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스포츠 매니지먼트 석사 학위논문

The Relationship Between Sport Role Models
and Youth Sport Participation in Oman:
A Comparison of Local and Global Sport Role Models

오만의 스포츠 롤모델과 청소년 스포츠 참여의 관계:
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Sincerely, Khalid Ali Alriyami

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Abstract

**The Relationship Between Sport Role
Models and**

Youth Sport Participation in Oman:

A Comparison of Local and Global Sport Role Models

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Sport researchers have conducted an extensive amount of research on the topic of youth sport participation (YSP). This study complements the ongoing discussions about the determinants of YSP. More specifically, this study focusses on a careful and critical examination about whether the success and behavior of local and global sport role models can influence and precipitate YSP. This includes determining how local and global sport role

models can be utilized to improve sport participation among the youth in Oman.

To accomplish the goals of this investigation, quantitative and qualitative methods of inquiry were undertaken. One thousand and three hundred sixty-six youth between the ages of 12 and 24, from 11 provinces of Oman, were surveyed regarding whether they had a sport role model, and if they did, the gender, category (local or global, Omani or non-Omani), type and sporting background of that individual. Participants were asked about their connection with sport and whether sport role models affected their sport participation. They were also asked about ten behavioral aspects and whether these aspects influenced YSP. The descriptive statistics (frequency, mean, and percentage), an independent sample t-test, one-way ANOVA and a chi-squared analysis were conducted to analyze the data.

For the qualitative method, structured interview type questions were used to collect data from six sport experts in Oman. These experts proposed suggestions to utilize the SRMs as an essential factor in increasing the YSP among young people in Oman, especially in the future. The study adopted the general guidelines for the thematic coding analysis of qualitative data (Robson, 2011).

The quantitative results illustrated that the majority of participants (male and female) nominated a non-Omani global professional athlete (PA) as a sport role model. The study results also confirm that both local and global SRMs success and behaviors influence YSP. Young people were more likely to participate in their SRMs' sports. The comparison between the local and global SRMs found that global SRMs have a greater influence on Omani youth to participate in their SRMs sports. Furthermore, the findings suggest that both local and global SRMs have no significant influence on Omani youth to participate in a new sport.

Regarding the examination about whether the behavior of local and global SRMs can influence and precipitate YSP, the quantitative results show significant differences between the means of academic achievement, work productivity, personal attributes, following the sports media, and attending sports events; the F ratio was significant ($p < 0.05$). There were no significant differences between local and global SRMs in sport performance, physical abilities, self-esteem and confidence, and appearance.

The qualitative data suggested that a variety of recommendations were proposed to activate the concept of the sports role model in Oman through the design of sports programs aimed at young people. This was

based on their view of their SRMs, the national SRM program, cooperation between the local media and the sport governing bodies, an increase in the knowledge of SRMs and their relationship with youth through research, and to include the concept of SRMs and YSP in the curriculum.

Keywords: Sport Role Models (SRMs), Youth Sport Participation (YSP), Professional athletes' success and behavior, Local and Global Sport Role Models, Oman

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List of Abbreviations

Global Sport Role Models	GSRMs
Gulf Cooperation Council	GCC
Local Sport Role Models	LSRMs
Omani Professional Athletes	OPAs
Professional Athletes	PAs
Role Model	RM
Role Models	RMs
Sport Participation	SP
Sport Role Models	SRMs
Youth Sport Participation	YSP

Chapter 1. Introduction

1.1 Introduction

Over the years, athletes touted as extraordinary have attracted a lot of attention, not only in their country of residence, but also around the world. As a result, sport researchers have investigated the performance of these extraordinary athletes and the impact they have on sport enthusiasts, of which youth form the majority.

Local and global sport role models (SRMs) are seen as heroes, idols, superstars, celebrities, sports stars and mentors in the sporting world. They are seen to have an important and significant influence on people regarding their beliefs, attention, attitudes, and actions. In addition, due to their influence and stardust characteristics, they are frequently used to deliver messages to target groups (e.g., young people) that can impact the lives of them (e.g., drunk driving, drugs). Having this in mind, it is indispensable to determine whether there is a causal relationship between SRMs and Youth Sport Participation (YSP).

Nowadays, encouraging mass participation in sport is seen as an important public policy issue. Claims have been made that sport, as a form of physical activity, can reduce a country's physiological health risks (e.g., obesity, cardiovascular disease, high blood pressure, hypertension, diabetes,

stroke, heart disease, osteoarthritis, and osteoporosis (Downward & Rasciute, 2011)). This is important as (Green, 2005) noted that one of the main issues in sport science is increasing mass SP levels.

SP plays an important and active role in the health and development of youth (Kwan, Bobko, Faulkner, Donnelly, & Cairney, 2014). Active participation in sport can also lead to healthier youth (Humphreys, McLeod, & Ruseski, 2013) and positive monetary gains for governments and sporting industries (Mutter & Pawlowski, 2014a). Despite the strong claims about the positive impacts of SRMs on SP, (Coalter, 2007) argues that there is a lack of evidence to support such claims. Few academic or industry-based investigations support the anecdotally proposed causal relationship between role models and SP (John Lyle, 2013).

Nonetheless, there is no denial of the benefits of SP, regardless of social classifications, gender and age. To buttress this, Mutter and Pawlowski (2014b) indicated that an extensive amount of scholarly research has been conducted on the determinants of the demand for SP and that can produce positive monetary effects for governments and sporting industries. Consequently, this research aims to complement the determinants of SP by examining the influence of local and global professional athlete (PA) success and performance on YSP. This research will focus on how YSP has

been influenced by Omani PAs (OPA) and global PAs, who serve as role models.

The rise in popularity in some OPAs (e.g., Ali Al Habsi, captain of the Oman national soccer team) is an epitome for discussion and a thorough search. Having played for several football clubs in Europe, Ali Al Habsi is regarded as the first Gulf Arab to play in the Premier League (Al Jazeera, 2016). He notably played for Lyn Toppfotball (Norway), Bolton Wanderers FC (England), Wigan Athletic F.C (England), Brighton and Hove Albion FC (England), and Reading (England). He is now with the Alhilal FC club (Kingdom of Saudi Arabia).

Another celebrated Omani athlete is Fatima Al Nabhani, who is regarded, by the GCC, as one of the world's top female tennis players. Nabhani picked up the tennis racket at the age of four and gradually rose through the junior ranks until she became a professional tennis player. She currently ranks 33rd Best woman's tennis player in the world (Saba, 2016).

Global sport icons include Lionel Messi (Soccer player), Rafael Nadal (Tennis player), LeBron James (Basketballer), Serena Williams (Tennis player), Usain Bolt (100 m runner), and Cristiano Ronaldo (Soccer player). All of them occupy many people's attention in whole the world.

Home grown sport icons have the propensity to be liked and adored in their native country. There is a common assumption that the success of PAs increases SP in their home country (Mutter & Pawlowski, 2014a). Hence, Omani sport role models may be able to influence YSP. However, it is worth noting that there is currently little theoretical and empirical support for such a causal relationship (Mutter & Pawlowski, 2014a).

Sport researchers have focused on investigating SRMs and their relationship with YSP levels. That being said, there are other factors that can influence YSP (Downward, Dawson, & Dejonghe, 2009). These factors include internal, external and situational factors (e.g., media, nationality, league/event type). However, according to the model of sports consumption (Downward et al., 2009), the demand for sport can be separated into: 1) the decision to participate, and 2) the decision about the frequency of participation. Consequently, this study will investigate whether local and global PAs have a causal relationship with YSP in Oman.

1.2 Oman, the Ambitious Nation

The Sultanate of Oman is an independent country located in the Middle East. It constitutes the third largest country, regarding area (i.e., 309,500 square kilometers), in the Arabian Peninsula. The Tropic of Cancer passes through Oman, just below Muscat, its capital city. Oman occupies

the southern site east of the Arabian Peninsula. From the north, it is bordered by the Oman's Gulf and the Arabian Sea, and the Indian Ocean from the east, the United Arab Emirates from the north-west, Saudi Arabia from the west, and Yemen from the south. Oman has a geographically diverse nature, consisting of mountains, plains, plateaus, deserts, and fertile agricultural lands. Oman's geographic landscape offers various opportunities to practice many kinds of sports, as well as other physical and recreational activities (Al-busafi, 2012).

However, Oman has a Mediterranean climate. There are two seasons: summer lasts from May until September which is hot and humid, and the temperatures rise to 50°C, and winter lasts from October until April which is typically warm and the temperature ranges between 15°C and 25°C. The population in Oman (Feb 2017) is 4,414,051 including 2,081,257 expatriates (according to the Oman National Center for Statistic and Information (NCSI, 2017).

1.3 Sport in Oman: A Historical Overview

During pre-Islamic times, what is currently the Oman area was characterized by the constant turmoil of civil wars between tribes in diverse regions in and around Oman. Since the local wars have ended, sport has become prevalent in Oman. In the past, popular sport activities included:

horsemanship, wrestling, fencing, camel racing, and archery (Al-busafi, 2012). These activities were prominent among young male Muslims. Sadly, Omani women, like most Arab Gulf women, did not have the opportunity to engage in sport activities, due to cultural issues (Al-busafi, 2015).

Traditional sport activities in Oman include diving for pearls without any equipment, sailing, and bullfighting (Naurigh, Parrish, & Editors, 2012). It is important to point out that, even though traditional sport activities existed in Oman, they were fragmented and were generally only conducted to show off. They were not the carefully organized and planned sporting activities we see today (Al-busafi, 2012).

It is also important to note that the rigors of the Oman desert prevented the development of many popular sports. It was simply a struggle to survive; such conditions did not permit people to participate in outdoor sporting activities. Consequently, there were no inter-village or inter-tribe competitions (Al-busafi, 2012). The historical anecdotes about sport emergencies and development in Oman before 1970 confirmed and proved that sport in Oman was unorganized. Participation in physical activities randomly occurred and was limited to specific people who had the strength and instincts to survive.

After His Majesty Sultan Qaboos bin Said took over the leadership of the state in 1970, sports and the sports philosophy developed rapidly in Oman. At this time, the government concentrated on educating and preparing the young people (male and female) of Oman for the future through investments in leisure time, guidance and care through sport and social activities, as well as cultural and artistic activities (Ministry of Sport Affairs, 2014). In Oman, there is the general belief that sport has potential benefits in political, educational and health-related areas (Pfister, 2010). Under the reign of HM Sultan Qaboos (who acceded the throne on 23 July 1970), sport in Oman received a better package of support, enabling it to enjoy an equal position with the other sectors of the state (Al-busafi, 2012).

Different ministries and governmental institutions began to manage the sports sector in Oman after 1970. The evolution of sport development in Oman involved institutional development regarding sports administration, federations, and clubs. As a result, the number of sport practitioners gradually increased. Table 1 illustrates the various stages of development in the sport sector in Oman since 1972 to 2004, when the Ministry of Sport Affairs was established.

Table 1. Sport Sector Stages Development in Oman

Year	The responsible/authority of sports sector	Decree
1972-1976	Ministry of Transportation, Labor, and Social Affairs	--
1976-1979	Ministry of Youth Affairs	12/76
1979-1982	Ministry of Information	28/79
1982-1986	Ministry of Education	--
1986-1991	Ministry of Education and Youth Affairs	--
1991-2004	Oman General Organization of Sport and Youth Activities	113/91
Since 2004	Ministry of Sports Affairs	120/2004

1.4 Research Problem

As stated previously, various factors influence YSP. Among these factors is SRMs, who are either local (Oman nationals) or global icons. The emphasis on YSP is important, because it serves as the basis through which national sports teams are built. Thus, without a strong increase in YSP and since the proportion of some chronic diseases in the country is rising, there is a possibility of health risks among the youth of a particular nation. Additionally, a low YSP means poor representation in, and a lack of, potential sport talent on national teams.

Sport in Oman is currently in a static state. National teams have performed badly, both in Asia and globally. Oman has yet to win any Olympic medals, even though they participated in the last nine Olympic

Games; Oman's participation began at the 1984 Olympic Games in Los Angeles. It is also important to note that the number of Omani athletes participating in the Olympic Games has been decreasing. In 1984, 16 Omani athletes participated in the Olympic Games in Los Angeles, while only 4 Omani athletes participated in Rio in 2016, while most countries were increasing the number of participants in the Olympic Games.

With recent attempts to improve YSP, by focusing on grassroots programs and sporting academies, it is important to explore the significant factors that can influence YSP. SP in Oman is influenced by many factors. One of the significant factors could be the success and behaviors of local PAs over the last 20 years. Another factor is the spread of sport media, which broadcasts about local leagues. Foreign leagues and events have also attracted the attention of many Omani youth.

Consequently, this research seeks to investigate the relationship between local and global athletes and YSP in Oman.

1.5 Significance of Study

This study is significant, both at the academic level and in the world of sport itself. It provides an essential examination of the constitution of the relationship between different categories of young people and athletes.

Zayed (2006) argued that very few studies have examined sport in Oman (Al-busafi, 2012). Therefore, this research will contribute to the literature in the field of Omani sport. It will also contribute to raising the level of importance of research, based on the decision-making process among Omani sports institutions. Moreover, many youth-oriented sports programs may be designed and planned without the manipulation of studies and research on young people themselves. Accordingly, this study will enhance decision-making in local sports affairs.

It is believed that participation in sports and active play has never been more crucial than it is today (Kahn & Norman, n.d.), perhaps because of the tremendous progress in the sport industry in various aspects. The Government of Oman is striving to encourage Omani youth to become more involved in sporting activities to achieve their health goals and reduce the risk of physical inactivity. This may, in the future, lead to a generation of people that are unable to take responsibility for their own health and that suffer from health and physical problems.

This study conducts an efficient approach to motivate young people to practice sports by using athletes as a role model. Over the last few years, national and international sporting events have brought athletes into Oman's households through media broadcasting. Many sporting icons are becoming

important to societies, especially youth. Thus, athletes, as SRMs, could play an imperative role in influencing youth and their ability to enhance their participation in sport.

Public policy, the national sports strategy, and investment in sport in Oman, could be more heavily weighted towards youth. These policies and strategies may contain intentions and plans for the implementation of the effectiveness of SRMs to encourage and increase the motivation of Omani youth to be more involved in sports. As some sports in Oman are known to suffer from a lack of practitioners, the use of SRMs could improve and expand the number of practitioners of these sports. This may lead to sports reaching more competitive stages through national federations and clubs.

This study is also significant because some sports institutions in Oman (e.g., Ministry of Sport Affairs, Oman Olympic Committee) may use this research's investigation as a reference in the design of grassroots programs and sporting events for youth. This may contribute to increasing the number of national teams, and perhaps, Omani youth obtaining sporting-related achievements.

Since sports stars and celebrities have become an essential part of the sporting industry and the public life of many people, some countries are becoming increasingly interested in sports talent and heroism. In the future,

these individuals may become the next generation of sporting champions.

Thus, this study highlights the importance of sports stars and lists their influences on young people in various aspects (e.g., motivation, appearance, self-esteem, academic achievements, and nutrition habits).

1.6 Research Questions

The research questions are as follows:

- RQ1: Does local and global SRM success influence SP among youth in Oman?
- RQ2: Does local and global SRM behavior influence SP among youth in Oman?
- RQ3: How can local and global SRMs be utilized to improve SP among youth in Oman?

Chapter 2. Literature Review

2.1 Youth Sport Participation

Sport is a broad term that refers to an activity that requires skills and physical exertion in which individuals or teams may compete. A wide variety of sports exist for people to participate in (Clark, Camiré, Wade, & Cairney, 2015). Most countries have shown an increasing interest in structuring sporting activities by providing a quality experience for youth. This experience can positively impact the health, social outcomes, and global reputation of people in a country.

SP is any person who is directly or indirectly participating in sports as a player, contestant, team or club member, coach, manager, or trainer. A significant proportion of young people regularly take part in sports. Hence, sport fulfills a significant role in the lives of millions of youths around the world (Farelli, 2011; Holt & Knight, 2011).

Several internal and external factors impact people's decisions to participate in sport: gender, education level, household income, physical condition, and immigration status (Holt & Knight, 2011). Holt and Knight (2011) mentioned that young people characteristically report several motives for engaging in sport. The four most commonly emphasized factors

include: 1) developing and learning new skills, 2) social benefits, 3) improving fitness, and 4) having fun. Despite efforts to promote SP and its benefits, SP, for some children, has been short-lived, as sport dropout (or attrition) rates are relatively high, particularly during adolescence (Farelli, 2011).

2.2 The Importance of Youth Sport Participation

Participating in a sport could make people more trusting, trustworthy, and active in a society. Slutzky and Simpkins (2009) mentioned that many studies suggest that SP, among elementary school-aged children, is associated with positive changes (e.g., heightened self-esteem). In addition, participation in a sport makes people fight illnesses more effectively, have more open connections with others and be able to resolve common health and social problems. Furthermore, regular participation in physical activities and sport offers millions of young people opportunities to engage in self-exploration, ability development activities, friendship cultivation, and health (Holt & Knight, 2011).

