

The Comparison Between the Fandom Rate and the Motivational Factors in Iranian and Korean Handball National Team Players

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Abstract: The purpose of this study is to survey the handball participatory fandom and the motivational factors affecting Iranian and Korean national team players' participation in handball. The whole national team players of both countries (28 individuals) participated in 13th Asian Men Championship and were selected as the population of this study. Standard Participant Motivations Questionnaire (PMQ), Sport Fandom Questionnaire (SFQ) and demographics questionnaire were used as the research instruments. The descriptive statistics (f-frequency distribution, percentage, mean and standard deviation) and inferential statistics (analysis of variance ANOVA, Pearson correlation coefficient, multivariate analysis of variance MANOVA and Tukey test) were used in the study. The results of Pearson correlation coefficient showed significant relationships between eight motivational factors and decisions about participating in handball for both countries' participants ($p \leq 0.01$). ANOVA showed a significant difference in motivational level between Iranian and Korean participants ($F = 8.558, P = 0.000$). On the basis of the results of MANOVA, there were significant differences in nationality and players' participation in handball ($F = 15.569, P = 0.001$). For handball participatory fandom development in Iran, we need strategic planning in the basis of motivational factor preferences by Korean and Iranian national team players.

Key words: Fandom • Motivational factors • Iranian and Korean Handball National Teams

INTRODUCTION

Sedentary life is a global problem for social health. It is the main reason of illness and disability, high blood pressure, blood oil disorder, depression, anxiety, etc. physical exercise can improve the quality of life for all the people at any age [1]. Sports scholars have shown an increased interest in the area of extreme sports in the past decades. As a result, scholars have applied theories to the motivation and personality trait of extreme sports participants. The previous researches show that extreme sports participants were more likely to have personalities or traits different from those of non-participants in terms of sensation or adventure seeking. However, most of these researchers focused only on the traditional extreme sports such as hang gliding, kayaking and rock climbing [2, 3] and excluded action sports such as inline skating, skateboarding and/or snowboarding. Only a few studies have focused on handball. In addition, little research has been carried out with regard to the motivational factors affecting players' decisions about participating in handball compared to the traditional or other conventional

sports such as basketball, football, baseball, gymnastics, soccer, softball and other sports instructed in physical education classes.

The motivations behind sport participation have received a great deal of attention from sport psychologists and sociologists. Intrinsic and extrinsic motivation theory associated with sport participation has been of interest to sport psychologists and sociologists.

According to Deci and Ryan [4], intrinsic motivation explains that people participate in a sporting activity in order to receive pleasure and satisfaction. Porter and Lawler attempted to develop a motivational theory and found that the combination of both intrinsic and extrinsic motivations could lead to higher levels of motivation [5]. Lepper and Hodell also identified the existence of the interactive nature of intrinsic and extrinsic motivations [6]. These studies implied that intrinsic and extrinsic motivations could not be explained separately, even though intrinsic and extrinsic motivations were considered to be at the opposite ends of a self-determination dimension. Other researchers identified conceptual subgroups of sport participants who might

differ in their configuration of motives and examined how these motivational profiles were related to positive and negative consequences. They found a direct influence of self-determination on consequences through its propensity to facilitate enhanced psychological functioning [7]. Recours, Souville and Griffet (2004) postulated four different motivation factors to sport participation. They used four factors of competition, exhibitionism, sociability and playing to the limit, which were previously validated in the literature [8]. The motivation factors of competition and exhibitionism represented extrinsic/instrumental values of modernity, while the other two factors represented the intrinsic/aesthetic values of post-modernity [9]. They found that females were much more likely to be motivated by sociability than males and extrinsic/instrumental motives (competition/exhibitionism) were far less important as sport motivations for women than they were for men. The results also showed that competition/exhibitionism was the only motive that changed with age. The research findings showed that studies in the laboratory were similar with studies in sport context [10, 11]. Youth sports participants frequently reported social reasons for their involvement in sports such as wanting to be a part of a team, be with friends and social sources of positive and negative effects such as social recognition and parental pressure. Also, social interactions with parents, coaches and peers have all been associated with the quality of a young person's sport experience [12, 13, 14]. Based on the literature above, the sport motivation theory has been applied to the school sports setting.

