**Consumer Spending on Sport:**

- Consumer spending on competitive and recreational sports is significant in the American and global economy.

- Estimates suggest that the United States alone spends between $200 billion to $500 billion annually on sports-related activities.

- If the sports industry were considered as its own official "industry," it would rank among the top 5 or 6 industries in the U.S., following giants like healthcare, real estate, and finance.

**Economic Factors in Sport:**

- Module 5 delves into the economic factors influencing sports.

- It helps differentiate between leisure and laboring classes, addressing issues within the sport labor force.

- It explores the relationship between the proletariat (working class) and bourgeoisie (owning class) in the context of labor matters in sports.

- The module also highlights the concept of the commodification of sports and provides examples.

- It critiques the use of public funds for sports facilities, which is a contentious issue.

**Time as an Economic Influence**

- Time is a critical factor in economics, and individuals have limited time daily.

- We allocate our time to labor or leisure activities, which determines our social status.

- Two distinct classes emerge: the leisure class (higher socio-economic status) and the laboring class (lower socio-economic status).

**Slide 2: Communicating Social Status**

- People convey their social status through possessions and time spent.

- Example: Golf enthusiasts with expensive clubs, attire, and memberships imply wealth and social standing.

- Actions, behaviors, and possessions signify social class.

**Slide 3: Thorstein Veblen's Insights**

- Thorstein Veblen's book "The Theory of the Leisure Class" (1899) explored economic behavior from a sociological perspective.

- Lower socio-economic status individuals often imitate the leisure class due to its perceived prestige.

- "Pecuniary emulation" (keeping up with the Joneses) illustrates this phenomenon.

**Slide 4: "Home of the $30,000 Millionaire"**

- In recent years, Dallas has gained a reputation as "home of the $30,000 millionaire."

- Young professionals with modest incomes emulate the higher leisure class through conspicuous consumption.

- Example: Driving luxury cars and wearing designer clothing, despite lower incomes.

1. To say that there is a symbiotic relationship between the social institutions of sport and the media means:

Sport influences the media, and the media influences sport

2. According to chapter 7, the primary objective of the sports media is to:

Generate financial profits

3. In efforts to achieve its primary objective, the sports media performs which of the following functions?

all of the above  
-provide entertainment  
-promote cultural values  
-convey incoration

4. The fact that an American college football game might be played and televised on a Monday or Wednesday night during the week is an example of which of the following ways media impacts sport?

Modifications to sport

5. Texas A&M University's "100 year decision" to move from the Big 12 athletic conference to the SEC is an example of which of the following ways media impacts sport?

Financial rewards

6. According to chapter 7, which forms of media reap a substantial financial benefit from their relationship with sport?

Both A and C  
-Newspapers  
-Television

7. To say sport represents a mediated reality means:

Sports presented by the media are symbolic constructions of reality

8. The media's focus on Tiger Wood's efforts to break Jack Nicklaus' record of 18 career majors  
in professional golf and neglect of sports and athletes in the Paralympics is an example of  
which prevalent ideology or theme seen in media coverage?

winning is everything

9. The "Greenest Games" is a title bestowed to which of the following Summer Olympic cities?

London

10. Green washing occurs when:

sport organizations falsely claim to be environmentally friendly

11. Sport organizations can completely eliminate their impact on the environment. : False

12. Going green is a continual process.: True

13. This aspect of the sport industry is not as regulated as the other aspects of sport: Participatory sport

14. According to chapter 8 and lecture, on average an 18-hole golf course takes 75 to 150 acres to build.

15. As it relates to sport and the environment, sustainability focuses on:

All of the above  
-exploitation and the overconsumption of natural resources

16. A utilitarian perspective (i.e., "the greatest good for the greatest number of people") toward the environment is associated with:

Conservation movement

17. This organization is considered one of the earliest environmental sport organizations in the United States:

Ducks Unlimited

18. Sport-for-development initiatives aim to use sport as a means to make a positive difference in society: True

19. One of the oldest forms of sport-for-development implementation is the Olympic Games:

True

20. How many registered sport-related organizations that contribute to sport for development are listed by the International Platform on Sport and Development?:

