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Master's Thesis of Global Sport Management

GENDER AND STRATIFICATION

THE CAUSES OF LOW WOMEN
LEADERSHIP PARTICIPATION IN
UGANDAN SPORTS:
A CASE STUDY OF SPORTS FEDERATIONS IN
UGANDA

우간다 여성 스포츠 지도자의 성차별에 관한 연구:
스포츠 연맹의 사례를 중심으로

2021년 8월

서울대학교 대학원

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이 논문은 문화체육관광부와 국민체육진흥공단 지원을 받아 수행된 연구임

This work was supported by Ministry of Culture, Sports, and Tourism and Sports Promotion Foundation

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August 2021

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Abstract

GENDER AND STRATIFICATION

THE CAUSES OF LOW WOMEN LEADERSHIP PARTICIPATION IN UGANDAN SPORTS: A CASE STUDY OF SPORTS FEDERATIONS IN UGANDA

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Gender inequality in the sports industry has long been a contentious issue—even the founder of the modern Olympics, Baron Pierre de Coubertin, said in 1896, "It doesn't matter how difficult a sportswoman can be, her organism is not cut out in order to sustain those shocks."

It was a long journey to acceptance and recognition for women in sport, including the delays to an extent that UNESCO only accepted sport and physical activity as a human right for every human being way back in 1978.

Despite the challenges women face in sports, many women have led and are still leading the way. The road to gender equality and women's engagement in sports profits just as it does to men in helping improve leadership skills, enhance self-esteem and grades (boys in school), and encourage physical fitness. Women and girls who participate in sports and fitness activities are healthier.

Sport is recognized as having a relevant societal role in promoting education, fitness, intercultural dialog and individual growth, regardless of gender, ethnicity, age, capacity, religion, political affiliation, sexual orientation and socio-economic background. However, it was not until the 2012 London Summer Olympic Games that every country delegation included a female athlete. While the gender gap in sport remains closed due to biological differences affecting results, it is also affected by reduced opportunities and socio-political factors that influence the full participation of women in a wide range of sports around the world. Until the cultural atmosphere is equal, there is minimal scientific discussion of physiological differences using methods that analyze improvement in both male and female world sports records.

The goal of this research was to provide an insight to the issues underlying gender and sport inequalities in sport performance and sports participation in general in Uganda and to consider the impact of cultural and socio-political factors that ultimately continue to affect women's performance and Women sports in Uganda.

The research had three research questions to look at namely: - What the perception of sports leaders on gender stratification in the leadership and management of sports in Uganda are, How women sports leaders perceive female sports in terms of gender equality measures (i.e., participation, popularity and spectatorship interest) and then what the strategies for promoting gender equality among sports leaders in the entire sports sector are. The study used a Qualitative approach of research method where a case study was conducted to get as well as interpret the opinions, ideas and also experiences of sports leaders in Ugandan Sports Federations. A semi-structured questionnaire was utilized to collect information with regards to the study topic and objectives. The data was then analyzed by way of doing a thematic content analysis.

The results showed that among the many reasons why women are not involved in sports leadership is because the society believes that women are not able. Furthermore, women face a lot of challenges like sexual harassment and putting them on spotlight for them to prove their competence as women. And then more also that, the study was able to realize from the population of study some strategies for promoting gender equality. And one among the many is equal sharing and rotation of leadership and having to fill in different and equal candidates with regards to sex (male/female).

Keywords: Gender stratification, Gender inequality, Low women participation

Student Number : 2019-23462

Table of Contents

CHAPTER 1. INTRODUCTION.....	1
1.1. Background of the study	1
1.2. Problem Statement	3
1.3. Purpose of the Study	3
1.4. Research Questions.....	4
1.5. Scope of the Study	4
1.5.1. Geographical scope	4
1.5.2. Content scope	4
1.5.3. Time scope	4
1.5. Significance of the study.....	5
1.6. Definitions of Key Terms.....	5
Chapter 2: Literature Review	5
2.1. Introduction.....	5
2.2. Theories.....	6
2.2.1. Theory of Gender Stratification	6
2.2.2. Sports benefit for Socio Value	8
2.3. Review of Key Terms.....	1 1
2.3.1. Sports.....	1 1
2.3.2. Gender Stratification	1 3
2.4. History of Women’s Sport.....	1 5
Chapter 3. Method.....	2 4
3.3.1. Sampling Techniques and Procedures.....	2 5
3.3.2. Interview Participants Selection Criteria.....	2 6
Chapter 4. Result	3 0
4.1.1. Equal opportunities for both men and women to compete for top leadership positions	3 1
4.1.2. Women given opportunities to participate in sports leadership conferences and workshops.....	3 2
4.1.3. Women in management position are respected by staff members	3 3
4.1.4. The challenges faced by women in leadership positions.....	3 5
4.1.5. The challenges faced by women to grow up the career in sports leadership	3 7

4.2.1. The negative cultural prejudices that affect women participation in sports leadership.....	3 8
4.2.2. Men are more popular in sports activities/sports management in most federations than women	4 1
4.2.3. Community members/sports fans awareness of the influence of women in Sports	4 2
4.3. The Strategies for Promoting Gender Equality among Sports Leaders in the Entire Sports Sector	4 4
4.3.1. The actions taken by the federations in promoting gender equality among sports leaders	4 4
4.3.2. The actions that can be taken to promote women sports leaders.....	4 5
Chapter 5. Discussion, Conclusions and Recommendations	4 7
5.1. Discussion.....	4 7
5.2. Limitations of the study	4 8
5.3. Conclusion	4 9
5.4. Recommendation	5 1
References.....	5 2
APPENDIX 1: INTER`VIEW GUIDE	5 7
Appendix 2: Consent Form.....	6 0
Appendix 3: Coded Data.....	6 3
국문초록	7 8

CHAPTER 1. INTRODUCTION

1.1. Background of the study

Sport is an activity requiring direct physical competition with an opponent(s), has established procedures and rules, and defined criteria for determining victory. Whether or not there is an immediate tangible reward (e.g., trophy, medal, or money) for victory is irrelevant because

competitors have the immediate goal of winning the contest. What happens afterward does not change the nature of the contest (Lombardo, 2012). Sport has been a part of human history since antiquity. The etymology of the word "sport" comes from the old French word "desport" meaning leisure (Johnes, 2008). The oldest definition in English dates back to 1300 AD and means anything humans find amusing or entertaining (Johnes, 2008). Over time it has developed and evolved into a global phenomenon and a vital thread that connects civilizations, cultures, and most importantly people. It has taken many forms and has become a way to bridge the gap between different cultures that have been separated in some way (economically, socially, politically, etc.) (Tony, 2007).

Gender stratification refers to the unequal distribution of wealth, power, and privilege between the two sexes. Gender stratification can be analyzed on the basis of prestige, style of life, privileges, opportunities, association with social groups, income, education, occupation, and power (Ermira, 2016). The unequal distribution is illustrated by unequal figures regarding employment, participation in sports, politics, education, land ownership, household works, and so on (Connell, 2002). In regards to sports, historical reviews demonstrate that many societies had substantial female participation. For instance, in ancient Sparta, girls trained and competed in several sports, including running and wrestling (Golden, 2008). Nevertheless, it appears that males have been generally more involved than females in all historical societies (Potter, 2012). There has never been a time, from the dawn of civilization to the present, when women have been as involved in sports, as participants or spectators, as men have (Potter, 2012).

Cross-cultural ethnographic studies (Ferrar et al., 2012; Deaner & Smith, 2013) of sports in small-scale societies have also documented unambiguous evidence of female sports participation. For example, in North American Native Americans, there are many accounts of girls and women avidly playing double ball and shinny, both of which involve direct competition and coordinated team play (Craig, 2002). Nonetheless, ethnographers and anthropologists have ubiquitously

focused on male sports participation, and this is apparently because of the greater frequency and societal significance of male sports (Deaner et al., 2012).

Deaner & Smith, (2013) assessed the frequency of male and female sports across societies and found more male sports participation than female sports participation in all 50 societies. Studies (Vamplew, 2012; Hanson, 2012; Trolan, 2013) in large contemporary societies also support the claim of a consistent, possibly universal, sex difference in sports participation. These studies consistently report that males play sports more frequently than females, generally at least twice as much in terms of duration or frequency. This is true whether studies are based on behavioral observations (Deaner et al., 2012), experience sampling methods, or retrospective self-reports, including time-use diaries (Ferrar, Olds & Walters, 2012). The sex difference of this magnitude holds for both adults and children (Deaner et al., 2012). The evidence for a sex difference in sports spectatorship from historical and small-scale societies is similar to the evidence for a sex difference in sports participation in these societies. The available information indicates that males are more likely than females to be spectators in every society (Ferrar et al., 2012).

In Uganda, sport is traditionally a male-dominated sector, and progress in gender equality in this area is hindered by the social constructions of femininity and masculinity, which often associate sport with masculine characteristics, such as physical strength and resilience, speed, and a highly competitive, sometimes confrontational spirit. Women who engage in sports are mostly perceived as masculine, while men who are not interested in sports could be considered unmanly. Prevailing gender stereotypes affect not only women's participation in decision-making within sporting organizations, but also their participation in sporting activities (Deaner, Balish & Lombardo, 2016).

Traditional gender roles also dictate how many hours women spend on caring responsibilities, which can have a ripple effect on how much time is left over for sporting activities. While women spend more time on caring activities, compared with men, they participate less in other social activities, such as sporting, cultural, or leisure activities (Lombardo, 2015).

Despite increasing numbers of women in Sport management positions over the past thirty years, men still remain dominant in these roles, indicating a level of gender inequity within sport management (Hoeber & Shaw, 2003). There is a considerable imbalance between women and men with regard to who holds influence in the management of sport organizations (Harvego, 2001). Despite the efforts to increase diversity, women still face the glass ceiling when it comes to top management jobs (Pai & Vaidya, 2009). The higher the position, the less likely a

woman will be able to fill it. Yet most women have the ability to improve the performance of sports organizations through promoting diversity. This, therefore, created the need to investigate the views of Ugandan Sports leaders on sports and gender stratification in Uganda.

1.2. Problem Statement

Despite the gradually increasing participation of women in Sports in Uganda, women remain underrepresented in the decision-making bodies of sporting institutions at local, national, and global levels and also in participating in sports activities. This has affected the development of women's sports activities and also affected the number of Ugandan women participating and excelling in sports at both National and International levels. This is partly because decision-making in higher levels is mostly dominated by men leading to less representation of women's opinions (Deaner, Balish & Lombardo, 2016).

Coaching is another area of sports where women are largely underrepresented. Women coaches are mostly found in sports that have a high proportion of women participants (e.g. netball). Very few women coaches participate in sports dominated by men as participants. There are also more men than women employed in the general sports sector. Most people have the attitude that women cannot be good coaches as their male counterparts and this also mostly results from low women representation at higher levels. Coaching is mostly seen by most people as work done by men and this has denied most women the chance to participate and also contribute to promoting the sports sector in Uganda (Uganda Sports Federation, 2018).

Yet the low participation of women in sports denies them a chance to use their talents for both their benefit and the benefit of the entire society. It also affects the growth of the entire sports sector. Gender stratification in the sports sector still remains a key challenge in Uganda due to high inequality regarding the participation of both sex, but not much attention has been paid by researchers to the field. This, therefore, created the need to establish the causes of low women participation in Ugandan sports taking the case of Sports Federations in Uganda.

1.3. Purpose of the Study

To find out the reasons for the low participation of women in Ugandan sports taking the case of Sports Federations.

1.4. Research Questions

What is the perception of sports leaders on gender stratification in the leadership and management of sports in Uganda?

How do women sports leaders perceive female sports in terms of gender equality measures (i.e., participation, popularity, and spectatorship interest)?

What are the strategies for promoting gender equality among sports leaders in the entire sports sector?

1.5. Scope of the Study

1.5.1. Geographical scope

The study will be carried out in Uganda. All sports leaders in the 43 Sports Organizations across the country will participate in the study. Uganda is one of the African countries in the East African region bordering Kenya in the East, Tanzania in the South, South Sudan in the North, and the Democratic Republic of Congo in the West. The sports sector in Uganda is growing with the most played sports activities at the international level including; Athletics, Netball, Kickboxing, and Football.

1.5.2. Content scope

The subject scope for this study will include establishing the reasons for the low participation of women in Ugandan Sports Federations. The study will focus on; establishing the perception of sports leaders on gender stratification in the leadership and management of sports in Uganda; establishing the perception of women sports leaders on female sports in terms of gender equality measures (i.e., participation, popularity, and spectatorship interest); and establishing the strategies for promoting gender equality among sports leaders in the entire sports sector.

1.5.3. Time scope

This study will cover a period of five years, that is, from 2014 to 2019. Gender stratification among sports leaders, management, and athletes in this period will be investigated. This time will be selected for the study because the period has been characterized by increasing levels of gender inequality in the country.

1.5. Significance of the study

The study has a great contribution to the body of knowledge. Academicians and scholars may use it as a useful addition to the body of the available information on stereotypes/culture, gender stratification, and sports among sports leaders in Uganda.

The Ministry of Education and Sports, FUFA will get to understand some of the issues related to gender stratification in Uganda such that recommendation measures can be put in place before the situation worsen. This is because the level of gender inequalities among the athletes in different sports activities and leadership levels will be established and its effects on the performance of the sports sector understood.