The purpose of this study was to address the motivational factors affecting players' decisions about participation in handball and handball participatory fandom between Iranian handball participants and their Korean counterparts. In addition, this study identified the relationship among the variables of SFP and PM and other demographic variables of age, educational level and marital status of players. This current study conducted a cross-cultural study comparing the motivation factors and handball participatory fandom between players of Korea and Iran national teams.

METHODOLOGY

Participants: The sample consisted of all handball players of Iranian and Korean national teams participated in 13th Asian Men Championship, Isfahan, Iran by February 2008. Out of 28 players, 25 players responded.

Procedure: The questionnaires were delivered to Iranian and Korean team managements. Each player was assured of the confidentiality of his anonymous responses. The questionnaires were completed in the researcher's absence. The researcher collected the questionnaires immediately after the completion. Descriptive and inferential statistics were performed with SPSS (Statistical package for the Social Sciences), version 13.0. The descriptive statistics (f-frequency distribution, percentage, mean and standard deviation) and inferential statistics (analysis of variance ANOVA, Pearson correlation coefficient, multivariate analysis of variance MANOVA and Tukey test) were used in the present study.

Instruments: Instrumentation included the development of a set of items intended to measure the motivational factors affecting players' decisions about participating and membership in both countries' national teams. The questionnaire used in this study included three major parts: Participant Motivation Questionnaire (PMQ) [15], Sport Fandom Questionnaire (SFQ) [16] and demographics.

Participation Motivations Questionnaire (PMQ) was used as the research instrument. A 30-item instrument was rated on a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The research instrument consisted of eight dimensions of achievement/status with six items, team-oriented reasons with three items, fitness-oriented reasons with three items, energy release with five items, miscellaneous reasons with three items, skill development with three items, friendships with four items and fun with three items. The item responses were summed within each sub-dimension to create eight dimensions. The reliabilities of the sub-dimensions in pilot study of eight players of Foolad Mobarakeh Isfahan premier league team were 0.85, 0.91, 0.94, 0.89, 0.88, 0.87, 0.89 and 0.87 respectively. The reliability of the eight dimensions was 0.89. The validity of this instrument was reconfirmed for the current sample. Sports Fandom Questionnaire (SFQ) included five items, rated on a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The original scale showed a strong internal consistency reliability (Cronbach's alpha = 0.93). The item responses were summed within each dimension. These items described behaviors related to handball fan identity as a participant, for example: *I believe that participating in handball is the most enjoyable form of entertainment.* A demographic questionnaire was developed for this study to obtain information concerning

Table 1: relationship between motivational factors and participating in handball

Motivational Factors	Iranian Team		Korean Team		max	min	Pearson correlation coefficient
	Average	Variance	Average	Variance			
achievement/status	17.84	4.19	27.97	3.63	30	13	r=0.583**
team-oriented	11.12	3.04	12.71	3.38	14	7	r=0.625**
fitness-oriented	11.72	2.52	12.22	2.37	15	8	r=0.588**
friendships	17.36	2.66	16.26	2.03	19	9	r=0.721**
fun	12.62	2.48	11.39	2.92	15	8	r=0.622**
skill development	10.33	2.35	11.37	2.22	14	6	r=0.804**
energy release	17.88	2.59	17.93	2.63	24	13	r=0.738**
miscellaneous	9.92	2.26	6.07	2.47	13	3	r=0.665**

** Correlation is significant at 0.01

players' characteristics, such as gender, educational level, marital status, age and nationality. The instrument translation needs to be loyal to the original context of the source instrument and it should also reflect a cultural understanding of the target language [17]. The most commonly applied technique is the back-translation technique. The advantage of the back-translation technique is that it offers the opportunity for revisions to enhance the reliability and accuracy of the translated instrument [17-20]. Therefore, the back-translation technique was utilized to obtain consistency by comparing both the Persian and Korean instrument versions. Validity was checked by sending the instrument to fifteen physical education experts and university professors via the post to determine if any problems existed with the reading levels or interpretation of the questions. Content validity was confirmed by these experts as well.

