Association Strength between Sport and Human Values as a Function of the Involvement with Rio 2016 Olympic Games

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Facilities/Events - Other (Olympic Sport)
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In the last 15-20 years, the concept of legacy is constantly associated with expected results of any sport mega event. Among sport mega-events, the Olympic and Paralympic Games (OPG) have received special attention due to their magnitude, global appealing, and increasing costs. Media and academicians have been so avid to discuss the legacies of OPG that the International Olympic Committee (IOC) has amended the Olympic Charter to include new specific rules regarding the need of candidate host cities to plan for positive legacies (Girginov & Hills, 2008). Early legacy studies have focused on measuring positive, tangible, planned legacies based on macroeconomic indicators and benchmarking comparisons with previous experiences (Lee & Taylor, 2005; Preuss, 2007; Ritchie & Smith, 1991; Searle, 2002). Since economic analyses have failed to show unequivocal positive impacts for hosts (Kesenne, 2012; Ryan-Collins et al., 2008), OPG organizers and academicians have increasingly focused on intangible legacies (Minnaert, 2012; Waillt, 2003). Intangible legacies have attracted the attention of a large number of event scholars (Chalip, Green, Taks, & Misener, 2017; Kaplanidou & Karadakis, 2010; Misener, Taks, Chalip, & Green, 2015). Intangible legacies are also known as non-economic, non-infrastructural legacies, which can be related to individuals, to the community, or to the image of the host city/country (Minnaert, 2012). In this research, we focused on intangible legacies related to individuals. Sport mega-events are seen as opportunities for individuals to gather and develop skills (Smith, 2009). While investigating impacts of sport events on all different groups of individuals inside a society would be an impossible task, focusing on specific groups can make this task possible. Among different groups of individuals that might experience positive impacts from sport mega-events, sport professionals are one of the most likely to collect some positive personal benefits from hosting OPG “at home”. By sport professionals, we mean physical education teachers, sport coaches, fitness instructors, and other people who work directly with sport and/or physical exercise/activity. The hypothesis of this investigation is that the hosting the Games might create opportunities for sport professionals to perceive important values associated with sport and that these values should help them to improve their professional skills. The IOC has promoted the so-called “Olympic values” – friendship, excellence, and respect for a long time (IOC, 2014). More recently, the IOC has also promoted other values such as gender equity and non-discrimination on any basis (IOC, 2017). “Olympic values” are actually human values, which can and should be promoted through sports (Schwartz, 1994). Hosting the Games created a media coverage that highlighted stories about perseverance, hard-working, talent, and respect for the rules, which are all related to the human values. Using different types of media consumption as a surrogate measure of behavioral involvement with the Games (Beaton et al., 2011; Shank & Beasley, 1998), we tested the effects of such involvement on perceptions of the association between sport and human values. Therefore, the aim of this research was to explore and describe the association strength between sport and human values as a function of the involvement with the Rio 2016 Olympic Games.

Method
We conducted this research in three steps. In step one, based on the literature, we proposed 22 items to represent human values that should be related to sport activities (e.g. respect the individuality of each person). For data reduction, we conducted an exploratory factor analysis (EFA) with a sample of sport students (n = 541). In step two, we conducted a confirmatory factor analysis (CFA) with a sample of sport professionals (n = 278) to confirm the factor structure and to check validity and reliability (Churchill Jr, 1979; MacCallum et al., 1992). In step three, we tested a model using a covariance-based structural equation modeling, with data collected after the Rio 2016 Games from a sample of sport students and professionals (n = 466). In the structural model, we tested the influences of involvement with the Olympic Games (OG) and with the Paralympic Games (PG) on the association strength between sport and human values. The stem for the items to measure that association strength read, “Please, how strong do you believe is that association between sport and the following factors?” The items were responded on a
7-point Likert scale ranging from 1 (extremely weak) to 7 (extremely strong). Involvement with the OG and PG was measured separately based on how much time respondents spent watching TV and using the internet to watch competitions and to read news related to either the OG or the PG, during the Games.

Results, discussion, and implications
Results of the EFA indicated three factors, which we named friendship (3 items), excellence with respect (7 items), and no discrimination (9 items). Three items were dropped due to cross-loading. Results of the CFA in step two confirmed the three-factor model (CFI = .973; TLI = .968; RMSEA [90% CI] = .054 [.043; .064]). The three factors showed good validity and reliability: friendship (AVE = 0.53; alpha = 0.785), excellence with respect (AVE = 0.59; alpha = 0.909), and no discrimination (AVE = 0.67; alpha = 0.946). Results of the structural model, in step three, showed an acceptable fit (CFI = .925; TLI = .913; RMSEA [90% CI] = .069 [.063; .075]). While the path coefficients from involvement with the OG to all three factors (afri = 0.002, p = .973; arex = 0.001, p = .995; anod = 0.038, p = .476) were non-significant, the coefficients from involvement with the PG to all three factors were significant (a_fri = 0.150, p = .007; a_rex = 0.159, p = .002; a_nod = 0.129, p = .011). Involvement with the PG demonstrated positive influences on the association strength between sport and human values. The results showed that involvement with the PG can have a stronger impact on an intangible individual legacy – association strength between sport and human values – when compared to involvement with the OG. Previous researches have discussed differences between OG and PG legacies (e.g. Dickson et al, 2011; Misener et al., 2013), but they have not explored possible influences of factors related to the Games on specific intangible legacies. Exploring the relationship between such factors and intangible legacies have theoretical (e.g. proposal of distinct scales to measure intangible legacies of the OG and the PG) and practical (e.g. better understanding on how intangible legacies can be fostered in the host society) implications. The positive relationship between involvement with the PG and association strength between sport and human values represents the first step in the investigation of an important intangible legacy of the Games. The next step in this study should be to verify how perceptions of association strength between sport and human values might affect professional interventions in physical education and sport activities.