

The Effect Of Elite Athletes' Club Environment Communication Levels On Sportsman Behavior

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Abstract

The aim of this research is to determine whether the in-club communications of elite athletes in different sports can predict their sportsmanship behaviors. The study group of the research consists of 145 athletes (51.7% male, 48.3% female) randomly selected in athlete training centers and TOHM centers. The club media communication levels of the athletes were measured with the 3D (trainer-athlete, athlete-athlete and manager-athlete) Club Environment Communication Questionnaire. Sportsmanship Behaviors, on the other hand, were measured with the Multidimensional Sportsmanship Orientation Scale, which had 4 dimensions (compliance with social norms, respect for rules and management, commitment to responsibilities in sports and respect for the opponent). While analyzing the data, multiple linear regression analysis technique was used. In the results of the research, it is seen that there are positive (linear) relations between the Scores of the Club Environment Communication and Sportsmanship Orientation Subscales. In addition, it was seen that the communication between the coach and the athlete significantly predicted the dimensions of compliance with social norms and respect for the opponent, and the communication between the athlete and the athlete significantly predicted the sub-dimension of commitment to responsibilities. The result of the study reveals that as the scores obtained from each of the sub-dimensions of club environment communication increase, the scores obtained from each of the sub-dimensions of sportsmanship orientation increase reciprocally.

Keywords: Sports, Club Environment, Communication, Sportsmanship.

INTRODUCTION

When the relationship between sport and individual in the globalizing world is examined, it is revealed that the phenomenon of sport is not only a physical and psychological phenomenon, but also a concept that provides socialization, which is an important factor in the formation of the individual's self (Teke and Karakuş, 2022). From the past to the present, we see that sports and sportive events have gained importance. With the increase in this importance, we see that it makes positive contributions to the infrastructure of sports and that successful athletes increase. Within the scope of social differentiation, which is one of the most prominent features of modern societies, sports play an important role in establishing harmony between increasing social integration and division of labor. Apart from the conflict and conformity models within the scope of the social structure of the social structure, we see that sports are an important factor in reducing deviant behaviors and problems and bringing the said elements into compliance with the regulations and rules (Karakuş, 2008). Sport is basically a social process that represents leadership and excellence. Sport in terms of psychologists; It is defined as an activity that enables people to adapt to the social structure more easily, while supporting a healthy physical and mental development (Dever, 2010).

It can be observed that individuals with high personal influence have a high level of socialization in society. We can say that athletes come first among these individuals, and we can evaluate especially elite athletes in this context. It is in an organizational structure where people who come together to realize common goals in sports carry out administrative processes. Here, elements such as ensuring coordination, transferring information, fulfilling tasks, conducting relationships and even sharing feelings and thoughts are required in order to achieve the goals effectively. It does not seem possible to achieve this without using communication. In the athlete-coach relationship, communication enables the trainer and athlete to develop their common

knowledge and understanding of common goals and beliefs (Jackson, Dimmock, & Compton, 2018).

On the other hand, the communication among the athletes and their communication with their managers are also considered important in the organizational structure. Effective communication within the club should be ensured in order to eliminate negative behaviors in the club and to prevent unethical behaviors in sports games.

Today, when sports competitions are examined, it is seen that many behaviors that are not suitable for sports ethics are exhibited in sports fields (Çitil ve Karayol, 2022). Behaviors expected from athletes can be expressed as sportsmanship. The definition of sportsmanship is made over the athletes who can be defeated by complaining, who do not win with attitudes and behaviors that do not comply with the rules, and who behave generously, well and courteously towards their opponent. It includes features such as sportsmanship, patience, self-control, courage, sincerity, respect for the truth and opinions of others, nobility, generosity and dignity. Within the scope of the goals of sportsmanship, there is a decrease in the tension of the game rather than increasing it (Çalayır et al., 2017). Although the recognition of the concept of fair play, which brings nobility and elegance to the athlete, is increasing day by day, many acts against sportsmanship are also recorded. These harm both the sport and the athlete, the coach, the club. Fair play behaviors should be promoted as much as possible within the framework of the rules of the sport. The internalization of sportsmanship behaviors by the athlete will be an important contribution to sports (Güllü, 2018).

Communication is considered important in order to ensure the sportsmanship behaviors in question. In this direction, it was tried to test the hypothesis (H_1) that the communication levels of elite athletes in the club environment have an effect on their sportsmanship orientation, with the thought that the effective communication of the athletes included in the subject of the research, both with each other and with their coaches and managers, can affect their sportsmanship behaviors positively.

METHOD

This study was modeled according to the relational survey model, one of the descriptive methods.