The researcher will improve on her research skills, analytical skills, and conceptual skills. The study will equip the researcher with skills in methods of data collection, report writing, and presentation. The researcher will also be able to establish the gaps in the sports sector regarding gender stratification and stereotypes after which she can play a role in solving the problem.

1.6. Definitions of Key Terms

Gender: Is a social construction whereby people are grouped and defined based on the biological distinction of males and females and this distinction is based purely as a result of birth.

Stratification: Is a process by which resources and opportunities are distributed among various social actors based on certain criteria which may be by sex, age, race, ethnicity, and / region.

Gender Stratification refers to the unequal distribution of wealth, power, and privilege between the two sexes

Chapter 2: Literature Review

2.1. Introduction

This chapter presents the review of the literature related to the study from the previous studies carried out by various scholars. Theoretical perspectives related to this topic have also been reviewed and are presented in this chapter. The review

was made in reference to the study variables.

2.2. Theories

2.2.1. Theory of Gender Stratification

Different theories of gender stratification are hints by different scholars. In light of this, the present study is guided by Marvin Harris's theory of the male-supremacy. The first ethnological evidence for the existence of a pervasive institutionalized complex of male supremacy consists of asymmetrical frequencies of sex-linked practices and beliefs which on logical grounds alone either ought to not be sex-linked or must occur with equal frequency in their male-centered and female-centered forms. Certain aspects of this complex are well-known; others are less well-known or have hitherto been viewed as isolated phenomena.

Among the more familiar parts of the complex are the male-centered post-marital locality practices and descent ideologies. During a study by Murdock (1967), three-quarters of 1,179 societies classified are either patrilocal or virilocal while only 1 tenth are matrilocal or uxorilocal. Postmarital residence is closely related to control over access to, and therefore the disposition and inheritance of, natural resources, capital, and labor power. The most effective comparative evidence for male dominance in these spheres consists of the skewed distributions of descent rules. Thus patrilineality occurs five times more frequently than matrilineality.

The interpretation of the statistical imbalance in sex-linked residence and descent rules as evidence for male dominance of the decision-making process accountable for the allocation of domestic resources, capital, and labor power, is strengthened by two remarkable facts: In matrilineal societies, avunculocality occurs more frequently than matrilocality, and therefore the logical opposite of avunculocality doesn't occur in the least. The logical opposite of avunculocality is termed amitalocality (Murdock 1949). It would involve if it existed, post-marital residence with wife's father's sister instead of as within the case of avunculocality, residence with husband's mother's brother.

The high frequency of avunculocality and patrilocality in matrilineal societies-they are the prevailing residence pattern in 58% of matrilineal societies-is best explained by the subsequent theory. In matrilineal societies no but in patrilineal societies, males dominate the allocation of domestic resources, labor, and capital. Matrilineal societies, therefore, tend to revert to patrilocal, patrilineal systems. Avunculocality may introduce the cycle that leads back to patrilocality (Divale 1974a, 1974b; Schlegel 1972). In contrast, there's no basis for interpreting most

cases of matrilineality as an innovative cycle that begins with matrilineality, passes through a patrilocal phase, so reverts to matrilocality. Such an alternate interpretation would be valid providing evidence existed to point that patrilocal, patrilineal systems older an amitalocal phase. Amitalocality doesn't exist.

Equally strong evidence for the pervasiveness of male dominance within the domestic sphere is provided by the distribution of marriage forms. Polygamy occurs 141 times more frequently than polyandry. Logically, there should be some advantages in having several males simultaneously provide food and services for one woman and her children. Such a rendezvous would appear to be a minimum of as efficient as having one husband provide food and services for several women and their children. Polyandry is additionally remarkably underrepresented when its potential for regulating increment is taken into account. Polygamy encourages the rearing of female infants so as to produce plural wives whereas polyandry in theory a minimum of is best fitted to societies that depend upon female infanticide to control growth. Such populations are extremely common. Therefore, the actual fact that polygamy is such a lot more common than polyandry implies the existence of powerful adaptive advantages related to polygamy.

Male supremacy is even more directly displayed within the asymmetry of political institutions. Headmanship occurs widely in urban and village societies; headwomanship, in a very strictly analogous sense, is not any more common than polyandry, if it exists the least bit. Control over redistributive systems in pre-state societies is seldom if ever vested in women. The institution of big man which occupies a critical position within the evolution of sophistication stratification isn't matched anywhere by a comparable institution of massive woman. Shamanic leadership is additionally male-centered; female shamans do occur, but they're nearly always less numerous and fewer prominent than male shamans. When the full number of occupations in an exceedingly society are considered, women always have fewer economic roles receptive them, and even once they exercise some control over the process their status remains below males (Divale 1976; Sanday1973).

What accounts for the scope, persistence, and distribution of the male supremacist complex? The foremost obvious explanation is that institutionalized male supremacy could be a direct product of genetically determined human sexual dimorphism which endows males with taller stature, heavier musculature, and more of the hormones that are useful for aggression. But this hypothesis accounts for less than a part of the complex into account. It accounts for why males instead of females dominate domestic, political, religious, economic, and military institutions. Yet it cannot satisfactorily account for the preference for male children as

objectified within the unbalanced sex ratios. Indeed, to the extent that there's polygyny, competition for girls, and therefore the exploitation of female labor, simple biological determinism leads one to expect that more females than males would be reared to reproductive age.

Infrahuman primate populations don't have comparable sex ratios. Since women are exploited by men, one would expect girls to outnumber boys even as slaves outnumber masters, serfs outnumber feudal lords, and proletarians outnumber capitalists. Several recent studies have shown that even in hunting societies, per capita, women are productively more valuable than men (Lee 1972; Morren 1973). And polygamy confirms the nice value which men place on women. Thus, polygamy stands in mysterious 'contradiction to the high frequency of the practice of female infanticide. Polygamy renders most males superfluous as far as replacement of population is worried. Since males control domestic and political institutions, one would expect the quantity of females per male to be maximized. Instead, we discover female infanticide limiting the quantity of females, and polygamy exacerbating the shortage.

There is one distinctively human cultural practice, the presence of which might be wont to predict all of the components of the male supremacist complex, and which seems capable of explaining the apparent contradiction involved in combining polygamy and also the exploitation of female labor with the rearing of more males than females. Wherever preindustrial warfare occurs, we advise that a premium survival advantage is conferred upon the group that rears the biggest number of fierce and aggressive warriors (Sipes 1973; Otterbein 1970; Naroll and Divale 1976). Given warfare, males instead of females are trained to be fierce and aggressive because in hand combat with muscle-powered weapons the common height and weight advantage of males is decisive for individual and group survival.

2.2.2. Sports benefit for Socio Value

Communications platform

Nelson Mandela, former President of South Africa, once said that: Sport is probably the most effective means of communication in the modern world, by passing both verbal and written communication and reaching directly out to billions of people world-wide. There is no doubt that sport is a viable and legitimate way of building friendship between people or groups of people, regions, tribes, nations" (Maguire, 2005).

Along the same lines, Coalter (2010) argued that over the past few decades sport has emerged as global mass entertainment and has become one of the most

powerful and far-reaching communications platforms in the world. Based on his views, this has been possible because global sport events offer the capacity to reach vast numbers of people worldwide; they are effective platforms for public education and social mobilization. He further stated that by extension, high-performance athletes have become global celebrities in their own right, enabling them to serve as powerful ambassadors, spokespersons, and role models for development and peace initiatives.

Sport world today is getting technological by combining natural athletic talent with advanced analytics and artificial intelligent to produce the best possible outcomes on the playing field of sports. Sport excites people as a triumph of human effort, with Barr (2016) stating that behind the scenes are a number of things that go into that triumph and at the top is technology. Technology has been utilized in sport for many years in various forms and play particularly vital role especially for the elite sport.

Indeed, technology plays an important part in modern sport, with it being a necessary part of some sports (such as motorsport), and used in others to improve performance. The thematic applications of technology include sporting equipment; clothing and wearable's; facilities; competition adjudication and formats; media broadcasting and communications and performance analytics. Hence, technology and sport have had something of a rocky relationship over the years (Bass & Eynon, 2009). Turner (2013) opined that in the beginning sports and technology did not always seem like the most likely pairing. Considering the nature of sport and equipment used to play and with the recent convergence of technologies, many functions are fused into small devices.

Democratizing effect of sport

The "Democratizing effect of Sport" assumes that sport contributes to maintaining the balance of power between various groups with different characteristics, like race, gender, and class. The exercising of sports has positive influences on divides within groups, as it is seen as a 'neutral social space where everyone is equal (Coalter, 2007). Therefore, participation in sports can counter social exclusion and discrimination by reinforcing community spirit and increasing social interaction. People who feel socially excluded can build up their self-esteem by playing sports, which on the other hand often reduces the temptation of anti-social behavior and violence (The Scottish Office, 1992 in Coalter, 2007). According to Sugden and Bairner (1998), using sport for intervention in divided societies means to take active steps towards mutual understanding and conflict

resolution on a grassroots level and in doing so to facilitate and complement peace processes on a bigger political scale. This can be achieved through a critical left-realist approach to sport intervention which is framed by universal human rights and values and a commitment to social justice. An example demonstrating that sport culture has a binding function would be the image of sporting heroes.

South Africa has faced many struggles in the past 60 years or so in regards to racial political issues. Post-apartheid, in the context of wider social transformations and in its attempt to establish racially equal sports, the South African government introduced a quota system in sports such as Rugby, Football, and Cricket to ensure that the respective teams included a certain number of black players. South Africa's transformation has been specifically aided through sports and their hosting of major events such as the FIFA World Cup 2010. This has been a way of South Africa demonstrating to the world how they are now unified as a 'rainbow nation'. Apparently, the sport industry can help bridge the social divides by allocating important international championships in countries that can benefit from them. However, the introduction of racial quotas brought about a lot of controversy because it was seen as undermining the basic fundamentals of sport. The decision for introducing racial quotas was obviously designed to promote social inclusion and breed black sporting heroes in the new South Africa but proved controversial with many players such as Kevin Peter Pietersen, a South African-born cricketer, who switched to England (Kilvington, 2012).

Identification/Belongingness

Apart from having a binding function and being a collective interest, sport also shapes national identities and forms national characters. The 'identification effect of sport' assumes that sport can give one a sense of belonging to a group and/or a sense of national identity. Mega events such as the Olympics or the FIFA World Cup are a shared identification point and are therefore of great importance in shaping national identities. People of the same nation, but of different social standing, come together, as they identify with the same team and they are 'taking sides' (Whannel, 1992). The medal ceremony at the Olympic Games is a fitting example, as it epitomizes national identification and affect (Boyle and Haynes, 2000; Miller et al, 2004). People follow the Olympics not merely because of their interest in sport, but also because of its cultural meaning: 'people in many nations

feel obliged to watch' it (Roche, 2004). At the medal ceremony, the athletes are 'draped in the colours and insignia' of their nation, after receiving the medal they 'turn their gaze to their national flags', while the anthem of the winning athlete or team is played (Miller et al, 2004). It is a normal procedure for a lot of spectators, to stand for their national anthem, at home.

However, such mega events do not only contribute to a national get-together but also play a role in the process of globalization - a term that has become a fashionable mantra in the twentieth-first century. The Olympic Games make up the most appropriate example, showing how far sports can contribute to globalization, as they can be regarded as a 'globally mediated event', followed by millions of people all over the world (Roche, 2006). The traditional Olympic values serve as 'universalistic ideals of peace and education' and hence act as global beliefs, 'one world awareness'. Thanks to the advances of technology, especially the internet and satellite television, people in different continents have common experiences as they can watch the 'same thing at the same time' (Roche, 2006). The Olympics can be regarded as a global place, promoting universalistic values such as peace and cooperation. After all, the meaning of the Olympic flag's colors is that they all represent a world continent, nested in each other. In the London Olympic Games 2012, about 205 nations took part in 300 events, involving people from a variety of abilities and backgrounds. Volunteering was also encouraged with approximately 70,000 volunteers in London 2012, alongside special needs awareness evidenced by the hosting of Paralympics with the participation of 147 nations.

2.3. Review of Key Terms

2.3.1. Sports

Sport is an activity requiring direct physical competition with an opponent(s), has established procedures and rules, and defined criteria for determining victory. Whether or not there is an immediate tangible reward (e.g., trophy, medal, or money) for victory is irrelevant because competitors have the immediate goal of winning the contest. What happens afterward does not change the nature of the contest (Lombardo, 2012).

Sport encourages social interaction, which is important for both young and old, women and men, and promotes physical and mental health. By participating in

sports, girls can derive many of the benefits long enjoyed by boys. Physical activity develops healthy lifestyle habits and is beneficial for physical and mental health. The beneficial effects of sport on individual health accelerate overall health indicators of the community. Sports participation can also foster education, communication, negotiation skills, and leadership, vital for women's empowerment (Rizwan et al., 2018).

