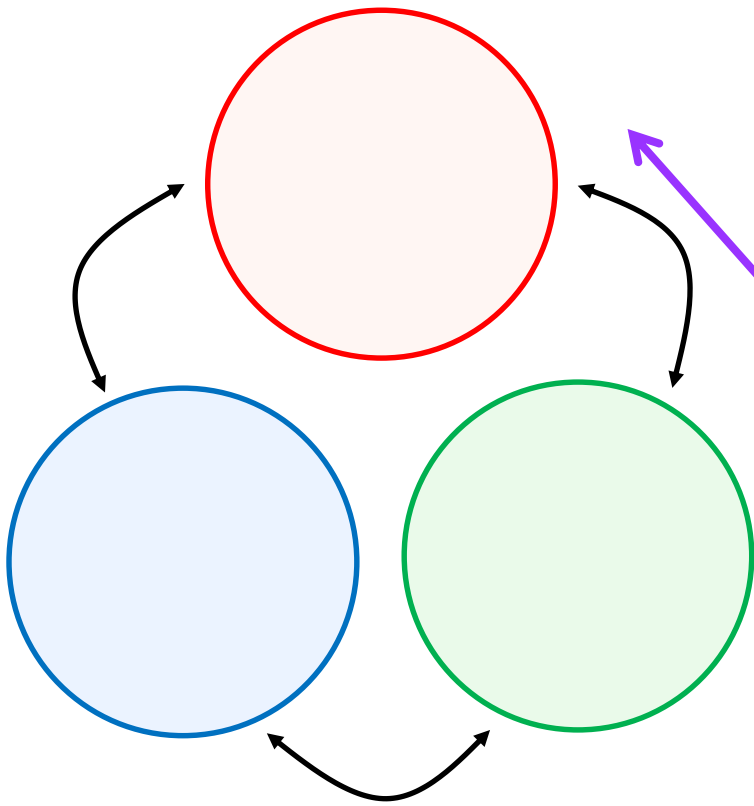


▲ **Figure 3**: This graph shows participation by ethnic group for 16-25-year-olds.

Write some questions for your partner to answer about this graph:

# The commercialisation of sport and physical activity

**Key term**  
**Commercialisation:** The commercialisation of physical activity and sport involves individuals, organisations and companies buying and selling sporting goods and services with a focus on profit rather than participation.



What are the three different things that control commercialisation in sport and what they include?

How has media coverage contributed to the commercialisation of sport and physical activity

## The commercialisation of sport and physical activity

- 8 This table shows the fees paid by broadcasting companies in different parts of the world to broadcast the Olympic Games, in millions of US\$.

	North America (USA and Canada)	Central America, South America and the Caribbean	Asia	Middle East and Africa	Europe	Oceania	Total
1998–2000	1124	14	208	12	422	65	1845
2002–2004	1397	21	233	13	514	54	2232
2006–2008	1579	34	274	25	578	80	2570
2010–2012	2154	106	575	41	848	126	3850

- a) Interpret the data: Which part of the world has paid most to broadcast the Olympic Games in their territory?
- b) Analyse the data: What impact do you think this has on the way the Olympic Games is organised?



# The commercialisation of sport and physical activity

Task - complete the table of advantages and disadvantages to all involved in sport due to commercialisation.

Player/Performer	Advantages	Disadvantages
Sport	Advantages	Disadvantages
Spectator	Advantages	Disadvantages
Sponsor	Advantages	Disadvantages