Working Group

75 male (51.7%) and 70 female (48.3%) individual sportsmen participated in this research, randomly selected in athlete training centers and TOHM centers in different provinces.

Data Collection Tools

Club Environment Communication Questionnaire: The "Club Environment Communication Questionnaire", the validity and reliability study of which was conducted by Erkan (2002), consists of 3 sub-dimensions as trainer-athlete, athlete-athlete and manager-athlete and 26 items. The scale is a 5-point Likert type scale. Cronbach Alpha internal consistency coefficients for the reliability coefficients of the scale, $\alpha=.67$ for the coach-athlete subscale, $\alpha=.60$ for the athlete-athlete subscale, $\alpha=.62$ for the manager-athlete subscale, and $\alpha=.$ It was found to be.84.

Multidimensional Scale of Sportsmanship Orientation: Developed by Vallerand et al. (1997), the multidimensional sportsmanship orientation scale, whose validity and reliability study was conducted in Turkish by Balçıkanlı (2010), consists of 4 sub-dimensions and 20 items: compliance with social norms, respect for rules and management, commitment to responsibilities in sports, and respect for the opponent. Cronbach Alpha internal consistency coefficients for the reliability coefficients of the scale, $\alpha=.89$ for the social norms compliance subscale, $\alpha=.90$ for the respect for rules and management subscale, $\alpha=.85$ for the commitment to responsibilities in sports subscale, α for the respect to the opponent subscale. $=.83$ and $\alpha=.90$ for all Multidimensional Sportsmanship Orientation.

Analysis of Data

In the study, Pearson correlation coefficients were calculated to determine whether there was a linear relationship between the predictor variables and the predicted variables. Then, multiple linear regression analysis technique was applied to the data. The significance level in the study was accepted as.05.

FINDINGS

Table 1. Pearson Correlation Coefficients Between Scores of Club Environment Communication and Sportsmanship Orientation Subscales

	1	2	3	4	5	6	7
1. Coach and athlete communication	-	-	-	-	-	-	-
2. Athlete-athlete communication	,589**	-	-	-	-	-	-
3. Athlete manager communication	,680**	,650**	-	-	-	-	-
4. Adaptation to social norms	,503**	,467**	,453**	-	-	-	-
5. Respect for rules and management	,174*	,157	,158	,416**	-	-	-
6. Commitment to responsibilities	,239*	,269**	,223*	,337**	,475**	-	-
7. Respect the opponent	,199*	,100	0,77	,337**	,477**	,461**	-
*p<,05, **p<,001							

When Table 1 is examined, it is seen that there are positive (linear) relations between the Scores of the Club Environment Communication and Sportsmanship Orientation Subscales. These findings reveal that as the scores obtained from each of the sub-dimensions of Club Environment Communication increase, the scores obtained from each of the sub-dimensions of Sportsmanship Orientation increase reciprocally.

Table 2. Multiple Regression Analysis Results on the Prediction of Club Environment Communication and Sportsmanship Orientation Sub-Dimension of Adjustment to Social Norms

Predicted Variable	Predictive Variables	B	SH	β	t	p
Compliance With Social Norms	Coach And Athlete Communication	,215	,071	,302	3,034	,003
	Athlete Athlete Communication	,220	,093	,222	2,310	,022
	Athlete Manager Communication	,137	,140	,104	,938	,327
R=,550 F _(3,141) = 20,389	R ² =,303 Model (P)=,000					

As seen in Table 2, the model showing the relationship between independent variables (predictive variables) Club Environment Communication sub-dimensions and Adaptation to Social Norms seems to be appropriate (F_(3,141)= 20.389; p<0.05). Club Environment Communication sub-dimensions explain about 30% of the variation in the sportsmanship orientation variable.

When the t-test result regarding the significance of the regression coefficient is examined, the variables of coach-athlete communication (β =,302; t=3.034; p<0.05), athlete-athlete communication (β =,222; t=2.310; p<0.05) are related to social norms. It has been seen that it has a significant (significant) and positive effect on compliance. However, the ratio of athlete-manager communication (β =,035; t=.248; p>0.05) to predict compliance with social norms did not reach the level of significance.

Table 3. Multiple Regression Analysis Results Regarding the Prediction of Respect for Rules and Management from the Sub-Dimension of Club Environment Communication and Sportsmanship Orientation

Predicted Variable	Predictive Variables	B	SH	β	t	p
Respect for Rules and Management	Coach And Athlete Communication	,061	,067	,106	,902	,368
	Athlete Athlete Communication	,053	,088	,068	,606	,546
	Athlete Manager Communication	,044	,132	,041	,332	,740
R=,189 F _(3,141) =,605	R ² =,036 Model (P)=,162					

As seen in Table 3, when the t-test result regarding the significance of the regression coefficient is analyzed, coach-athlete

communication ($\beta=.106$; $t=.902$; $p>0.05$), athlete-athlete communication ($\beta=.068$; $t=.606$; $p>0.05$) and athlete-manager communication ($\beta=.041$; $t=.332$; $p>0.05$) predicting Respect for Rules and Management did not reach the level of significance.