341

21. Approximately how many impoverished children in India does Magic Bus have a positive impact on annually? 200,000

22. Which of the following is NOT part of the mission of Football 4 Peace in Israel? Preparing athletes for the next level of soccer

23. Which initiative is promoted by a professional sports organization in the United States?

All of the above  
-reviving baseball  
-nba cares  
-nfl play 60

24. As discussed in chapter 9, all of the following are challenges to the field of sport for development and social change EXCEPT for:

The consensus that sport does not have beneficial outcomes for participants

25. Which of the following is (are) an area of future growth for the field of sport for development?

Only A and C above  
-developing partnerships between academicians and practitioners  
-developing service learning opportunities for students in sport-for-development

26. Sport-for-development programs have targeted which of the following outcomes for participants?

All of the above  
-intercultural acceptance  
-reduction in crime  
-increased social capital

27. Which of the following was NOT a significant moment in sport-for-development's history?:

The Yankees winning the 1999 World Series

28. A 1990 survey of retired NFL players found that approximately how many former players lived with some form of permanent disability due to injuries sustained while playing football?

Two-thirds (66%)

29. According to chapter 10 on deviant behavior and sport, all of the following EXCEPT football are the most likely college sports to be involved in hazing activities

30. Which legendary coach was famous for the quote, "Winning isn't everything, its the only thing"? Vince Lombardi

31. According to the definition of "hazing", as published by the National Federation of State  
High School Associations (NFHS), all of the following would be examples of hazing, except:

New members required to attend a team building activity together

32. Behaviors such as gymnasts and wrestlers going to extreme dietary measures in an effort to lose weight for competition could be characterized as overconformity: True

33. Athletes and coaches who underconform to sport norms are typically praised as heroes; whereas, those who overconform to sport norms are often punished or reprimanded for their actions: False

34. According to research, although highly publicized, the annual arrest rate of NFL players  
is comparable to that of males in the general population of the United States: True

35. Deviant behavior in sport involves: departing from an accepted social norm

36. All of the following are examples of the "sport ethic" EXCEPT:

all of the above are examples of the "sport ethic"  
-extreme sacrifice and dedication to the game  
-striving for distinction  
-risk taking and playing through pain  
-challenging personal limits in pursuit of possibilities

37. In contemporary society, community typically develops based on: Interests and skills

38. Anomie is a term used to describe: a breakdown of social structues

39. Psychic income is described as being: an energy and price than can develop for community members

40. Sport always leads to a greater sense of community: False

41. Which of the following is an example of how a sense of community is developed through shared emotional connections in the sport context:

ALL OF THE ABOVE ARE EXAMPLES  
-OK state University womens basketball losing their head coach and assistant coach in plane crash  
-Penn St. football program bonding together in the aftermath of the sex-abuse scandal  
- the Prairie View A&M football team rallying around each other during their record-breaking losing streak

42. true or false: Reduced work-family conflict, lower drug use and delinquency, and increased well-being were a few of the identified benefits of an enhanced sense of community: True

43. American trends suggest that community is: declining

44. When children learn the terms, clothing, and expected behaviors within a sport, this is called: Socialization

45. In thinking about youth sport, which of the following is not a form of instrumental family support? Positive Reinforcement

46. true or false: According to chapter 12 on youth sport, most sport related injuries happen during practice: True

47. What was the primary purpose for early American youth organizations?

Provide a safe and constructive place for young boys to spend their time

48. According to the chapter and lecture on youth sport, dropout is\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and  
burnout is\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Usually associated with causal team/individua l sport; always associated with elite-level athletics

49. True or False: Playing interscholastic sport is associated with higher grade point averages in students. True

50. What organization represents over 11 million interscholastic students? NFHS

51. Which of the following socialization agents has the most influence prior to adolescence?

Parents

52. Constraints to youth participation in physical activity are most enhanced by\_\_\_\_\_\_\_\_.

Socioeconomic disadvantage

53. True or False: Any professional athlete who earns more than $1 million annually is a member of the leisure class: False

54. The unproductive use of time is: Leisure

55. Which figure best represents the economic significance of the sport and recreation industry? $200 billion

56. Which scenario best depicts Veblen's concept of pecuniary emulation?

Ted joins the same country club as his wealthier friends to show that he belongs

57. True or False: The commodification of sport is the transformation of goods, services, or relationships into things that are bought and sold. True

58. According to Marx, what is the relationship between the state and the bourgeoisie?

The state is a tool of the bourgeoisie.