Participation in sport could provide various opportunities to enhance academic achievements by improving concentration, attitudes, attention, and memory skills. An improvement in physical health due to active participation in sport may also result in reduced obesity and disease. Arient

(2006) noted that it is advantageous for children to continue to participate in sport and physical activities to increase their social skills, decision-making skills, life habits and manners. Arient (2006) also stated that it is essential to create a conducive environment around athletes, peers, and significant adults, all of whom influence the motivation for continued participation in sport.

Research and many sport model programs suggest that sport plays an important social role, especially among youth. Sports and PA role models assist in deterring juvenile delinquency (National School Safety Center CA., 1989). They also positively associate sport experiences with indices of adjustment (e.g., self-esteem) among young participants. Nevertheless, few people have investigated the processes through which younger children benefit from sport participation (Slutzky & Simpkins, 2009).

Harter's (1978), cited in Arient (2006), noted that "competence motivation theory explains that children are motivated to become competent in several domains, one being a sport. In attempts to reach this competency, they carried out mastery attempts, which are the efforts they put forth to succeed. When children experience perceived competency in a field, like sport, they are positively motivated to continue to participate. In this situation, participation in sport remains fun, and the child continues to play.

Failed mastery attempts often lead to withdrawal from that domain. Of all of these reasons for participation, perceived competence may be the most important determinant for continued involvement in sport” (Arient, 2006).

Involvement or participation in sport could impact the psychological, physical, and social health benefits of all people. Children that take part in sport gain the psychological benefits of higher self-esteem (Chung & Lim, 2016). Arient (2006) noted that many studies (e.g., Bowker, 2003; Boyd, 1996; Stewart & Taylor, 2000; President’s Council on Physical Fitness & Sports, 2000) illustrated that SP increased global self-worth and positive self-images, while it decreased stress, anxiety, and the incidence of psychopathology.

While many studies illustrate positive effects of SP, SP can also lead to negative effects. This includes excessive demands and expectations that exceed one’s physical and emotional maturity, negative adult involvement and the risk of injury (Kwan et al., 2014).

The research sheds light on the determinants of the motivational factors for YSP. Figure 1 shows the results of the literature review on the relationship between SRM and YSP. Moreover, athletes play a significant role in influencing young people, directly and indirectly, through sport. Young people observe and learn extensively from models of both genders

(Bandura, 1989). Therefore, SRMs can affect young people through several aspects. The most important of which include: physical aspects, performance abilities, personal appearance, and academic achievement. Minkiewicz and Bridson (2007) stated that local and global athletes can positively and negatively influence others. Their influence depends on the behaviors they display towards the public.

A study of the differences between the influences of local and global sports is possible. Comparatively, there is a significant relationship between local and global SRMs towards young people. A youth role model could be someone that interacts, either directly or indirectly, with youth (Martin & Bush, 2000). It is important to understand that both local and global SRMs can influence the YSP. Lyle (2013) mentioned that PA will master her/his sport and can succeed at a range of local and national levels. Jonson, Lynch, and Adair (2013) claimed that PAs are (or have to be) role models for sports admirers (particularly young people who look up to them).

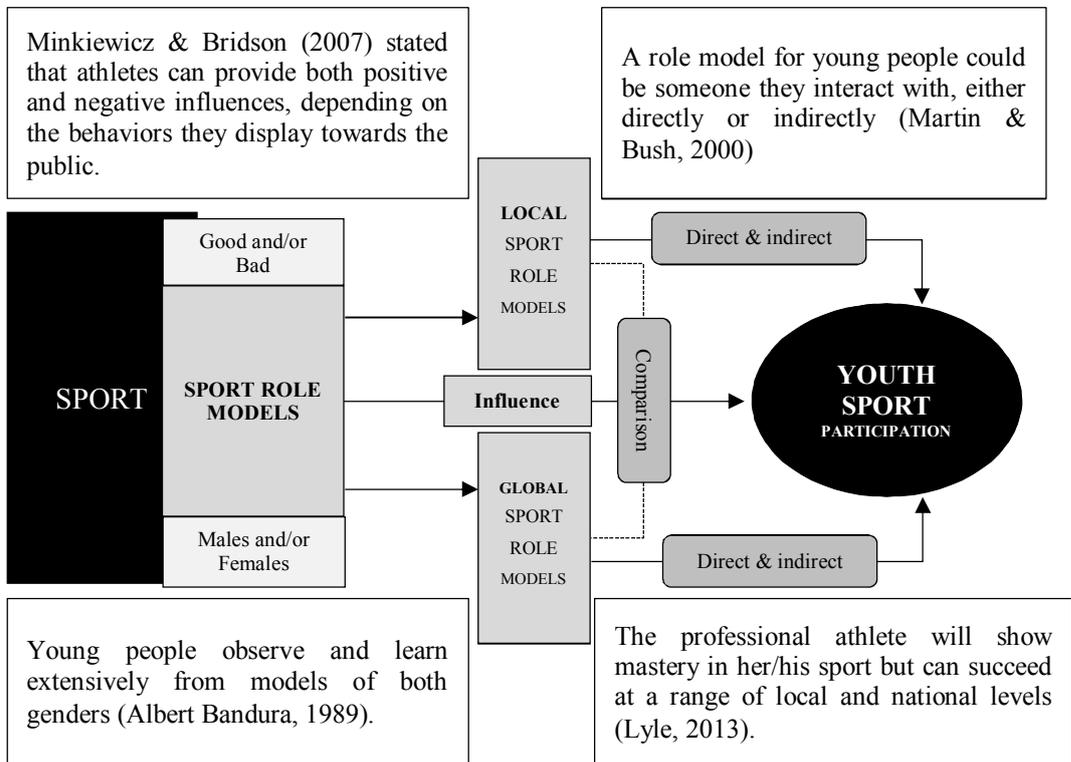


Figure 1. The Relationship Between Sport, Youth, and SRMs

2.3 Role Model

It could often be taken for granted that many people have a clue about these sport stars: Cristiano Ronaldo, Usain Bolt, Lionel Messi, Serena and Venus Williams, Rory McIlroy, Novak Djokovic, Rafael Nadal, LeBron

James, and Maya Moore, as well as many others. However, they are role models for many people, especially youth and adolescents. More precisely, in recent times, sport has become a decisive part of young people's daily lives and self-understanding (Petersen, 2010). For instance, the daily life activities, behaviors, interviews, and lifestyles of PAs on social media outlets occupies the attention of today's youth (Brown, Basil, & Bocarnea, 2003b). Growth in the viewing of PA profiles has prompted psychology and sociology scholars to determine how PAs influence, inspire and affect youth (Fleming, Hardman, Jones, & Sheridan, 2005).

Based on the Random House Dictionary definition, first recorded in 1955-60, a 'role model' is a person who serves as an example of the values, attitudes, morals, thoughts, and behaviors associated with a role. For instance, a coach is a role model for players. Hence, a role model is a person whose behavior can be desired, often imitated, looked up to and revered by somebody else. Common role-models include well-known actors, public figures (e.g., policemen, political officials), teachers or other educators, sports stars, singers, parents and other family members (Dictionary, 2017).

2.4 Modeling and Role-Modeling Theories

In the pedagogical and anthropological research, models and idols are commonly studied. Models are seen as an integral part of the

socialization process. Therefore, they are regarded as important figures in the orientation and education of youth. It is essential to deal with the theoretical considerations of the meaning of the role model, in general, and for young people, in particular.

In the psychology of learning, the orientation of people, as examples, is termed 'learning by imitation' or 'learning using a role-model (Biskup & Pfister, 2009). Thus, role models can distinguish themselves in such a way that others admire and follow them. For example, a woman who becomes an effective heart surgeon or popular drama representative can be described as a role model for other females.

Drawing on identification and social learning theories, Gibson (2004) defined role model as a cognitive construction based on the characteristics of a person's role with which an individual identifies as worth emulating or perceives to be similar to his or her own experiences. According to previous definitions, people actively search for suitable role models (Mutter & Pawlowski, 2014a). Socialization, according to Bricheno and Thornton (2007), is the process by which we pick up on others' attitudes, values, morals, thoughts, beliefs, and skills, and eventually come to formulate our own personality.

Bricheno and Thornton (2007) found that kids first chose their desired role model attributes and then resorted to their admired attribute. In both cases, positive personality traits (e.g., honesty, helpfulness, being hardworking) are the most frequently admired attributes children accord to their role models. Other characteristics, such as fame, are less often cited.

Armour and Duncombe (2012) and MacCallum and Beltman (2002, p. 64) add to this understanding by identifying three types of role models:

1. People who are successful, admired, well-known or skilled and can be an inspiration to young people. They are often used as guest speakers in workshops, seminars or other relevant programs.
2. Individuals who have a positive attitude, excellent social skills and encourage communication and education. They can demonstrate and set an example for young people in different ways. Through interacting with young people, they are also able to support and encourage them to learn life and problem-solving skills. Such role models are often involved in recreational activities or programs.
3. People that take on a mentoring role. Their primary function is to listen, offer advice, offer guidance and become a significant other in the life of a young person.

2.5 Athletes as Sport Role Models

In general, people learn in various ways by observing and experiencing the behavior of others. This is a form of social learning theory, where humans are seen as social beings (Bandura, 1986). In this light, young people learn extensively from models of both genders, but they appear to be selective in what they express behaviorally (Bandura, 1989). In addition, young people often observe older athletes, family members, college athletes and elite athletes. They do this by emulating their behaviors and dreaming one day of becoming them.

It is worth mentioning that the place of role models in the socialization of youth is incontrovertible. The debate typically centers on the relative contribution of parents, peers, teachers, and advisors (Lyle, 2013). Martin and Bush (2000) noted that a role model for youth could be someone whose interaction with young people is either direct or indirect and could influence their decisions and behaviors.

Rationally, the issue is having an outstanding role model that is worth emulating. Young people, therefore, identify themselves with and value good role models by associating with their high prestige, as well as emulating their performance, values, standing, opinions, and beliefs (Rychtecký, 2013)

2.6 Who is the real Sports Role Model?

Lyle (2013) defines role model as a person ‘whom you would deem worthy of emulating’. It is widely claimed that local and global athletes are (or have to be) role models for sports admirers, in particular, the young people who look up to them (Jonson et al., 2013). For example, high-profile soccer players have been a ‘good copy’ since the 1960s, when George Best was often defined as the ‘fifth Beatle’, due to his shared physical similarity and iconic rank with the megastars of popular music (Fleming et al., 2005).

Jones (2011) mentioned that a good role model demonstrates virtues such as sensitivity, restraint, and integrity, at the right times. They also display appropriate emotions, such as anger and compassion. More so, they perform consistently and steadfastly when upon call. It is from such role models that we learn to become good citizens of our societies. Although role modeling is a double-edged sword, PAs can be good role models for their fellow elite athletes, talented young athletes and young people who idolize them. Notwithstanding the overall effects of SRMs on young people, it is important to note that there is a conceptual difference between ‘role models and the observers (Fleming et al., 2005).

In general, there are questions about whether athletes deserve such a role model status (Artigos, 2016). The hypothesis about the importance of sports models and idols in current youth was confirmed by Rychtecký (2013). There is also substantial empirical evidence that adolescents select famous athletes as role models (Mutter & Pawlowski, 2014b). Furthermore, SRMs are significant to young people and can be influential in their behavior, attitudes, and values (Lyle, 2009).

Bricheno and Thornton (2007) indicated that young people have a variety of role models with different motives for choosing them. These role models, in turn, serve as significant predictors of young people's motivation and drive to engage in events and activities (Mutter & Pawlowski, 2014b).

2.7 Gender and Sport Role Models

Gender involves notions of relationships, boundaries, practices, and identities that are created in a social and historical context (Adriaanse & Crosswhite, 2008). The analysis of gender has moved from questions of distribution to issues of relationships (Adriaanse & Crosswhite, 2008).

One of the major challenges in SP is to establish and maintain gender involvement in sport and physical activity. It is well-known that a participant in sport and physical activity can have positive impacts on health, psychological well-being, and social development for both males and

females (Vescio, Wilde, & Crosswhite, 2005). Indeed, youths tend to attribute role models differently. For girls, they are more likely to name parents, movie stars or singers as role models. Boys, on the other hand, more often nominate public figures, such as sporting heroes or action stars, as role models (Biskup & Pfister, 2009; Martin & Bush, 2000; Payne et al., 2003).

Biskup and Pfister (2009) illustrate that a high percentage of boys named sports stars or action stars whom they admired, because of their power, aggression, and ability to get things done. In contrast, for girls, sports stars did not have the function of role models, as they admired the stars and starlets of the movie and music scene.

In general, boys are more involved in sport than girls (Holt & Knight, 2011). The growth in the field of sport psychology has increasingly emphasized gender differences with regards to success and participation in numerous sports. This is evident in situations where girls and boys differ from one another in their involvement rates and participation patterns in sports (Eccles & Harold, 1991).

Bromnick and Swallow (1999) noted, in their research study, that males have an intense admiration for both boy and girl role models. Bromnick and Swallow (1999) also added that the sporting society is

dominated by male role models, while it lacks famous female role models. However, in sport, a significant number of boys are more likely to select SRMs than girls (Adriaanse & Crosswhite, 2008; Biskup & Pfister, 2009)s. Mutter and Pawlowski (2014a) stated that "... while boys only selected SRMs of the same sex, girls sometimes tended to select male athletic role models."

2.8 Media and Sport Role Models

The media is one of the most important factors that makes SRMs more influential. Youth are often influenced by a variety of outside interests, while adopting their self-image, lifestyle, and personality set. Furthermore, role models indicated that RMs have a significant effect on the career aspirations, educational choices, and self-views of young adults (Martin & Bush, 2000).

As noted previously, RMs contacts with and influence on youth can be direct or indirect (Bandura, 1977). Considering the indirect contact of RMs, the relationship between the media and SRMs plays a major role in influencing the youth. Biskup and Pfister (2009) mentioned that girls and boys mainly found their role models and idols in the mass media. This finding is buttressed by Martin and Bush (2000), who mentioned that the

media-saturated environment has elevated famous athletes and entertainers to role model status for many adolescents.

2.9 Local and Global Sport Role Models

SRMs who are adored locally and globally can be used to attract more young people to the sport (Fleming et al., 2005). However, it is well-known that individuals of outstanding achievement or success can serve as role models to others. That could motivate young people to adopt certain self-images and lifestyle patterns of both local and global role models (Martin & Bush, 2000). Sports are both part of and are affected by the disjuncture of global flows and local/global dynamics (Ben-porat & Ben-porat, 2004).

The concept of ‘distance and relevance’ is called into question by the evidence of Melnick and Jackson (2002), who demonstrated the significance of a global sporting hero. Amara (2003) further stated that in “every aspect of social reality, our activities, conditions of living, belief systems, knowledge base and responses, is affected by interconnections with other groups, both "near" and "faraway.””

According to Archer (1990), globalization has become a part of our daily lives, although in different ways and on various levels of social reality (Ben-porat & Ben-porat, 2004). Guéhenno (1998) argued that globalization

occurs on three levels: political, economic, and ideological. Globalizing propensities in sport interact at each of these levels. As a result, young people are influenced by all the distinguished people around them, both locally and globally. The reason for this could be the media boom and the vast information flow through TV channels, the internet, and social networking applications (Barker, 1997).

Some theorists elucidate that globalization involves ‘the expanding scale, growing magnitude, speeding up and deepening impact of transcontinental flows and patterns of social interaction’ (John & Jackson, 2010). Thus, globalization is often driven by the global media (Barker, 1997), where it enhances the links between nations concerning the dimensions of time, space, information and economies (John & Jackson, 2010). Resultantly, the infiltration of global culture can affect feelings and attitudes. Eventually, it can affect actual behavior and approaches (Ben-porat & Ben-porat, 2004). It is also worth noting that the impact of a global sports culture, backed by flows of capital and labor, on national identity, fits the specificities of global/local interactions. As a result, global and local identities operate concurrently and create unique mixtures reflecting specific localities (Ben-porat & Ben-porat, 2004).

Robertson (1992) mentioned that the world has become a 'compressed' or 'single space.' This concept has been conceived as a result of the increased intensity of global interconnectedness. Consequently, it is not possible to prevent young people from interacting with the sport events and idols they are following. Therefore, it is worth studying the effects of these interactions, as it is essential to have a clear roadmap for in-country (at local level) sport development. Under those circumstances, there are two critical factors of SRMs that could influence the young generation, locally and globally. In that case, each element might have a different impact. With this in mind, young people may be more influenced by global athletes, regarding physical and skill capabilities in some countries, than local athletes.

2.10 Influence of Professional Athletes

PAs can offer positive or negative influences, depending on either the behaviors or utterances which they display to the public (W. Payne, Reynolds, Brown, & Fleming, 2002). Although the influence and impact of sports celebrities on behavior requires much more scholarly investigation, some studies indicate that famous people can efficiently persuade others to purchase products and adopt certain health-related beliefs and practices (Brown et al., 2003b). It is straightforward to suggest that PA's behaviors

and manners are uncritically easily imitated. What remains uncertain is the origin of such a judgment (Fleming et al., 2005).

