



EMPOWERING LEADERSHIP IN LATINA ATHLETES

OPSY 592: Research Methods and
Applications

What is ELLA?

ELLA Non-Profit 501(C)(3) organization with the mission to level the playing field for young Latina athletes and young women of color, founded by mother and daughter.



RESEARCH

In the United States, although women have been playing sports since the 1900s, fewer women play professional sports than men.

Notably, girls who play sports significantly impact society due to their positive outcomes. Studies have shown that girls who play sports have higher self-esteem, higher academic performance, and challenge gender inequalities.

RESEARCH QUESTION

Our report explores why Latinas face more adversity than other groups when engaging in sports at various levels.

What are the factors (motivators and hindrances) that contribute to the adversity Latinas face in sports?



Cultural Beliefs

Culture is the values, beliefs, language, rituals, traditions, and other behaviors that are passed from one generation to another within any social group (American Psychology Association, 2023).

- Machismo and Marianismo
- Girls should be less active than Boys
- Sports are designed for men rather than women





- Collectivism or “familismo”, where immediate and extended family find strength in each other, should be embraced by latinas (thus making it difficult for latinas to make individual decisions about sports and other interests)

Lukwago, S. N., Kreuter, M. W., Bucholtz, D. C., Holt, C. L., & Clark, E. M. (2001). Development and validation of brief scales to measure collectivism, religiosity, racial pride, and time orientation in urban African American women. *Family & community health*, 24(3), 63-71.



Contributing Economic Beliefs

Numerous associated costs with both club and travel sports.

- Organized sports are very expensive and many people are unable to afford having their children in them
- Children who do not have access to premium equipment and higher-level teams are at an unfair disadvantage that they should not be subjected to



General Societal Beliefs

- Girls are inherently less interested in sports than boys
- Girls playing sports will contribute to a less socially acceptable (muscular, less thin) 'feminine physique'
- Girls require positive interactions with mentors (parents, coaches, authority figures, peers) with experience in their desired sport to be successful **

Hypothesis:

Economic factors, cultural norms, and societal influence contribute to the underrepresentation of Latinas in sports at all levels.