RESULTS

The demographic data were obtained from the participants' responses. Out of 25 participants, 13(52%) were Iranians and 12 (48%) were Koreans. The current research participants ranged in age from 19 to 31 years old (M= 24.59, SD=2.25). The education levels of current research participants showed that Korean players were more educated than Iranian players. In marital status variable, Korean players were more single than Iranian players. Tests of invariant and multivariate data normality were conducted on the research instruments. The main reason for conducting the normality tests was that the data normality would affect the results of statistical procedures [21, 22]. Usually, ANOVA and MANOVA are required to satisfy the assumption of data normality. It means that the observed variables need to be normally

distributed [23]. According to the conducted F (2.2837) which was smaller than table F (2.7876), zero assumption was confirmed about the normality of distribution of multivariate. Table 1 showed the relationship between motivational factors and players participating in handball teams.

ANOVA showed a significant difference in motivational level between Iranian and Korean participants (F=8.558, P=0.000). To answer the question "Do the motivational factors affecting players' decisions about participating and membership in their teams differ on nationality between Iranians and Koreans?", MANOVA was used to test if the motivational factors affecting players' decisions about participating in handball were different on nationality after blocking the variables of educational level, marital status and age. Based on the results of MANOVA (F=15.569**, p=0.001), there was a significant difference in all eight motivational factors affecting players' decisions about participating and membership in their teams on nationality. Also, results showed a significant difference between motivational factors affecting players' decision on educational level. Tukey test showed that this significance existed between college students and other groups.

CONCLUSION

In this study, eight motivational factors affecting players' decisions about participating in handball teams' participatory fandom level on nationality have been examined after controlling the effects of such variables as marital status, educational level and age. The main purpose of this study was to answer three questions: 1. Is there any relationship between motivational factors affecting players' decisions about participating and

membership in Iran and Korea handball national teams? 2. Does the level of handball participatory fandom differ on nationality between Iranian players and their Korean counterparts? 3. Do demographic variables such as marital status, education level and age explain a significant proportion of variance of SPF level for handball players in Iran and Korea national teams? Based on the results of Pearson correlation coefficient, there are positive and significant relationship at 0.01 level between eight motivational factors and participating in handball in both national handball team players. Wright *et al.* (2007) indicated a significant relationship between motivational climates and social-emotional outcomes in physical education [24]. Also, Gilson *et al.* (2008) noted that five higher-order themes (significant others, improvement, competitive demands, being stronger than others and miscellaneous) were consistent among the interviewed athletes when describing how they stayed motivated during strength training. Whereas all athletes were able to describe at least one motivational strategy employed during strength training, the dominant achievement goal orientation of some athletes influenced their motivational strategy [25]. Also results showed that college students were more motivated than other groups. In this field, Cindy *et al.* (2003) in their study titled "Motivational orientations in youth sport participation: Using Achievement Goal Theory and Reversal Theory" noted that subsequent canonical correlation analyses generally indicated a close relationship between motivational orientations and sport participation motives congruent with theoretical predictions in both AGT and RT. It was also found that task and ego orientations in AGT were linked with specific motivational orientations in RT. The results suggest that the two theories have similar motivational orientation constructs, more articulated in RT, which may be useful in examining what motivates the youth to participate in physical activities and sports [26]. Results of this study were confirmed via previous researches [27-48]. Analysis of the averages showed that Korean players had higher levels of SPF compared to their Iranian counterparts. The difference in SPF level between Korean and Iranian participants could be explained by emic-ethic theory (Brislin, 1986; Kluckhohn, 1953). According to ethic theory, a behavior was observed in its social context and each concept derived in a given culture would be specific to the context of that culture. On the other hand, all cultures made up of humans with a common biology and, to some extent, a common social psychology, at least some patterns of thought and behavior should apply to all

culture based on ethic theory. Finally, handball participatory fandom development is recommended in Iran and we need the strategic planning in the basis of motivational factors preferences by Korean and Iranian national team players.

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