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Program and Abstracts

Characteristics of Sport Spectators in Taiwan

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This study attempts to investigate the characteristics of sport spectators compared to non-spectators of sports. Data analyzed in this paper were collected in the fifth cycle's survey of the research project 2007 "Taiwan Social Change Survey (TSCS)," conducted by the Institute of Sociology, Academia Sinica and sponsored by the National Science Council in Taiwan. The TSCS is the largest nationwide social survey in Taiwan. A total of 2,147 completed questionnaires were obtained for the Leisure Time module. The results showed that 778 people reported not having watched any sports on TV and that 1637 people reported having never attended sporting events in person. A cross-table was used to obtain two groups: 442 people attended live sports and also watched sports on TV, named sport-spectator group (SSG); 710 people neither attended live sports nor watched sports on TV, named non-sport-spectator group (NSSG). For demographic characteristics, the SSG was comprised of more men and fewer women than was the NSSG (pearson chi-square = 164.31, $p < .001$). The SSG had higher education (13.39 years) than did the NSSG (10.33 years) ($F = 153.84$, $p < .001$). The average age of the SSG was younger (36.29 years old) than was the NSSG (50.82 years old) ($F = 211.19$, $p < .001$). The SSG considered themselves as being of higher social status than did the NSSG. The SSG felt happier and healthier in their life than did the NSSG. For personality, compared to the NSSG, the SSG scored higher on measures of extraversion, being relaxed, and being imaginative and scored lower on conscientiousness. Compared to the SSG, the NSSG scored higher on measures of conservatism and neuroticism, and lower on measures of talkativeness and trusting others. For AIO (Activities, Interests, Opinions) of lifestyle, SSG are more actively participating in different types of leisure activities and are more willing to take risk and go to an unfamiliar place for vacation. The study provides useful information for international sport managers for how to further expand sport markets to Taiwan.

Global Trends of Research Performance of Sports

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This study attempted to evaluate the sport research for the past 16 years and identify mainstream issues. Data were based on the online version of Social Science Citation Index (SSCI) from 1993 to 2008. The SSCI was searched under the keywords "sport" and "sports" as a part of the title, abstract, or keywords to compile a bibliography of all papers related to sports research. During the 16-year period, a total of 10,691 publications were retrieved. Among them, article ($n = 7,655$; 72%) as the most-frequently used document type and therefore retained for further analysis. In the last 16 years, the annual number of articles devoted to sport research increased more than four-fold, i.e., from 219 in 1993 to 934 in 2008. The average article length fluctuated slightly, with an overall average length of 13.5 pages. The average number of authors per article rose from 2.1 in 1993 to 2.9 in 2008. The average number of cited references increased stably from 29 references per article to 40. Based on a cubic model fitting the yearly cumulative publications during 1993-2008, it can be predicted that, in 2016, the number of research articles on the topic of sports will be approximately twice of the number of publications in 2008. Synthetically analyzing source title keywords, author keywords and keyword plus, it can be concluded that physical education, athlete performance and sports participation seemed the mainstream issues of sport research in the sixteen-year study period. The words adolescents, youth,

children, adolescent, and athletes frequently appeared, which indicated that the emphasis of sport research was placed on these subject groups. Meanwhile, it was noticed that the popular modes of sports in research might be Soccer, Football, and Basketball. Moreover, in addition to a general word, Sport psychology, more specific or definite author keywords related to sport psychology also appeared: motivation, stress, anxiety, and self-esteem. This new bibliometric method can help researchers realize the panorama of sport research, and establish the further research direction.

Comparing the Motives for Watching Sports in Person and on TV

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This study attempted to compare the motives for attending games in stadium and motives for watching sports on TV. It was hypothesized that motives for watching sports in person are stronger than those for watching sports on TV due to the fact that attending games in stadium would take transportation cost and need to buy a ticket. Another hypothesis is that a major motive for people who attend games in person is more likely to be the self-esteem motive than for people who watch sports on TV. That is, the self-esteem motive has more power to drive people to attend games in person than the entertainment and sociability motives because attendees can support their teams more closely in stadium. A questionnaire was utilized, including: 1. Measures of entertainment, sociability and self-esteem motives (7-point Likert scales), 2. The major ONE motive that has the strongest influence on watching sports. In 2008 Olympic baseball qualifying tournament, 162 participants were recruited at Taichung Intercontinental Baseball Stadium when attending one of the tournament games in person, called the stadium group (STG). Additionally, 237 respondents were recruited at a university campus to answer the questionnaire based on their experiences in watching the tournament on TV, called the TV group (TVG). The sample was consisted of 202 females (51.1%). The majority of participants had at least a college education ($n = 353$, 89%) and were between 18 and 25 years old ($n = 238$, 65%) with a mean age of 25.70 years ($SD = 7.10$). The reliabilities of the three subscales of motives were between 0.83 and 0.86. An analysis of variance showed that the STG had higher level of motivation (entertainment = 5.68, sociability = 5.30, self-esteem = 5.16) than did the TVG (4.49, 4.03, 4.40) ($p < .05$). The first hypothesis is supported. Further, a higher percentage of people from the STG (43%) than that from the TVG (24%) chose self-esteem as the major motive for watching sports. The Chi Square analysis showed that the comparison was significant ($p < .001$). The second hypothesis is supported.

The development of a golf specific self-efficacy measure.

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Objective: To design and validate a questionnaire measuring self-efficacy in regards to performing golf skills related to one's overall golf performance. Self-efficacy's relationship with performance is regarded as, "the most influential psychological variable impacting sport performance" (Bond, et al., 2001). Defined as an individual's judgment of their capability to successfully execute a given task within a specific context, self-efficacy has been show to be strongly correlated with athletic performance (McAuley & Gill, 1983). Bandura suggests that efficacy beliefs influence "whether people think erratically or strategically, optimistically or pessimistically" (Bandura, 2006; p. 309). Thus, high efficacious individuals pursue challenges, set higher goals, put forth greater effort, and persist in the face of adversity (Feltz & Lirgg, 2001). Method: Participants completed a 35-item questionnaire, which was analyzed using Principle Components. Each factor was then analyzed for internal consistency