

A study of the effect of social capital on recreational sport constraints: the negotiation process of amateur cycling facebook users

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Keywords: online social capital, constraints negotiation, social media site

Aim of paper and literature review

Participation in cycling has been evidenced to generate economic, environmental, social and physical benefits (Faulks, Ritchie, & Dodd, 2008). Despite the growth and the diverse positive outcomes of cycling participation, studies exploring participants' leisure experiences regarding the constraints negotiation process are still scant. The leisure literature has provided evidence that social interaction (e.g., interpersonal coordination) has a positive impact on the leisure constraints negotiation process (i.e., Prins et al., 2014). However, this line of research has focused only on the effect of overall social interaction in the constraints negotiation process, regardless of the way people form such social relationships (i.e., online vs. offline). As more and more people use SNS such as Twitter and Facebook to communicate with acquaintances and friends with shared interests (Ellison et al., 2007), this may imply that people develop online social capital or Facebook "friend" relationships to overcome their constraints for recreational sport participation. The present project therefore aims to explore Taiwanese amateur cycling participants' constraints negotiation processes with the intervention of social capital in the Facebook use context. Social capital was included to extend the examination of social capital from the off-line to the online social capital perspective.

Methodology

Online questionnaires will be distributed to members of the Taiwan Bike Association. The questionnaire was designed based on all constructs of the proposed structural model to examine the hypotheses of interest. The construct of social capital was measured using a translated version of Ellison, Steinfield, and Lampe's (2007) 19-item three-factor social capital scale. Constraint was assessed adopting the revised Chinese version of Ma and Ma's (2014) 25-item Recreational Sports Constraints Scale. Negotiation was measured using the 26-item Chinese version revised from Ma and Ma's (2014) 32-item Recreational Sports Negotiation Scale. Some items were either revised or deleted so as to be compatible with the context of cycling. All items were evaluated on a 5-point Likert scale. Respondents will be requested to report the frequency with which they have participated in cycling training over the past 12 months on a six-point scale ranging from 1 (not at all) to 6 (almost every day). Two self-reported items regarding Facebook behavior will be provided to measure the extent to which the cycling participants are actively engaged in Facebook activities: the number of Facebook friends and the amount of time spent on Facebook on a typical day (Ellison, Steinfield, & Lampe, 2007). Structural equation modeling will be used to evaluate the model fit using LISREL 8.80.

Expected outcomes

Results are not yet available at the time of abstract submission, author guarantees that the results will be presented at the conference. The structural model will be constructed based on previous research findings. Cronbach's alpha coefficients and confirmatory factor analyses for all constructs will be examined to ensure their reliability and validity. The expected outcomes may include the following: (1) overall online social capital will exert a strong negative influence on sports constraints, but will have positive influences on negotiation and participation; and (2) three kinds of online social capital will have diverse impacts on the way people negotiate their constraints. The results of this project should inform health promotion professionals of an intriguing implication for addressing effective online intervention strategies. Note: This research is supported by the Ministry of Science and Technology, Taiwan.

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