59. Cultural consumption requires appropriate preferences and tastes as well as skills and knowledge; this is referred to as: cultural capital

60. True or False: The proletariat is comprised of the workers who provide labor for the ruling class: True

61. Which league, more so than others, represents an international conglomeration of different countries? The Federation International de Football Association

62. During the Television Generation which live sport lost popularity and was replaced by sports that were more aesthetically pleasing? Boxing

63. Why were the 1984 Olympic Games important for current-day sport business?

The 1984 Olympics displayed the economic magnitude of corporate sponsorship

64. According to lecture and chapter 6, the sport industry has capitalized on the realities of international exchange between countries in all of the following ways except:

All of the above are ways the sport industry has capitalized  
-the creation of leagues  
-attendance of spectators  
-business conducted globally  
-the migration of athletes across borders

65. True or False: According to chapter 6, the highlight generation of sport globalization spans from 1980 to the present times: False

66. During which generation of sport globalization did owners and league officials hold the majority of the power? Monopoly

67. Non-sport-related corporations are attempting to use sport to sell products internationally, primarily through the use of: International athlete sponsorships

68. Globalization is best describes as:

the consolidation of the world into a hole space, involving the movement of labor, knowledge, and technology across borders

69. true or False: The proletariat is comprised of the workers who provide labor for the ruling class. True

70. which leagues do not represent an international conglomeration of different countries:

NHL, IOC, NFL, NBA

71. true or false: the highlight generation of sports globalization span from 1980 to the present times: false

72. during which generation of sport globalization did owners and league officials hold the majority of the power: monopoly

73. non sport related corporations are attempting to use sport to sell products internationally, primarily through the use of: international athlete sponsorship

74. globalization is best described as:

the consolidation of the world into a hole space, involving the movement of labor, knowledge, and technology across borders

75. A theory of the leisure class is that people communicated their \_\_\_\_\_\_\_\_\_\_ status by their possessions and ways they spend their free time. Social

76. an example of us vs. them is \_\_\_\_\_\_\_\_\_\_\_\_ talking, usually racist, homophobic in nature.

Trash

77. Another theory of the leisure class is that leisure is a non-productive consumption of \_\_\_\_\_\_\_\_: time

78. The leisure theory includes two classes of people: \_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_.

superior pecuniary leisure class or the inferior pecuniary labor class

79. members of the leisure class do not have to work for what they\_\_\_\_\_\_\_: want

80. conspicuous \_\_\_\_\_\_\_\_\_\_\_ is participation in extensive and visible leisure activities to display social status. – leisure

81. conspicuous \_\_\_\_\_\_\_\_\_ on luxury goods: consumption

82. both conspicuous leisure and consumption show that people are able to waste their \_\_\_\_\_\_ and \_\_\_\_\_\_\_\_ on inessential activities. : money and time

83. members of the \_\_\_\_\_\_\_ class cannot avoid productive employment: labor

84. laboring is the accepted \_\_\_\_\_\_ of \_\_\_\_\_\_\_. ex. stay at home moms: mode of exixtence

85. members of the labor class engage in \_\_\_\_\_\_ emulation: pecuniary

86. Pecuniary emulation is when members of the lower classes try to \_\_\_\_\_\_\_\_ the consumptive behaviors of the leisure class.: imitate

87. all sport \_\_\_\_\_\_ is not equal: participation

88. the \_\_\_\_\_\_\_ are more physically active than the \_\_\_\_\_\_\_\_.: wealthy, poor