

Exploration on the Research Direction of World Sports Sociology

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Abstract: *As an important research field of sociology, sociology of sports resonates with the development of the times at the same frequency. The research trend of sociology of sports in the world is of great significance to the research trend of sociology of sports in China. This article uses research methods of literature and logical deductive to interpret the research hotspots of world sports sociology. The research finds: sports and scientific and technological development, sports and gender, youth sports, sports policy in a global perspective, and sports and sports national identity and race issues are still the hotspots and difficulties in the research of world sports sociology under the background of the development of the new era. The research believes that only by immersing in the reality of sports and cultivating the reality of sports can we understand the reality of sports, analyze the social problems behind the reality of sports, and make sports sociological research that fits our era. Of course, this is also the mission of sports sociologists.*

Keywords: *sociology of sports, science and technology, gender, youth, race*

1. Introduction

With the continuous deepening of globalization, the role of sports in education, health, commerce, tourism, and national brand building has become increasingly prominent. As a cultural form and social practice, sports is becoming the focus of research across the fields of sociology, anthropology, history, geography, politics, economics, media and communication. However, unlike this booming background, the development of the subject of sociology of sports is not optimistic. With the rapid development of the times, emerging technology fields such as artificial intelligence and big data are increasingly embedded in people's daily lives. Under such a background, how does sports sociology develop as a discipline and how its academic research is changing? This is an issue of concern to colleagues in sports sociology who are academically based.

2. Research hotspots of world sports sociology

2.1 Sports and the development of science and technology

Modern science and technology have penetrated into all aspects of human life, including sports. Facing the revolutionary changes brought about by modern science and technology, scientific researchers should think about the role that science and technology should play in the development of sports in the new century. Science and technology, as a key factor in the development of sports, has attracted the attention of more and more countries, including our country. The integration of technology and sports has expanded the boundaries of sports sociology, and technology has brought new possibilities for the development of competitive sports, mass sports, and the sports industry. Sports and technology related research can be divided into two categories. The first category is to explore how to use technology to promote sports development, such as technology boosting competitive sports performance, and the application of new technologies in sports equipment, sports media, sports marketing, stadiums, etc.; The other is to focus on the impact of technology embedded in people's daily exercise practice from the perspective of sociology, such as the "enchantment" of self, the control and loss of control over life and body, and the use of body data to achieve physical capital and the accumulation of social capital[1]. It can be predicted that more and more new technologies will be used

in the field of sports. Sports sociology should pay more attention to issues such as social justice, social exclusion, personal privacy, and data security in the development of sports and technology.

2.2 Sports and gender

The changing social environment, economic environment, and sports landscape make gender and sports research an important field. International sports sociology's research on gender and sports can be subdivided into different research directions such as gender and media image, gender and politics, gender and discrimination. "Gender and Politics" research focuses on women's political discourse power in sports. The lack of women's voice in the sports industry is more serious. Dutch scholar ANNELIES believes that this is related to the resistance of current leaders to management diversity. Compared with the achievements of female athletes in major events such as the Olympics, the number of female coaches and senior managers is relatively small[2]. The Korean scholar WONMI believes that female managers in senior positions are often labeled as "single" and "female". Related to specific labels such as "strongman", these unfriendly views from society hinder women's "competition for gold and silver" in the workplace[3]. The ceiling effect in sports organizations still exists. The government, sports organizations and scholars should work hard to break the invisible obstacle of the ceiling and truly achieve equality between men and women in sports.

The rise of social networking platforms such as Twitter and Tiktok has triggered academic research on "gender and media image". The rise of online social platforms has changed the media landscape and has an impact on the sports field. For sports enthusiasts, visually-oriented social media is now bringing a series of new sports cultural practices to women. The digital fitness community based on pictures not only affects women's satisfaction with their bodies, but also subtly influences them. It changes women's body and health concepts. For professional athletes, social media is becoming a new battlefield for the feminist movement. For example, some WNBA players express their dissatisfaction on their personal social accounts. They benchmark their salaries against NBA players and complain to social media audiences about their suffering[4]. The "unfair treatment" of China has an excessive feminist tendency. At the same time, male fans and professional female tennis players also interact on social platforms. Their interactions mainly include discussions about the appearance and physical characteristics of female athletes, desire or suggest physical contact with female athletes, and publish explicit, threatening, or even physical contact with female athletes violent comments. Social platforms and virtual communities are full of such gender-based violence against female professional athletes. Like excessive feminism, they are still in a gray area and urgently need more attention and research from the sociology of sports.

