

ROLE OF EDUCATIONAL INSTITUTIONS AS A SOCIAL INSTITUTION IN THE PROMOTION OF SPORTS

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ABSTRACT

Current research study was commenced in the area of District Dera Ismail Khan Khyber Pukhtunkhwa Pakistan aimed at, (a) to evaluate the perception of teachers regarding the role of educational institutions as social institutions in the promotion of sports, (b) to determine the attitude of head of the institutions towards participation of students in sports activities, (c) to know the perception of teachers and heads of educational institutions regarding incentives for sportsman. Based on formulated hypothesis to cover the objectives. H_01 . Educational institution as social institution has no significant role in promotion of sports as perceived by the teachers. H_02 . Head of institutions has negative attitude towards participation of students in sports activities. H_03 . Educational institution as social institution gives no incentives to sportsman as perceived by the teachers and head of institutions. The researcher selected 112 teachers of the educational institutions as sample through convenient sampling technique. The Collected data was then tabulated and analyzed by using appropriate statistical tool. After the analysis, the researcher found that educational institutions as social institutions play a significant role in the promotion of sports as perceived by the teaching staff of educational institutions, head of institutions has positive attitude towards students sports participation and its was also found that university offer no incentives to the students as it should be in shape of scholarship, cash and incentive of seats in admission criteria etc.

Keywords: *Educational institutions, Socialization, Social Institution, Role, Sports Promotion*

INTRODUCTION

Movement, physical activity and sports are the basic needs for every member of society. Through sports and physical activities one can gain physical fitness and make himself/herself active member of the society. No one organization can run smoothly without physical fitness of the individual for which participation in sports activity are very much essential. The importance of sports cannot be neglected at national and international level and also we cannot neglect the social status of sports. Sport is one of the important ingredients of every social institution. In each and every institution sporting activities are conducted by the authorities to make the environment conducive for learning. Sport is one of the best sources for interaction as well as for socialization. Throughout the world there is a complex web of educational institutions and these institutions are in action to facilitate the society. In educational institutions we spent our precious time of life. These institutions facilitate us in different ways. Socialization is also one among the

outputs of educational institutions. According to Malik (2003) Institution may be defined as “an organization whose establishment based on specific goal, a place having a group of role holder people where essential responsibilities of living are being planned, being directed and being accomplished by a team of individual and play a vital role to afford a uniform solution to a problem confronting inhabitants of a society.

Similarly According to Jonathan (1997) stated that, an institution is an atmosphere where a group of individuals having different characters and expertise struggle for a common goal to organize a pattern of human activities in relation to those fundamental problems which pinch the personal and social life of inhabitants of a society according to the norms and values of the culture. In same context Little (nd.) further added that, It is a common observation that children spends 8 hour in a day in school. So it will hard to neglect the influence of school on child socialization. In school children learn how to work in a team, how to schedule a task and most important which is observance of teachers in school where teacher is as a role models for the students. In school children learn about communication and manner of communication which help us in our practical life (Agents of Socialization, n.d.). Murdock, G. (1949) found is education. Basically if we think in broad term education is an objective of socialization. Through education we can easily make a person social. Family gives adequate support for education because in student life as we know that student has very limited resources and he is completely dependent on his family so family supports has great significance.

LITERATURE REVIEW

Man is a social animal, is well-known statement and in this sense educational institutions provide a firm base or a platform for the socialization. The human’s quality of interaction results in socialization. In this regard the role of educational institutions cannot be neglected. As it is understood that through educational career children spend most of time in institutions, so it has a great influence on children. According to Saldana (2013) stated that educational institutions is one of basic agent among the agents of socialization which transmit social norms, values, culture from one to another. Similarly in same context Foucault (1978) added that, the role of educational institutions as a social institution has existed in the society since its creation. Now a day’s it is a common observation that some of the people in our society think that there is no need of sports activities, they think that sport activities are the wastage of time. Keeping in view all the aspects of sports and life, educational institutions as a social institution can play vital role in promotion of sports. The educational institutions from the very beginning must put stress on the promotion of the professional and immature direction of game played. If from the beginning, the educational institutions provide the basic infrastructure and facilities for the participants then it would be easy to promote positive value in society as well as true spirit of sports. These were the some of the important questions which shape the researcher to initiate a research study regarding the role of social institution in the promotion of sport activities.