Participation in sports can help to build self-confidence, a crucial component in empowering girls and young women to take on new roles and to challenge the barriers that they encounter. Participation in sport promotes body consciousness, which has been shown to reduce rates of teenage pregnancy (Njelesani, 2011). Membership on a sports team has positive benefits in terms of building relationships between team members, and teaching teamwork skills, which can later be useful to women in a professional environment. Sport can also be used to motivate groups of supporters by role modeling. Girls can benefit from the encouragement and leadership of a coach, who can serve as an important role model and trusted confidante for them as they manoeuvre the difficult period of adolescence. It is also recognised that there is a strong connection between participation in sport with academic success. Girls who participate in sports tend to be more focused, disciplined in their studies, and successful in school (Njelesani, 2011)

Peacock (2011) noted that sport is one of the most ubiquitous activities of modern contemporary society, and suggested that the twentieth century should be recognized as 'The Century of Sport' for elevating the development of modern sport. Moving forward into the twenty-first century, sport has become more contemporarily declared a human right that should be utilized for the common good of all peoples.

Following the UN's recognition at the turn of the century that sport – as a universal language and fundamental right for all (Beutler, 2008), is a vehicle with the potential to significantly facilitate progress towards achieving the MDGs, the first decade of the twenty-first century has witnessed an enormous intensification of sport-in-development initiatives (Levermore, 2008a). Indeed, there have been a growing number of institutions strategically focusing their efforts on the primary goal of international development through a utilization of the pervasive values attributed to sport (Njelesani, 2011).

Sport for the purposes of development and peace was at the forefront of the UN declaring 2005 as its International Year of Sport and Physical Education (Darnell, 2010), and the global development aspirations for sport became

crystalized (Levermore & Beacom, 2008; United Nations, 2005). The world of sport presents a natural partnership for the United Nations system. By its very nature sport is about participation. It is about inclusion and citizenship. Sport brings individuals and communities together, highlighting commonalities and bridging cultural or ethnic divides. Sport provides a forum to learn skills such as discipline, confidence, and leadership and it teaches core principles such as tolerance, cooperation, and respect. Sport teaches the value of effort and how to manage victory, as well as defeat. When these positive aspects of sport are emphasized, sport becomes a powerful vehicle through which the United Nations can work towards achieving its goals (Giulianotti, 2011).

2.3.2. Gender Stratification

Gender stratification refers to the unequal distribution of wealth, power, and privilege between the two sexes. Gender stratification can be analyzed on the bases of prestige, style of life, privileges, opportunities, association with social groups, income, education, occupation, and power (Ermira, 2016). The unequal distribution is illustrated by unequal figures regarding employment, participation in politics, education, land ownership, household works, and so on. Most wealth is in the hands of men, most big institutions are run by men, most science and technology is controlled by men (Connell, 2002).

Gender stratification was not considered by most researchers in social sciences until the 1970s. Until the 1970s, the differences between men and women were considered as natural and mainly based on biological origin. Gender was not yet a dimension of analysis in most parts of the world including; American, British, or French sociology, and not yet a principle of stratification (Afshan et al., 2017)

According to Nsirim-Worlu, (2011) it has been noted that the consequences of gender stratification are many and vary from society to society. First, a very major effect of stratification is social inequality as corroborated by such scholars as Eaton (2001); (Ifeanacho and Okaba in Anikpo and Atieme 2006). Social inequality has many fangs with which it destroys society; some of which are domination and oppression. It is obvious that anything whether human or not that is ascribed with low status by the society is an object of elimination when the need arises. This fact is exemplified as recorded in China, India and Pakistan where females are killed, sent into prostitution and sometimes starved when the need arises. Such less valued individuals can be commoditized as object of economic or wealth accrument to their families; therefore, she can be given out in marriage very early in life. Following marriage, the only available option is for her to be a child making machine (Smith, El-Anis & Farrands, 2011). The woman hence continues to make

children in order to at least harp on her biology to attract some affection and relevance; even if she dies in the process of parturition is of no significance. Nevertheless, both the economic and social status of such woman (individual) is irreparably lower. The woman is continuously denied property and inheritance right, in both her family of orientation and procreation. Ironically, it is very pitiable to state that majority of women are not aware of their rights regarding gender equality and that the men that know about the existence of such laws, endeavor to keep it eternally secret (Solomon et al., 2013)

Stratification by gender leads to low self-image. Most women in the world are denied certain opportunities; such as opportunity to obtain bank loans under the guise of providing collateral despite the fact that those establishments that make such demands are aware that women are not entitled to own landed property in their communities. This actual denial of certain rights of women by the society brings about low self-image of women and this low self-image makes most women timid. This makes some women to engage in anti-social behaviors some of which are; prostitution, gossips and the other majority become steady and regular faces in churches which also is a means of cushioning the effect of self-image problem (Nsirim-Worlu, 2011)

Furthermore, is the issue of low output. This is common especially as the labour of women are not quantified and priced in most societies. The amount of time women spend on family care is not considered economically which is why no member of the society takes the women of wealth into consideration when families are ranked socially by wealth (Senne, 2016). Under the given circumstance, most women hand over whatever wealth they have accumulated to their husbands including land bequeathed to them as dowry during weddings. On the other hand, some women hand over money and property to their brothers who use such wealth to update their individual families and thereby receive societal approval; while the women are viewed as never do wells (Ermira, 2016).

Eaton (2000) noted that as a result of the way that society views and treats women, some of them present with fatalism. Fatalism is a situation where external factors in the environment make the women vulnerable to psychological disorders. A woman is forbidden to complain aloud if she experiences difficulties with either her spouse or male siblings; she cannot decide or determine the number of children she should have, nor speak out if raped. Lo and behold, the bottled up emotions over a long period manifest as mental disorders of varying magnitude of which she may not be given the opportunity of early or no medical attention.

2.4. History of Women's Sport

Sport that is played today has been developed in the 19th century. Intellectuals distinguish ancient sport from contemporary sport. The first was mainly associated with physical recreations and is defined as a variety of activities procuring pleasure in the relaxation time. The second one corresponds to a physical activity linked with competition, rules and ethics. If one of the two criteria is not fulfilled, then it's not considered as a sport. Nevertheless, many activities have been classified as a sport these days while they are not so related with physical activities, and have not met all of the conditions. Even though women's sport is still not so widespread nowadays, women have always participated in sport games since millennia. Many art objects such as paintings and sculptures can testify to this. As always, women are more marginal (Messner, Cooky & Hextrum, 2010).

Women have been participating in sport games for more than 2000 years. Archaeologists have found some paintings which showed women doing acrobatic and military games, tug of war, croquet, ball games, dance, swimming and wrestling (International Olympic Committee, 2000). At the time of Minoan civilization (2700 – 1200 B.C.), society was matrilineal. It means that unlike today, children received their mother's last name as their own last name. Women had a better position and some kind of power. They were really well-known for acrobatics on bulls and admired also. They were able to take part in shooting parties, but also activities of fishing, dance, boxing and wrestling. During the Antiquity (3000 B.C. – 600 A.C.), ball games were in the spotlight (Burton, 2015)

On the Asian continent, in China many physical sports were suggested to women, such as wrestling, martial arts, rowing, polo and handling of a sabre, in addition to other common sports (ball games, acrobatics, and dance). Moreover, under Han (206-220 B.C.) and Tang (618-907 A.C.) dynasties, women were forbidden to do vigorous sports. It shows that one powerful family can dismantle an ideology, which is settling since many years. Dance was the only authorized sport. In India, sports combined with arts were possible for women. They were doing mostly juggling, dance, and yoga. Hunting was allowed even so (Katie, 2011).

In ancient Greece, culture devoted a special attention to physical strength and agility of women. Goddesses were showed as hunting and driving chariots, like Eos (Goddess of the dawn). The Amazons, which are a nation composed by only female warriors in Greek mythology, are identified as excellent riders, hunters and archers.

Despite this perception, women were excluded from the social, economic, political and athletic lives. They were even not allowed to attend Olympic Games or official games for men, and to participate to the celebrations. In Sparta, Cynisca, who was a Greek princess of the city, was the first woman to win at the ancient Olympic Games.

Notwithstanding the prohibition, she managed to breed horses, and to train them (Supovitz & Goldwater, 2014). As women could not go inside the Olympic stadium, she trained also some men to compete during the four-horse chariot racing, and they won twice in a row. Nonetheless, she was seen as a tomboy and an excellent equestrian. Women had still some celebrations and events dedicated to them. The best known is the ancient Heraean Games, given over to the goddess Hera. Thereafter, the games could take place at Olympia, the main stadium. The competition consisted of foot races only. In Italy, under the Roman Empire, women had more liberty and power in the society. They were able to handle strong sports: some were doing athletics (Discus throw, dumbbell, ball games) or fencing, and few of them were gladiators (Fullagar & Toohey, 2009).

In the Middle Age, generally, women became less powerful than men in the society, so sports were increasingly restricted to them. All abilities related to chivalry were only taught to men. Women could play ball games occasionally. At the end of this era, an evolution came and women gained the authorization to hunt, to dance, to do foot races and horse races, to do archery, and to skate. During this period, the society was mainly separated into categories of people. The nobility (men and women) could do archery, hunting, tennis, fencing and golf; whereas, the Third Estate (bourgeoisie, wage-laborers, free peasants, villains) were mainly playing ball games. Hence, the progress allowed the development of sports (more athletes, more new sports) (Walseth & Strandbu, 2014).

The 17th Century was characterized by the first attempts to institutionalize sports in Europe. In the European continent, women could skate, dance, hunt and go horse riding. In England, women were mainly spectators of men's competitions, but could still play cricket and rackets. Few women had been representatives of women's sport in boxing, hiking and wrestling. In Japan, a painting (A football game by Kawamata Tsuneyuki) shows women from the upper class playing football, during the Edo period (1600 – 1868). Then, during many millennia, women have been excluded from sports. They expressed themselves in dance, music, swimming, board and parlour games (Khalaf, 2014).

In the 19th Century, women were still considered as the low sex. During this period, they did skating or gymnastics, play rackets and for the lucky ones even do

archery. These three sports can be done by women because they corresponded to the nature of women and emphasized esthetical qualities (grace, elegance, beauty) and hygienic considerations. Sport is already seen as a vector to learn life and to prepare for future jobs.

In France, the law of Camille Sée in 1880 allowed girls to gain access to schools and forces teachers to teach gymnastics to them. Even though it is an important event in the women's situation, they are still considered as mothers or housewives. The law explains that:

Primary school can and should do a sufficient share of time to bodily exercises to prepare and predispose boys to future works of soldier and workers, girls to care of the home and tasks of women and that educational processes should be adapted to age and gender, prejudices and habits (Shores et al., 2007).

Woman has to fulfill a complementary role in the society of man. Women are required to majorly function as mothers; if she has the duty of being strong to fulfill this mission, she should also have grace to charm, and, besides, be enlightened on her function. Although at first, cycling and skiing were not allowed to women. It was believed that nature didn't create woman for this kind of sport (cycling), being only a uterus surrounded by bodies, riding astride and pedaling would be dangerous for her health. Little by little, however, cycling and skiing for women were tolerated and even praised by some masculine athletes or intellectuals (Katie, 2011).

In 1896, Olympic Games were renovated by Pierre de Coubertin and took place in Athens. No woman participated. Indeed, in 1896, the founder of the modern Olympics said that Olympic Games must be reserved for men as women cannot sustain certain shocks. However, these comments were against the fourth principle of the Olympic Charter: "the practice of sport is a human right. Every individual must have the possibility of practicing sport, without discrimination of any kind (Prtoric, 2012)".

In the second Summer Olympic Games, in 1900, in Paris, 22 women (Olympic Movement, 2013) were allowed to compete, out of 997 participants. They mostly took part in tennis and golf events, and a little bit in croquet, fishing, ball games, shooting, sailing, horse riding, rescue and rowing events. Athletics events were not integrated in these Games yet. Despite that, the International Women's Sports Federation (FISI) (International Olympic Committee, 2000) , created in 1921 by Alice Milliat, organized Women's World Games four times

(1922, 1926, 1930, 1934). The two objectives of this federation were to include women's athletics events in the Olympic Games and to lead to the recognition of women's athletics by the International Association of Athletics Federations (IAAF).

The first aim was reached in 1928 for the Olympic Games in Amsterdam: five disciplines were integrated for women (100 metres, 800 metres, high jump, discus thrown, 4x100 meters relay). In 1936, almost all athletics events had female and masculine events. The second aim was achieved also before the end of the FISU in 1938: women's athletics were integrated into the activities of IAAF. The organization has also established some international congresses to integrate new disciplines for women's sport, to register records, and to structure women's sports with standard rules (Lombardo, 2012).

In 1920's woman start campaigning and protesting: rejection of the corset, short and slicked back hair, convenient and light clothes, all signified a refusal of pre-war gender segregation. During the First World War, women had started to replace men at work. In 1944, they got voting rights and two years later, the principle of gender equality was written in the Constitution of the fourth Republic (Ahmad, 2015).

After the Second World War, women's sport keeps developing in France and all over the world. Society sees the rise of feminism. More and more women have access to many jobs, and then do sports. In 1963, schools became mixed and the physical education also from 1960's. Nevertheless, prejudices are still present and women doing manly sports are seen as not feminine (Coakley and Pike, 2014). Even though the number of women doing sports has increased significantly, women are still a minority compared to the number of male athletes. Federations have accepted the idea of women's teams, however they are mostly managed by men. Since 19th Century, women have faced different resistances, of a cultural, scientific, social and institutional nature. In 1978, UNESCO recognized sports and physical activity as a human right. Gender equality has become a more visible issue (Coakley and Pike, 2014).

