

DESCRIPTIVE SOCIETAL-VALUE STRUCTURE AND MAPPING APPROACH ON FOOTBALL; SOCCER & RUGBY UNION

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Keywords: Human-Value, Football, factor-Analysis

Introduction

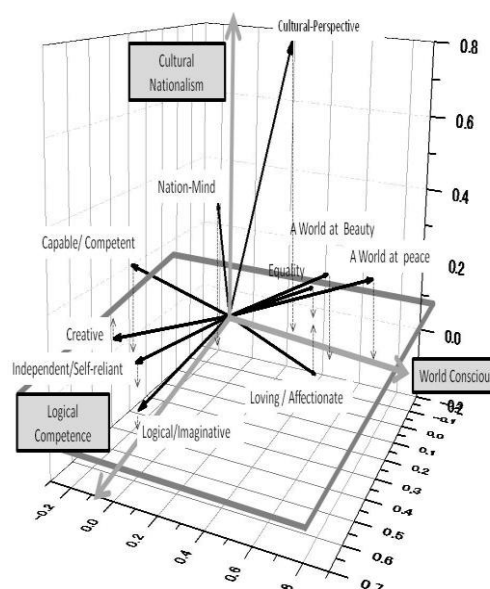
Descriptive recognition about football code would suggest the concrete socio-psychological factors. This study is composed by two researches. The first is to discuss with the social recognition of the general value-order by the soccer national team's challenge for the World Cup. The second is to focus the recognition for strategic information competitiveness challenge toward the international match by the rugby national team.

Methods

The analyzing method of the human-value is based the concept in Rokeach's theory of human values which have two approaches of 'Terminal values and 'Instrumental values. University students are explained the study structure and are asked to decide the value-order of the eighteen items (1 to 18).

Results & Discussion

Study-1-Soccer: Reported terminal values were divided the three groups by the orders. ANOVA and Scheffe's LSD testd. A significant main effect was found for the Group-ranking ($N=102$, $F=287$, $df=2$, $p<0.01$). Scheffe's LSD tests also indicated a significant difference between all groups (group1vs2=6.18vs9.96, $p<0.01$; group1vs3=6.18vs12.33, $p<0.01$; group2vs3=9.96vs12.33, $p<0.01$). Study2-Rugby: Exploratory factor analysis (Principal Factor Method, Varimax Rotation) on the all 36 items of human-values extracted the three factors, World Conscious, Logical Competence, Cultural Nationalism' (Cronbach's alpha =0.83, 0.78, 0.77) as social recognized value factors on the football competence.



Cognitive Social values mapping on strategic/tactical challenge of the elite-rugby by factor-analysis study (factor loadings) in Rokeach's Human-value

Conclusion

The descriptive approach of the social value ordering and factor mapping suggest an understanding the potential value structure on football society.

Reference

1. Sasaki, K. et al. (2010). *Japanese Journal of Rugby Science*, 22(1): 37-45