2.3 Youth sports research

Youth sports is a hot topic in the sociology of sports in the world. The focus of the research is on youth sports participation, school physical education and talent training. The commercialization of sports has inevitably affected and affected youth sports. The professionalization of school sports and the commercialization of student athletes have attracted attention from the society and the media, and aroused discussion among scholars. Some scholars believe that the current athlete selection system places too much emphasis on athletic talent, but there is no scientific basis for how to define athletic talent and how to accurately predict the future achievements of young athletes based on athletic talent [5]. This makes young athletes who start their careers too early to be relatively certain development prospects. Under the dual pressure of academics and sports training, young athletes often face the problems of lack of sleep, extreme fatigue and decreased sports performance, but it is difficult for them to give up sports training and re-choose their future development path. In addition, young athletes who have received commercial sponsorship cannot guarantee training and learning due to their frequent participation in activities arranged by sponsors, which is detrimental to their growth.

In terms of school physical education and talent training, some scholars have studied the development of school sports in various countries from the perspective of historical sociology. For example, they proposed educational reforms, the development of adult sports organizations, and the establishment of interscholastic sports associations in American schools in the early 20th century played an important role in the development of sports. Some scholars are concerned about the educational philosophy of school sports managers. SIMON's semi-structured interviews with the directors of the sports departments of ten middle schools found that there are two distinct tendencies in the sports managers of New Zealand middle schools[6]. One is concerned with the all-round development of youth and the other it is the pursuit of excellent sports performance. Some scholars

have deeply discussed the leading role of college sports in the development of national sports, and found that the interaction between elite athletes and ordinary college students under the same campus and education system is conducive to the integration of elite sports and mass sports; secondly, more the pursuit of better sports performance and sports experience in college sports, which is less subject to commercial manipulation, helps to purify the sports atmosphere of the whole society. Under the impact of commercialization, the values of traditional elite sports have been surpassed by money-oriented commercial sports values, but college sports can still maintain a relatively independent value system and ethical norms[7]. This is the most precious value of college sports. How to better train college athletes, better develop college sports, and give full play to the positive influence of college sports on mass sports are issues worthy of consideration and research by sports sociologists.

2.4 Sports policy in the perspective of globalization

The development of sports in the context of globalization is closely related to policy. Although the political systems of different countries are different, sports and policy-related issues are the focus of attention of scholars from all countries. Looking at the research on sports and policy in the international sociology of sports, one type is the combing of the sports policy system or context of various countries or regions, and the second type is the study of the effectiveness of sports policy as a policy tool.

There are relatively few researches to comprehensively sort out the sports policy systems of various countries. Representative studies include WU WEN of Hong Kong Baptist University on the elite sports policy of the Hong Kong Special Administrative Region since 1997. Her research involves three projects of badminton, cycling and fencing, and carries out the policy process from the macro level and implementation methods[8]. A comprehensive analysis; French scholar ALEXANDRE studied a sporting event hosting policy promoted by France after its failed Olympic bids in 1992, 2008 and 2012. Through interviews with more than a dozen people from the French sports government and the Olympic Committee, as well as sports the department's archives are organized to study the development and evolution of this policy and its role in promoting France's Olympic bid and its experience, gains and losses; BENCE combed the European Commission's policy on the development of sports diplomacy, and believed that the development of grass-roots sports activities in society to promote civil relations it is the core content that the EU sports diplomacy should pay attention to[9].

In addition, scholars from all over the world also discuss the role of sports policy in resource allocation, sports promotion, and promotion of the political process. Brazilian scholar FERNANDO took the relationship between Brazil's sports policy system and the sports federation as an entry point, and found that Brazil's sports policy is mainly to ensure how to allocate these public funds to non-governmental organizations and athletes in a fair and reasonable manner. Chinese scholars interpreted the slogan "300 million people on ice and snow" proposed by the Chinese government and related policies on the development of ice and snow sports, and believed that regardless of whether the goal of 300 million people participating in ice and snow sports can be achieved as scheduled, this goal itself has become the Beijing Winter Olympics. An important legacy of at the same time, this policy is also an important support to promote the realization of the dream of a strong nation in sports, an ideological force that stimulates the development of China's ice and snow sports, and a symbol of the future that carries the history and culture of China's ice and snow. DONGKYU of the University of Ottawa in Canada uses the Sports Volunteer Project (KOICA-SVP) of the Korea International Sports Cooperation Agency as a starting point to study the role of Korean sports policy in promoting political issues and governance strategies, and believes that sports as an important link is to promote the realization of the Korean political agenda s method. There are also scholars who examine the negative effects of sports policies and raise questions[10]. Norwegian EI-VIND et al. studied Norway's policies on indigenous sports organizations at the national level and their policy performance, and revealed how the authorities marginalize indigenous sports organizations through policy measures in terms of policy formulation, implementation and evaluation. The policy is questioned. CHIAO of Taiwan Sports University discussed the democratization of sports and sports legislation in Taiwan. He believes that although the democratization of the Taiwan Sports Association has become an important issue in Taiwan's sports reform, it is open to participation due to the different demands of the government, legislature and sports fans[11]. Under the principle of, the demands of the government and different interest groups are always difficult to reconcile, even after the implementation of the policy, there are still major disputes. The researchers therefore asked another question: whether the higher the degree of democracy in sports legislation, the better. This issue is also a controversial topic in democratic politics.