2.5. The gender stratification in the leadership and management of sports

Throughout the course of history women have had to fight for a place in society. Women have had fewer legal rights and career opportunities than men over the past hundred years. A woman's main role has always been to be a wife, and then to be a mother. Women have been stereotyped for years as being the less intellectual and weaker sex (Cohen & Huffman, 2007). Despite increasing numbers of women in senior sport management positions over the past thirty years, men still remain dominant in these roles, indicating a level of gender inequity within sport management (Hoeber & Shaw, 2003). About twenty years ago, the term "glass ceiling" was coined by the Wall Street Journal to describe the apparent barriers that prevent women and minorities from reaching the top of the corporate hierarchy (Pai & Vaidya, 2009). A glass ceiling effect is evident if the magnitude of the inequality not only increases, but also accelerates, as one moves up the hierarchy (Pai & Vaidya, 2009).

As organizations such as the Women's Sports Foundation, the Canadian Association for the Advancement of Women in Sport, and Women sport Australia have attested, there is a considerable imbalance between women and men with regard to who holds influence in the management of sport organizations (Harvego, 2001; Women sport Australia, 2001; Women's Sports Foundation, 2001a).

Sport organizations are recognized as institutions that often do not welcome gender equity policies (Sport England, 2001). When women first started to enter the corporate world as managers in substantial numbers in the late 1960's and early 1970's, very few expected to pursue a career path leading to a senior management position (Hoeber & Shaw, 2003). Corporate policies at the time did not include affirmative action programs to promote women to senior management positions, which made the first generation of women managers even more wary of setting a goal to rise to the top (Morrison, 1992). The continuing reliance on male CEOs for board members is increasingly less practical and potentially dilutes quality (Luis-Carnicer, Martinez-Sanchez, & Perez, 2008). On average this implies a much lower quality than if the candidates are selected among the best from the distribution of both men and women quality (Luis-Carnicer, Martinez-Sanchez, & Perez, 2008). There has been an abundance of literature collected in the past based on women in leadership and management positions within the work places.

Several studies have shown that despite the efforts to increase diversity, women still face the glass ceiling when it comes to top management jobs (Pai & Vaidya, 2009). The higher the position, the less likely a woman will be able to fill it.

The existence of the “glass ceiling” is not limited to the United States. Wirth (2001) highlighted the point by stating that only 3% of top management positions are held by women in the world’s largest organizations. Corporate policies and practices in training and career development, promotion, and compensation are often identified as major components of the glass ceiling that prevent women from making it to the top (Oakley, 2000). Oakley (2000) states that explanations for why women have not risen to the top include: inadequate career opportunities, gender-based stereotypes, the old boy network, and tokenism.

Other explanations according to Oakley (2000) include the differences between female leadership styles, and the type of leadership style expected at the top of organizations, feminist explanations for the underrepresentation of women in top management positions. Three general categories emerged in Lemons and Parzinger’s (2001) study as potential barriers to the advancement of women: educational aspects and family characteristics, corporate cultures, and sociological factors. Other reasons for women’s under-representation in the senior management of sport organizations are linked to the perceived “naturalness” of men occupying those positions (Hoerber & Shaw, 2003).

Women face gender equity issues as athletes and as sport governance officials. There is a lack of women in leadership positions in sport due to the fact that sport is a gendered institution and that all processes operate within a hegemonic masculine norm (Burton, 2015). Furthermore, sport institutions have institutionalized masculinity as the operating principle within sport, which identifies male activity as privileged, and reinforcing masculinity and masculine behavior as acceptable leadership qualities required in sport (Burton, 2015). Therefore, it is said that gender inequality has become an institutionalized practice within sport organizations. Women hold only 33% of general manager positions within the Women’s National Basketball Association, and outside of the U.S., women are less likely to hold leadership positions in sports, including volunteer and professional level organizations. Furthermore, the International Olympic Committee has only recently met its self-imposed threshold of at least 20% women as members of the board (17). Within national Olympic governing bodies (NOGBs), 85.3% of those governing bodies are composed of all male leadership teams, and 14.1% have male/female leadership teams, whereas only one (.5%), Zambia, has an all-female leadership team (Smith & Wrynn, 2013).

2.6. The gender stratification among athletes that participate in the different sports activities

Sporting activities are related to many aspects of life, for instance: they have positive effects on health and mental development; can help develop social networks and enhance social connections and skills; maintain social structures in communities; influence the economy; help people to get jobs or work and give shape to cultural and national identities (Bloom et al. 2005). Participation in sports increases mental health and improves well-being (Milne et al. 2014). However, despite all these benefits of sport and physical exercise, most people do not participate on a regular basis, especially women and girls.

Women and girls face many problems in sport participation; the economic status of their family is an important factor which plays a major role in their involvement in sport, especially for girls. Religion and culture are listed as second (Walseth and Strandbu 2014). Insufficient economic status or a lack of sponsors can result in termination from participation in sports (Ahmad 2015). The Iranian female football team was banned from the 2012 Olympics because their uniform (including the hijab) violated FIFA's Olympic rules. The Qatari women's basketball team withdrew from the Asian Games in South Korea in 2014, in protest against FIBA's rules which banned them from wearing Muslim headscarves in the competition.

Women face gender stereotypes and are considered to be weaker and submissive. Allowing women to participate in sport seemed as a challenge for male dominance (Johnson et al. 2001). Therefore, to ensure male superiority, women were not allowed to the stadium to view the Ancient Greek Olympics. Most modern day ideology regarding inequality stems from Ancient Greece. In most societies, women are responsible for the household chores and they have little or no responsibility for earning financial income (Stanis et al. 2010). Moreover, women also experience religious and cultural limitations. For example, Saudi Arabia, Qatar and Brunei did not introduce women into their teams until the 2012 Olympic Games, because of Islamic dress codes. Kuwaiti women are influenced by their culture, which prevents them from participating in sport activities and leading a public life. Likewise, according to Confucius' teachings, women were considered inferior to men, and were treated as though they were incapable of being educated, which is why they did not hold primary positions in society (Yu et al. 2004). In addition, Moradi et al. (2011) found that coverage of women's sport by mass media

(newspapers, TV, magazines and radio) was much smaller in extent than of men's sport.

Constraints to women's participation have been identified in previous studies such as: a lack of knowledge, a lack of time, overcrowding, family problems, lack of money and companions, and long distances to activity areas, to be the most significant constraints (Kara and Demirci 2010, Scott and Mowen 2010). Shaw (1994) concluded that gender differences in all aspects like work and other leisure activities, lack of energy and lack of time are the main constraints which are hindering female participation in sport. Some factors given below from previous literature have a stronger influence on female students' participation in sport. However, some studies identified that level of income is above all other constraints on female sports participation, as it plays a more important role in participation of individuals in sporting activities than age, gender, educational level and race (Shores et al. 2007).

As Kara and Demirci (2010) observed in their studies, people with high incomes participated in sporting activities more frequently than those with low incomes. Sport has its specific socio-economic position, and it is controlled by renowned persons in society. Economic status and power have a huge influence on the objectives and aims of sport organizations in society (Alan 2007, Bairner 2007). Rich resources are required to train any level of player (national or international). Some athletes may be able to receive sponsorship for training if they are lucky enough; others pay for it personally (Ellin 2008). Financial problems are mostly responsible for the lack of participation in sport, especially by women.

On the other hand, people may believe that religion and culture have no effect on sport or the effect has reduced, but it is certain throughout history that religion has had considerable influence on sporting activities. It impacts the way sports are organised and seeks to diminish them, especially women's sports (Peiser 2000). Religion has a strong influence on various aspects of the culture of any society. As far as hindrances created by religion and culture in sporting activities are concerned, history tells us Islam has more objections to the way sport is designed than other religions. Islam has very specific beliefs about the clothing that must be worn by women when they may be seen by men and avoids the intermingling of sexes (Coakley and Pike 2014).

According to Klein (2007), many Muslims think that sport is Haram (forbidden) for women and girls. Dagkas and Benn (2006) reported that mixed gender sporting activities, religious and cultural constraints, dress codes for playing,

limited resources and the general attitude of local people towards women's sport were some other basic constraints to participation in sporting activities for women. Di-Capua (2005) concluded that because of intermingling of sexes and un-Islamic dressing for sport, Muslim scholars not only dislike the way Muslim females participate in such activities but they also strongly condemn their participation.

In addition, a structure of society with inequalities in gender and education is a very disturbing phenomenon for females (Connell 2007). Research shows that parents prefer to spend money on their son rather than their daughter. Twice as much money is spent on male athletes compared to their female counterparts (Padgett 2002). Jackson and Henderson (1995) have studied constraints to participation in sporting activities from a gender perspective. They analyzed secondary data (n = 9642) from surveys of Alberta, Canada. They concluded that of 15 specified constraint factors, 10 were different according to gender. These constraints show that, due to the nature of these constraints, female participation in sporting activities was significantly lower than that of males. The importance of any physical or sporting activity depends on peoples' interest, the participation level of friends and social context. Female sport participation, in most cases, emphasizes fun and enjoyment, instead of individual achievement and competition. On other hand, sportsmen are considered self-earned and successful people of the sports world and they get fame in public (Markula 2009).

2.7. Summary of knowledge gaps

A study was conducted by Katie (2011) on women in Top Management positions in the sport industry: breaking down the barriers and stereotypes. A qualitative research design was employed. Seven interviews were conducted with women working in leadership positions in the sport industry. The results of the study showed that women are overcoming the barriers that were set in the past and more women today are successful in management roles in the Sport Industry. However, the study collected data from women in management positions and did not consider the views of men in similar positions.

Additionally, Laura et al.. (2013) conducted a study on gender gap in sport performance: Equity influences equality. Quantitative research design was employed and questionnaires were used. Results revealed that, as media coverage, financial incentives, and support provided by national governing bodies and sport federations increase and sociocultural inequities are minimized for women, a

gender gap in performance will no doubt remain in certain events. However, the study considered countries that participated in London 2012 Olympic Games which have a developed sports sector. Their context is very different from that of Uganda. The study employed only quantitative research design and is outdated.

Similarly, Senne (2016) conducted a study on the examination of Gender Equity and Female Participation in Sport in USA. Qualitative and quantitative research designs were employed and questionnaires used for data collection. The research indicates that Title IX has had a significant impact on female participation in sports due to creating the opportunity to participate. However, it appears that women are still faced with gender equity issues in sports Governance, athletic media representation, and perception in sports. The study was much based on USA context where acts like Title IX have played a key role in influencing sports participation, yet such policies are not applied in developing countries like Uganda.

Furthermore, Fullagar & Toohey (2009) conducted a study on introduction to gender and sport management Special issue: Challenges and changes, *Sport Management Review* 12, pp.199–201.

Quantitative research design was employed and documentary review method used for data collection. Secondary data was used through analysis of different journals on sports management. The study established that greater reflexivity in sport management education, research and organizational practices can have for thinking in different ways and offering greater opportunities for participation and decision making. However, the research analyzed studies that were done from overseas countries. Findings from such research may not apply in African countries particularly in Uganda where sport is still an upcoming sector and gender issues are not given much attention

Chapter 3. Method

3.1. Research Design

Qualitative approach was helpful in interpreting people's opinions, perceptions about the causes of low women participation in sports. Utilizing the qualitative data also gives narrative and descriptive information that explains and gives deeper understanding and insight into a problem as suggested by Amin (2005).

The research employed a case study research design that utilized the qualitative approach. The case study design helped to make a thorough examination of sports and gender stratification in Uganda. According to Mugenda and Mugenda (2003), a case study design is used because of its in-depth investigation of an individual, group, institution and makes detailed examination of a single subject. Rowley (2002) noted that case study design is widely used because it provides insights that cannot be achieved by other approaches. It permits marriage of diverse techniques within the same study. In addition, it helps to generate new understandings, explanations or hypotheses about the problem.

Data was analyzed using the thematic content analysis method, which is a method of analyzing written, verbal or visual communication messages. Content analysis is a systematic and objective means of describing and quantifying phenomena. It allows the researcher to test theoretical issues to enhance understanding of the data. Through content analysis, it was possible to distil words into fewer content-related categories. It is assumed that when classified into the same categories, words, phrases and the like will share the same meaning (Cavanagh 1997). Content analysis helps to make replicable and valid inferences from data to their context, with the purpose of providing knowledge, new insights, a representation of facts and a practical guide to action. The aim was to attain a condensed and broad description of the phenomenon, and the outcome of the analysis included concepts or categories describing the phenomenon (Krippendorff, 1980).

3.2. Study Participants

In this study, the study population comprised of both men and women sports leaders at all levels, working in 43 organizations (National Council of Sport, National Olympic Committee, Olympic Sport Federations) in Uganda. The common attribute for the population is that they were all leaders of different sports federations in the country. They were all grounded in theory and skills in sports management and consisted of both elected and non-elected leaders. An estimate of 14 respondents consisting both men and women was considered for the study. Both sexes were considered to participate in the study to get balanced opinions.

3.3. Sampling Techniques, Procedures and Selection Criteria

3.3.1. Sampling Techniques and Procedures

Purposive or non-probability sampling was the technique applied. According to Fraenkel and Wallen (2003), qualitative researchers are likely to choose purposive sampling to yield the best understanding regarding the topic of study and in this case, the reasons for low women participation in sports. Purposive sampling is known to be very useful in qualitative research because of the detailed descriptions of data it brings from the field. Lodico et al., (2010) say the goal of purposive sampling is not to obtain a large and representative sample but it is to select persons that can provide the richest and most detailed information that can help us answer the research questions. For instance, there were sports leaders that had not been in the federations for long periods and hence they are not much exposed to a lot of information as needed by the study and so, such leaders were therefore not selected to participate in the study.

