

| | | |
|--|--|---|
| | | |
| Name the 5 social factors that may affect participation in sport | Age, gender, ethnicity/race, peers, disability | 5 |
| Define commercialisation | The management or exploitation of a person, organisation or activity in a way designed to make a profit | 1 |
| The 'media' covers a diverse range of technologies, what are the 4 types? | Print media, broadcast media, the internet and social media, and outdoor media | 4 |
| Define sponsorship | Provision of funds or other forms of support to an event, activity, person or organisation in return for some kind of commercial return | 1 |
| Name 3 ways an individual or group can be sponsored? | Financial, clothing, equipment and footwear, facilities | 3 |
| Name one positive effect of sponsorship on a performer | More money, media can make them sporting heroes of role models, more money for technological advances, equipment and facilities, more money for better coaching and training | 1 |
| Name one negative effect of sponsorship on a performer | Increased pressure, performer becomes public, sponsors make demands on behaviour which may cause conflict, may be distracted from training, media scrutiny, overtraining from more competitions could lead to injury, women paid less than men | 1 |
| Name a technological aid that may be used in cricket or tennis | Hawkeye. | 1 |
| Define etiquette | A conversation or unwritten rule in an activity. It is not an enforceable rule but it is usually observed | 1 |
| Why may a stimulant be used in sport? | Stimulants affect the central nervous system, increasing mental and physical alertness and reducing fatigue. | 1 |
| Why may an anabolic agent be used in sport? | Promote muscle and bone growth and reduce recovery time so performers can train harder and more frequently. They are often used by performers who need strength, muscular endurance and power. | 1 |
| List 3 disadvantages to taking PEDs | Cheating, damaged reputation, stripped of medals, Incur a ban, fined, lose sponsorship, side effects and health risks, and damage the sports reputation. | 3 |
| What are the positive influences to spectators at a football match? | Create an atmosphere, source of revenue (income), home field advantage, and increased profit of sport. | 1 |
| Define hooliganism | The disorderly, aggressive and often violent behaviour by spectators at a sporting event. | 1 |
| What strategies have been used to combat hooliganism? | All seated stadia, segregation of fans, improved security, alcohol restrictions, travel restrictions and banning orders, and educating spectators. | 2 |