Vescio et al. (2005) argued that a role model, acting in a more passive role, changes over time and does not necessarily have direct personal contact with others. In fact, they may not be aware of the extent to which they impact someone's life. The impact of SRMs, nonetheless, comes with some significant differences between the modes of behavior that are desirable and those that are not (Fleming et al., 2005).

Young people view sports celebrities as exciting and dazzling people, but they have little expectations of them beyond their athletic performance (Griffin, 2005). Elite athletes' skills, talents, and abilities provide impressions that transcend the playing field and often create the belief that they have positive influences, just because of their success and accomplishments in sports (Pawlak, 2012). On the contrary, some elite athletes in the United States, who were revered, have shown gross disregard for ethics and integrity (Pawlak, 2012). For instance, Lance Armstrong, who was stripped of his seven 'Tour de France' titles in 2012 in the wake of the scandal and banned from professional cycling career for life, said his biggest fear was the possibility of facing questions from his kids as they got older

(SHIN, 2015). Elite athletes' unethical and illegal behaviors affect their followers (mainly youth); these behaviors also undermine the sports integrity, as well as the moral fabric of the culture and society in which the sport operates. It is therefore incumbent on elite athletes who couple as role models to be good examples, rather than bad ones (Jones, 2011).

By being in the public eye, athletes become role models for young people (Holley, 2014). For instance, footballers are seen as the closest person to a father-figure; they are also regarded as the most significant role models for young people (Bricheno & Thornton, 2007). SRMs (e.g., professional footballers) have gained prominence as a result of the extensive media coverage (Bricheno & Thornton, 2007). Fleming et al. (2005) noted that high profile professional sports stars and celebrities enjoy extended exposure in the British media. In addition, their effect on society, in general, and on young people, in particular, has become the subject matter of both popular and academic discussions.

The media plays a significant and complementary role in influencing young people to choose their role models. According to Fleming et al. (2005), the professional sport discourse or discussion dominates the media, because of the ambiance of sport events and the celebrity and brilliance status of some talented elite athletes.

Sports stars have a set of societal responsibilities and duties that are outside of the sport itself. The corollary might be that PA are expected to show 'model' behavior, both inside and outside sport. Such gestures of elite athletes tend to influence their followers, who are mainly young people. While this could be seen as a direct contact by SRMs with their followers, their kind gesture can be enhanced by an indirect act, where the media can cover their activities to a broader audience or set of followers (Martin & Bush, 2000). SRMs who are adored locally and globally can, therefore, be used to attract more young people to the SP (Fleming et al., 2005).

Having recounted that sports models and idols play a major role in the personal development of young people (Rychtecký, 2013), it is important to note that their actions can have both positive and negative influences, depending on their behaviors towards the public (Minkiewicz & Bridson, 2007). This means that athletes could be negative role models, or anti-heroes.

Chapter 3. Methodology

This study seeks to determine the relationship between Omani SRMs, global SRMs and YSP. Objective attainment and acknowledged achievements, like the Nobel Prize, Olympic medals, best player award, or World Cup titles, are inherent to symbolic role models. Such achievements obtained by a role model creates incentives to imitate attitudes, attributes, and behaviors (Bandura, 1986). With both local and global SRMs touted to have a motivational and inspirational edge, which spurs young people to imitate SRMs, this research will draw participants from Oman to provide their opinions about the influence of both local and global SRMs.

The investigation will involve examining and analyzing the relationship between global and local SRMs and their influence on YSP in Oman. The research will adopt the mixed method inquiry, which is comprised of both quantitative and qualitative approaches. Mixed methods research involves collecting, analyzing, and interpreting both quantitative and qualitative data in a single study that is examining the same underlying phenomenon (Leech & Onwuegbuzie, 2009). A mixed method inquiry allows for the triangulation of data to obtain in-depth evidence. More specifically, while the quantitative method validates the findings of the

research, the qualitative method adds rigor by posing questions that allows participants to provide in-depth detail. The qualitative method of inquiry is often used to gain an overall sense of the phenomena and form hypotheses that can be tested (Baran, 2010). In this investigation, the quantitative data will be collected via online surveys and hardcopies distribution, while the qualitative data will be collected via interviews. The people that are conducting the interviews will guide the interview questions. In this way, we can explore more complicated aspects, such as social relationships (Malina, Nørreklit, & Selto, 2011) (Table 2).

Table 2. Summary of Research methodology lineaments

Research Question	Instrumentation	Participants	Data Analysis
Does local and global sport role model success influence sport participation among youth in Oman?	Online and hardcopy survey	Young people	Use SPSS to conduct a Chi-squared test
Does local and global sport role model behavior influence sport participation among youth in Oman?	Online and hardcopy survey	Young people	Use SPSS to conduct a t-test and an ANOVA one way
How can the local and global sport role models be utilized to improve sport participation among youth in Oman?	Structured interview	Sport experts	Thematic coding analysis (Robson, 2011).

This study will take approximately 11 months. The research period will involve four phases: research proposal, questionnaire design, data collection, and data analysis (Figure 2).

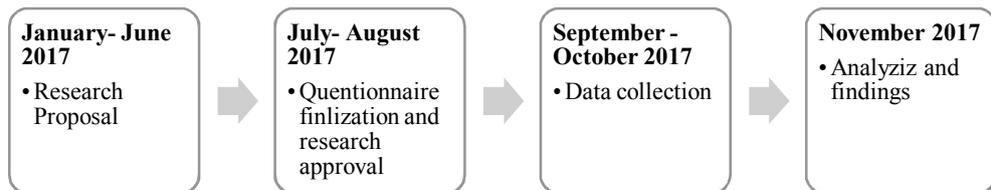


Figure 2. Research Timeline

The first phase of the investigation is the research proposal. This is comprised of the background, literature review and methodology including the survey design. This took place between January and June 2017. The second phase involves finalizing the research questionnaire and obtaining approval for the research. This took place between July and August 2017. The third phase is the survey distribution and data collecting process, which took place between September and October 2017. The fourth and final phase is the data analysis and write-up of the results. This should be complete by the end of November 2017.

3.1 Survey

A survey was designed and distributed to collect data to answer the following research questions:

1. Does local and global SRM success influence sport participation among youth in Oman?

2. Does local and global SRM behavior influence sport participation among youth in Oman?

3.1.1 Study Population and Sample

The procedures used to select units for inclusion in a sample are much easier, quicker and cheaper in non-probability sampling, as compared to probability sampling. Hence, this study applies non-probability sampling. The sampling method is convenience sampling, which is also known as accidental or haphazard sampling. This is a type of non-probability or non-random sampling, where members of the target population that meet certain practical criteria (e.g., availability at a given time, geographic proximity, easy accessibility, willingness to participate) are included (Dornyei, 2007; Etikan, 2016).

While there are no universally accepted definitions of adolescence and youth, the United Nations understands the term adolescents to include people that are aged between 10 and 19 years, while youth refers to people between the ages of 15 and 24 years (Asia & Asia, 2010). The 2007 World Development Report, which focuses on 'the next generation,' expands the definition of youth to include all young people aged between

12 and 24 years old (Bennell, 2007). Furthermore, in Oman, people that are under 29 years of age comprise the largest segment of the total population (65%) (NCSI, 2012). Consequently, the study population will consist of 450 to 600 male and female youth that live in Oman. Their ages will range from 12 to 24 years of age.

3.1.2 Measurement and data analysis

Data was collected for more than 1300 Omani youth. The results were input into the Statistical Package for Social Sciences (SPSS) software. Three statistical tests were conducted: chi-squared test, t-test, and ANOVA. The first test is the chi-squared test of independence. It is also known as the Pearson chi-squared test. The chi-squared test can be used to test hypotheses to determine if there is a significant relationship between two nominal (categorical) variables (McHugh, 2013). More specifically, the frequency of one nominal variable is compared with different values of the second nominal variable. The data can be displayed in an R*C contingency table, where R is the row and C is the column.

This study used the chi-squared test to examine the relationship between SRMs (local vs. global) and YSP (participate vs. not participate). If the null hypothesis is accepted, there would be no

relationship between the SRMs and YSP. If the null hypotheses is rejected, the implication would be that there is a relationship between SRMs and YSP. The independent variables (X) were local and global SRMs. The dependent variable (Y) is participation in sports and participating in a sport that they had not participated in before.

The second test is the t-test, which is an independent sample test. The t-test evaluates the difference between the means of two independent or unrelated groups (Howell, 2007). In this study, the independent variables (X) were the 10 behavioral aspects. The dependent variable (Y) was participation. The t-test evaluates whether the mean value of the test variable (participation) for one group (i.e., participate) differs significantly from the mean value of the test variable for the second group (i.e., not participate). The null hypothesis is that the means of both groups are equal. The alternative hypothesis is that the means of both groups are not equal.

The third test is an ANOVA (Analysis of Variance). An ANOVA tests for differences between three or more population means using the Fit Y by X platform. The one-way ANOVA can be used to test a quantitative outcome with a categorical explanatory variable that has two or more levels of treatment (Howard, 2012). In other words, ANOVA tests the hypothesis of no difference between two or more population means. An ANOVA is

called a single factor analysis of variance, because there is only one independent variable or factor. The independent variable, on the other hand, has nominal levels or a few ordered levels (Horn, 2008).

In this study, the null hypothesis for the ANOVA test is that the mean of the dependent variable (behavioral aspects) was the same for all of the SRM groups. The alternative, or research, hypothesis was that the average (mean) was not the same for all groups.

3.1.3 Instrumentation

The questionnaire was designed to examine the relationship between SRMs (local and global) and YSP. More specifically, we aimed to determine if there was a connection between Omani youth and sport.

Permission to conduct this research was obtained from the Ministry of Education, Ministry of Higher Education, and Ministry of Sports Affairs of Oman. The online questionnaire form (in the form of a link) was sent via e-mail to representatives of schools, universities, clubs, and sports centers, for further distribution to the young people of Oman. Around 1366 young male and female participated in the survey. 426 responded to the questionnaire online, while the rest of the (940) respondents answered the hard copy questionnaire.

The survey consists of four sections:

1. Participant profile
2. Sport participation and youth in Oman
3. SRM identity
4. SRM influence and YSP

The survey questions, grouped into the four sections, poses questions about the influence of the success and behavior of both local and global SRMs on YSP. The first section includes demographic questions (e.g., age, gender, province, city, respondent's status or profession). The second part is about youth and their connection to sport. The questions relate to the type of sport, primary purpose of participation, years practiced, hours practiced, location, time practiced, major motivational factors, and media platforms that youth preferred to use to track sport news.

The third section is the SRM identification. This section consists seven items. It asks whether the youth have an SRM or not. If they do, they answer more questions, such as if the SRM is: Omani-local, Omani global or non-Omani global. Additionally, it explored variables about why the young people chose their SRMs. They are also asked the names of their

SRMs, their gender, their sport and whether the person answering the survey is involved in their SRM's sport or not.

The last section observed the relationship between SRMs and youth. Four questions were asked using a 1 to 5 Likert scale, where 1 is strongly disagree and 5 is totally agree. A 1 to 10 Likert scale was also used (Norman, 2010). This section focused on the relationship between the following variables: influence in behavior, thinking frequency, new sport, participation intention, and media following frequency. The survey that was distributed to the targeted respondents is presented in *Appendix A*, in detail, and briefly, in Table 3.

Table 3. Distribution of the Survey Questionnaire

No	Section	Question Breakdown
1	Demographic profile	Age, sex, province, city, profession/ status
2	Sport participation	Type of sport, primary purpose of participation, years practiced, hours practiced, location, time practiced, major motivational factors, media platforms
3	SRMs identity	SRMs identification, SRMs category, SRMs gender, SRMs name, SRMs years/ duration, SRMs characteristics, SRMs sport
4	Variables and influence of SRMs	Influence in own behavior, thinking frequency, new sport, participation intention, frequency, media, success, performance

3.2 Interviews

Structured interview type questions were used to collect data to answer the third research question: “How can the local and global SRMs be utilized to improve sport participation among youth in Oman?”

3.2.1 Purpose of Interviews

Structured interviews are, essentially, verbally administered questionnaires, in which a list of predetermined questions are asked, with little or no variation and with no scope for follow-up questions to responses that warrant further elaboration (Gill, Stewart, Treasure, & Chadwick, 2008). Generally speaking, structured interviews ensure that respondents have equal opportunities to provide information. In addition, they are assessed accurately and consistently (Management, 2008).

The interviews focused on better understanding the experiences of sport experts in Oman and the relationship between the influence of local and global SRMs and YSP. They are also used to determine how the SRMs can be utilized to increase sport participation among youth in the present and the future.

3.2.2 Interview Respondents

Six people were interviewed. They helped to collect information on the third research question. This enabled us to propose some suggestions for utilizing the SRMs as an essential factor in increasing the YSP among young people in Oman, especially in the future. The sport experts represent the various bodies related to the sports and youth sector in the country. Furthermore, they have extensive experience in the development of various sports aspects as Table 4 shown.

Table 4. List of the Interview Respondents

No	Name	Profession	Sport body/ Institution
1	Participant 1 (Ahmed Nooh)	General Director	- Sultan Qaboos Youth, Culture and Entertainment Compound in Salalah - Chairman of the Omani Paralympic Committee
2	Participant 2 (Jamal Said)	Sports Expert	- Ministry of Sports Affairs - General Secretary of the Omani Athletic Federation
3	Participant 3 (Saba Sultan)	Director of the Women's Sports Department	- Ministry of Sports Affairs - Member of the Omani Olympic Committee - The Vice President of the Omani Women's Sports Committee
4	Participant 4 (Hilal Hamed)	Chairman	- Member of the Omani Olympic Committee - Chairman of the Omani Basketball Association
5	Participant 5 (Faiyyad Ameen)	Sports Journalist	- The Chairman of the GCC Sport Media Union
6	Participant 6 (Dr. Saleh Ameer)	Sport Academician	- Assistant Professor at the Department of Sport Science - Sultan Qaboos University

3.2.3 Interview Guide for Stretched Interview

The interviews will be guided by a series of questions to determine the sport expert perspectives about how local and global SRMs can be utilized to improve sport participation among youth in Oman. Detail is presented in *Appendix B*.

3.2.4 Validating Interview Findings and Data Analysis

Some qualitative researchers have argued that the term validity is not applicable to the qualitative research area. At the same time, they have realized the necessity for a qualifying check or measure for their research (Golafshani, 2003). Creswell & Miller (2000) proposed that the validity is affected by the researcher's perception of validity in the study and his/her choice of paradigm assumption. However, the structured interview validity shall be explained in terms of the authenticity and trustworthiness (Lincoln & Guba, 1985).

Gratton & Jones (2010) stated that no single method is currently available to analyze qualitative data in sports research. Nonetheless, this study will adopt the general guidelines for the thematic coding analysis of qualitative data (Robson, 2011). The process is as follows:

1. Becoming familiarized with the data to be collected: this involves a researcher transcribing, reading and familiarizing themselves with the transcribed document.
2. Generating initial coding: this involves generating initial codes from the transcribed document and grouping similar codes.
3. Identifying themes: thoroughly studying similar codes that are extracted and grouping them under identified themes.
4. Constructing thematic networks: there are usually many identified themes. Hence, they should be further categorized under main and sub themes. Main themes serve as topics for discussion, while sub themes provide explanations for the main themes.
5. Integration and interpretation: assess and compare the main themes; thoroughly explore these themes; summarize the themes before interpreting them.

Chapter 4. Results

This chapter provides the results of both a survey and interviews. As mentioned in chapter 3, there are three research questions in the study, two of which were addressed with quantitative methods, while the third question was addressed using a qualitative approach.

Both the survey and the interviews were conducted in Oman over a period of two weeks, from October 28 to November 13, 2017. The findings are presented in three parts. The first part is descriptive statistics, including percentages and the mean. The second part presents the results of the chi-squared test, the t-test, and the one-way analysis of variance (ANOVA) test as analyzed using SPSS software. The third part presents the results of the interviews that were conducted with six sports experts.

4.1 Survey

The survey method was used to answer the first and second research questions, i.e., 1) “Does the success of local and global sports role models influence the participation in sports by the young people in Oman?” and 2) “Do the behaviors of local and global sports role models influence the participation in sports by the young people in Oman?”

The survey questionnaire covered the four sections describe below, and this chapter provides the analysis of the data for each section.

1. Participants' profiles
2. Participation in sports by youth in Oman
3. Identities of role models in sports
4. Influence of role models in sports on the participation of youth in sports

4.1.1 Descriptive statistics

This section provides a summary of the demographics of the respondents and the details of each item on the questionnaire, which allows a simpler interpretation of the data.

4.1.2 Profiles of the Respondents to the Survey

A total of 1366 young people in the age range of 12-24 responded to the survey, and Table 5 shows the demographics of the respondents.