Hair, Celsi, Money, Samouel and Page (2011) define purposive sampling as a type of sampling which involves selecting elements in the sample for a specific purpose. Thus, the researcher used her judgement to select the respondents. This type of sampling provided the researcher with the target from which to collect intended data, hence the researcher managed data collection in time and at low cost.

It was assumed that the participants would have the information the researcher wished to obtain by virtue of their positions in the Sports Federations. This type of sampling enabled the researcher to apply the principle of flexibility in data collection strategies and adhere to advice from some participants who could have suggested to the researcher not to involve certain sports leaders who may have been appointed recently to their positions.

Sidhu (2014) noted that purposive sampling is a good method for qualitative research because it helps in considering respondents that have been working in their current positions for at least 3years as they will be in position to give detailed information about the study field, less time consuming and reduces costs for carrying out the sampling project. The results of purposeful sampling are usually more accurate than those achieved with any alternative form of sampling.

3.3.2. Interview Participants Selection Criteria

The researcher did respondent selection and this involved getting information about the experience of sports leaders working in different Federations in the Country. Emails addresses and phone numbers of all the leaders were obtained from FUFA at the same time. In order to avoid bias by the administrators of FUFA, the researcher showed them an introductory letter obtained from the University for easy identification. The researcher then considered sports leaders for interviews starting with the most experienced. The point of saturation was then determined the

number of sports leaders who were considered for the interview. While selecting the respondents the researcher ensured that there was a balance between men and women.

3.5. Data Collection

The interview process was done online due to the covid-19 situation where socio distancing is paramount. The researcher considered phone interviews for respondents that might have been difficult to interview using online methods. During the interview process, the researcher sent questionnaires to the respondents through their emails. For the case of phone use, the researcher asked the respondents questions one by one as she noted down the information on a piece of paper. The researcher ensured that the interview guide (questions for the interviews) was well prepared before contacting the respondents for answers. However, for clarity purposes and depending on the answers given by the respondent question by question, the researcher was prompted to ask questions that could not have been on the list/interview guide to get more insight.

Use of interview guides helped the researcher to avoid manipulation through getting first hand, raw data that has never been acquired by any one for the same purpose. Therefore, data was obtained through interviews with the sports leaders.

3.6. Data Collection Method

The interview guide was developed by the researcher while considering the study objectives. All the questions on the guide will be related to the study objectives. This helped the researcher to generate relevant conclusions for the entire study.

Semi-structured interviews were done conducted with both elected and paid leaders of different Sports Federations in Uganda. Emails and phone calls were used by the researcher to brief the different sports leaders about the study. Hair et al. (2011) explain that the role of the interviewer should be to explain the survey, motivate the respondent to answer, make sure the participant understands the questions and probe for clarification or elaboration on open-ended questions.

The instrument used for data collection was the interview guide. Hair et al. (2011) explain that an interview guide should specify the topics to cover, the questions to be asked, the sequence or topics and the wording of the questions (which is fixed) but there are no scales for measuring concepts. An interview guide

was prepared and administered to the leaders in different Sports Federations through the online means. Leaders of Sports federations have the responsibility of avoiding inequality in sports participation among men and women. They possess knowledge of the factors hindering women participation and therefore were in a position to provide the researcher with the required information.

The interview method comprised of online and phone interviews with sports leaders as the key individuals considered to have the necessary information relevant to objectives of the study. This helped to collect data from the different sports leaders regarding their opinions on the causes of low women participation in sports in Uganda. This method has an advantage of providing in depth data (Mugenda and Mugenda, 2003).

Before sending the interview questions to the respondents, the researcher explained the importance of the research and the ethical considerations through phone calls. Participants were assured of maximum confidentiality. After consenting, the interview guides were sent. The researcher used probing strategies to get more information especially from participants that were interviewed through the phone. The researcher also tried as much to moderate respondents who spoke randomly through praise and focusing on the questions

3.7. Piloting of Instruments

The interview was piloted with two participants who were head of departments at FUFA. The responses obtained helped to demonstrate whether the data to be collected by the interview guide was valid and reliable.

For instance, the data collected should be in position to answer the research questions; what are the views of sports leaders on gender stratification in the leadership and management of sports in Uganda were, what are the views of sports leaders on gender stratification among athletes that participate in the different sports activities in Uganda are and what are the views of sports leaders about the strategies for promoting gender equality in the entire sports sector are.

3.8. Data Collection Procedures

The researcher got an introductory letter from Seoul University to seek necessary permission from the Ministry of Education and sports for conducting the study. The letter was also being presented to the administrators of different sports authorities and federations that were engaged as participants and for data collection.

To ensure that the data was quality, trustworthiness was considered key during the study.

For the case of phone use, appointments were made with the respondents to ensure that their day to day activities did not get interrupted. This also enabled the researcher to be given enough time to ask all the questions related to the study.

A consent was done with the respondents before sending the interview guides to the respondents or starting a phone interview to enable them participate willingly and without fear that data was not used for any other purpose other than academics. This also helped in creating rapport with the respondents such that reliable data was obtained.

3.9. Data analysis

Content analysis was employed in analyzing the data. This involved categorizing data and then attached it to the appropriate categories. The interview responses were edited according to the themes developed in the research questions of the study. The interview responses were analyzed by listing all the respondents' views under each question category. Where necessary, quotes from respondents was used to strengthen the interpretation. Generally, the content analysis involved the following steps;

Copying and reading through the transcripts. The researcher made brief notes in the margin when interesting or relevant information was found.

Going through the notes made in the margins and listing the different types of information found.

Reading through the list and categorizing each item in a way that offers a description of what it is about.

Identifying whether or not the categories can be linked and listing them as major categories (or themes) and / or minor categories (or themes).

Comparing and contrasting the various major and minor categories.

The researcher then, repeated all above first five stages again for each transcript.

After finishing all the transcripts, the researcher collected all the categories or themes and examined each in detail and considered if they were fitting and were relevance.

Once all the transcript data was categorized into minor and major categories/themes, it was reviewed in order to ensure that the information was categorized as it should be.

The researcher reviewed all the categories and ascertained whether some categories could be merged or if some needed to be sub-categorized.

The researcher then got back to the original transcripts and ensured that all the information that needed to be categorized had been so

Chapter 4. Result

4.0. Introduction

This chapter presents the findings of the study as per the questions asked and discusses them. The aim of this research was to examine the causes of low women participation with regards to active participation and also being involved in the leadership structures in Ugandan sports at the level of National Sporting Federations in the context of Uganda.

4.1. The Perception of Sports Leaders on Gender Stratification in the Leadership and Management of Sports in

Uganda

4.1.1. Equal opportunities for both men and women to compete for top leadership positions

No discrimination

There is access to equal opportunities by both men and women as they are all allowed to pick nomination forms to participate in elections for sports leaders. This implies that women have equal chances of taking up leadership positions in sports Federations. Women are also given access to information. This is in view of one Respondent (1) who noted that:

"... There are equal opportunities for both men and women to compete for top leadership positions in Uganda Volleyball Federation. The application criteria do not discriminate along gender line..."

Society believes that women are not able

Though women are given chance to participate in elections for leadership, the society believes they are not able to lead sports federations. This is because women are seen as weak people by most community members and the general public. This comes from the negative cultural beliefs inherited from the ancestors where leadership positions were occupied by men. Due to low exposure, people still think that men have more capabilities than women and therefore not supported by the majority during elections thereby end up losing the positions to men. As a result, most women feel inferior and refuse to participate in the processes for selecting new leaders while other women get caught up home chores like cooking and looking after the family thereby reducing their participation in top leadership positions. This is in view of one Respondent (1) who noted that:

"I don't think the opportunities are equal for both men and women as we see men occupying most of the top positions in an organization. I think this is because women have not been given the chance because the society believes they are not able to lead an organization'.

Women are encouraged to compete in elections

Most sports leaders noted that both men and women are given equal opportunities to compete for leadership positions in sports federations. This is done

through organizing competitive elections in which the winner takes up the position. Some federations have gone ahead to encourage women to participate in leadership so as to get balanced opinions and decision making. This is in view of one Respondent (1) who noted that:

"... No. Top leadership positions in most of our local federations are looked at and considered to be for men, once filled by a woman the men tend to either quit or become uncooperative...."

Respondent (2) noted that:

".....Nomination is open to both woman and men. Also, both women and men are allowed to represent their clubs during the Annual General Meetings and other meetings where decisions are made and voting occurs...."

Respondent (3) noted that:

No there are no equal opportunities because; ladies feel inferior to compete with the men; there are cultural beliefs that women should be cooking and looking after family; interest of women in Sports leadership is just picking; belief that Sports is for the Male athletes only; and women are given little chance to lead, that's why some constitutions now emphasize a woman on the executive board.

Women are not financially empowered during elections

Most women lack the capacity to convince the voters to elect them to the top leadership positions as they lack access to financial resources. This is because some men use money to convince members of sports federations to elect them and thereby using that chance to win the women competitors. This leaves women with low chances of succeeding in such elections to come up as the winner. This therefore creates the need for ensuring that there is a leveled ground during election times mostly when the competition is involving both genders.

4.1.2. Women given opportunities to participate in sports leadership conferences and workshops

Women on the Executive Committee addresses the public in workshops and conferences

The members of executive committees usually are responsible for addressing the public during sports workshops and conferences. In such cases, women members have been using that opportunity to get facilitation for attending the conferences. This has given them chance for exposure to both the public and women role models that have succeeded in sports.

More men are invited for leadership conferences than women.

Most of the sports leaders noted that more men are invited for leadership conferences and workshops than women. This has provided men with more chances for connections and skills in the areas of sports. It has also led more men to participate in sports leadership than women as they have access to most opportunities like training and education sponsorships. This implies the need to ensure that more women are also given opportunities to participate in such conferences.

4.1.3. Women in management position are respected by staff members

Women are knowledgeable and capable

Most of the women are respected by staff members because they have enough knowledge regarding sports management and leadership and have the capacity to develop sports federations and the entire sports sector. Some of the women leaders are well educated and experienced and this gives them power to get respected by other staff members. This implies that respect women by the staff members is partly influenced by their capability and not gender only.

Women can perform well if supported

Most sports leaders perceive that women can do a better job if given a chance for managing sports federations. They noted that women are as good as men because they are well trained and have the required level of experience for leading the federation. Leaders further noted that womens' nature as mothers and their limited political alignment also puts them at a better position to lead sports federations as they are always looking for harmony and negotiations as compared to men that prefer taking hard-lines that are sometimes not good for voluntary leadership. This is in view of Respondent (1) who noted that:

".....I believe they can do just as good as the men because they are well

trained and have the required level of experience to lead an organization.....”

Respondent (2) noted that:

“.....Men and women can equally do a great job but women by nature as multi-taskers can do an even better job. Feminine leadership styles have less of conflict as compared to our masculine leadership style..... ”

Respondent (3) noted that:

Men can do better than women. Women are generally the weaker sex. However they should actively participate to complement men. Also women tend to be submissive to their spouses and so it may not be good in case the duty calls when they are at home

Respondent (4) noted that:

There is positive attitude towards woman managing federations as they show similar abilities and commitment as men. I think women can be better volunteers than men because of their background in providing unpaid labor in their homes. This is because those who volunteer can do a better job managing discipline in sports.

Men work towards failing women leaders

Some of the men that lose to women during elections, they remain violent at work; give less respect to women leaders with the aim of failing them. Such men become more political at work and try to create negativity among staff other members towards the woman leader occupying the position of their interest. This implies that men in sports leadership and management also have a belief that women are not strong to win them off. This is in view of one Respondent (1) who noted that:

“... Men always find it hard working under women for ego purposes. I stood against men for the position of Director Age grade and Development when I won, all my male opponents now work against me not with me..... ”

Women are a weaker sex

Some of the sports leaders noted that women are generally looked at as a weaker sex. Some staff members believe that leadership positions should be taken by men and thereby failure to respect women leaders. Some staff still have traditional beliefs where by sports is seen as an activity for men and not women. They believe that women are not as strong as men and even when women win leadership positions, such staff keeps thinking that it will affect the performance of the organization negatively. This is in line with Respondent (1) who noted that:

".....Women are given respect but there are some instances of looking down upon the women sometimes....."

Respondent (2) noted that:

"..... Women in management position are given equal respect as men. However, instances where they are not given respect relates to differences say in club association....."

4.1.4. The challenges faced by women in leadership positions

Proving your competencies as a woman

Due to the negative perception by the public and people working in sports federations that women are not good for leading or managing Sports entities, most women find it had to convince their workmates that they are worth the positions they hold. This comes with a lot of work and achievements which at most times make such positions more stressful for women to handle. This in turn makes sports leadership positions less attractive to other women in other professions.

Poor Communication

The nature of politics in most sports organizations creates poor working relationships between women sports leaders and their opponents. This in turn affects the communication between the two as men usually try to become more rebellious so as to fail women in their daily duties. Such men usually turn into bad characters through for example refusing to attend meetings, refusing to pass on important information to their women superiors and others. All this makes it more difficult for women leaders to work with ease and achieve their objectives in relation to the sports profession.