Socialization is based on social interaction and educational institutions provide a firm base for social interaction as a social institution. Same like social institutions, sports activities in society also struggled for the socialization of human being. But there are some misconception regarding sports and social institution. A big misconception in the society about educational institutions is that educational institutions only provides food and shelter for individuals but this is a wrong concept educational institutions is a multi functional institution which has many roles beyond its natural role regarding the provision of food and shelter. But researcher's opinion is completely against this. So the question arise that what are the other functions of educational institutions beyond its nature. On other hand if we compare the contributions of sports towards society with other social institution then we will come to know that sport have a great in the society. Now the question arise that do educational institutions contribute in the promotion of sports or not. This study will help in clarification of concepts of masses about educational institutions as a social institution and its contribution in the promotion of sports. This study will also prove helpful to give true picture regarding the relation of sports and educational institutions. The study in hand will be helpful to provide new ideas for further research studies.

Objective of Study

Main objective of the study was:

- To evaluate the perception of teachers regarding the role of educational institutions as social institutions in the promotion of sports.
- To determine the attitude of head of the institutions towards participation of students in sports activities.
- To know the perception of teachers and heads of educational institutions regarding incentives for sportsman.

Hypothesis of Study

The below hypotheses were formulated.

- H₀1. Educational institution as social institution has no significant role in the promotion of sports as perceived by the teachers.
- H₀2. Head of institutions has negative attitude towards participation of students in sports activities.
- H₀3. Educational institution as social institution gives no incentives to sportsman as perceived by the teachers and head of institutions.

RESEARCH METHODOLOGY

The researcher adopted the following procedures for the purpose to reach at certain findings and conclusion.

Population of Study

Teachers of Gomal University were selected as population for the study in hand in the locality of Dera Ismail Khan a southern District of province Khyber Pukhtunkhwa Pakistan.

Sample and Sample Size

Convenient sampling technique was used and 112 teachers were selected as sample. Teachers were contacted for the purpose of data collection.

DATA ANALYSIS

Table 1. Table Showing the Item-wise Frequencies & Percentages regarding Role of Educational Institution in Promotion of Sports

	Statement	EY *F (%)	Y *F (%)	UD *F (%)	NO *F (%)	EN *F (%)	Total *F (%)
1.	Sports are essential for students as academics	59 (52.68%)	13 (11.61%)	14 (12.50%)	10 (8.93%)	16 (14.29%)	112 (100%)
2.	Do you allow your students for sporting events	61 (54.46%)	31 (27.68%)	0 (0.00%)	13 (11.61%)	7 (6.25%)	112 (100%)
3.	Students take interest in sporting events	63 (56.25%)	32 (28.57%)	0 (0.00%)	15 (13.39%)	2 (1.79%)	112 (100%)
4.	Do you motivate your students toward sporting events	64 (57.14%)	31 (27.68%)	0 (0.00%)	16 (14.29%)	1 (0.89%)	112 (100%)
5.	All kind of sports facilities are provided to students in the institution	65 (58.04%)	43 (38.39%)	0 (0.00%)	3 (2.68%)	1 (0.89%)	112 (100%)
6.	your institution motivate students toward sports as part of curriculum	63 (56.25%)	32 (28.57%)	0 (0.00%)	15 (13.39%)	2 (1.79%)	112 (100%)
7.	Do your institution having or offer any sports activities as part of curriculum	59 (52.68%)	13 (11.61%)	14 (12.50%)	10 (8.93%)	16 (14.29%)	112 (100%)
8.	Sports program are conducted in regular basis	65 (58.04%)	43 (38.39%)	0 (0.00%)	3 (2.68%)	1 (0.89%)	112 (100%)
9.	Head of the department motivate you as well as students toward sports	63 (56.25%)	32 (28.57%)	0 (0.00%)	15 (13.39%)	2 (1.79%)	112 (100%)
10.	Students who participate in sports activities also having good academics	60 (53.57%)	37 (33.04%)	0 (0.00%)	14 (12.50%)	1 (0.89%)	112 (100%)
11.	Participation in sporting events make a student's physically as well academically strong	59 (52.68%)	13 (11.61%)	14 (12.50%)	10 (8.93%)	16 (14.29%)	112 (100%)
12.	Head of department (chairman) cooperate and motivate subordinates in connection to the involvement of students in sporting activities	63 (56.25%)	32 (28.57%)	0 (0.00%)	15 (13.39%)	2 (1.79%)	112 (100%)
13.	sports are very important for the exposure of institution	59 (52.68%)	13 (11.61%)	14 (12.50%)	10 (8.93%)	16 (14.29%)	112 (100%)
14.	Students are financially supported by the institution for sports activities	40 (35.71%)	27 (24.11%)	24 (21.43%)	15 (13.39%)	6 (5.36%)	112 (100%)
15.	Admission seats are reserved for sportsman in institution	0 (0.00%)	0 (0.00%)	20 (17.86%)	66 (58.93%)	26 (23.21%)	112 (100%)
16.	Educational institution play significant role in the development of sports	59 (52.68%)	13 (11.61%)	14 (12.50%)	10 (8.93%)	16 (14.29%)	112 (100%)