Table 4. Multiple Regression Analysis Results Regarding the Prediction of Commitment to Responsibilities from the Club Environment Communication and Sportsmanship Orientation Sub-Dimension

Predicted Variable	Predictive Variables	B	SH	β	t	p
Commitment to Responsibilities	Coach And Athlete Communication	,053	,054	,112	,982	,328
	Athlete Athlete Communication	,220	,091	,286	2,692	,043
	Athlete Manager Communication	,022	,107	,025	,210	,834
R=,387 F _(3,141) = 5,229	R ² =,203 Model (P)=,000					

As seen in Table 4, the model showing the relationship between independent variables (predictive variables) Club Environment sub-dimensions of communication and commitment to responsibilities seems to be appropriate ($F(3,141)= 5.229$; $p<0.05$). Club Environment Communication sub-dimensions explain about 20% of the variation in the variable of sportsmanship orientation.

When the t-test result regarding the significance of the regression coefficient was examined, it was seen that the athlete-athlete communication ($\beta=.286$; $t=2.692$; $p<0.05$) variable had a significant (significant) and positive effect on commitment to responsibilities. However, the ratio of predicting commitment to responsibilities between coach-athlete communication ($\beta=.112$; $t=.982$; $p>0.05$) and athlete-manager communication ($\beta=.025$; $t=.210$; $p>0.05$) did not reach the level of significance.

Table 5. Multiple Regression Analysis Results Regarding the Predictions of Club Environment Communication and Sportsmanship Orientation Sub-Dimension Respect to the Opponent

Predicted Variable	Predictive Variables	B	SH	β	t	p
Respect to the Contender	Coach And Athlete Communication	,187	,081	,269	2,312	,022
	Athlete Athlete Communication	,018	,106	,019	,167	,867
	Athlete Manager Communication	-,153	,159	-,118	-,958	,340
R=,215 F _(3,83) = 2,288	R ² =,046 Model (P)=,081					

When the t-test result regarding the significance of the regression coefficient was examined, it was seen that the coach-athlete communication ($\beta=.269$; $t=2.312$; $p<0.05$) variable had a significant (significant) and positive effect on respect for the opponent. However, athlete-athlete communication ($\beta=.019$; $t=.167$; $p>0.05$) and athlete-manager communication ($\beta=-.118$; $t=-.958$; $p>0.05$) Respect to the Competitor predictive ratio was significant. has not reached.

DISCUSSION AND CONCLUSION

Looking at the findings, it is seen that the communication between the coach and the athlete has a significant and positive effect on sportsmanship (compliance with social norms and respect for the opponent) in elite athletes. It is seen that athlete-athlete communication also has a significant and positive effect on sportsmanship (devotion to responsibilities and compliance with social norms). However, it was observed that the ratio of predicting the sportsmanship sub-dimension scores in athlete-manager communication did not reach the level of significance. Considering that the individuals with whom the athletes interact most in the club are the coach and their teammates, we can say that the findings of our study are an expected situation and our hypothesis (H_1) is partially accepted.

Güllü (2018) tested the relationship between Coach-Athlete Relationship and Sportsmanship Orientation in his study and revealed that there is a positive moderate relationship. In addition, there are many studies (Amorose and Anderson-Butcher 2007; Kırkbir et al., 2021) that show that coaches have a significant effect on athletes, and there are studies that show that the level of communication increases depending on the time worked with the coach (Selagiz and Çepikkurt, 2014). It has been stated that athletes who perceive the communication they have with their trainers positively are motivated and perform better (As cited in Kalkan & Sarı, 2021).

On the other hand, there is a study that states that as athletes perceive their coaches' communication skills at a better level, their optimal performance constantly increases (Öztürk et al., 2021). When we look at the studies in the literature, we can say that the communication between the coach and the athletes is positive, and it allows the performance and behavior of the athletes to be positive. This reveals that it will directly affect the sportsmanship behaviors of the athletes.

SUGGESTIONS

- Theoretically effective communication and fair play lessons can be given in the sports camp centers.
- Similar work can be done to determine the difference between different variables.
- Our study was conducted with elite athletes and those in the camp center. It is recommended to work with different sample groups.

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