

A Comparative Study on the Outcome of Sport Services for Social Ideas on Well-being Among Fans and Student Athletes

Yoseph Mamo, Old Dominion University

Sport services are gaining increasing recognition for their impact on the well-being of fans, participants, and volunteers, encompassing hedonic and eudaimonic as well as collective hedonic and eudaimonic outcomes (Inoue et al., 2020). Inoue et al. (2020) introduced Transformative Sport Service Research (TSSR), a framework outlining five ways for sport organizations to design and deliver services promoting well-being. Of the five ways, previous research has predominantly concentrated on investigating the services provided to spectators, participants, and sponsors and their well-being (Inoue et al., 2017; Schlegel et al., 2017). Nevertheless, our understanding of the connection between sport organizations' services for social ideas, particularly for student-athletes, and their impact on well-being is limited. More specifically, our understanding of how fans and student-athletes share similar or divergent perspectives on social ideas needs to be better.

Blau (1964) defined social exchanges as the "voluntary actions of individuals that are motivated by the returns they are expected to bring and typically do in fact, bring from others" (p. 91). According to social exchange theory, relationships involve exchanging resources, encompassing both tangible (e.g., monetary) and intangible (e.g., social, emotional) elements. Universities in the United States involve various social ideas ranging from community services to advocating for social justice that target their target audiences. Although these initiatives are expected to enhance the well-being of stakeholders, research indicates that not all stakeholders prioritize social ideas equally. A nuanced understanding is needed to make effective investments in social ideas. Since fans and student-athletes are primary stakeholders in collegiate athletics, this study aims to explore the impact of promoting social ideas on these two stakeholder groups.

A purposive sampling technique will be employed to recruit participants who meet the inclusion criteria, with student-athletes participating in college athletics for at least one year and fans demonstrating knowledge and involvement with the university. Semi-structured interviews will be conducted with eight student-athletes and 12 fans from a Division 1 university. The interviews will be transcribed verbatim, verified with participants, and then independently and jointly coded by investigators based on a priori conceptualizations of well-being in sport (Inoue et al., 2020). We employed thematic analysis, which involves identifying patterns, themes, and topics in the data (Braun & Clarke, 2006). This method is acknowledged for its rigorous methodological approach to deductively analyzing qualitative data, providing meaning to significant patterns or sequences within the data. We anticipate that life satisfaction and satisfaction with various important life domains will be prevalent among student-athletes. Conversely, fans' well-being is more likely to be influenced by the positive and negative emotional states associated with social ideas (Diener, 2020; Ryan & Deci, 2001). Findings will be presented at a conference.