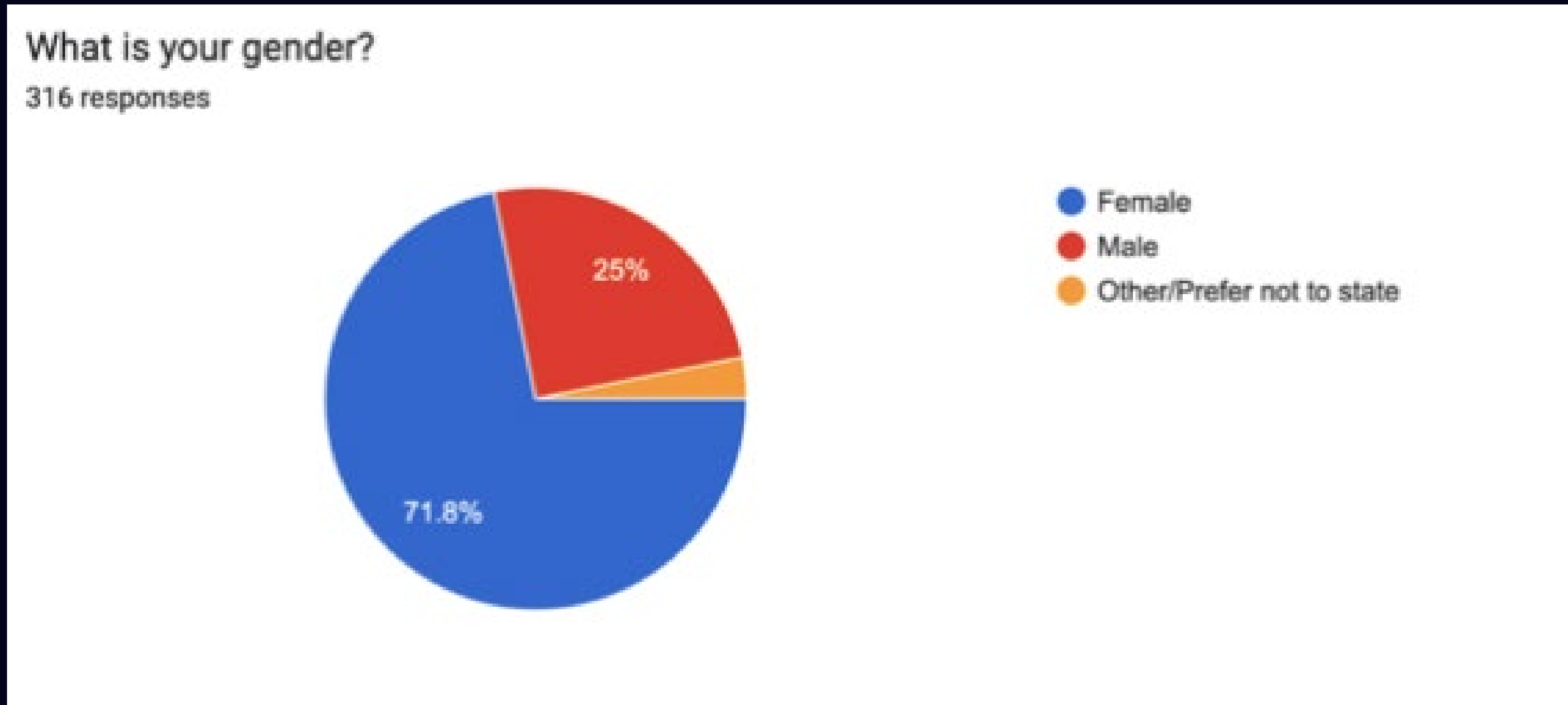


Methods



- To investigate the hypothesis of underrepresentation of young girls in sports, particularly within the Hispanic community, an online survey was conducted.
- Both Hispanic and non-Hispanic individuals participated, engaging in a role-play activity to assess cultural, economic, and societal beliefs about female sport participation.
- Role-playing was chosen for its effectiveness in understanding behaviors and studying cognitive processes like judgment.