Table 5. Demographics of the respondents

Variable	Group	N	Percentage
Gender	Male	940	68.8
	Female	426	31.2
Age	12-15	527	38.6
	16-20	487	35.7
	21-24	352	25.8
Province	Muscat	525	38.4
	Dakhiliyah	199	14.6
	Dhofar	157	11.5
	Dhahirah	152	11.1
	Batinah North	111	8.1
	Batinah South	97	7.1
	Wusta	50	3.7
	Sharqiyah South	31	2.3
	Sharqiyah North	29	2.1
	Buraimi	13	1
	Musandam	2	0.1
Status	Intermediate School (5-10)	578	42.3
	High School (11-12)	236	17.3
	College Student	159	11.6
	University Student	142	10.4
	Government Sector	83	6.1
	Private Sector	34	2.5
	Military	69	5.1
	Entrepreneur	9	0.7
	Unemployed	53	3.9
	Other	1	0.1
Total		1366	100%

As explained in the methodology chapter and shown in Table 5, the ages of the respondents ranged from 12 to 24. This was in compliance with the definition of the age ranges for youth provided by the United Nations Department of Economic and Social Affairs (UNESA) 2014, and the 2007 World Development Report. The percentages of the participants in the 12-15, 16-20, and 21-24 age ranges were 38.6, 35.7, and 25.8%, respectively.

Since the overall age range was 12-24, most of the respondents were students, i.e., 578 were intermediate school students, 236 were high school students, and 301 were college or university students. Thus, these students accounted for 81.6% of the entire sample. Oman is divided into 11 provinces, and the survey had respondents from all of them. Among the respondents, 38.4% (525 respondents) were from Muscat, the capital of Oman, 14.6% (199) were from Dakhiliyah Province, and 8.1% (111) were from Batinah North Province.

4.1.3 Sports Participation and Youth in Oman

The following lines describe the results of the second section, which is about Oman's youth and their participation in sports. The sampling asked, "What is the sport in which you are currently most involved?", and this question was answered by 1355 participants (n = 1355). Table 5 shows that Omani youth were most involved in football, as indicated by 701

respondents, 68.8% of which were males and 31.2% are females. The results also showed that sailing and running marathons were among the sports in which Omani youth were least involved; there were only two respondents (n = 2) for each sport. Table 5 also shows that only 20 respondents (n = 20) did not participate in any sport, 2.8% of which were females and 0.9% were males. Based on the data we collected, it could be concluded that female young people in Oman get less exercise than males.

Table 6 shows that, among the 423 female respondents, none of them participated in weightlifting, taekwondo, hockey, or marathons. However, Table 5 also provides an overview of the 10 sports in which females are involved to a greater extent than males, i.e., Gymnastics 13 (31.1%), Walking & Running 101 (23.9%), Swimming 55 (13%), Handball 39 (9.2%), Basketball 26 (6.1%), Chess 20 (4.7%), Badminton 26 (6.1%), Traditional Games 4 (0.9%), and Squash 3 (0.7%).

Table 6. Sports in which Omani Youth are most involved

Sport	Total		Male		Female	
	N	Percent	N	Percent	N	Percent
Football	701	51.7	640	68.7	61	14.4
Walking Running	131	9.7	30	3.2	101	23.9
Swimming	101	7.5	46	4.9	55	13
Volleyball	57	4.2	35	3.8	22	5.2
Handball	53	3.9	14	1.5	39	9.2
Basketball	36	2.7	10	1.1	26	6.1
Chess	29	2.1	9	1	20	4.7
Badminton	28	2.1	2	0.2	26	6.1
Other sports	27	2.0	21	2.3	6	1.4
Horse riding	23	1.7	12	1.3	3	0.7
Weightlifting	22	1.6	22	2.4	0	0
Gymnastics	18	1.3	5	0.5	13	3.1
Bowling	17	1.3	9	1	8	1.9
Cycling	17	1.3	14	1.5	3	0.7
Table Tennis	16	1.2	9	1	7	1.7
Track and Field	15	1.1	12	1.3	3	0.7
Taekwondo	12	.9	12	1.3	0	0
Shooting	11	.8	10	1.1	1	0.2
Traditional Games	6	.4	2	0.2	4	0.9
Squash	5	.4	2	0.2	3	0.7
Hockey	4	.3	4	0.4	0	0
Sailing	2	.1	1	0.1	1	0.2
Karate	2	.1	1	0.1	1	0.2
Marathons	2	.1	2	0.2	0	0
None	20	1.5	8	0.9	12	2.8
Total	1355	100.0	932	68.8	423	31.2

The questionnaire allowed to obtain responses that indicated the duration of participation in years, the time spent in practice, the locations of the practices, and the primary purpose of participation.

Table 7 provides a summary of the descriptive statistics related to the four participation variables mentioned above. Approximately half of respondents, i.e., $n = 762$ (56.7%), were involved in sports activities primarily for the purposes of competition and recreation.

Fifty-nine percent (59%) of participants ($n = 791$) were participating in their sports at different locations. Only 15.8% of them most often take part in their sports at sports clubs or centers. Table 6 also shows that most of the respondents had participated in their sports activities four years or more ($n = 701$) (52.2%).

The question: “What time do you usually participate in this sport?” was answered by 1343 participants. Table 7 shows that 472 respondents (35.1%) preferred to participate in their sports activities in the evening, particularly between 5:00 and 9:00 P.M., but some respondents (35.7%) practiced at random times.

Table 7. Descriptive Statistics of Sport Participation, Years, Location, Time, and Purpose

Variables		N	Percent
Do you participate in this sport primarily for competition or recreation?	Both competition and recreation	762	56.7
	Recreation only	335	24.9
	Competition only	178	13.2
	Not sure	70	5.2
	Total	1345	100.0
Where do you most often take part in this sport?	Informal- various settings	791	59.1
	Sport clubs and/or Sport centers	211	15.8
	Neighborhood streets	155	11.6
	At school, college, or university	85	6.3
	Other	50	3.7
	Public park areas, beach	47	3.5
Total	1339	100.0	
How many years have you been involved in this sport?	More than 4 years	701	52.2
	Not sure	173	12.9
	2-3 Years	162	12.1
	3-4 years	115	8.6
	Less than one year	96	7.1
	1-2 years	96	7.1
	Total	1343	100.0
What time do you usually participate in this sport?	Not sure, Randomly	479	35.7
	Evening: 5:00 to 9:00 P.M.	472	35.1
	Afternoon: 12:00 P.M. to 5:00 P.M.	224	16.7
	Morning: 5:00 to 12:00 P.M.	118	8.8
	Night: 9:00 to 4:00 A.M.	50	3.7
	Total	1343	100.0

For more descriptive statistics about youth in Oman and their connection with sports activities, Table 8 shows the variables that are the most motivating factors for young people in Oman to participate in sports.

Generally, Table 8 shows that the 'Having fun' variable is an essential motivating factor that drives young Omani males and females to practice their sports, with n = 659 answering 'Yes,' 64.5% of whom were males, and 35.5% were females.

The 'Improving skills' factor was the second motive, with n = 559 respondents, and the third most important factor among the young people was 'to stay healthy,' with n = 546 respondents answering "Yes." However, it is well noted that the Omani young people do not participate in their sports to achieve success, with n = 985 (73.3%) respondents saying "No" to this question.

Table 8. Descriptive Statistics of the most important motivating factors that make Omani youth become involved in sports activities

Variables	Gender				Total	
	Female	Male				
	N	%	N	%	N	
Having fun	No	180	26.3	504	73.7	684
	Yes	234	35.5	425	64.5	659
	Total	414	30.8	929	69.2	1343
Improving skills	No	306	39	478	60.1	784
	Yes	108	19.3	451	80.6	559
	Total	414	30.8	929	69.2	1343
Stay healthy	No	235	29.5	562	70.5	797
	Yes	179	32.8	367	67.2	546
	Total	414	30.8	929	69.2	1343
Being with friends	No	311	33.3	624	66.7	935
	Yes	103	25.4	305	74.6	408
	Total	414	30.8	929	69.2	1343
Developing fitness	No	308	48.2	628	51.8	936
	Yes	106	26	301	74	407
	Total	414	30.8	929	69.2	1343
Achieving success	No	331	33.6	654	66.4	985
	Yes	83	23.2	275	76.8	358
	Total	414	30.8	929	69.2	1343
Experiencing thrills and excitement	No	353	31.9	755	68.1	1108
	Yes	61	26	174	74	235
	Total	414	30.8	929	69.2	1343
Others	No	402	30.6	912	69.4	1314
	Yes	12	42.9	16	57.1	28
	Total	414	30.8	928	69.2	1342

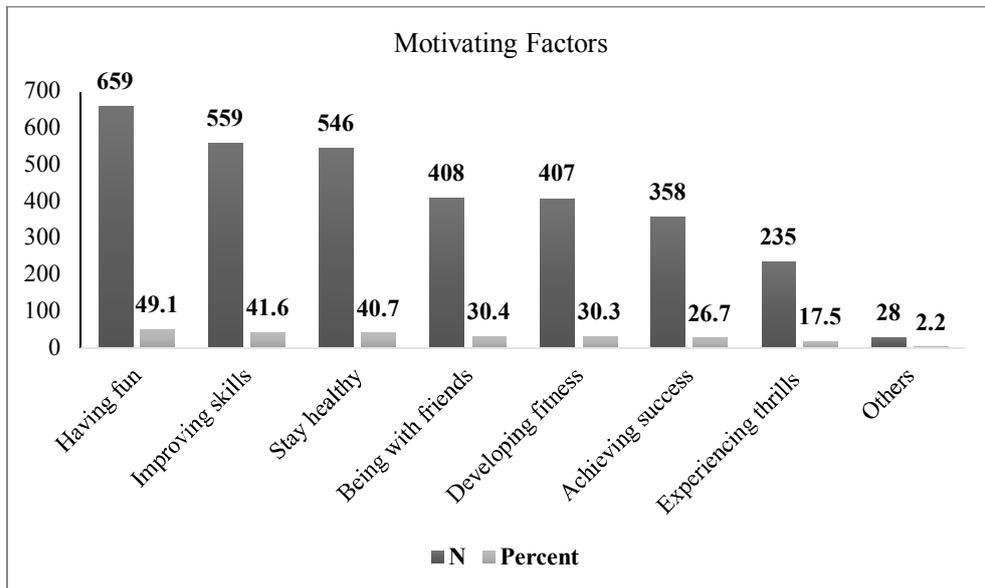


Figure 3. The most important Motivating Factors that make Omani Youth participate in sport'

Considering the media platforms, the study investigated whether the young people in Oman track sports news. Table 9 presents the descriptive statistics of the media platforms variables and provides more insight into these variables and how the respondents answered the questions.

Table 9. Descriptive Statistics of Media Platforms

Variables	N	Yes	No
TV, Sport Channels	1339	778 (57.0%)	561 (41.1%)
Social Media	1339	442 (32.4%)	897 (65.7%)
Internet, websites	1338	423 (31.0%)	915 (67.0%)
Smartphone apps	1339	409 (29.9%)	930 (68.1%)
Attending	1339	220 (16.1%)	1119 (81.9%)
Newspaper	1339	145 (10.6%)	1194 (87.4%)
Others	1339	41 (3.0%)	1298 (95.0%)
Radio	1339	37 (2.7%)	1302 (95.3%)
Valid N	1338		

Table 9 indicates that the variable with the lowest rating was “Radio,” with the only $n = 37$, (2.7%). The most participants ($n = 778$, 57%) preferred sports channels to track sports news, while “Social Media” was the second most popular media platform. However, the ratings of “Social Media,” “Internet websites,” and “Smartphone apps” were very close

together. Note that the young people have other media platforms to track the sport news, as shown by the row entitled “Others” (n = 41, 3.0%).

4.1.4 Sport Role Model Identity

Young people learn extensively from models of both genders, but they appear to be selective in what they express behaviorally (Bandura, 1989). Hence, sports role models (SRMs) who are adored locally and globally can be used to attract more young people (Fleming et al., 2005). However, there are several descriptive statistics that might be computed from the indicators in the figures below.

In order to investigate the relationship between youth and their SRMs, the sampling asked the fundamental question concerning whether they have SRMs. The results showed that, out of 1345 respondents, 977 (72.6%) answered yes to this question, while only 368 (27.4%) answered no. Table 10 below shows the detailed results.

Table 10. Is there an athlete you think of as your sport role model?

Is there an athlete you think of as your sport role model?	N	Gender	
		Male	Female
Yes	977 (72.6%)	751 (76.9%)	226 (23.1%)
No	368 (27.4%)	179 (48.6%)	189 (51.4%)
Total	1345	930 (69.1%)	415 (30.9%)

The question concerning the identification of the SPMs, i.e., whether there were local or global, was answered by 977 respondents. Table 11 presents the SRMs identified by the Omani young people. It indicates that most of their SRMs, i.e., 61.7%, are Non- Omani global professional athletes, and 50.5% of these SRMs were males and 11.3% were females.

Table 11. Identification of the most important athlete as an SRM

Variables	Gender	N	Percent
Non-Omani global SRMs	Male	493	50.5
	Female	110	11.3
	Total	603	61.7
Omani global SRMs	Male	176	18
	Female	83	8.5
	Total	259	26.5
Omani local SRMs	Male	81	8.3
	Female	34	3.5
	Total	115	11.8
Total	Male	750	76.8
	Female	227	23.2
	Total	977	100

The descriptive statistics offer insight into the orientations of Omani young people towards sports. Thus, Table 12 below shows that the most popular athlete Omani youth considered as an SRM was Ali Alhabsi, who is the goalkeeper of Oman’s national soccer team, and the second most popular athlete was Cristiano Ronaldo, a Portuguese football player. The third favorite athlete was Lionel Messi, an Argentinian football player. Table 12 shows the top 15 favorite athletes among the Omani young people.

Table 12. Top 15 Athletes who were considered as SRMs by Omani young people

SRMs	Sport	N/ Participant	Percent
Ali Alhabsi	Football	176	12.9
Cristiano Ronaldo	Football	168	12.3
Lionel Messi	Football	147	10.8
Neymar	Football	26	1.9
Emad Alhosni	Football	22	1.6
Zidane	Football	16	1.2
Fatma Alnabhani	Tennis	14	1.0
Sergio Ramos	Football	9	.7
Abdulaziz Almuqbali	Football	8	.6
Luka Modric	Football	8	.6
Barakat Alharthi	Athletics	7	.5
Usain Bolt	Athletics	7	.5
Ronaldinho	Football	7	.5
Carles Puyol	Football	6	.4
Hani	Football	5	.4
Total	147 athletes	519	100.0

Table 13 shows data of the sports of the SRMs. The results show that 79.3% of the SRMs played football 2.5% of them were swimmers, and only 0.1% of them play golf, squash, karate, and badminton.

Table 13. Main Sports of the SRMs

Sport	N	Percent
Football	762	79.3
Swimming	20	2.1
Handball	18	1.9
Basketball	15	1.6
Walking- Running	14	1.5
Weightlifting	14	1.5
Volleyball	12	1.2
Track and Field	11	1.1
Other	49	9.7
Total	961	100.0

A role model for the young people could be someone they interact with directly or indirectly (Martin & Bush, 2000). Therefore, the questionnaire examined the reasons the Omani young people gave for these athletes being their SRMs, whether they were Omanis or non-Omanis, local, or global. The young people appeared to be selective (Bandura, 1989). Table 14 presents the statistical data on the reasons the young people identified specific athletes as their SRMs.

Table 14. The Descriptive Statistics of the SRMs' Characteristics

Variable	N	Yes	No
Performs a magnificent feat	968	593 (61.3%)	375 (38.7%)
Physically strong	968	525 (54.2%)	443 (45.8%)
Possesses special abilities	968	458 (47.3%)	510 (52.7%)
Overcomes obstacles	968	385 (39.8%)	583 (60.2%)
Nice personality	968	370 (38.2%)	598 (61.8%)
Inspires people	968	339 (35.0%)	629 (65.0%)
Serves the community	970	327 (33.7%)	643 (66.3%)
Appearance	968	287 (29.6%)	681 (70.4%)
Makes sacrifices for other people	968	242 (25.0%)	726 (75.0%)
Frequency of Appearance on Media	968	226 (23.3%)	742 (76.6%)
Makes someone else's life better	968	220 (22.7%)	748 (77.3%)
Other	968	29 (3.0%)	939 (97.0%)

Table 14 shows that 'Performs a magnificent feat' is the characteristic that the young people used most often to pinpoint their SRMs, where 593 (61.3%) of them answered 'Yes.' However, in addition to 'Performs a magnificent feat,' the characteristics of 'Physically strong,' 'Possesses special abilities,' and 'Overcomes obstacles' were used by the young people for choosing SRMs more frequently than 'Appearances' and 'Makes sacrifices for other people.' The table shows that "Media frequency appearance" was not a very important characteristic in the young people's choosing their SRMs; for this characteristic, only 226 (23.3%) of the respondents answered 'Yes.'

