
SPORTS SPECTATORSHIP LITERACY ABILITY CONSTRUCT: CONCEPTUALIZATION AND SCALE DEVELOPMENT

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Abstract

AIM OF ABSTRACT/PAPER - RESEARCH QUESTION

Purposes of this study aimed: (1) to conceptualise and formulate the sports spectatorship literacy; (2) to develop a scale for measuring sports spectatorship literacy; (3) to verify the scale with validity and reliability.

THEORETICAL BACKGROUND OR LITERATURE REVIEW*

In sports spectatorship, characteristics such as watching and appreciation are not only essential value and function of realizing sports but also fundamental basis of enhancing citizen sports atmosphere and establishing civic sports development (Chou, 2004; Kelly, 1996; Tsai, 2008). The Ministry of Education (2010) has long understood that sports spectatorship plays an important role in cultivating sports culture in Taiwan and proposed a sports spectatorship cognition and experience program. Nevertheless, the fact that some passionate on-site audiences of Sunrise LPGA Championship Taiwan 2011 had accidentally disturbed the players has underlined the importance of reinforcing sports spectator literacy in Taiwan in order to maintain the quality of spectatorship and athletics games. Therefore, it's the core issue of this study to formulate and educate public sports spectatorship literacy, via discussing and analyzing the meaning of sports spectatorship, and furthermore to lay a solid foundation of national sports development. Ground theory is a general methodology to develop theory that is grounded in data gathered and analyzed (Glaser & Strauss, 1967). With sports spectatorship being its research scope, ground theory was used to develop the theoretical framework. Then the measurement tool was developed and formed an integral model.

METHODOLOGY, RESEARCH DESIGN AND DATA ANALYSIS

This study involved three steps to construct sports spectatorship literacy theory and develop the scale. In step 1, ground theory was adopted to

construct the factors of sports spectatorship literacy. In step2, the instrument was developed by the theoretical framework of sport spectatorship literacy. Moreover, exploratory factor analysis (EFA) was used to test the items. According to 2012 Chinese Professional Baseball League (CPBL) average audience to a single game was 2,433. Following 95% confidence level and 5% confidence interval, the sample size was 332. The purposive paper survey data (Sample1) was collected (N=344) from on-site spectators during the CPBLregular season in 2013. In step 3, the second set of data (Sample 2) was collected (N=344) from colleges students to examine the items of the sport spectatorship literacy factors by using confirmatory factor analysis (CFA).

RESULTS, DISCUSSION AND IMPLICATIONS/CONCLUSIONS**

Findings were as follows: 1. Based on the analysis of grounded theory, sports spectatorship literacy consisted of sport spectator cognition, sport spectator attitude, sport spectator aesthetics, and sport spectator ethics. 2. The results of EFA showed the existence of sport spectator cognition explaining 65.64% total variances, the existence of sport spectator attitude explaining 71.68% total variances, the existence of sport spectator aesthetics explaining 70.39% total variances, and the existence of sport spectator ethics explaining 66.27% total variances. In addition, the internal consistency with alpha coefficient was ranging from .90 to .93. 3. The results of CFA indicated each latent construct in this study has almost reached the standards of preliminary fit, the overall model fit, and the fit of internal structure of model. It showed that the reliability and validity of the scale was acceptable for this study. To sum up, the result would be the milestone to verify the stability of sport spectatorship literacy. Currently, the scale could be used to access sports spectatorship literacy for future study and to develop the curriculum intervention in colleges. Since studies regarding to conceptualize sports spectatorship literacy and develop the scales could rarely be found in both local and overseas recently, it is essential to work on the issue continuously in the future.

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