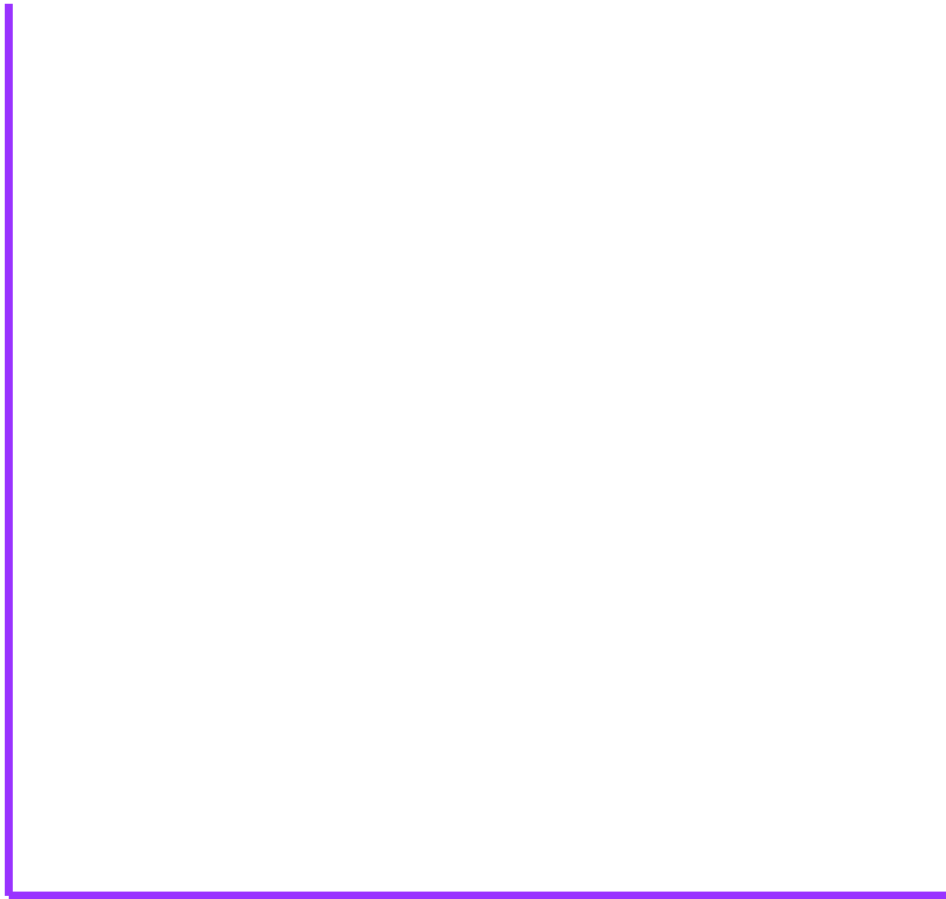
## The commercialisation of sport and physical activity

Here is some data about the number of people over 16, in millions, participating in cycling once a month:

2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15
3.55	3.9	4.2	4.01	3.9	3.8	3.79	3.88	3.81

Source: [www.sportengland.org](http://www.sportengland.org)

- Plot the data on a graph.
- Interpret the data: What does the data tell you about participation rates for cycling over the nine years?
- Analyse the data: make a prediction based on your analysis. What would you expect the data for 2015-16 to show?



## Different types of sporting behaviour

Task - there are 3 different behaviours, Sportsmanship, Gamesmanship and Deviant. Describe all three with examples related to sport.

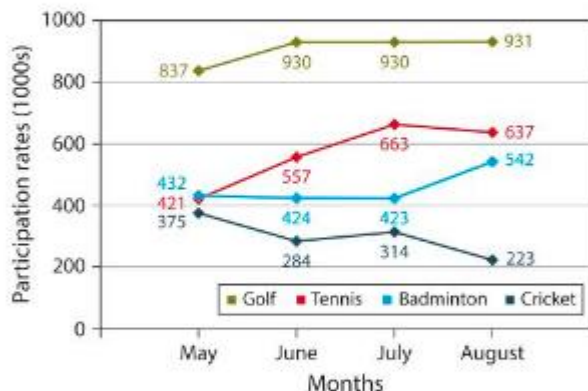
A large purple outline of a downward-pointing arrow, serving as a template for writing answers. The arrow is composed of a long vertical stem, a horizontal base, and a triangular point at the bottom. The entire shape is drawn with a thick purple line.

## Exam style questions

1 Which one of the following is **not** an advantage of commercialisation in sport? (1)

- A Increases interest in sport
- B Over exposure of sport
- C More money available for equipment/resources
- D More role models

2 **Figure 1** shows participation rates in four sports between May 2012 and August 2012. (1)



▲ **Figure 1**

Using **Figure 1**, identify the sport with the greatest increase in participation between May and June.

- A Golf
- B Badminton
- C Tennis
- D Cricket

3 Which one from the following is **not** an ethical or socio-cultural factor affecting performance? (1)

- A Disability
- B Ethnicity
- C Gender
- D Optimum weight

4 Which of the following is **not** an effect of ageing on performance? (1)

- A Tidal volume and stroke volume increase with age
- B Flexibility decreases with age
- C Experience increases with age
- D It takes longer to recover from injury with age

5 Complete the following statements about the impact of the behaviour of elite performers on sport. (2)

.....behaviour goes against the moral values or rules of a sport. It can have a negative effect on the sporting community and on wider society. Elite athletes are often seen as role models. It is, therefore, important that they demonstrate ..... and model the values of fair play.

6 Using sport examples, describe the difference between sportsmanship and gamesmanship. (4)