4.1.5 Influence of SRMs on Young People's SP

As mentioned in the literature review, professional athletes who are viewed as SRMs can offer positive or negative influences, depending on the behaviors they exhibit and the statements they make in public (W. Payne, Reynolds, Brown, & Fleming, 2002). Therefore, there are different aspects concerning the influence that SRMs have on young people. The survey examined one question using the Likert (1-5) scale with 10 aspects of behavior to determine the extent to which the young people agreed or disagreed concerning their behaviors being influenced by their SRMs. Table 15 shows the statistical overview of 10 aspects that SRMs could influence young peoples' behaviors according to a literature review. Note that the values of the means of the 10 aspects were very close, i.e., between 3.1 and 3.9. However, 40% of the respondents (n = 385) strongly agreed that the SRMs influenced their behaviors from the standpoint of "Sport performance," with a mean of 3.9 and standard deviation of 1.226. However, 73 respondents strongly disagreed that the SRMs influenced their behaviors. The lowest mean (3.1) was for "Academic Achievement," which indicated that most of the academic behaviors of the young people in Oman are not influenced by their SRMs.

Table 15. Statistical Overview of Extent to Which SRMs Can Influence the Behaviors of Omani Young People

Variables	N	Degree of Agreement					Mean	Std. Deviation
		1 Strongly disagree	2 Disagree	3 Undecided	4 Agree	5 Strongly agree		
Sport performance	962	73 7.6%	75 7.8%	111 11.5%	318 33.1%	385 40.0%	3.90	1.226
Self-esteem and confidence	944	47 5.0%	71 7.5%	167 17.7%	316 33.5%	343 36.3%	3.89	1.130
Physical abilities	953	55 5.8%	105 11.0%	162 17.0%	312 32.7%	319 33.5%	3.77	1.189
Sport media following	935	75 8.0%	95 10.2%	190 20.3%	253 27.1%	322 34.4%	3.70	1.259
Personal attributes	927	84 9.1%	108 11.7%	197 21.3%	240 25.9%	298 32.1%	3.54	1.243
Appearance	932	102 10.9%	124 13.3%	150 16.1%	263 28.2%	293 31.4%	3.53	1.318
Work productivity	932	88 9.4%	115 12.3%	201 21.6%	246 26.4%	282 30.3%	3.42	1.221
Attending to sport events	941	111 11.8%	136 14.5%	204 21.7%	215 22.8%	275 29.2%	3.37	1.299
Nutrition habits	944	102 10.8%	162 17.2%	163 17.3%	249 26.4%	268 28.4%	3.22	1.228
Academic achievement	938	139 14.8%	150 16.0%	159 17.0%	206 22.0%	284 30.3%	3.10	1.281
Valid N	863							

This study conducted a survey to determine how professional athletes influence, inspire, and affect young people in Oman. The questions measured the extent to which young people agreed or disagreed that their SRMs influenced their thinking, following sports news, feeling happy about their SRMs success, deciding to participate in new sports, and being motivated by the SRMs. The descriptive statistics in Table 16 show the five variables mentioned above. The results show that most participants (n = 939) feel happy and proud when their SRMs (local and global) perform well (with a mean of 8.33 and as a standard deviation of 2.533). Also, Table 16 indicates that SRMs motivated the young people to spend more time playing sports. The mean and standard deviation were 7.36 and 2.721, respectively, while the mean of the decision to participate in sports was 7.13 out of 937 respondents. Further, the mean of “following the sports news because of the SRM” variable was 5.39 with a standard deviation of 3.294.

However, out of 935 respondents, 62.1% indicated that their SRMs had no effect on their decision to participate in a new sport.

Table 16. Descriptive Statistics of the Influence of SRMs

Variables	N	Mean	Std. Deviation
You feel happy and proud when your SRM performs well or has achieved successes	939	8.33	2.533
You get motivated by your SRM to participate more time in the sport	935	7.36	2.721
You were influenced in the decision by your SRM to start the presently sport that you are involved in	937	7.13	2.896
You follow the sport news because of your SRM	947	5.39	3.294
You spend more time thinking about your SRM than anything else.	947	5.16	2.981
Your SRM influenced you to participate in a new sport	935	Yes 354 (37.9%)	No 581 (62.1%)
Valid N	913		

4.2 The Answer to the RQ1: SRM's Success and YSP

In order to answer the research question, “Do local and global sport role models’ success influence sport participation among youth in Oman?” the study must examine the relationship between SRMs, YSP, and whether Omani young people are more likely to be influenced by SRMs (local and global) to participate in sports. Therefore, the chi-squared test was applied.

4.2.1 Chi-squared test results

This analysis was used to determine whether there is a significant relationship between sport role models (local and global) and participation in sports, i.e., whether the young people become participated in just the sports their SRMs play or in sports that are new to them. In addition, the analysis wanted to determine the difference between counts that were observed versus the counts that were expected if there were no relationship at all between the groups.

$$x^2 = \sum \frac{(\text{Observed} - \text{Expected})^2}{\text{Expected}}$$

The test was performed to examine the relationship between the follows relations:

1. (SRMs & Young People’s Participation in their SRM’s Sport)
2. (SRMs & Young People and Their Participation in New sports)

4.2.1.1 Young People's Participation in their SRM's Sport

The independent variables (X) were local and global SRMs. The dependent variable (Y) is participation in sports, i.e., "Do you participate in his/ her sport? (Yes, No)".

Table 17 classifies the respondents regarding their "SRMs" groups (LOCAL or GLOBAL) and concerning "SRMs sports" as participation in sports (YES or NO). The SRMs and the status of the young people's participation are categorical data. The results of a survey of 964 respondents are tabulated below. It is apparent that there are differences between the expected and observed frequencies in the real world. The hypotheses of this test are:

H0: The 'null hypothesis' might be: PARTICIPATION is not related to (associated with) SRMs. [There is no significant difference.]

H1: In the 'alternative hypothesis,' PARTICIPATION is related to (associated with) SRMs. [There is a significant difference.]

Table 17. SRMs across PARTICIPATION

SRMs		Do you participate in his/ her sport? PARTICIPATION		Total
		No	Yes	
	Count	117	478	595
Non-Omani Global	Expected Count	149.4	445.6	595.0
Professional Athlete	% within SRM	19.7%	80.3%	100.0%
GSRM	% within PARTICIPATION	48.3%	66.2%	61.7%
	% of Total	12.1%	49.6%	61.7%
	Count	96	160	256
Omani global	Expected Count	64.3	191.7	256.0
professional athlete	% within SRM	37.5%	62.5%	100.0%
GSRM	% within PARTICIPATION	39.7%	22.2%	26.6%
	% of Total	10.0%	16.6%	26.6%
	Count	29	84	113
Omani local athlete	Expected Count	28.4	84.6	113.0
LSRM	% within SRM	25.7%	74.3%	100.0%
	% within PARTICIPATION	12.0%	11.6%	11.7%
	% of Total	3.0%	8.7%	11.7%
	Count	242	722	964
	Expected Count	242.0	722.0	964.0
Total	% within SRM	25.1%	74.9%	100.0%
	% within PARTICIPATION	100.0%	100.0%	100.0%
	% of Total	25.1%	74.9%	100.0%

Table 18 shows that the chi-squared test of the data was significant at the 0.001 level (2-tailed, $p < 0.0005$) of significance, value = 30.307, $df = 2$, and $p\text{-value} < 0.001$, thus, there was a very small probability of the observed data under the null hypothesis of no relationship. The null hypothesis was rejected since $p\text{-value} < 0.05$. Moreover, the note under the

results states that “0 cells (0.0%) have an expected count less than 5.” It is not more than 25%. Therefore, the results from this particular test were statistically significant. Thus, a relationship existed between the young people’s PARTICIPATION and the groups of SRMs (local and global).

Table 18. Chi-squared Test Result, SRM across PARTICIPATION

	Value	df	Asymptotic Significance (2-sided)
Pearson chi-squared	30.307 ^a	2	.001
Likelihood Ratio	29.053	2	.001
Linear-by-Linear Association	12.390	1	.001
Number of Valid Cases	964		

a. 0 cells (0.0%) have an expected count less than 5. The minimum expected count is 28.37.

PARTICIPATION seems to be related to SRMs ($p < 0.001$).

Considering Tables 17, note that the most SRMs for respondents ($n = 595$) were non-Omani Global SRMs (66.2% of them answered “Yes” for PARTICIPATION). Also, 265 of the respondents who considered the Omani Global SRMs, i.e., 22% of them, answered “YES”. However, of all of the respondents who preferred local Omani SRMs, only 11% of them answered “Yes” for PARTICIPATION.

Overall, the young people were more likely to participate in their SRMs’ sports.

4.2.1.2 Young People and Their Participation in New sports

In this case, the chi-squared test indicated whether there was a significant relationship between SRMs (both local and global) and whether Omani young people were participating in a new sport.

The independent variables (X) were the local and global SRMs. The dependent variable (Y) is new sport: “Has your SRM influenced you to participate in a new sport? (Yes, No)”.

Table 19 classifies the respondents regarding their “SRMs” groups (LOCAL or GLOBAL) and concerning “New sport” (YES or NO). The results of a survey of 915 respondents are presented in Table 18, and there were differences between the expected and observed frequencies. The hypotheses of this test are:

H0: The 'null hypothesis' might be: NEW SPORT is not related to (associated with) SRMs. [There is no significant difference.]

H1: The 'alternative hypothesis' is that NEW SPORT is related to (associated with) SRMs. [There is a significant difference.]

Table 19. SRMs across Participate in a New Sport

SRMs		Has your role model influenced you to participate in a NEW SPORT		Total
		No	Yes	
Non-Omani global SRMs	Count	360	204	564
	Expected Count	348.9	215.1	564.0
	% within SRM	63.8%	36.2%	100.0%
	% within NEW SPORT	63.6%	58.5%	61.6%
	% of Total	39.3%	22.3%	61.6%
Omani global SRMs	Count	145	101	246
	Expected Count	152.2	93.8	246.0
	% within SRM	58.9%	41.1%	100.0%
	% within NEW SPORT	25.6%	28.9%	26.9%
	% of Total	15.8%	11.0%	26.9%
Omani local SRMs	Count	61	44	105
	Expected Count	65.0	40.0	105.0
	% within SRM	58.1%	41.9%	100.0%
	% within NEW SPORT	10.8%	12.6%	11.5%
	% of Total	6.7%	4.8%	11.5%
Total	Count	566	349	915
	Expected Count	566.0	349.0	915.0
	% within SRM	61.9%	38.1%	100.0%
	% within NEW SPORT	100.0%	100.0%	100.0%
	% of Total	61.9%	38.1%	100.0%

Table 20 shows that the chi-squared test that was applied to the data was not significant at the 0.001 level (2-tailed, $p > 0.0005$), value = 2.445, $df = 2$, and p -value = 0.294. Thus, the null hypothesis is accepted, since p -value > 0.05 .

Thus, there was no significant difference in the representation of the groups of SRMs across those participating in NEW SPORT.

Table 20. Chi-squared Test Result, SRM across NEW SPORT

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Squared	2.445a	2	0.294
Likelihood Ratio	2.437	2	0.296
Linear-by-Linear Association	2.192	1	0.139
N of Valid Cases	915		

a. 0 cells (0.0%) had an expected count less than 5. The minimum expected count was 40.05.

4.3 The Answer to the RQ2: SRM's behaviour and YSP

In order to answer the second research question, i.e., “Do the behaviors of local and global sport role models influence the participation in sports among the young people in Oman?”, an independent samples t-test was performed, as well as the one-way ANOVA test as follows:

4.3.1 Independent samples t-test: (SP and Behaviors)

The independent variables (X) were the 10 behavioral aspects. The dependent variable (Y) was participation, i.e., Do you participate in your SRM sport? (Yes, No). For that reason, in this test, there were two groups, i.e., youth who are participating in sport “Yes” and youth who are not participating in sport “No,” and the test compared their means. The hypotheses were as follows:

H1. The null hypothesis, i.e., the means of both groups (Yes and No groups) are equal.

H2. The alternative hypothesis, i.e., that the means are not equal (2-tailed) or that the mean for one of the groups is larger than the mean for the other group (1-tail).

Table 21 shows the statistics for each aspect for both groups. The results showed that the mean for the young people who were participating in

sport looked somewhat different from the mean for the youth who were not participating in a sport.

Table 21. Statistics for the Two Groups (Participate & not participate)

Do you participate in your SRM sport?	N	Mean	Std. Deviation	Std. Error Mean	
Sport performance	Yes	701	4.02	1.156	.044
	No	229	3.66	1.293	.085
Physical abilities	Yes	697	3.86	1.122	.042
	No	227	3.58	1.339	.089
Nutrition habits	Yes	688	3.27	1.240	.047
	No	226	3.11	1.195	.080
Self-esteem and confidence	Yes	683	3.95	1.085	.042
	No	231	3.77	1.206	.079
Academic achievement	Yes	679	3.13	1.276	.049
	No	230	3.08	1.296	.085
Work productivity	Yes	680	3.48	1.200	.046
	No	223	3.28	1.271	.085
Appearance	Yes	682	3.64	1.270	.049
	No	221	3.24	1.394	.094
Personal attributes	Yes	674	3.61	1.192	.046
	No	223	3.40	1.348	.090
Following sports media	Yes	679	3.74	1.237	.047
	No	229	3.59	1.307	.086
Attending sports events	Yes	685	3.47	1.263	.048
	No	227	3.08	1.346	.089

Table 22 shows that the null hypothesis of equal population means was rejected only for the following variables, i.e., sport performance, $t(354.656) = 3.728$, $p = 0.001$; physical abilities, $t(335.431) = 2.865$, $p = 0.004$; self- esteem and confidence, $t(363.1) = 1.1$, $p = 0.047$; work productivity, $t(360.637) = 2.1$, $p = 0.035$; appearance, $t(345.1) = 3.8$, $p = 0.001$; personal attributes, $t(344.06) = 2.1$, $p = 0.036$; and attending sports events, $t(366.7) = 3.8$, $p = 0.001$.

Since the p-value is lower than or equal to 0.05, these results are statistically significant. As a result, there was a significant relationship between youth who participate in sport (answered Yes) and their SRMs.

Conversely, nutrition habits, academic achievement, and following the sports media variables had p values greater than 0.05, so they were not statistically significant. Thus, there were insignificant differences between the SRMs and participation in sports due to the four aspects mentioned above. The overall results provided evidence that SRMs affect many of the behavioral aspects of the young people of Oman.

Table 22. Independent Sample Test Results

Variables		Levene's Test for Equality of Variances				t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Sport performance	Equal variances assumed	17.367	0.000	3.946	928	0.001	0.358	0.091
	Equal variances not assumed			3.728	354.656	0.001	0.358	0.096
Physical abilities	Equal variances assumed	25.773	0.000	3.133	922	0.002	0.282	0.090
	Equal variances not assumed			2.865	335.431	0.004	0.282	0.099
Nutrition habits	Equal variances assumed	2.066	0.151	1.711	912	0.087	0.161	0.094
	Equal variances not assumed			1.743	396.078	0.082	0.161	0.093
Self-esteem and confidence	Equal variances assumed	6.858	0.009	2.098	912	0.036	0.178	0.085
	Equal variances not assumed			1.991	363.994	0.047	0.178	0.090
Academic achievement	Equal variances assumed	0.115	0.734	0.480	907	0.631	0.047	0.098
	Equal variances not assumed			0.476	389.967	0.634	0.047	0.098
Work productivity	Equal variances assumed	1.243	0.265	2.174	901	0.030	0.204	0.094
	Equal variances not assumed			2.111	360.637	0.035	0.204	0.097
Appearance	Equal variances assumed	8.470	0.004	3.997	901	0.001	0.403	0.101
	Equal variances not assumed			3.810	345.990	0.001	0.403	0.106
Personal attributes	Equal variances assumed	8.382	0.004	2.244	895	0.025	0.214	0.095
	Equal variances not assumed			2.110	344.062	0.036	0.214	0.101
Sport media following	Equal variances assumed	3.342	0.068	1.638	906	0.102	0.157	0.096
	Equal variances not assumed			1.594	375.079	0.112	0.157	0.099
Attending sport events	Equal variances assumed	1.191	0.275	3.885	910	0.001	0.382	0.098
	Equal variances not assumed			3.762	366.732	0.001	0.382	0.102

4.3.2 One way ANOVA test results: (SRMs & Behaviors)

To complete the answer to the second research question and to compare the groups of SRMs (local and global) with their influence on the behavior of young people with respect to their participation in sports, we have to answer the question, “Do the behaviors of local and global sport role models influence the participation in sports by the young people in Oman?” This study used the one-way ANOVA test with the dependent variable (Y) being 10 aspects of behavior and the independent variables (X) being the groups of SRMs (both local and global); Omani local athletes, Omani global professional athletes, and Non-Omani global professional athletes.

The null hypothesis for the ANOVA test was that the mean of the dependent variable (behavioral aspects) was the same for all of the groups of SRMs. The alternative or research hypothesis was that the average (mean) was not the same for all groups.

Table 23 shows the statistics for each of the groups. The Table shows that the means were almost equal for the groups.