Statement 1 is “Sports are essential for students as academics”.

The result shows that the majority of respondents (52.68% Extremely Yes) were strongly agreed with the statement.

Statement 2 is “Do you allow your students for sporting events”.

The result shows also the majority of respondents (54.46% Extremely Yes) were strongly agreed with the statement.

Statement 3 is “Students take interest in sporting events”.

The result shows that the majority of respondents (56.25% Extremely Yes) were strongly agreed with the statement.

Statement 4 is “Do you motivate your students toward sporting events”.

The result shows that the majority of respondents (57.14% Extremely Yes) were strongly agreed with the statement.

Statement 5 is “All kind of sports facilities are provided to students in the institution”.

The result shows that the majority of respondents (58.04% Extremely Yes) were strongly agreed with the statement.

Statement 6 is “your institution motivates students toward sports as part of curriculum”.

The result shows that the majority of respondents (56.25% Extremely Yes) were strongly agreed with the statement.

Statement 7 is “Do your institution having offer any sports activities as part of curriculum”.

The result shows that the majority of respondents (52.68% Extremely Yes) were strongly agreed with the statement.

Statement 8 is “Sports program are conducted in regular basis”.

The result shows that the majority of respondents (58.04% Extremely Yes) were strongly agreed with the statement.

Statement 9 is “Head of the department motivate you as well as students toward sports”.

The result shows that the majority of respondents (56.25% Extremely Yes) were strongly agreed with the statement.

Statement 10 is “Students who participate in sports activities also have good academics”.

The result shows that the majority of respondents (53.57% Extremely Yes) were strongly agreed with the statement.

Statement 11 is “Participation in sporting events makes students physically and academically strong”.

The result shows that the majority of respondents (52.68% Extremely Yes) were strongly agreed with the statement.

Statement 12 is “Head of department cooperate and motivate subordinates in connection to the involvement of students in sporting activities”.

The result shows that the majority of respondents (56.25% Extremely Yes) were strongly agreed with the statement.

Statement 13 is “sports are very important for the exposure of institution”.

The result shows that the majority of respondents (52.68% Extremely Yes) were strongly agreed with the statement.

Statement 14 is “Students are financially supported by the institution for sports activities”.

The result shows that the majority of respondents (35.71% Extremely Yes) were strongly agreed with the statement.

Statement 15 is “Admission seats are reserved for sportsmen in institution”.

The result shows that the majority of respondents (58.93% No) were disagreed with the statement.

Statement 16 is “Educational institution play significant role in the development of sports”.

The result shows that the majority of respondents (52.68% Extremely Yes) were strongly agreed with the statement.

Table 2. Showing descriptive statistics of the data

Institution	Number	Range	Mean	Std.	Deviation
Educational	112	2.75	3.67	.616	.380
Valid N (list wise)	112				

The above table shows that range of the data was 2.75. Mean of the data was 3.67. Standard deviation of the data 0.616 and the variance of data were 0.380. The mean of the data is greater than mean value of five point likert scale ($3.67 > 3.00$) which indicates that, educational institutions play satisfactory role in the promotions of sports activities.

