Social Capital from Sport Event Participation: Scale Development and Validation

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Prior research on sport event social capital mostly relied on qualitative methods. The lack of a sound scale for measuring social capital in sport-specific context hindered scholars from making quantitative inquiries. The purpose of this study was to develop a reliable and valid instrument for measuring social capital generated from sport event participation. Using a sample of 200 running event participants, the proposed Scale of Sport Event Social Capital (SSESC) were tested, purified, and validated. The final scale consisted of three dimensions: trust (three items), reciprocity (three items), and network (three items). Results from Exploratory Factor Analysis and correlation and regression analysis showed support for the convergent, discriminant, and predictive validity of SSESC. The SSESC provided a useful tool that allowed for hypothesis testing regarding sport event social capital across different samples and contexts, hence improve the generalizability of findings.