Table 23. The Groups' Statistics

Variables		N	Mean	SD
Sport performance	Omani local SRM	108	3.92	1.208
	Omani global SRM	246	3.85	1.212
	Non-Omani SRM	579	3.96	1.207
	Total	933	3.93	1.208
Physical abilities	Omani local SRM	108	3.86	1.089
	Omani global SRM	246	3.70	1.211
	Non-Omani SRM	573	3.82	1.187
	Total	927	3.79	1.182
Nutrition habits	Omani local SRM	107	3.37	1.255
	Omani global SRM	244	3.34	1.181
	Non-Omani SRM	566	3.14	1.244
	Total	917	3.22	1.232
Self-esteem and confidence	Omani local SRM	106	3.92	.973
	Omani global SRM	244	3.94	1.133
	Non-Omani SRM	567	3.89	1.141
	Total	917	3.91	1.120
Academic achievement	Omani local SRM	103	3.43	1.265
	Omani global SRM	245	3.26	1.285
	Non-Omani SRM	563	2.99	1.272
	Total	911	3.11	1.283
Work productivity	Omani local SRM	104	3.67	1.127
	Omani global SRM	240	3.50	1.220
	Non-Omani SRM	562	3.36	1.230
	Total	906	3.43	1.220
Appearance	Omani local SRM	104	3.63	1.167
	Omani global SRM	239	3.54	1.246
	Non-Omani SRM	563	3.52	1.368
	Total	906	3.54	1.314
Personal attributes	Omani local SRM	103	3.93	1.199
	Omani global SRM	238	3.66	1.194
	Non-Omani SRM	559	3.45	1.244
	Total	900	3.56	1.235
Following sports media	Omani local SRM	104	3.66	1.341
	Omani global SRM	244	3.55	1.340
	Non-Omani SRM	561	3.79	1.197
	Total	909	3.71	1.257
Attending sports events	Omani local SRM	104	3.72	1.186
	Omani global SRM	245	3.43	1.290
	Non-Omani SRM	565	3.29	1.304
	Total	914	3.38	1.293

Table 24 shows that there were significant differences between the means of the dependent variables, i.e., nutrition habits, academic achievement, work productivity, personal attributes, following the sports media, and attending sports events, due to the groups of SRMs, where the F ratio was significant ($p < 0.05$).

The results indicated that there was a difference between at least two of the three groups of SRMs, i.e., the Omani local, Omani global, and non-Omani global SRMs. In other words, the groups of SRMs influenced the dependent variables mentioned above.

Table 24. One-way ANOVA Results

Source		Sum of Squares	df	Mean Square	F	P
Sport performance	Between Groups	2.426	2	1.213	0.830	0.436
	Within Groups	1358.618	930	1.461		
	Total	1361.044	932			
Physical abilities	Between Groups	2.804	2	1.402	1.003	0.367
	Within Groups	1292.013	924	1.398		
	Total	1294.818	926			
Nutrition habits	Between Groups	9.474	2	4.737	3.137	0.044
	Within Groups	1380.249	914	1.510		
	Total	1389.723	916			
Self-esteem and confidence	Between Groups	0.426	2	0.213	0.170	0.844
	Within Groups	1148.695	914	1.257		
	Total	1149.121	916			
Academic achievement	Between Groups	23.620	2	11.810	7.270	0.001
	Within Groups	1474.959	908	1.624		
	Total	1498.580	910			
Work productivity	Between Groups	10.400	2	5.200	3.515	0.030
	Within Groups	1335.993	903	1.480		
	Total	1346.393	905			
Appearance	Between Groups	0.899	2	0.449	0.260	0.771
	Within Groups	1562.249	903	1.730		
	Total	1563.148	905			
Personal attributes	Between Groups	23.752	2	11.876	7.901	0.001
	Within Groups	1348.358	897	1.503		
	Total	1372.110	899			
Sport media following	Between Groups	10.104	2	5.052	3.214	0.041
	Within Groups	1424.057	906	1.572		
	Total	1434.161	908			
Attending to sport events	Between Groups	16.981	2	8.490	5.121	0.006
	Within Groups	1510.281	911	1.658		
	Total	1527.261	913			

To complete the analysis of the findings of the one-way ANOVA test, the Tukey HSD test provided multiple comparisons as shown in Table 25. There were significant differences between both local and global SRM groups in all six aspects. The only exception was ‘Following the sports media,’ which had differences in the Omani global SRMs and the non-Omani global SRMs.

Table 25. Tukey HSD test results and Multiple Comparisons

Dependent Variable	(I) SRMs Group	(J) SRMs Groups	Mean Difference (I-J)	Std. Error	Sig.
Academic achievement	Omani local SRMs	Non-Omani global SRMs	0.436*	0.137	0.004
	Omani global SRMs	Non-Omani global SRMs	0.266*	0.098	0.018
	Non-Omani global SRMs	Omani local SRMs	-0.436*	0.137	0.004
	Non-Omani global SRMs	Omani global SRMs	-0.266*	0.098	0.018
Work productivity	Omani local SRMs	Non-Omani global SRMs	0.315*	0.13	0.041
	Non-Omani global SRMs	Omani local SRMs	-0.315*	0.13	0.041
Personal attributes	Non-Omani global SRMs	Non-Omani global SRMs	0.487*	0.131	0.001
	Non-Omani global SRMs	Omani local athlete	-0.487*	0.131	0.001
Sport media following	Omani global SRMs	Non-Omani global SRMs	-0.241*	0.096	0.033
	Non-Omani global SRMs	Omani global SRMs	0.241*	0.096	0.033
Attending to sport events	Omani local SRMs	Non-Omani global SRMs	0.427*	0.137	0.005
	Non-Omani global SRMs	Omani local SRMs	-0.427*	0.137	0.005

*The mean difference was significant at the 0.05 level.

4.4 Interview Findings

The third research question is “How can local and global SRMs be utilized to improve SP among youth in Oman?” To answer this question, the researcher conducted interviews. The interview is commonly applied in qualitative research (Edwards & Holland, 2013).

The primary consideration for this investigation is to elicit facts and knowledge about SRMs and the youth phenomenon under investigation using a series of interview questions. Six Omani sports experts were chosen to explore their perspectives on the relationship between SRMs and YSP in Oman. The six interviewees are stakeholders with various Omani sports backgrounds. They have been involved in the many stages of development of the sports and youth sector in the country since 1970. They represent several governmental, academic and media sport bodies related to youth development and sports talent. Hopefully the results of this investigation will assist them in meeting the challenges of the future.

4.4.1 Respondent Profiling for the interview

As mentioned previously, the one on one interviews were conducted with six respondents from different sports bodies related to youth, the Olympics, education, coaching, and the media, to enhance the understanding

of the relationship between youth and athletes. This will allow us to gain insight into the addressed issue to increase the frequency of SP in Oman.

The interview questions are presented in Appendix B. These questions address SRMs in the context of YSP in Oman. All six respondents are Omani sport experts. The respondents provided insightful answers related to their field of expertise in sport and youth. The experts are distinguished in the field of sport and youth (Table 4).

The first respondent (Table 4) is Ahmed Nooh, the General Director of the Sultan Qaboos Youth, Culture and Entertainment Compound, a cultural, social, sports and artistic organization. It is also considered an appropriate environment to display the talents and outputs of youth, so they become a source of pride enriching the community (Court, 2017).

Nooh chairs the Omani Paralympic Committee; hence, he is a national sports management specialist. He is also a former national athletics runner, a certified lecturer from the Olympic Solidarity Program, and has served as the Sport Education Department at Sultan Qaboos University, the principal university in Oman. Therefore, he enriched this research, because he is an expert in Omani sport field.

Mr. Jamal was the second person to be interviewed and is the sport expert at the Ministry of Sports Affairs and the General Secretary of the Oman Athletics Federation. Mr. Jamal is an Olympic athlete who participated in the Olympic Games in Barcelona in 1992 and Sydney in 2000. He has 15 years of athletic experience as a professional athlete. He was one of the most prominent players on the national athletics team, especially during the period from 1988 to 2002. He achieved a bronze medal in the long jump in the Arab championship in Syria in 1992. In the same year, Mr. Jamal managed to break the record in the youth long jump (shabiba, 2012).

Ms. Saba is our third respondent. She is the Director of the Women's Sports Department at the Ministry of Sport Affairs. She is a member of the board of the Oman Olympic Committee (2013-2019) and has been the vice president of the Oman Women's Sports Committee since 2005. She holds a master's degree in Sport Management through the IOC's Executive Masters in Sport Organizations Management (MEMOS) program in 2017.

To gain a better understanding of the vision for youth and the SRM influences from the sport national federation's perspectives, the fourth respondent represents the national federations, Mr. Hilal Hamed, the

Chairman of the Oman Basketball Federation. Mr. Hilal spent five years as the Chairman of the Basketball Organizing Committee for the Arab Gulf States. He was also a member of the Executive Office of the Asian Basketball Federation. Furthermore, he is a member of the Board of Directors of the Ahly Sedab Club.

The media plays a significant role in developing relationships between youth, athletes, and sport. Therefore, the fifth participant is Mr. Faiyyad, the Chairman of the Gulf Cooperation Council (GCC) Sport Media Union. Since 2009, he has been the head of the sports division of the AlWatan newspaper, the general supervisor of the sports section of the Al-Shabiba newspaper, and the editor of the journal newspapers at Sultan Qaboos University. Mr. Faiyyad is the founder of the Al-Malab sport newspaper, the Arab Football magazine, and the Khaleeji magazine. He is a Newspaper reporter for several Gulf newspapers and TV channels.

To gain insight on the academic side, the sixth respondent is a sport academician. Dr. Saleh Ameer Al Droushi has worked for twelve years as an academic lecturer in Sport Management at Sultan Qaboos University. He supports research in the field of sports to encourage youth development and

sports decision-makers. He believes that sport in Oman needs significant investment in relation to youth and elite sports.

The qualitative data analysis should carry meaning and understanding to the research question (Malina et al., 2011). All of the respondents were chosen, based on their expertise. In the next section, we will present the findings of the interviews.

4.4.2 Interview Results

As mentioned previously, the main purpose of interviewing sport experts was to answer the third research question: “How can local and global SRMs be utilized to improve SP among youth in Oman?” Qualitative interviews provide new insight into a social phenomenon, as they allow the respondents to imitate and reason on a variety of subjects in a different way (Folkestad, 2008).

The findings of the structured interviews were categorized into several highlighted findings. These findings were analyzed using the thematic analytic process (Robson, 2011). The key findings addressed the answer to the research question and how the SRM phenomenon can be utilized to increase YSP in Oman.

Table 26 presents four key findings from the interviews. The first key finding is the role of the local media towards SRMs. The local media promotes the concept of a role model in the sports field in the country. The second key finding is the events related to the SRMs and how to exploit various youth sports and non-sports activities to highlight the SRMs and encourage young people to increase SP.

The third finding is about SRMs and youth sport programs. Respondents suggested a variety of sports programs targeted at young people and promoted the concept of SRM through those programs. Lastly, the fourth key finding is research and how to increase research and knowledge related to youth and their relationship to SRMs. We need to determine how research can play a prominent role in utilizing young people's passion for SP. A curriculum is a cornerstone in terms of building knowledge among young people, consolidating the concept of role models in sport and promoting the principle of sport for health and development.

Table 26. Structured Interview Key Findings

Research question	Key Theme	Subthemes
How can the local and global SRMs <u>be utilized</u> to improve SP among youth in Oman?	Local media role for SRMs	<ul style="list-style-type: none"> - Awareness of the importance of SP - Media stories about SRMs - Documentary of SRMs life - A partnership between media and sport governing bodies
	Events related to SRMs	<ul style="list-style-type: none"> - Sports festivals with a sport SRMs participation - Visit schools, colleges, universities - SRMs should Participate in various youth events - SRMs communication with society
	SRMs and youth sport programs	<ul style="list-style-type: none"> - Invite the SRMs for youth sport programs - Adopting sport projects related to SRMs and youth - Sustainable SRMs programs
	Research and knowledge on youth and SRMs	<ul style="list-style-type: none"> - More research in SRMs phenomenon and Omani youth - Sport research study center - Curriculum

The interview addressed the question of the role of the local media and how it can play a significant role in enhancing YSP in Oman by exploiting their passion for local and global sports stars. The findings illustrate that there are several ways to utilize the SRMs to increase YSP in the country. It might be difficult to control the external media mass. However, the local media can play an important role in promoting the concept of role models in the sports field and spreading awareness among the community, including young people. Dr. Saleh Ameer mentioned:

There is no way to compete with global icons, such as Messi or Ronaldo. They occupy the attention of TV networks and international companies (Ameer, 2017).

The sports experts touched on many of the critical points that the local media can apply as a basis for clarifying the spread of the concept of sports modeling and how SRMs (local and global) can influence young people in various aspects of life, including SP. For example, the media can document the success stories of Omani athletes, disseminate what they have achieved to society, and encourage young people to recognize the importance of sport and the means of achieving various benefits for individuals and society. This can be accomplished by the local sport media.

More specifically, Ms. Saba stated:

The local media should conduct media interviews with SRMs, and deepen their success stories as sport stars. And focus on their positives towards society and sport. (Saba, 2017).

The same thought was shared by Mr. Hilal Hamed, the chairman of the Oman Basketball Association. He stressed the importance of highlighting the positive aspects of SRMs through the media. He mentioned:

We have to focus on the positive aspects of the sporting example. Many distinguished athletes can serve the community. The media should highlight

them. Also, recount their success stories to young people (Hilal, 2017).

Ideas may be possible and available, but what is more important is how the local media can play that role. Sport modeling and youth is one of several different aspects in which the media can play an active role.

Mr. Faiyyad, the Chairman of the GCC Sport Media Union, who is also a sport journalist, mentioned:

The local media should be more professional and capable of providing the tools and possibilities and training the human resources in how to highlight success stories of SRMs for young people (Faiyyad, 2017)

On the other hand, what role could sport governing bodies play to contribute to the local media and demonstrate the importance of the role model and its relationship with YSP. The academic respondent raised this matter by mentioning:

Local media representatives should work together with Ministry of Sport Affairs (MOSA) and Oman Olympic Committee (OOC) to focus on this aspect (Ameer, 2017).

Another key point of the findings is ‘Events related to SRMs.’ The most compelling evidence was raised by the respondents. The contribution of the SRMs towards YSP must be exercised in various activities and events,

not just sports related events. Sports institutions in Oman should organize festivals aimed at young people. SRMs should participate in these festivals to be closer to the youth. One of the activities that can be played by SRMs are those that are organized in public places, such as shopping malls. Sport stars can be used to raise awareness among young people of the importance of increasing the pace of SP.

On the other hand, the exploitation of global role models may be highlighted by their positive aspects, as Mr. Hilal Hamed mentioned above.

Dr. Saleh Ameer has a different perspective. He prefers the SRMs to take their own initiative by visiting schools, universities and clubs. He mentioned:

Omani athletes, with different categories who may take by youth as SRMs, can play an important role in promoting the SP through their initiative to visit schools, colleges, and different communities (Ameer, 2017).

‘SRMs and youth sport programs’ is the third key finding. This may indicate a guide to the research question’s answers and how local and global SRMs can be utilized to enhance SP among Omani youngsters. However, respondents addressed many programs that could be designed based on the youth passion for sports. These programs are very influential.

The interviews dealt with the current sports programs and whether they were based on the wishes and passion of young people. Most respondents answered that the current sports programs, which are supervised by government institutions, are temporary programs and are often only organized in a certain random purpose and without clear goals.

Most respondents proposed that the Ministry of Sports Affairs, the Olympic Committee and all national sports federations should design sports programs based on exploiting the concept of SRMs. These programs should be youth-centered, based on pre-studies and characterized by sustainability through long-term goals.

Hilal Hamed mentioned:

It is possible to call SRMs to participate in sports programs, national teams' training sessions. Sports institutions should adopt such ideas like this and support it in reality (Hamed, 2017).

With regard to the duration of the programs and their suitability to the possibilities available, Faiyyad commented that:

Programs must be continuous, not temporary, and for a longer period, not for short periods, provided that qualified technical and human resources (Faiyyad, 2017).

The last key finding is that the 'Research in Youth, and SRMs relationship' could complete the big image of the research question. There

are many studies on youth-related social phenomena, attitudes and needs.

To answer the research question, it was necessary to rely on some research that examined the relationship between youth and role models in the sports field in Oman. This will help us better understand the relationship and make decisions about increasing SP among youth. Dr. Saleh Ameer commented on this more than once. He believes that decision-makers in Oman need to rely on research, especially on youth matters and concerns including YSP.

Another critical proposal that has been addressed by respondents is the inclusion of the concept of SRM in the curriculum. This can help to consolidate the concept. Thus, helping to promote a good sports culture that goes beyond the current widespread concept. This issue was raised by Ms. Saba, where she said:

The curriculum can be used to target a large group of young people, especially in schools and for both genders. The concept of SRM must be properly promoted, so that youth's passion for sport stars can be utilized in the anticipated way (Saba, 2017).

Finally, most respondents agreed that the utilizing of local SRMs is more accessible than the global SRMs, but the youth's passion for the global SRMs has increased. This is a problem that can be adapted and operated on

by inviting some global athletes to attend some sporting events in the country in the future. However, it may be easier to invite retired athletes:

Local SRMs can be exploited more easily and effectively for Omani youth. The passion for global SRMs may limit it. However, everything is possible if properly planned (Ameer, 2017)

Chapter 5. Discussion and Conclusions

The previous chapter discussed the results of the study. This included the descriptive statistics of the respondents and the results of the chi-squared test, t-test, and ANOVA. The findings from the structured interviews were also discussed. Chapter 5 focusses on the findings, providing answers to the study's three research questions. This chapter also discusses the strengths and limitations of the investigation, as well as suggestions for future SRM and YSP research.