TEST OF HYPOTHESES

H₀1: Educational institution as social institution has no significant role in the promotion of sports as perceived by the teachers.

Table 3 One-Sample Statistics

Social Institution	N	Mean	Std. Deviation	Test Value	Sig. (2 Tailed)
Educational	112	3.67	.621	3.00	.000

The table indicates that there is significant role of educational institutions as social institutions in the promotion of sports according to the perception of teachers. When tested by applying one sample t-test as a statistical tool at test value 3.00. The P-value (Sig.) is .000 which is less than the alpha level 0.05 ($.000 < 0.05$), it indicates that educational institutions as social institutions have significant role in the promotion of Sports. The above hypothesis is hereby rejected.

H₀₂. Head of institutions has negative attitude towards participation of students in sports activities.

Table 4 One-Sample Statistics

Variable	Number	Mean	Std. Deviation	Variance	t
Heads attitude	112	3.55	.514	.270	.000
Valid N (list wise)	112				

The above table shows that Mean of the data was 3.55. Standard deviation of the data .514. And the variance of data was .270. The mean of the data is greater than mean value of five point likert scale ($3.55 > 3.00$) and t (110) =.000 which indicates that, head of institutions has positive attitude towards participation of students in sports activities. Hence the null hypothesis is hereby rejected.

H₀₃. Educational institution as social institution gives no incentives to sportsman as perceived by the teachers and head of institutions.

Table 5 One-Sample Statistics

Variable	Number	Mean	Std. Deviation	Variance	t
Incentives to athletes	112	1.33	1.345	.637	.78
Valid N (list wise)	112				

The above table shows that Mean of the data was 1.33. Standard deviation of the data 1.345 and the variance of data was .637. The mean of the data is less than mean value of five point likert scale ($1.33 > 3.00$) and t (110) =.785 which indicates that, H₀₃. Educational institution as social institution gives no incentives to sportsman as perceived by the teachers and head of institutions. Hence the null hypothesis is hereby accepted.

FINDINGS

Main findings are given below.

- After testing the first hypothesis the results showed that there is significant role of educational institutions as a social institution in the promotion of sports.

- After testing the first hypothesis the results showed that head of institutions has positive attitude towards student's participation in sports.
- After testing the first hypothesis the results showed that university offer no incentives to the students as it should be in shape of scholarship, cash and incentive of seats in admission criteria etc.

DISCUSSION

The study in hand was a struggle in order to assess the role of social institutions in the promotion of sports. In each and every society there are many social institutions but this particular study is confined to only three main social institutions which include family, religious and educational institutions in the territory of Dera Ismail Khan. The present study revealed that educational institution as social institutions play a vital role in the promotion of sports. Similar findings are found in a study conducted in India by Gohil (2013), the research indicated that different sports promotion programs were launched in educational institutions of India for the purpose to grow in the field of sports and initiated to provide basic sports necessities i.e physical facilities, infrastructure, sport aids and equipment for training. Further The result of current study is supported by Aquilina (2013) that in United Kingdom, government established national sports centers for the purpose to promote services related to sports in educational institution. Some of these multi sports center are located in university of Bath and Laough-borough. These multi sports centers are in charge of provision of elite sports facilities. In other words these centers may be called athlete career and education program which are presented with a new name "performance lifestyle" it has many functions like to provide support to education and career.

CONCLUSION

On the basis of analysis and finding the researcher concluded that educational institution as social institutions play a significant role in the promotion of sports. The study further revealed that educational institutions as social institution play a prominent role in the promotion of sports. The teachers of found interested in sports activities but not active motivator for students towards sports activities. Gomal University as a social institution was found striving for the provision of sports necessities for the student but still it needs improvement for the purpose to develop elite level athletes. The head of department were also found interested in sports activities and also considers it important for student but due to lack of facilities department offer no regular sport program for student. It was fond that directorate of sports of Gomal University conducting sports programs regularly with the help of available resources but it was also found that for the purpose to produce elite level athletes the current facilities are insufficient and need improvement.

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