Sexual Harassment

Some men use their positions in their areas of work to demand for sex from women. This is exacerbated by the fact that the sports sector is dominated by more men than women. They are usually targeted for sexual purposes by their work mates. This has also created a big challenge for women growing their career in sports leadership and management. This is in view of one Respondent (1) who noted that:

"...as a woman in leadership sexual harassment is a major problem since the number of men in sports is more than women, men are always looking at a woman from the sexual point of view....."

Disrespect from society

There is a challenge of negative attitude from the public towards women leading sports entities. They believe that women are not capable of achieving good results as compared to men. This is attributed to the low participation of women in sports since the past years. It has set precedence and people believe that women cannot perform well in sports positions. This also presents a challenge to women working in the sports sector. This is in view of one Respondent (1) who noted that:

"... There is a lot of disrespect from the society as people feel the position is supposed to be handled by men and also people who have participated in sports....."

Less interest

Sports leaders noted that there are few women in leadership positions in Sports Federations due to less interest in the positions by women. Most women do not participate in sports due to the nature of Uganda's culture as sports have been dominated by men for a long period of time. Women don't put much value on sports leadership positions and also most of their time is taken by domestic roles and thereby making participation in sports difficult. Leadership positions in sports federations also involve a lot of politicization which makes it difficult for women to occupy such positions. In addition, very few women get chance to acquire training in sports management and thereby reducing their chances of participating in sports leadership. This is in view of Respondent (1) who noted that:

"Most women are not in sports depending on their cultures and where they grow up from. I mean if their area of locality has low sports activities then it's hard for them to know or take part sports activities and sports leadership." More still some cultures don't allow women to participate in sports as they assume that sports are for only men.

Respondent (2) noted that:

"I personally think they have not been well trained and groomed by the people at the top of the organization and as a result we have less women in leadership positions in the organization. Also, I think few women have come out to take these leadership positions."

Respondent (3) noted that:

"....Women are not given the opportunity to leadership as perception is that the most number of sports people are men, therefore men are interested in sports entity 100% than women hence grab any opportunity for themselves....."

4.1.5. The challenges faced by women to grow up the career in sports leadership

Lack of mentors

Most women in Uganda lack mentors to guide them on the issues of sports management and leadership. This is because there are very few women in Uganda that have succeeded in leading sports. This has therefore presented a big challenge for women that are interested in growing their career in sports. As a result women in sports leadership have passed through a lot of hardships as they do everything on their own without any guidance.

Working in a male dominated career

Most of the women sports leaders are facing it difficult to work in a male dominated career as they are always perceived to be in a wrong position/profession by their work mates and the entire public. They are also faced with challenges of sexual harassment mostly by men who are their seniors/supervisors. This has

therefore made it difficult for some of the women to progress to top positions of leadership. This is in line with one Respondent (1) who noted that:

"... Struggled to get my objectives across in a male oriented career and sport but the good results have been everyone's pride even those that worked against them...."

Being seen as a threat to Organization heads/leaders

Some of the women sports leaders faced a challenge of being seen as a threat to their superiors as they fear they would stand against them in the periodic elections. Such leaders work hard to ensure that women leaders are denied opportunities like attending conferences, workshops, study scholarships and other opportunities. This also makes it difficult for women sports leaders to get guidance from their superiors.

4.2. The Perception of Women Sports Leaders on Female Sports in Terms of Gender Equality Measures

4.2.1. The negative cultural prejudices that affect women participation in sports leadership

Patriarchal Tendencies that leadership is a preserve for men

Women do not have time for leadership especially in sports due to the nature of commitment required. Most people believe that women are responsible for managing and looking after the home all the time. Most women spend much of their time in domestic roles especially the biological gender roles (child bearing) that take off women time. Women are meant to be in the kitchen or in the background.

Men should be at the forefront of everything.

Most people have the belief that men should be the top leaders in all activities. They do not believe in the capacity of women to lead and achieve as compared to men. This has also affected the participation of women in sports leadership. Community members believe it's not possible for a woman to lead a federation as well as men do. This is in line with one Respondent (1) who noted that:

"... I think one of them is believing that men should be at the forefront of everything and that has affected women development in sports administration....."

Negative religious and cultural beliefs

Religious and cultural beliefs have also played a key role in affecting the participation of women in leadership activities. Some religions like Islam are against the dressing code of women while participating in sports activities and this therefore makes them believe that sports is not meant for women but men instead. Such information makes women lose interest to participate in sports activities and thereby men end up taking much of the responsibilities both at lower and higher levels. This has also affected the self-esteem of women that participate in sports competitions. This is in line with one Respondent (1) who noted that:

Some religions and culture have brought up girls believing that a woman should never assume leadership above a man not only home but even at work and such beliefs have constantly reaped the courage and faith of would be great female athlete leaders. Some religions believe sports has never been a woman's thing due to sporting dress code and strenuous exercises some cultures believe rips ladies of their womanhood. Religious cultures e.g. the Muslims who hate uncovering the bodies of their ladies to put on shorts.

Respondent (2) noted that:

"... sports are perceived as a male domain. Women look at sports as a destroyer of their bodies. Dress code also affects women's comfortability in participation in sports...."

Respondent (3) noted that:

"I will refer to football. Our culture generally used to take football as a men's activity. Participation in sports and more so leadership was limited. However, the sensitization is slowly changing people's attitude"

Respondent (4) noted that:

"In some cultures, women are regarded as house wives and should only have

to be at home to look after children. Dowry is paid in some cultures to marry women and these are later taken as men's property"

Education ahead of sports

Most women give much priority to education in their youth full years and neglect sports completely. This is because most parents believe that education is the key to success and therefore should be given much time at the expense of other activities. This makes it difficult for women to join sports because by the time they complete the education cycle they have already lost interest in sports participation. This has also contributed to loss of many talented ladies as they are not given time to use their talents.

Sports means football

Most people used to believe that sports means football which is meant for men. They didn't understand that there are a range of sports activities meant for women. They also lacked knowledge about women football. This kind of thinking has taken time to change as people keep adopting sports activities slowly due to low levels of literacy in Uganda. Those that got educated are the only ones who have changed their mindset but very few are also participating in sports activities. This is in line with one Respondent (1) who noted that:

"I will refer to football. Our culture generally used to take football as a men's activity. Participation in sports and more so leadership was limited. However, the sensitization is slowly changing people's attitude. Our culture tends to relate women with domestic work such as child upbringing, house chores etc. Some sports that are culturally perceived to be men's sports in Uganda like boxing may not have women in their leadership."

Women are regarded as house wives.

In most families, women are not given time to do any other thing other than serving as housewives. Such women cannot get time to participate in sports activities. Most men in such families think that participation of women in activities like sports increases the chances of cheating on them. This has therefore played a key role in reducing the number of women participating in sports activities. This is in line with one Respondent (1) who noted that:

".....In some cultures, women are regarded as house wives and should only have to be at home to look after children....."

4.2.2. Men are more popular in sports activities/sports management in most federations than women

Sports needs a lot of time.

Sports leaders noted that men are more popular in sports activities and leadership because they get a lot of time to participate. Starting from child hood boys usually get time to play football while ladies are engaged in home cores. Also, a lot of protection is given to ladies, which also limits their exposure. This creates the mentality from the childhood that men are suitable for sports. This also increases when women grow up with little exposure to sports activities, which reduces their interest to participate in the game even at a later age. Having very many men that play international sports also gives them chance to retire as sports leaders and yet few women have excelled in sports at international levels. In addition, for many years in Africa it has always been believed that sports are for men and not women. However, this has slowly changed in terms of female athletes' participation although sports management has taken a slow process for women due to intimidation towards women willing to challenge for male dominated positions. This is in view of Respondent (1) who noted that:

"Most sports are learned at school, where boys have more opportunities to play available sports (football), while girls expected to play netball, with only few having access and the rest go home to do domestic work (fetch water, firewood, cook or look after young ones)."

Respondent (3) noted that:

"...This relates to the upbringing where girls are generally protected when they are young. They are generally not allowed to go out like the boys to freely participate in sports activities unless they are in a school environment...."

Influence from fellow men.

Men are most popular in sports because they are influenced by fellow men that have taken sports career successfully. Most of the sports people that have won Uganda medals on international level are men. This therefore creates an opportunity for men to follow the path taken by such people. In addition, some of the people that have retired as sports men have also got chance to take up leadership positions and thereby reducing the opportunities for women taking up such opportunities as very few have managed to win international games.

Superiority complex

Most men have the belief that they are more superior to women. They therefore think they can do better in leadership positions than women. This has created a big challenge for women interested in leading sports entities. Such women are usually not supported by men during elections as they see them as weak people who cannot manage to take up the challenges involved in sports leadership and management.

4.2.3. Community members/sports fans awareness of the influence of women in Sports

Development

Fans are beginning to appreciate the influence of women

Women have been seen as people who cannot take up leadership positions and perform well. Sports have also been seen as an activity for males and not females. However, fans and community members are slowly changing their attitude and some of them have realized what women can do in developing the sports sector. The support for women to participate, and lead sports entities is growing but still at a very low rate.

Though, on the other hand, some community members still have the traditional beliefs that only men can perform well in sports management. This has also affected the chances of women as women participants are not given much morale as compared to men. This is in view of Respondent (1) who noted that:

Community members are not aware of women influence in sports. In some sports, fans are beginning to appreciate influence of women. Unfortunately, the media still presents women sports as low level, less competitive and thus less interesting while women leaders mediocre.

Respondent (2) who noted that:

".....For now, most fans are not aware of the influence of women in sports development. The level of marketing for women involvement in sports is still low....."

Media presentation of women sports

The media has played a key role in influencing the belief and perception of Ugandans towards women sports. Most of the media houses do not give much time to covering women sports as they do for male sports. This has also influenced the public to think that women have less capacity to succeed in sports as compared to men. Very many documentaries have been presented about men in sports as compared to what has been written about women in sports.

Women have the required qualifications and experience

Sports leaders noted that women can play a big role if given a chance to participate in the management and leadership of sports. They admit that women have the required qualifications, experience and skills to participate in sports activities and therefore have similar chances to improve the performance of the sports sectors as men have done. They further noted that some women are more passionate to sports and can therefore play a key role in developing the sector. Sports leaders also noted that communities are very supportive to women and have faith in women leadership. Their dream is to see a very fast growing federation whether led by women or men provided he/she can voice out real challenges on ground. This is in view of Respondent (1) who noted that:

"... Management/leadership does not have gender face but rather is based on the knowledge and competence of the person. For this reason, any competent woman given opportunity can play big roles in any sports federation...."

Respondent (2) noted that:

"...Yes they can because many of them have the same qualifications just like those of the men....."

Respondent (3) noted that:

"....Reason being that women attach passion and dedication to their work making them great and accountable leaders..."

Respondent (4) noted that:

"...Yes they can play a very big role if given the chance or opportunity to serve. This is simply because various organizations trust women in handling cases of finances and accountability....."

4.3. The Strategies for Promoting Gender Equality among Sports Leaders in the Entire Sports Sector

4.3.1. The actions taken by the federations in promoting gender equality among sports leaders

Having a woman representative on the executive committee

It has been made mandatory to make sure that the Executive Committee has a Women Representative. This will play a key role in increasing the number of women leaders in sports federation. This is because women on the executive committee can easily acquire management and leadership skills and compete for top leadership positions in the federation.

Equal opportunities for all

Some sports federations have put in place policies to ensure that women have access to all available opportunities as men. This will also help in increasing the chances of women to learn more and get experience and skills for leading sports entities successfully. Through this intervention women can be able to make more connections through which they will be able to access role models and other women that have succeeded in sports for guidance.

A female coach or trainer on all female teams

It has been made mandatory to have a female coach or trainer on all female teams. This will give women chance to play a key role in growing and improving

the performance of women sports. In addition, women will also get chance to take up positions that have been occupied by men for a long period of time. This will help to change the attitude of the general public that women can also perform well in such positions.

Training workshops

Some federations have taken a step to ensure that women are given more chances to participate in training workshops both national and at international level. This will help to increase the knowledge of women in regards to sports leadership and management. Women will also gain the skills and ability to manage the politics in most sports federations and rise to high positions of authority.

Opportunity to enroll on internships within the federation

Women will be given opportunities to enroll for internships with on the Federation. This will aim at nurturing women and preparing them for leadership position in a sports environment. This will enable women to get acquainted with the different leadership challenges in the sports sector. Internship opportunities will also increase the number of women with interests in leading and managing sports entities. Women will get to understand the benefits in the sports sector.

Rotation of leadership

Some federations have promoted leadership rotation such term if a man leads one term, the following term is given to a woman. This will help in promoting a leveled ground as most women fear competing with men. Women will also get chance to work well with their male counterparts as they will no longer treat them as threats.

4.3.2. The actions that can be taken to promote women sports leaders

Mainstream gender in all aspects of sports federation

Gender mainstreaming should be ensured in all aspects of sports. This will create more space for women to participate in the sports sector. This will help to increase the participation of women in all sports activities at different levels. Women will also feel obliged to participate in sports activities as compared to the current situation where they feel that sports activities are done by men.

Attend more conferences

Supporting women to participate in leadership and sports conferences is key in increasing their participation in the management and leadership of Uganda's sports sector. Women need to understand their contribution in community development particularly in sports so as to motivate them to participate. Participation in conferences also helps women to make connections with people that have much knowledge and experience in regards to sports management.