5.1 SRM's Success and YSP

Does Omani youth's passion for athletes as SRMs lead to them participate in sports? Are they affected by this aspect? Or is this passion limited to watching their games and tracking all of the news about them?

This study unraveled the posed questions about the expressed views of the relationship between SRMs and YSP. Based on the quantitative and qualitative data analyzed in the study, it is evident that SRMs success influences YSP. SRMs and their sporting success does influence youth interest and active participation in the sport of the population at large (Biskup & Pfister, 2009).

The first research question this investigation addressed is the relationship between local and global SRMs and SP, in terms of whether young people participate in their SRMs sport or not, as well as if their SRMs influence them enough to participate in a new sport. The current study found that Omani youth are more likely to participate in their SRM's sport. This finding concurs with that of earlier studies.

Adriaanse and Crosswhite (2008) mentioned that in matching the sporting domain of the SRM with the sporting background of the youth, it was interesting to note that respondents chose their role model from a sport that they were currently playing themselves. This result may prove that young people choose their SRM based on the sport they practice and that the SRM may contribute, in one way or another, to increase the frequency of participation.

A strong relationship between SRMs and SP has been reported in the literature. This study compares the influence of local and global SRMs in YSP. The results indicate that global SRMs have a greater influence than local SRMs. Perhaps that explains why young people are more active in the sports practiced by the global SRMs. This outcome seems to be consistent with other research, which has indicated that global SRMs have a greater influence, because of their celebrity status and the media attention that they

receive. Hence, sport stars have a set of societal responsibilities that extend beyond the sport itself (Fleming et al., 2005).

Another important finding was that SRMs have no significant influence on youth participating in a new sport. Likewise, youth are not more likely to be influenced by local or global SRMs to start practicing a new sport. This result may be explained by the fact that young people admire the sport they presently practice and seek an SRM through that sport. This was illustrated in detail in the descriptive statistics of this study. Ultimately, it is difficult for young people to be influenced by SRMs in a particular sport for another new sport.

The outcome of this investigation does not concur with Mutter and Pawlowski (2014a), who found that one potential outcome of the demonstration effect of professional sports is a switching of participation between activities. Of the highly influenced soccer players, roughly 30% quit another sporting activity to start playing soccer.

5.2 SRM's behavior and YSP

The present study was designed to determine the influence of local and global SRM's behavior towards YSP. The second question in this investigation was: "Does the behavior of local and global sport role models

influence sport participation among the young people in Oman?”

Consequently, the study examined ten behavioral aspects of the local and global SRMs and whether these behavioral aspects influence YSP. In other words, this study examined whether the influence of SRMs exceeds the sport itself. Does it touch other behavioral aspects among young people? This can lead to an influence in the pace of their SP.

The results of the study show that there are significant differences in the influence on several behavioral aspects between the local SRMs and the global SRMs. Six out of ten behavioral aspects have a significant difference, due to the groups of SRMs: nutrition habits, academic achievement, work productivity, personal attributes, following the sports media, and attending sports events. The F ratio was found to be significant ($p < 0.05$).

Contrary to expectations, this study did not find a significant difference in the influence of YSP between local and global SRMs in these aspects: sport performance, physical abilities, self-esteem and confidence, and appearance. The results corroborate the ideas in Griffin (2005), who suggested that young people view sport celebrities as exciting and dazzling people, but they have little expectations of them beyond their athletic performance.

Minkiewicz and Bridson (2007) stated that local and global athletes can positively and negatively influence others. Their influence depends on the behaviors they display towards the public. However, the reason for this is not apparent. At first glance, it is probably easy to assume that there are differences between local and global SRMs in such critical behavioral aspects of sport performance, physical abilities, self-esteem and confidence, and appearance. However, this study revealed that there were no statistically significant differences between the two groups of SRMs (local and global) about the influence on youth participation in sports and those aspects.

This study's findings, to some extent, contradict the research of the letter published by Brown, Basil, and Bocarnea (2003a). This letter succinctly articulates the belief that a sports celebrity is a public role model and that others will likely emulate his or her behaviors.

The findings of this study are important, because they challenge the easy assumptions and un-evidenced rhetoric that there are differences in the influences of global SRMs, more than local SRMs, on young people to exercise through multiple behavioral aspects. These aspects include: sport performance, physical abilities, self-esteem and confidence, and appearance.

5.3 Utilizing SRMs to improve SP among youth in Oman

The third research question is: How can local and global SRMs be utilized to improve SP among the youth in Oman? This research question is fundamental and worthy of study, since the passion towards the SRMs of young athletes is increasing daily. Furthermore, the data illustrates that sporting success or sporting role models can promote sports participation among youth. So how can this relationship between youth and SRM be exploited to increase sports participation, especially in the future?

The qualitative data showed that there is a consensus among sport experts on the need to exploit the passion of young people towards athletes, which could contribute to the promotion of sports participation among youth. It has been argued that all high-profile sportspersons have a role model function and young people have a realistic view of the behavior expected from sporting celebrities (J. Lyle, 2009).

Very little was found in the literature on the question of how local and global SRMs can be utilized to improve SP among youth. The interviews conducted in this study came with recommendations and suggestions for exploiting the SRM by designing sports programs targeting young people, including the concept of SP through SRM. Some experts also

provided their future perspective on what the local media could do about the issue.

The qualitative data from this study highlights the success stories of local athletes whom young people consider as SRMs. For example, in Great Britain, David Beckham has received an extensive amount of media attention. The academic studies that highlight his success story as an athlete are followed by many young people (Fleming et al., 2005). Certainly, the media are key to the perpetuation of many values through the world of sport (Buysse & Embser-Herbert, 2004). Therefore, the local media can play a huge role in accomplishing this target, alongside cooperation with the sport governing bodies in Oman.

The launch of a national SRM program was one of the recommended proposals that emerged from this study. This program can attract the most important Omani local and global athletes, considered by Omani youth as SRMs, for their help in developing special programs (e.g., SRMs visiting schools and clubs to meet young players) and enhance their role in society. This will undoubtedly be reflected in the increased frequency of male and female YSP. This recommendation concurs with Lyle (2013), who states that SRM programs fulfill a significant range of functions. Most importantly,

they can enhance sport development and participation, especially for young people.

Research and a curriculum were the most important recommendations provided by the qualitative results of this study. Research on youth and sport in Oman will be a basis for deeper investigations into the relationship between youth and athletes. The proposals presented by the interviewees can be integrated through cooperation to achieve the optimal utilization of the concept of SRM, and thus, the promotion of SP. Several reports have shown that to better recognize how different cultures influence the psychological meanings for sport, it is useful to improve the knowledge of meanings and motivations for global sport in diverse local contexts and particular countries (Sindik, Mandić, Schiefler, & Kondrič, 2013).

5.4 Youth in Oman and their connection with sport

The aim of this study was to assess the importance of SRM in YSP. The research revealed a number of important aspects of how Omani youth interact with sport, despite few studies having been conducted about youth and sport in Oman (Zayed, 2006). The analysis provides a basis for future studies in the sports and youth sector in Oman. These studies are essential to sport decision makers, because of the results that this study has shown.

This study shows that the most common SRMs of youth are footballers. This result was expected, because the most famous sport in the world is football and television broadcasts play a big role in that. This result matches those observed in earlier studies. Male footballers are seen as the closest person to many youth as a father-figure. They are also regarded as the most significant role models for young people (Bricheno & Thornton, 2007). Bricheno and Thornton (2007) also found that the prominence of footballers, as role models for young people, might be the result of media coverage.

The most interesting finding of this study is that swimming is the third most popular sport among youth in Oman. Likewise, the study also found that many Omani youth pointed to swimming athletes as SRMs. The results of this study suggest that there is a relationship between the sport practiced by young people and the SRMs they have identified. This means that there is a clear relationship between what affects them and what they practice.

Swimming may not be a favorite sport for Omani youth. However, this study indicates that sports institutions in Oman have to pay attention to the intentions of young people and develop the swimming sector by establishing docks in clubs, schools, and other places. According to the

National Center for Statistics and Information (2015), there are only ten swimming pools in Oman, including four Olympic pools. The rest of the pools are for diving and training.

To date, Omani athletes have not won any Olympic medals. Perhaps this is because Omani youth primarily participate in sport to have fun. Hence, fun is their primary motivating factor. Ambition and achieving sporting success were the last of the six motives examined in the study. These results are in line with those of previous studies. More specifically, North (2007) mentioned that common motives for being involved in sport include having fun, skill development, affiliation, fitness, success, and challenge.

The Canada Fitness Survey (1983) provides insight into the motivations of Canadian youth to participate in physical activities. The results showed the main reasons for being active were: fun, feeling better, weight control, flexibility and challenge (Sindik et al., 2013). Bandura (1986), Deci and Ryan (1985) and Weiner (1985) found that, in relation to university sport, the experience of sport appears to be attractive to students for the following reasons: fun, enjoyment, improving skills, learning, being with friends, success, winning and health.

The results of this study illustrated that no female respondents participated in weightlifting, taekwondo, hockey, or marathons. This may be due to the nature of these sports. They may not fit the customs, traditions, and culture of Omani society. What is surprising is that all female respondents (n= 423) participate in the following ten sports more than males (n= 932): traditional games, gymnastics, badminton, walking and running, swimming, handball, chess, squash, bowling, and basketball. This result may require the review of some sports policies concerning the distribution of opportunities for participation in some sports federations and clubs. Perhaps this requires a rethink of the promotion of women's entry into the competition in some of the sports mentioned in Oman.

5.5 Summary and Conclusions

As mentioned in the introduction chapter, this study conducted an efficient approach to motivate young people to practice sports by using athletes as SRMs. Many prior studies have noted the importance of SRMs to enhance YSP. Mutter and Pawlowski (2014a) noted that the spill-over influences of professional sports success on sport participation do exist and active young people of both genders seem to be the main target group.

This was the first study to investigate SRMs and YSP for people aged between 12 and 24 in Oman. The study results confirm that both local and global SRM successes and behaviors somehow influence YSP. When comparing the two groups, global SRMs were found to have a greater influence on Omani youth than local SRMs. The findings also suggest that both local and global SRMs have no significant influence on Omani youth to participate in a new sport, other than the sport they are currently involved in.

One important dynamic by which individuals acquire values is through exposure to attractive models of behavior (White & Brien, 1999). Furthermore, SRMs are significant to young people and can be influential in their behaviors, attitudes, and values (Lyle, 2009). This study found that SRMs influence many of the behavioral aspects of the young people in Oman. These aspects include sport performance, physical abilities, self-esteem and confidence, work productivity, appearance, personal attributes, and sporting event attendance.

Holt and Knight (2011) mentioned that young people characteristically report several motivations for engaging in sport. The descriptive statistics of this study showed that the most motivating factor for

Omani youth to practice a sport is to have fun. The study also showed that the most practiced sports by Omani youth were the same sports practiced by their SRMs. The results showed that the targeted group does not consider sporting achievements and ambition as a priority through YSP.

The literature review revealed that SRMs, who are adored locally and globally, can be used to attract more young people to a sport (Fleming et al., 2005). In this study, most Omani youth who participated in the questionnaire considered non-Omani global SPs as SRMs. Fewer youth considered local Omani athletes as SRMs. Apart from these results, the findings reveal an unanticipated outcome. The most popular athlete that Omani youth considered as an SRM is an Omani global athlete, Ali Alhabsi, who is the goalkeeper of Oman's national soccer team. Most respondents said that their SRMs were non-Omani SPs. In addition, male SPs are considered SRMs, while female SPs are not.

There are several characteristics of SRMs that lead to young people choosing them. This is based on what characteristics they consider important in a person and how they might strive to acquire those characteristics. This study revealed that 'Performs a magnificent feat' is the characteristic that the Omani youth used most often to identify their SRMs.

“Media frequency appearance” was not a very important characteristic. This result was unexpected.

The study also showed a significant number of descriptive statistics related to Omani youth and YSP. This includes the amount of time that they practice, the location of the practice and the primary aims to practice.

The qualitative data suggests that a variety of recommendations were proposed to activate the concept of the sports role model in Oman through the design of sports programs aimed at young people, based on their view of SRMs. The data also showed that the local media should play a pivotal role in promoting sports participation through the use of local SRMs. The qualitative results touched upon the necessity of activating studies and research concerning youth and the extent of their interaction with the sport industry revolution in today's world. It can also be used to study the extent to which the curricula can be used to instill the concept of SRMs more positively.

This study adds to the body of SRM knowledge. It provides an additional understanding of the relationship between youth and SRMs. It provides evidence that YSP is influenced by the success and behaviors of local and global SRMs. An unexpected result was also obtained in that there

is no statistically significant difference in the influence of YSP between local and global SRMs in terms of the following behavioral aspects: sport performance, physical abilities, self-esteem and confidence, and appearance.

The study also pointed to the need to review the policies of youth and sports in Oman, as the statistical data illustrates many important details that highlight the requirements and direction of young people in the world of sport.

5.6 Limitations and Recommendations for Future Research

The limitations met during this research study were initially encountered in the literature review section. Few studies have been conducted to compare the influences of (local and global) SRM to enhance YSP in a specific geographical area. The objective of the study was based on what both male and female participants felt about their SRMs success and behaviors. This research is the first of its kind in Oman, which addresses the concept of SRMs in YSP. Very little research contains information pertaining to the influences of young people's passion for athletes, at the present time, and how those athletes can influence their reactions to the pace of their participation in sports.

The second limitation met during the surveying process was that the study sample does not represent the entire population. Females only made

up 31.2% of the participants. If the ratio of males and females converged, it would provide a more comprehensive scope for studying and comparing the influence of SRMs on the Omani youth of both genders.

It is recommended that future research investigate the relationship between YSP and SRMs in the Omani context. Further research should also be undertaken to investigate the differences between local and global SRMs in terms of the extent of their influence on YSP. This will enable researchers to verify the reasons for the absence of significant differences between local and global SRMs in terms of the behavioral aspects of sport performance, physical abilities, self-esteem and confidence, and appearance. Perhaps the same investigation could be conducted in another geographical area, with a focus on young males and females. The new data could compare both genders and how they are influenced by the successes and behaviors of their SRMs.

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Appendix A

Relationship Survey Between Local/ Global Sport Role Models and Youth Sport Participation in Oman

The survey is to be conducted anonymously, using only the information provided. The survey can be discontinued at any time, if you are no longer willing or able to complete it. The information is being collected and used for research to obtain statistical data about the expressed relationship between local and global sport role models and youth sport participation in Oman. There are no right or wrong answers. Please try to answer the questions as truthfully and as accurately as possible.

Section I: Demographic Profiling:

Gender:

Male 1 Female 0

Age (years): from [12~24] years. (*Choose your age*)

<input type="checkbox"/> 12 years	1	<input type="checkbox"/> 19 years	8
<input type="checkbox"/> 13 years	2	<input type="checkbox"/> 20 years	9
<input type="checkbox"/> 14 years	3	<input type="checkbox"/> 21 years	10
<input type="checkbox"/> 15 years	4	<input type="checkbox"/> 22 years	11
<input type="checkbox"/> 16 years	5	<input type="checkbox"/> 23 years	12
<input type="checkbox"/> 17 years	6	<input type="checkbox"/> 24 years	13
<input type="checkbox"/> 18 years	7		

Province (where you are currently living):

- Muscat 1
- Batinah North 2
- Batinah South 3
- Sharqiyah North 4
- Sharqiyah South 5
- Dakhiliyah 6
- Wusta 7
- Musandam 8
- Dhofar 9
- Buraimi 10
- Dhahirah 11

City (where you are currently living): (name) _____

Profession/ status (select the highest level completed):

- Intermediate school (5~10) grade 1
- High school (11~12) grade 2
- College student 3
- University student 4
- Government sector 5
- Private sector 6
- Military 7
- Entrepreneur 8
- Unemployed 9
- Other (please specify)_____ 10

Section II: Sport Participation:

Questions 1-23:

Please choose your most appropriate answer to the following questions:

1. What is the sport that you are presently most involved in?

(Choose only one)

- | | | | |
|--|----|--|----|
| <input type="checkbox"/> Football/ Soccer | 1 | <input type="checkbox"/> Table Tennis | 14 |
| <input type="checkbox"/> Handball | 2 | <input type="checkbox"/> Sailing | 15 |
| <input type="checkbox"/> Golf | 3 | <input type="checkbox"/> Gymnastics | 16 |
| <input type="checkbox"/> Volleyball | 4 | <input type="checkbox"/> Karate | 17 |
| <input type="checkbox"/> Equestrian | 5 | <input type="checkbox"/> Shooting | 18 |
| <input type="checkbox"/> Squash | 6 | <input type="checkbox"/> Badminton | 19 |
| <input type="checkbox"/> Basketball | 7 | <input type="checkbox"/> Cycling (non-motorized) | 20 |
| <input type="checkbox"/> Bowling | 8 | <input type="checkbox"/> Hockey | 21 |
| <input type="checkbox"/> Walking/ Running | 9 | <input type="checkbox"/> Taekwondo | 22 |
| <input type="checkbox"/> Traditional Games | 10 | <input type="checkbox"/> Marathons | 23 |
| <input type="checkbox"/> Swimming | 11 | <input type="checkbox"/> Athletics | 24 |
| <input type="checkbox"/> Weightlifting | 12 | <input type="checkbox"/> Other (please specify) | 25 |
| <input type="checkbox"/> Chess | 13 | <input type="checkbox"/> I do not play a sport. | 26 |

*Please stop here. Do not answer any of the following questions.

