

**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

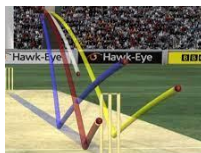
## Impacts of the Media and Sponsorship



|                           | Advantages                                                                                                                                                                                                                                                         | Disadvantages                                                                                                                                                                                                                                                                                                  |
|---------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Performer</b><br>      | <ul style="list-style-type: none"> <li>-There is more money to pay higher wages</li> <li>-Turn performers into heroes and role models</li> <li>-More money to pay for new and technologically advanced kit, equipment and facilities</li> </ul>                    | <ul style="list-style-type: none"> <li>-Increase pressure to perform and reduces the performer's enjoyment.</li> <li>-Mistakes a performer makes become very public</li> <li>-Demands by sponsors can disrupt training and conflict with what they want.</li> </ul>                                            |
| <b>Sport</b><br>          | <ul style="list-style-type: none"> <li>-Increase in interest that attracts media attention, increasing grassroots participation.</li> <li>-More money to support grassroots participation</li> <li>-More competitions increasing the reach of the sport</li> </ul> | <ul style="list-style-type: none"> <li>-Rules of sports are changed to meet the requirements of the media and sponsors</li> <li>-Minority sports and women get less coverage</li> <li>-Controversies become sensationalized</li> <li>-Sport becomes dependent on the money received from the media.</li> </ul> |
| <b>Official</b><br>       | <ul style="list-style-type: none"> <li>-Media spotlight can turn officials into heroes and role models</li> <li>-Enable officials to become professional and create a career path</li> </ul>                                                                       | <ul style="list-style-type: none"> <li>-Increase the pressure to make the right decision and reduce enjoyment</li> <li>-Mistakes officials make become very public</li> </ul>                                                                                                                                  |
| <b>Spectator/audience</b> | <ul style="list-style-type: none"> <li>-Events scheduled so that people can watch them on different media platforms</li> <li>-Provides information about results, fixtures and rankings</li> </ul>                                                                 | <ul style="list-style-type: none"> <li>-More people stay at home to watch sport</li> <li>-Tickets and sport merchandise are expensive</li> <li>More popular the sport becomes the harder it is to get hold of tickets</li> </ul>                                                                               |
| <b>Sponsor/company</b>    | <ul style="list-style-type: none"> <li>-Sponsor's name or brand advertised to a wide audience</li> </ul>                                                                                                                                                           | <ul style="list-style-type: none"> <li>-Performer scandal can have damaging effect on sponsor's reputation</li> </ul>                                                                                                                                                                                          |

## 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                                                                                                                                                                                                                                                                                                        |
|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Performer</b>          | <ul style="list-style-type: none"> <li>-Performance analysis aids may help to improve performance.</li> <li>-Greater care, support and safety for the performer.</li> </ul>                                                                          | <ul style="list-style-type: none"> <li>-Best technology may not always be available. Equipment is expensive to buy and install.</li> <li>-Too many reviews can disrupt play and put the performer at a psychological disadvantage.</li> </ul>                                                                        |
| <b>Sport</b>              | <ul style="list-style-type: none"> <li>-Makes competition fairer because poor decisions can be changed.</li> </ul>                                                                                                                                   | <ul style="list-style-type: none"> <li>-Too many reviews during a match can disrupt play, slowing it down and annoying performers, officials and spectators.</li> </ul>                                                                                                                                              |
| <b>Official</b>           | <ul style="list-style-type: none"> <li>-Provides officials with additional help when making decisions.</li> <li>-Officials are able to communicate with each other via microphones and earpieces.</li> </ul>                                         | <ul style="list-style-type: none"> <li>-Can undermine officials if a poor decision is flagged up by technology and broadcast to a wide audience.</li> <li>-Some officials may be too reliant on the technology and make fewer on-field decisions themselves.</li> </ul>                                              |
| <b>Spectator/audience</b> | <ul style="list-style-type: none"> <li>Enables spectators to see how decisions are made.</li> <li>Provides spectators with confidence that decisions are fair.</li> <li>Creates excitement for the audience while they wait on decisions.</li> </ul> | <ul style="list-style-type: none"> <li>Can cause unrest or poor spectator behaviour if a decision is not reviewed. The rules only allow a limited number of reviews.</li> <li>Can cause problems if spectators viewing online or on TV have access to technology that the officials don't have access to.</li> </ul> |