Talent identification

Women and girls with sports talent needs to be identified straight from the grassroots so as to help them nurture their talents. This is because most women have not been able to use their talents due to lack of access to national and international platforms. This has played a key role in reducing the level of women participation in sports in Uganda. This therefore creates the need for the government and all sports agencies to take lead in identifying young talented girls for further support.

Putting in place exclusive positions for women

Some of the leadership positions should be ring fenced for women at different levels of management in the entire sports sector. This will help to have balanced decision making such that women challenges in the sports sector can easily be heard. This will also increase the number of women role models that may help to guide other young women to participate in the growth and development of the sports sector in Uganda.

Use the existing role models to teach fellow ladies how they have made it

Women should be helped to access some of the women sports role models for guidance on how to be successful in the sports sector. Uganda has very few women that have succeeded in sports and this makes it difficult to access them for knowledge. However, with the help of sports entities, sports federations women can be helped to access such people as a group for guidance in sports career growth.

Grassroots talent development of girls

Women participation in the sports sector should be promoted starting from the grass root through involving of girls in sports at a tender age. This will help to promote a generation of women who understand the relevancy of sports to the growth and development of a community. It will also help to have a generation of women with a lot of passion for sports. All this will lead to increased women

participation in the management and leadership of the sports sector.

Educating of parents about the importance of sports activities

Parent need to be educated about the relevancy of gender mainstreaming in the sports sector. They also need to understand the contribution of the girl child to the development of sports. Furthermore, parents need to understand the benefits of sports on the growth and development of the girl child. This will help to increase the participation of the girl child in sports as they will be supported by their parents right away from child hood.

Chapter 5. Discussion, Conclusions and Recommendations

5.1. Discussion

The purpose of this study was to examine the causes of low female/ women participation in Ugandan sports. Overall, inadequate support for sports women especially coaches was identified as the most important constraint experienced by female athletes.

This research also discovered that women are given chance to participate in elections for leadership but the society believes they are not able to lead sports federations. Women keep on being disrespected by society thereby creating a challenge of negative attitude from the public towards women leading sports entities according to the Uganda sports federation (2018). The higher the position, the less likely a woman will be able to fill it in Uganda which is not different from the views of; Pai & Vaidya (2009). It was discovered that most women lack the capacity to convince the voters to elect them to the top leadership positions as they lack access to financial resources. Walseth and Strandbu (2014) and Padgett (2002). The research also discovered that women actually participate in sports trainings, career developments, something that Oakley (2000) disagreed with in his research.

This research obtained new findings that literature does not appreciate such as Women being encouraged to compete in elections, more men being invited to participate in leadership conferences than women , not recognizing that in recent times the women are respected by staff members because they have enough knowledge regarding sports management and leadership; Most sports leaders perceive that women can do a better job if given a chance for managing sports federations while Some of the men lose to women during elections work towards

failing them and the nature of politics in most sports organizations that creates poor working relationships between women sports leaders and their opponents which affects the communication between the two as men usually try to become more rebellious so as to fail women in their daily duties.

It was also discovered that there are patriarchal Tendencies that leadership is a preserve for men. Most women are forced to spend much of their time in domestic roles especially the biological gender roles (child bearing) that take off women time. Lombardo (2015).

However, it's important to note that men are most popular in sports because they are influenced by fellow men that have taken sports career successful and which is not the case for women. Fans and community members are slowly changing their attitude and some of them have realized what women can do in developing the sports sector; The media has played a key role in influencing the belief and perception of Ugandans towards women sports as most of them do not give much time to covering women sports as they do for male sports and no scholar has come up to appreciate this change.

Finally, it was discovered that most Federations are supporting and encouraging women to participate in leadership and sports conferences, different sports trainings like football as a way of increasing their participation in the management and leadership of Uganda's sports sector, something that Oakley (2000) disagrees with and notes that corporate policies and practices in training and career development, promotion, and compensation are often identified as major components of the glass ceiling that prevent women from making it to the top.

It was also discovered that all National Sports Federations in Uganda have made it mandatory to have not less than 3 female Executive Committee members, some federations have promoted leadership rotation such that if a man leads one term, the following term is given to a woman as well. However, there is also need to groom women and girls with sports talents at grass root so as to help them nurture their talents just like it's done for boys, women also need to be helped to access some of the women sports role models for guidance on how to be successful in the sports sector and most importantly Parents need to be educated about the relevancy of gender mainstreaming in the sports sector.

5.2. Limitations of the study

Although the results of this study provide baseline information on work and social cultural-related constraints faced by female coaches and sports women in

Uganda, the study encompasses a number of limitations that ought to be considered in interpreting the results. First, the study sample was too small; therefore, the results might not be generalized to any or all Ugandan sports women views. Second, the participants were predominantly from eight sports, and therefore the participants were unevenly distributed across the sports. Therefore, participants in other sports not included during this study may have divergent views regarding the opinions. However, it should even be noted that almost all participants that contributed to the research are found in athletics, netball, rugby, Swimming and soccer which are the most popular. The method also changed from face to face interviews and questionnaire surveys were used. This was due to the covid19 pandemic outbreak that made it very difficult to access participants. Due to this change, the study couldn't fully explore interviewees' facial reactions and limited feedback was got.

To come up with a more concrete findings about the causes of low women participation in Ugandan sports, more research is certainly needed to verify our findings. Such studies should employ a bigger sample size, include various sports not included during this study and use other research measures like quantitative designs or even combine both research methods to get rich data and in-depth information regarding low women participation in Ugandan sports

5.3. Conclusion

It was established that women participation in sports leadership has been low in Uganda because of low interest by women, community attitudes and beliefs that women are not strong to be leaders, limited time given to women to participate in sports, limited access to sports activities by women from their childhood, the nature of sports in Uganda that has been dominated by men for long, lack of women role models to motivate others, low funding dedicated to women sports, the busy schedule of women while in domestic roles, much politicization of leadership positions in the sports sector.

Men grow up participating in sports activities like football from their childhood while girl children are highly protected by their parents to remain home and

their by denying them chance to grow their passion in sports. Through this exposure men get more opportunities that lands them in leadership and management positions in the entire sports sector while leaving women as minority participants. This has also contributed in having very many men participating in sports at both international and national levels than women and thereby increasing their chances of taking up leadership position.

Culturally there is a belief that women should spend most of their time at home doing home chores like looking after children and organizing the entire household. This leaves women very busy with no time remaining to think about sports activities. It also makes it difficult for them to access opportunities like attending conferences and workshops regarding sports.

Most community members believe that women are not strong enough to lead and produce the same results as men do. This is because women are seen as a weaker sex and yet sports involve a lot of strenuous activities like making exercises frequently. This has contributed to make it difficult for women to win leadership positions at both federation level and other levels in the sports sector.

Women's sports are not given enough funding as compared to men sports. For example a lot of funding are given to men football as compared to other women games like netball. This has also contributed in reducing the chances of women to take up key positions of leadership in the sports sector. Football is more popular than any other sport in the country and this gives the participants who are men more chances to access opportunities in the sports sectors which later leads them to the managerial and leadership roles.

In the history of Uganda, we have very many sports role models that are men as compared to women. This also paints a wrong picture to most women who later think that men have more chances of excelling in sports than women. This has set precedence and many community members also believe that men have much chances and capabilities of leading or managing sports activities better than women.

5.4. Recommendation

The few women role models in the sports sector should be supported to come out and encourage fellow women to participate in sports leadership and management.

The ministry of sports should take keen interest in the participation of women in the management of sports through implementing the policy of having at least three women on each federation executive committee.

The ministry of education and sports should play a key role in supporting women sports and ensure that girls get much exposure to sports as boys do. This will help in growing the passion of women to participate in sports activities even at a higher level.

Sports federation should avail opportunities for conferences, workshops and studying scholarships to both men and women equally. This will help to build the capacity of women to enable them participate in leadership positions.

Sports Federations should take an initiative of educating parents of the athletes about the benefits of girls participating in sports. This will help reduce on the cultural beliefs and negative attitudes society attaches to women getting involved in sports especially leadership.

For future research, it's important that a bigger sample size be considered in order to get a more generalized feedback from the participants. It would be great to also use both qualitative and quantitative methods for better results.

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APPENDIX 1: INTERVIEW GUIDE

Dear Respondent,

I am **NSHUTI HILDA** a masters student carrying out a study on “The causes of low women participation in Ugandan sports taking the case of Sports Federations in Uganda”. You have been selected to participate in this study. I would very much appreciate your participation in this study. The information you provide will be treated with confidentiality and only used for academic purposes. I hope that you will participate since your views are important.

Objective 1: The Perception of Sports Leaders on Gender Stratification in the Leadership and Management of Sports in Uganda.

- 1) Are there equal opportunities for both men and women to compete for top leadership positions in this organization? (Give reasons for your answer)
- 2) Are women given opportunities to participate in sports leadership conferences and workshop in your organization?
- 3) Do women in management position given respect by all staff members as the case of men?
- 4) What is the attitude and perception of most staff members towards women leading/managing a federation? (HINT: Do you think women can do the same or better work as done by men? Explain)

- 5). Why do you think there are few women in leadership positions in sports federations in Uganda?
- 6) Is gender mainstreaming an important consideration in issues to deal with staffing and staff affairs in the federation? (If yes, how? If no, give the indicators)
- 7) What are the challenges are you facing as a woman in your current leadership position
- 8) What challenges did you face to grow up your career to the current leadership position?
- 9) Are women given opportunities to participate in capacity building?
(Explain your answer)

Objective 2: The Perception of Women Sports Leaders on Female Sports in Terms of Gender Equality Measures (i.e., Participation, Popularity and Spectatorship Interest).

- 1) Do you think women can play a big role (have much impact) if given much opportunities to participate in management/leadership of sports federations? (Give reasons for your answer)
- 2) Do you think your fellow staff and community members support having women sports leaders in federations? (Give reasons for your answer. In addition if the answer is no, what should be done to change the status quo)
- 3) What are the negative cultural prejudices that affect women participation in sports leadership and other sports activities?

- 4) What do you think is the perception of fellow staff and community members on women participation in sports activities (Give reasons for your answer).
- 5) Why do you think men are more popular in sports activities/sports management in most federations than women?
- 6) What do you think can be done to improve women popularity in leadership/management positions of sports federations?
- 7) Do you think community members/sports fans are aware of the influence of women in sports development? (Give reasons for your answer?)
- 8) Do you think community norms have played a key role in influencing the participation of women in the management of sports federations? (Give reasons for your answer)

Objective 3: The Strategies for Promoting Gender Equality Among Sports Leaders in the Entire Sports Sector.

- 1) What has been done in your federation/other federations in promoting gender equality among sports leaders?
- 2) What do you think can be done in your own opinion to promote women sports leaders in sports federations?

Demographic Data

- 1) What is your age?
- 2). Gender of the respondents
- 3) What is the highest level of education you attained?

- 4) To find out the reasons for the low participation of women in Ugandan sports taking the case of Sports Federations. Which federation are you working for?
- 5) What is your working position in the federation?
- 6) What is your salary?
- 7) How did you get to your current job position in this organization (Probe; whether employed on merit, promoted on merit, favors and others)?
- 8) Why do you think there are few women sports leaders/managers in most sports federations?
- 9) Can the issue of having few women in management positions of sports federations be attributed to the following? a). Gender stereotypes (Hint: Answer a yes or no; and give reasons for your answer)
b). Gender stratification (Hint: Answer a yes or no; and give reasons for your answer)

Appendix 2: Consent Form

Informed Consent Form

Date:

Research: The causes of low women leadership participation in Ugandan sports: A case of sports federations in Uganda.

Researcher: Nshuti Hilda

Purpose of research: To find out the reasons for the low participation of women in Ugandan sports taking the case of Sports Federations.

Your contribution in this research: As the selected study participant of this research, you will be required to answer the questionnaire, truthfully and with details as much as possible.

The process may take around 30minutes. All the data collected will be only used for the Master's thesis of the researcher.

Risks and discomfort: this interview survey does not involve any risks or discomfort resulting from your participation in the research.

Voluntary Participation: the participation in this research is done at free will and one may choose to stop at any time they feel not interested.

Withdrawal from the research: A participant has a right to withdraw from participating in this research at any time if he or she feels unable to answer questions. In the event of withdrawal of participation, the data collected will be erased.

Confidentiality: I assure you that all the information collected from you during the questionnaire survey will be treated with confidentiality and strictly be used for academic purposes.

Questions about the research: If you have any questions in regard to the questionnaire that are not clear, please feel free to contact me on email: *****@gmail.com and I will be ready to elaborate more.

Legal rights and signatures:

I -----(name) consent to participate in the research about the causes of low women participation in Ugandan sports conducted by Nshuti Hilda. I have understood the objective of this research and voluntarily agree to participate. I am not waiving any of my legal rights by signing this form. My signature below indicates my consent.