Thank you for your time!

2. Do you participate in this sport primarily for competition or recreation purposes?

- | | |
|--|---|
| <input type="checkbox"/> Competition only | 1 |
| <input type="checkbox"/> Recreation only | 2 |
| <input type="checkbox"/> Both competition and recreation | 3 |
| <input type="checkbox"/> Not sure | 4 |

3. Where do you most often take part in this sport?

- Informal/ various settings 1
- Sport clubs or/ and Sport centers 2
- Neighborhood/ street 3
- In school/ college/ university 4
- Public park/ area/ beach 5
- Other (please specify): _____ 6

4. How many years have you been involved in this sport?

- Less than 1 year 1
- 1~2 years 2
- 2~3 years 3
- 3~4 years 4
- More than 4 years 5
- Not sure 6

5. What time of day do you usually participate in this sport?

- Morning: 5 am to 12 pm (noon) 1
- Afternoon: 12 pm to 5 pm 2
- Evening: 5 pm to 9 pm 3
- Night: 9 pm to 4 am 4
- Not sure (or randomly) 5

6. What are the most important motivating factors that make you involved in this sport? (You can choose more than one)

- Improving skills 1 : (yes 1) (no 0)
- Having fun 2 : (yes 1) (no 0)
- Being with friends 3 : (yes 1) (no 0)
- Achieving success 4 : (yes 1) (no 0)
- Staying healthy 5 : (yes 1) (no 0)
- Developing fitness 6 : (yes 1) (no 0)
- Experiencing thrills and excitement 7 : (yes 1) (no 0)
- Other (please specify): _____ 8 : (yes 1) (no 0)

7. Which of following media platforms do you usually use to track the sport news, generally, and your sport, in particular?
(Select as many as apply)

- Attending 1 : (yes 1) (no 0)
- TV 2 : (yes 1) (no 0)
- Social media 3 : (yes 1) (no 0)
- Radio 4 : (yes 1) (no 0)
- Internet 5 : (yes 1) (no 0)
- Smart phone apps 6 : (yes 1) (no 0)
- Newspaper 7 : (yes 1) (no 0)
- Other (please specify): _____ 8 : (yes 1) (no 0)

Section III: Sport Role Model Identity

The definition of a sport role model:

Sport role models are (Omani local/ global and non-Omani local/ global) professional athletes. They include Olympians, sport heroes, sport idols, sport superstars, sport celebrities, and sport world champions. They are people that can affect your lifestyle, generally, and can influence your own behaviors, attitudes, and motivation toward participating in sports and physical activities.

* **Please note** that this questionnaire is mainly about sport role models. We are trying to find out about your thoughts on sports role models. If you have a sport role model that falls into any of the three following categories, please answer the questions in this section. By sport role model, we mean a person you would like to emulate, in some way or another, in one of the following categories. It is the person you would most like to emulate.

No. The Category

- A** An Omani local sport role model (local professional athlete).
 - B** An Omani global sport role model (global professional athlete).
 - C** Non-Omani global sport role model (global professional athlete).
-

12. For how many years have you considered him/ her as your most important sport role model?

- | | |
|--|---|
| <input type="checkbox"/> Less than 1 year | 1 |
| <input type="checkbox"/> 1~2 years | 2 |
| <input type="checkbox"/> 2~3 years | 3 |
| <input type="checkbox"/> 3~4 years | 4 |
| <input type="checkbox"/> More than 4 years | 5 |
| <input type="checkbox"/> Not sure | 6 |

13. Why is this person a sport role model for you? Please select from the following reasons and characteristics?

(You can choose more than one)

- | | |
|---|----|
| <input type="checkbox"/> Serves the community (donations, health, social campaigns) | 1 |
| <input type="checkbox"/> Is physically strong (strength, power, speed, physical abilities) | 2 |
| <input type="checkbox"/> Performs a magnificent feat (skills, techniques, tactics, records, achievements) | 3 |
| <input type="checkbox"/> Possesses special abilities (talent, brave, educated, creative) | 4 |
| <input type="checkbox"/> Inspires people to do good things (hard worker) | 5 |
| <input type="checkbox"/> Has a nice personality (honest, peaceful, good speaker) | 6 |
| <input type="checkbox"/> Makes someone else's life better (helps others, emotional) | 7 |
| <input type="checkbox"/> Makes sacrifices for other people (family, teammates, coaches) | 8 |
| <input type="checkbox"/> Overcomes obstacles (hard worker, persistent) | 9 |
| <input type="checkbox"/> Appearance (shape, style, exterior, nice looking) | 10 |
| <input type="checkbox"/> Media (appears frequently on media platforms, social media) | 11 |
| <input type="checkbox"/> Other (please specify): | 12 |
-

14. What is the sport that your sport role model participates in? (Choose the main sport only)

- | | | | |
|--|----|--|----|
| <input type="checkbox"/> Football/ Soccer | 1 | <input type="checkbox"/> Table Tennis | 14 |
| <input type="checkbox"/> Handball | 2 | <input type="checkbox"/> Sailing | 15 |
| <input type="checkbox"/> Golf | 3 | <input type="checkbox"/> Gymnastics | 16 |
| <input type="checkbox"/> Volleyball | 4 | <input type="checkbox"/> Karate | 17 |
| <input type="checkbox"/> Equestrian | 5 | <input type="checkbox"/> Shooting | 18 |
| <input type="checkbox"/> Squash | 6 | <input type="checkbox"/> Badminton | 19 |
| <input type="checkbox"/> Basketball | 7 | <input type="checkbox"/> Cycling (non-motorized) | 20 |
| <input type="checkbox"/> Bowling | 8 | <input type="checkbox"/> Hockey | 21 |
| <input type="checkbox"/> Walking/ Running | 9 | <input type="checkbox"/> Taekwondo | 22 |
| <input type="checkbox"/> Traditional Games | 10 | <input type="checkbox"/> Marathon | 23 |
| <input type="checkbox"/> Swimming | 11 | <input type="checkbox"/> Athletics | 24 |
| <input type="checkbox"/> Weightlifting | 12 | <input type="checkbox"/> Other (please specify) | 25 |
| <input type="checkbox"/> Chess | 13 | | |

15. Do you participate in his/ her sport?

- | | |
|--|---|
| <input type="checkbox"/> Yes | 1 |
| <input type="checkbox"/> No, my sport is different | 0 |

Section IV: Sport Role Model Influence and Youth Sport Participation

Please TICK (✓) one of the numbers beside each item

For each of the following questions (Likert 1932):

- 1: means you are in total disagreement with the statement.
- 2: means you disagree with the statement, for the most part.
- 3: means you do not know how you feel about the statement or you do not have enough information to form an opinion about the statement.
- 4: means you agree, for the most part
- 5: means you are in total agreement with the statement

To what extent do you agree or disagree with the following statements?

16. Your sport role model affects your own behavior in the following aspects (Tick as many item as is appropriate)

The aspect	Strongly Disagree	Disagree	Undecided (Not Sure)	Agree	Strongly Agree
	1	2	3	4	5
1. Sport performance	<input type="checkbox"/>				
2. Physical abilities	<input type="checkbox"/>				
3. Nutrition habits	<input type="checkbox"/>				
4. Self-esteem/ Confidence	<input type="checkbox"/>				
5. Academic achievement	<input type="checkbox"/>				
6. Work productivity	<input type="checkbox"/>				
7. Appearance	<input type="checkbox"/>				
8. Personal attributes	<input type="checkbox"/>				
9. Sport media following	<input type="checkbox"/>				
10. Attending to sport events	<input type="checkbox"/>				

To what extent do you agree or disagree (1~10 scale) with the following statements?

Please TICK (✓) one of the numbers under each statement

17. You spend more time thinking about your sport role model than anything else.											
Strongly disagree	1	2	3	4	5	6	7	8	9	10	Strongly agree
	<input type="checkbox"/>										
18. You follow the sport news, because of your sport role model.											
Strongly disagree	1	2	3	4	5	6	7	8	9	10	Strongly agree
	<input type="checkbox"/>										
19. You feel happy and proud when your sport role model performs well or has achieved successes in his/ her sport.											
Strongly disagree	1	2	3	4	5	6	7	8	9	10	Strongly agree
	<input type="checkbox"/>										
20. You were influenced in the decision by the success of your sport role model to start the sport that you are presently involved in.											
Strongly disagree	1	2	3	4	5	6	7	8	9	10	Strongly agree
	<input type="checkbox"/>										
21. You get motivated by the success of your sport role model to participate <u>more</u> in the sport that you are presently involved in? (frequency/ intention)											
Strongly disagree	1	2	3	4	5	6	7	8	9	10	Strongly agree
	<input type="checkbox"/>										

22. Has your role model influenced you to participate in a new sport (whether it is the sport role model's sport or another new sport?)

- Yes (answer the next question) 1
- No (stop here and do not answer the following question) 0

If yes:

23. Which particular sport have you practiced as a new sport, because of your sport role model? (New sport = not your main sport). Please choose only one answer.

- | | | | |
|--|----|--|----|
| <input type="checkbox"/> Football/ Soccer | 1 | <input type="checkbox"/> Table Tennis | 14 |
| <input type="checkbox"/> Handball | 2 | <input type="checkbox"/> Sailing | 15 |
| <input type="checkbox"/> Golf | 3 | <input type="checkbox"/> Gymnastics | 16 |
| <input type="checkbox"/> Volleyball | 4 | <input type="checkbox"/> Karate | 17 |
| <input type="checkbox"/> Equestrian | 5 | <input type="checkbox"/> Shooting | 18 |
| <input type="checkbox"/> Squash | 6 | <input type="checkbox"/> Badminton | 19 |
| <input type="checkbox"/> Basketball | 7 | <input type="checkbox"/> Cycling (non-motorized) | 20 |
| <input type="checkbox"/> Bowling | 8 | <input type="checkbox"/> Hockey | 21 |
| <input type="checkbox"/> Walking/ Running | 9 | <input type="checkbox"/> Taekwondo | 22 |
| <input type="checkbox"/> Traditional Games | 10 | <input type="checkbox"/> Marathon | 23 |
| <input type="checkbox"/> Swimming | 11 | <input type="checkbox"/> Athletics | 24 |
| <input type="checkbox"/> Weightlifting | 12 | <input type="checkbox"/> Other (please specify) | 25 |
| <input type="checkbox"/> Chess | 13 | | |

This is the end of the questionnaire. Thank you for your participation.

Appendix B

Interview Guide

Respondents: 6 Omani Sport Experts

Research Question: How can local and global SRMs be utilized to improve sport participation among youth in Oman?

Session I: Establish Rapport:

1. What is the sport position that you currently occupy?
2. How long have you been working in this position?
3. What challenges exist for you today? What are trying to do to overcome these challenges?
4. What is your personal ambition as an expert in the Omani sports sector? Or what goal do you seek through your current job in the position you occupy?

Session II: Exploring Insight into Youth and Sport Participation

1. Do you think that Omani youth have sufficient opportunities to participate in sport, without obstacles, both at the recreational and competitive levels?
2. What is your assessment of the level of youth infrastructure of the public sports facilities in the Sultanate, including schools and clubs?
3. How can we achieve advanced levels in the youth and sports sector, especially since Oman has not won any Olympic medals yet?

Session III: Youth Sport Participation and Sport Role Models

1. Do you believe that there are local/ global athletes who can be sport role models for the young people in Oman?
2. How can Omani local professional athletes influence youth towards sports participation? Why do you think that?
3. How can the passion of some young Omani people be exploited to promote participation in various sports activities?
4. Do you think that some local professional athletes can be used to motivate young people to participate in new sports? How?
5. Do you think there is a difference between the extent to which local and global professional athletes influence young people's decisions to participate in sport?
6. In your opinion, what role can local professional athletes play in enhancing youth sport participation in Oman?
7. Is it possible to increase the number of youth in the least popular sports through local/ global sport role models?
8. Should the design of grassroots programs depend on the effectiveness of sport role models in influencing youth?
9. How can the local media play a role in activating the concept of the sports role model among young people?

초록

오만의 스포츠 롤모델과 청소년 스포츠 참여의 관계:

지역 및 글로벌 스포츠 롤모델 비교연구

칼리드 알리 야미

글로벌 스포츠 매니지먼트

체육학과 대학원

서울대학교

스포츠 학자들은 청소년 스포츠 참여(YSP)를 주제로 다양한 연구들을 수행해왔다. 이와 관련된 연구들은 YSP의 결정 요인이 무엇인지 그리고 어떻게 구성이 되는지에 대한 끝없는 관심은 지속되고 있다. 따라서 본 연구는 지역 및 세계 스포츠 롤모델의 성공과 행동 및 태도가 청소년 스포츠 참여에 미치는 영향을 비판적으로 해석하고자 한다. 이는 지역 및 세계 스포츠 롤모델을 활용하여 오만 청소년들의 스포츠 참여를 향상시키는 전략도 포함된다.

본 연구의 목적을 달성하기 위해 양적 및 질적연구 방법을 실시했다. 오만의 11 개의 도에 거주하는 1366 명의 12 세에서 24 세의 청소년들을 대상으로 스포츠 롤모델이 있는지 여부와 성별, 지역 (오만 또는 외국), 유형 및 개인의 스포츠 경험을 설문지로 조사했다. 연구 참여자들은 스포츠와의 관계 및 스포츠 롤모델이 스포츠 참여에 영향을 주는지에 대해 질문도 받았다. 그들은 또한 10 가지 행동 양상과 이러한 양상이 청소년 스포츠 참여에 영향을 살펴보았다. 기술통계 (빈도, 평균 및 백분율), 독립적 인 표본 t-검정, 일원 분산 분석 및 카이 제곱 분석을 수행하여 데이터를 분석했습니다.

질적연구 방법의 경우 구조화된 면담 질문지를 바탕으로 6 명의 스포츠 전문가로부터 데이터를 수집했다. 전문가들은 특히 오랜 기간 동안 오만의 젊은이들이 스포츠에 참여를 늘리기 위해 필수 요인으로 스포츠 롤모델을 활용한 자료를 제안했다. 이 연구는 질적 데이터에 대한 주제별 코딩 분석으로 진행했다(Robson, 2011).

양적 결과는 대다수의 참가자 (남성과 여성)가 스포츠 롤모델로 오만이 아닌 세계적인 프로 운동 선수(PA)를 선택한 것을

확인 할 수 있었다. 지역 스포츠 롤모델과 세계적인 스포츠 선수들의 성공과 행동이 모두 청소년 스포츠 참여에 영향을 미친다는 것을 확인 할 수 있었다. 젊은 층의 청소년들 그들의 스포츠 롤모델의 종목에 참여할 가능성이 높은 것을 나타냈다. 지역 스포츠 롤모델과 세계적 스포츠 선수들을 비교하면 세계적인 스포츠 선수들의 청소년의 스포츠 참여에 현저히 영향을 미치는 것으로 발견되었다. 나아가 연구 결과는 지역 및 세계적 스포츠 선수들이 오만의 청소년들에게 새로운 스포츠 종목에 참여하는 데에는 영향을 미치지 않는다는 것을 시사한다.

오만의 스포츠 롤모델과 세계적 스포츠 선수들의 행동은 청소년 스포츠 참여에 영향을 줄 수 있는지에 대한 조사는 이하 결과를 보였다. 학업 성취도, 노동 생산성, 개인적 속성, 스포츠 매체에 따른 결과, 스포츠 이벤트 참석간에 유의미한 차이가 있음을 보여주었다. F ratio 는 유의한 결과를 보였다($p < 0.05$). 스포츠 수행 능력, 신체 능력, 자부심과 자신감, 외모는 지역 스포츠 롤모델과 세계적인 스포츠 선수들 사이에 유의 한 차이가 없었다.

질적분석에 따르면 청소년들을 목적으로 하는 스포츠 프로그램을 설계하여 오만의 스포츠 롤모델 개념을 활성화할 수 있는 다양한 제안을 제시했다. 이는 모두 스포츠 롤모델, 지역간의 스포츠 롤모델, 지역간의 언론과 스포츠 기구들의 협력과 이해를 바탕으로 스포츠에 대한 기본 지식을 청소년들에게 교육할 수 있는 방법을 주장하였다.

키워드: 스포츠 역할 모델 (SRM), 청소년 스포츠 참여 (YSP), 프로 운동 선수의 성공과 행동, 지역 및 글로벌 스포츠 역할 모델, 오만

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