In general, the international sports sociology's research on sports policy focuses more on the sports policy system and its evolution, and the formulation of sports policies based on specific regions. The research on the performance of sports policies is reflected in the effectiveness of policy implementation, and there are also doubts and reflections on the negative effects of sports policies. These studies have enlightening significance for improving their respective national sports policy systems and constructing scientific policy decision-making mechanisms.

2.5 Sports and national identity and race issues

The issue of sports and national identity and national identity is still a hot issue of international sports sociology. Sports and national identity are inherently related, especially for countries with ethnic or religious issues, sports is an important symbol of public identity. For example, in Northern Ireland, although rugby is an important label for white middle-class men, for Protestants, the origin of rugby provides them with a connection with the United Kingdom. Even the nationalists among the Catholics, the sport is also it can make them realize that Ireland is a country composed of 32 counties, and promote the formation of national identity. Coincidentally, in the 1930s, tennis was the most stable bond to maintain Australia's national identity. The reasons why tennis developed into a national sport in Australia included the personal charm and style of elite players that made the public interested in tennis and a sense of identity, and to promote the special national administrative agency established for the development of tennis, and the tennis project has the characteristics of being highly transformative and easy to develop in different regions.

Sports are also of great significance to the national identity of people living in foreign countries. EVA uses Irish football players in Asian teams as a sample to study the identity construction of Irish immigrant athletes. She cited the concept of "imagined communities" to explain that although immigrant athletes live in a foreign country, nations and countries are no longer the organizational structural elements of their real life world, but sports provide a space for individuals to live in a foreign country can also have an identity for expression. Irish football has created an "imagined communities" with football as a link for Irish people overseas[12].

In addition, the globalization of sports has intensified the cross-border flow of human resources. One of the important phenomena is the opportunity of naturalization in other countries through sports. Research by South Korea KWANG et al. found that naturalization of foreign athletes in South Korea through sports has become a common phenomenon in the Korean national team, professional sports leagues, amateur leagues and college sports leagues. The most prominent of which is the group of naturalized athletes in college sports. The changes in Korean naturalization policy, the relationship between naturalized athletes and locals, and the professional development of naturalized college athletes in Korea after graduation have directly or indirectly led to the increase in the number of naturalized athletes. Facing the increasing number of naturalized players, there are also different voices in Korea. YOONHO and others used the men's ice hockey team with the most naturalized players in the Korean national team as the research object. They found that Korean local athletes recognize that naturalized players have a positive effect on improving the team's competitive level, but they are also worried that the addition of naturalized players will increase competition among local players. As researchers in the sociology of sports, we must not only be aware of the role of naturalized players in improving the competitive level of the team, but also pay attention to the positive and negative effects of the social attention they bring on the team. At the same time, scholars should also the groups of naturalized players pay more attention to their lives, sports experience and career development in the new country.

3. Conclusion

Investigating the current research on the sociology of sports in the world, if you leave the background of the development of sports, it is difficult to understand the formation of its research hotspots and the internal logic of its formation; looking forward to the development trend of the world sports sociology, if you leave the era of globalization of sports the insight of characteristics makes it difficult to grasp and appreciate the advancement, intersectionality, and modernity of the development of international sports. The research and judgment of the research hotspots and development trends of world sports sociology are, in essence, a kind of reflective understanding and forward-looking outlook of scholars on the problems that occur in sports in our era. In this sense, only by immersing in the reality of sports and cultivating the reality of sports can we understand the reality of sports, analyze the

social problems behind the reality of sports, and make a sociological study of sports that fits our era. This of course is also the mission of sports sociologists.

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