Name of participant:

Signature:

Date:

Name of researcher:

Signature:

Appendix 3: Coded Data

ective/Section	Obj	Q	Codes (Frequency)
Demographic		1). What is your age?	1=Less than 30yrs (4)
			2= 30 to 50yrs (6)
			3= Above 50yrs (1)
			Not sure
		Refused to answer	
		2) . What is your gender?	1=Female(7)
			2=Male(6)
		3) .What is the highest level of education you attained?	1=Postgraduate degree(8)
			2=Degree(5)
		4) . Which federation are you working for?	1=Athletics
			2=Refused to answer(2)
			3=Uganda Rugby Union.
			4=Uganda Volleyball Federation
			5=Rowing
			6=FUFA- Federation of Uganda Football Associations(2)
			7=Uganda Volleyball Federation
			8=East Africa University Sports Federation
			9=URU
			10=Uganda Boxing Federation
			11=Uganda Archery Federation
			12=Uganda Netball Federation

5)
. What is your working position in the federation?

1=General secretary(4)

2=Administrator(3)

3=Director Age Grade and Development.

4=President(3)

5=Board member(2)

6)
. What is your salary?

1=Voluntary(6)

2=1 million ug(2)

3=Refused to answer(5)

7)
. How did you get to your current job position in this organization?

1=Elected (7)

2=Merit(6)

8)
. Why do you think there are few women sports leaders/managers in most sports federations?

- 1=Opportunities are less for women(2)
- 2=Not enough women have come out to take on leadership positions(6)
- 3=Most girls/women do not believe in themselves (3).
- 4=Most women get easily intimidated and quit easily.
- 5=Lack of self-Motivation
- 6=Lack of Administrative Courses, workshops
- 7=Gender norms and stereotyping, patriarchy, lack of mentors,
- 8=Disrespect
- 9=Less time for sports as for working women
- 10=Family responsibility(2)
- 11=Having less educated women
- 12=Most women are not ready to do voluntary activities.
- 13=Poor mentality
- 14=African norms
- 15=Refused to answer

	<p>9) . Can the issue of having few women in management positions of sports federations be attributed to the following?</p>	<p>1=Yes(10) 2=Precedence 3=Cultural Norms 4=Body Type e.g menstruation, muscle type etc 5=Low education levels 6=Refused to answer</p>
	<p>a) . Gender stereotypes (Hint: Answer a yes or no; and give reasons for your answer)</p> <p>b) . Gender stratification (Hint: Answer a yes or no; and give reasons for your answer)</p>	<p>1=Yes(9) 2=No(1) 3=Refused to answer(3)</p>
<p>Objective 1: The Perception of Sports Leaders on Gender Stratification in the Leadership and Management of Sports in Uganda.</p>	<p>1) . Are there equal opportunities for both men and women to compete for top leadership positions in this organization?</p>	<p>1=Yes (8) 2=No (5)</p>

2)
. Are women given opportunities to participate in sports leadership conferences and workshop in your organization?

1=Yes(11)

2=No(2)

3)
. Do women in management position given respect by all staff members as the case of men?

1=Yes(9)

2=No(3)

4)
. What is the attitude and perception of most staff members towards women leading/managing a federation?

1=I believe they can do just as good as the men(8)

2=Women leading a sports Federation has been looked at as impossible

3=Men can do better than women

4=Positive attitude towards woman managing federations

5=Most women are even better leaders than men(2)

5)
. Why do you think there are few women in leadership positions in Sports Federations in Uganda?

1=Less interest(2)

2=Too much politicization/politicking(3)

3=Domestic roles

4=Limited positions

5=Limited knowledge/competencies in management

6=Few opportunities

7=They have not been well trained and groomed by the people at the top(2)

8=Perception that women can't lead Federations of male dominated disciplines(2)

9=Women fear to contest for some positions(2)

10=Precedence

11=Selfishness by their Male counter parts

12=Cultural norms

13=Negligence and poor attitude of women about sports

6)
. Is gender mainstreaming an important consideration in issues to deal with staffing and staff affairs in the federation? (If yes, how? If no, give the indicators)

1=Yes (8)

2=No(2)

3=Refused to answer(3)

7)
.What are the challenges are you facing as a woman in your current leadership position?

1=The need to always prove my competencies because of negative perception(3)

2=Funding is limited(2)

3=Ladies need more exposure to successful women sports leaders

4=Sexual harassment is a major problem

5=Being underestimated by men in decision making(4)

6=None

8)
.What challenges did you face to grow up your career to the current leadership position?

- 1=Lack of mentor(s)
- 2=The process took longer than expected
- 3=Struggled to get my objectives across in a male oriented career
- 4=Black mail from male counterparts
- 5=Balancing my other work with running club' s activities.
- 6=Uncommitted staff.
- 7=The challenge was self-stigma
- 8=No guidance from the people running high posts in the Federation
- 9=Opportunity to attend Sports Management workshops was limited
- 10=Being a threat to Organization heads and standing against them at AGMs
- 11=Relating with society
- 12=Limited Finances
- 13=Refused to answer
- 14=None

9)
. Are women given opportunities to participate in capacity building?(Explain your answer)

- 1=Yes (9)
- 2=No(1)
- 3=They are given but at a minimal level.
- 4=Refused to answer(1)

Objective 2: The Perception of Women Sports Leaders on Female Sports in Terms of Gender Equality Measures (i.e., Participation, Popularity and Spectatorship Interest).

Ob

1)

. Do you think women can play a big role (have much impact) if given much opportunities to participate in management/leadership of sports federations? (Give reasons for your answer)

1=Yes (12).

2)

. Do you think your fellow staff and community members support having women sports leaders in federations? (Give reasons for your answer. In addition if the answer is no, what should be done to change the status quo)

1=Yes(11)

2=No(1)

3)
.What are the negative cultural prejudices that affect women participation in sports leadership and other sports activities?

1=Patriarchal tendencies that leadership is a preserve for men

2=Believing that men should be at the forefront

3=Negative religious and cultural beliefs(10)

4=Male chauvinistic societies we live in

5=Patriarchal societies

6=Education ahead of sorts hence pushing out potential elite athletes

7=Perceiving women as housewives.

4)
. What do you think is the perception of fellow staff and community members on women participation in sports activities (Give reasons for your answer)

1=Negative perception on women's participation is slowly disappearing

2=Cultural belief has affected women in sports administration

3=Some fellow staff believe some sports activities are not meant for women(2)

4=Positive and they have always supported women in sporting activities

5=The fellow staff are encouraging more women to engage in sports activities.

6=Positive perception

7=They today see sports as business and have started allowing their girls to do sports

8=Women born in sports families always participate in sports activities

9=Refused to answer(2)

5)
. Why do you think men are more popular in sports activities/sports management in most federations than women?

1=Men get more time to participate in sports than women.

2=Most sports leaders are retired athletes

3=For many years in Africa sports was always believed to be for men and not women (3).

4=Men feel they can't be led by women

5=Precedence

6=Men are more passionate about sports(4)

7=Sports activities are more vigorous and conducive for men

8=Influence from fellow men.

9=Upbringing where girls are generally protected when they are young

10=Superiority complex the men laid down for themselves over women

11=Financial status the men have had over the women

12=Mens' much access Sports management courses and workshops

13=Men are given so much confidence by society

14=Most women shy away from sports activities(3)

15=Refused to answer

6)
.What do you think can
be done to improve
women popularity in
leadership/management
positions of sports
federations?

1=Ensuring girls have equal opportunity to
learn sports

2=Invest more in women sport from grass
root level

3=Accept the possibility of having good
leadership in women too.

4=Federations should push for having equal
numbers on the executive.

5=Women leadership training while still
young

6=Attending conferences.

7=Going for post graduate Courses

8=Motivation

9=More management courses to be given to
women

10=They must come out bold to stand
against the men during elections

11=Supporting women to continue pursuing
leadership courses

12=They should get guidance from models
who have done it

13=They should have awareness programs on
Electronic and print Media

14=Capacity building for women in sports(2)

15=Promoting Gender balance

16=Promoting women based sports and
involving them in sports activities

7)
. Do you think community members/sports fans are aware of the influence of women in sports development?
(Give reasons for your answer?)

1=Yes(3)
2=No(6)
3=A few fans know about it.
4=Refused to answer(2)

8)
. Do you think community norms have played a key role in influencing the participation of women in the management of sports federations?
(Give reasons for your answer)

1=Yes(6)
2=No (2)
3=Refused to answer(3)

Objective 3: The Strategies for Promoting Gender Equality Among Sports Leaders in the Entire Sports Sector.

1). What has been done in your federation/other federations in promoting gender equality among sports leaders?

1=Constitutional reforms to introduce gender quotas in all aspects of the sports

2=Establishment of commission to track women participation.

3=Federations moved to encourage women to stand for leadership positions

4=Equal opportunities for all

5=Having a female coach or trainer on all female teams

6=Equal participation on nomination and voting

7=Special positions on the executive for the female(6)

8=Training workshops

9=Introduction of women leagues at different levels

10=Reserving financial resources purposely for women football

11=Opportunities for women to attend sports administration courses

12=Opportunity to enroll on internships within the federation

13=Hands on advise to the women while in practical working office processes

14=Rotation of leadership

2). What do you think can be done in your own opinion to promote women sports leaders in sports federations?

1=Introduce quota systems(3)

2=Build capacity of women(3)

3=Mainstream gender in all aspects of sports federation

4=Organize gender leadership training and encourage female gender campaigners.

5=Making it mandatory to have a woman on the Executive Committee(4)

6=Federations should encourage and support women(3)

7=Federations should give equal opportunities for empowerment to both women and men (2).

8=Attend more conferences

9=Go for higher studies

10=Talent identification

11=Motivation e.g. cash prizes, recognition etc.

12=Better remuneration for sports leaders

13=Continue to promote women sport

14=Use the existing models to teach fellow ladies how they have made it

15=Grass root talent development of girls

16=Educating of parents about the importance of sports activities

국문초록

우간다 여성 스포츠 지도자의 성차별에 관한 연구: 스포츠 연맹의 사례를 중심으로

힐다

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스포츠 산업에서 성 불평등은 오랫동안 논쟁거리가 되어 오고 있다. 심지어 현대 올림픽의 창시자인 피에르 드 쿠베르텅 남작은 1989년에 “스포츠에 참여하는 여성이 얼마나 힘든지는 중요하지 않다, 그녀들은 고통을 감내할 줄 모르기 때문이다” 고 언급하기도 하였다. 1978년에는 유네스코에서 아직 스포츠를 인간의 기초권리로 인정하지 않았으며, 이를 통해서도 아직 스포츠 분야는 갈 길이 멀다고 생각한다. 스포츠계에서 여성들이 직면하는 어려움이 많음에도 불구하고, 많은 여성들이 여성과 남성의 평등한 스포츠 참여에 대한 권리를 쟁취하기 위해서 그 길을 이끌어 나가고 있다.

여성들 또한 남성들처럼 스포츠 참여를 통해 리더십과 자존감을 향상시키고 신체의 건강을 도모할 수 있어야 한다. 여성과 소녀들의 스포츠 참여는 특히 건강해야 한다. 스포츠는 교육, 건강, 사회적 교류를 위해서 성별과 나이, 능력, 인종, 지역, 정치, 사회 경제적 배경과 관계없이 누구나 참여할 수 있는 공공재여야 한다. 그러나 2012년 런던 하계올림픽만 보아도 대다수의 참여국

가들의 대표단이 남성으로 편성되어 있는 현실은 스포츠에서의 성 불평등이 여전히 존재한다는 것을 보여준다. 남성과 여성의 생물학적 차이를 근거로 계속해서 성차별이 남아 있다면, 그것은 여성의 참여 기회를 감소시킬 것이다. 나아가 이것은 지속적인 사회 정치적 요인을 재생산 할 가능성이 높다.

본 연구의 근본적인 목적은 우간다의 스포츠 성과와 생활 스포츠 영역에서의 스포츠 참여의 불평등을 야기하는 근본적인 원인을 파악하고, 나아가 궁극적으로 여성의 엘리트 스포츠 경기 성과와 스포츠 참여에 지속적으로 영향을 미치는 문화적, 사회, 정치적 원인을 고찰하는 것이다. 따라서 아래 3가지 질문에 대한 해답을 구하는 방식으로 연구를 진행하였다. 우간다의 스포츠 지도자와 협회 관리자들은 성 계층화에 대해서 어떤 인식을 가지고 있는가? 여성 스포츠 지도자들은 스포츠 영역에서 양성 평등(인기, 참여, 대중의 관심)이 어떤 수준으로 이뤄져 있다고 인식하고 있는가? 스포츠 분야 전체에서 스포츠 리더들의 양성평등을 촉진하기 위한 전략은 무엇인가? 우간다 스포츠 연맹에서부터 스포츠 지도자들의 의견, 아이디어와 경험에 대한 해석과 사례를 질적 연구하였다. 연구주체에 필요한 정보를 수집하기 위해 설문조사를 하였다. 그리고 나서 데이터의 주제별 내용 분석을 하였다. 그 결과는 여성들이 스포츠 리더십에 관여하지 않는 많은 이유들 중, 사회가 여성이 할 수 없다고 생각하기 때문이라는 것을 보여주었다. 게다가, 여성들은 성희롱과 여성의 능력을 증명해야 하는 많은 도전들을 직면해야 하기 때문이다. 그리고 또한, 연구는 연구 인구로부터 성평등을 촉진하기 위한 전략들을 알아낼 수 있었다. 그 중 하나는 동등한 지도력의 공유와 순환 그리고 성(남성/여성)과 관련하여 서로 다르지만 동등한 후보들을 채우는 것이다.

주요어: 성차별, 성 평등, 스포츠 참여, 여성, 스포츠 참여율

학 번: 2019-23462