Participant



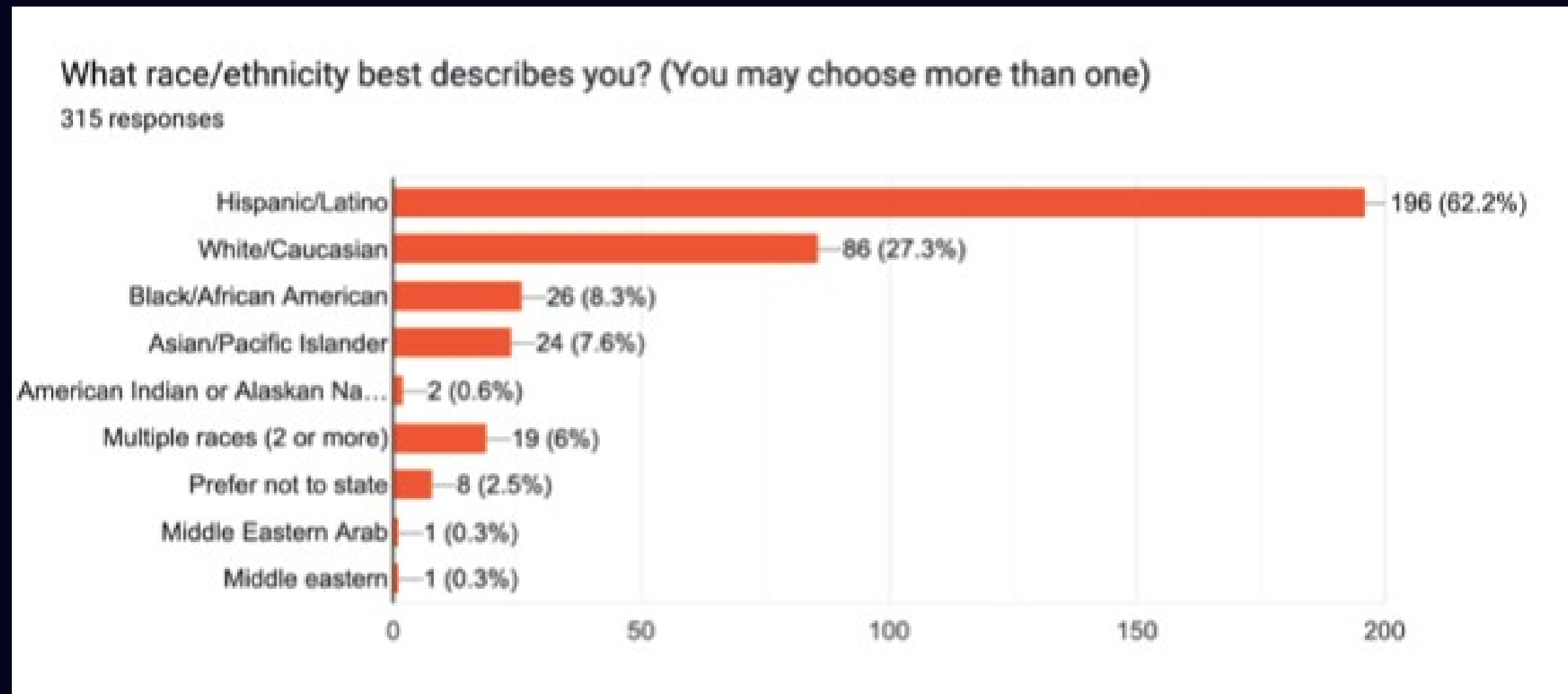
N = 319

71.8% identified as female, and 25% as male.

The average age was 35 years old.

Participants

315 respondents provided information: 62.2% identified as Hispanic/Latino, 27.3% as white, 8.3% as African American, 7.6% as Asian, 0.6% as American Indian, 2.5% as multiple races, and 2.5% preferred not to state their race or ethnicity.

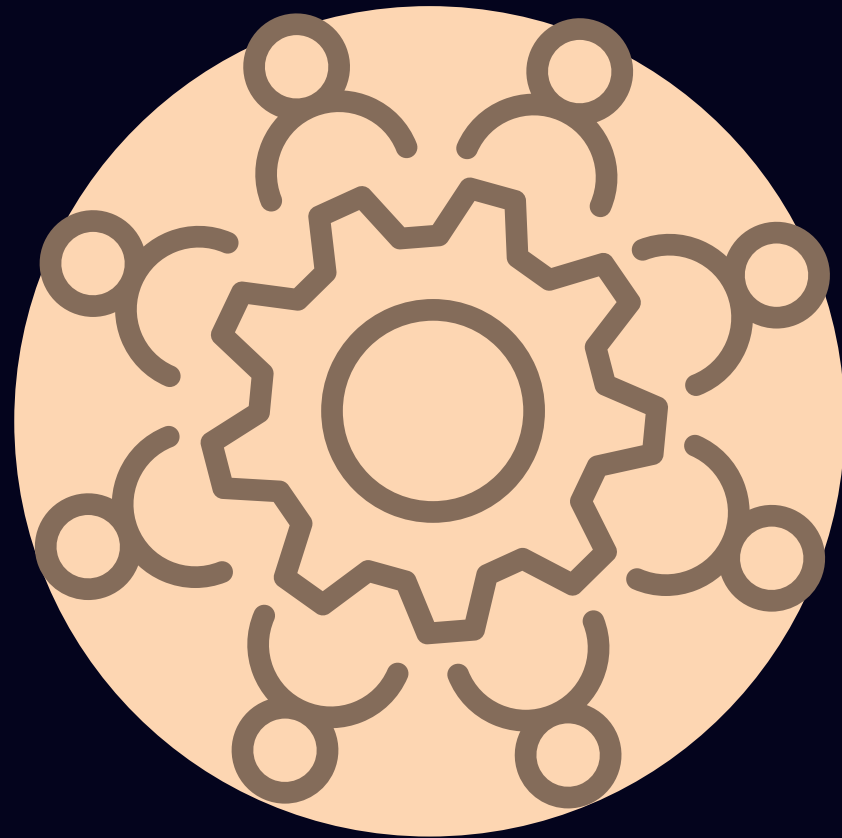


Materials

- The survey consisted of 16 items with 1 item being a scenario item.
- A Likert scale was used to measure the participants' agreement of beliefs.
- The Likert scale consists of five points ranking from: strongly disagree, disagree, neither agree nor disagree, agree, and strongly agree.

Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
1	2	3	4	5

Measures



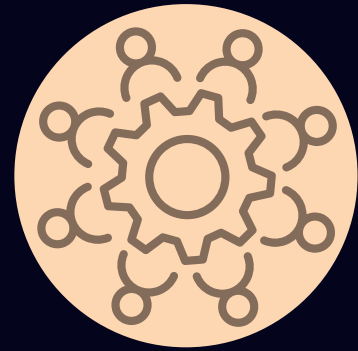
Cultural Measurement



Societal Measurement

Economic Measurement

Measures



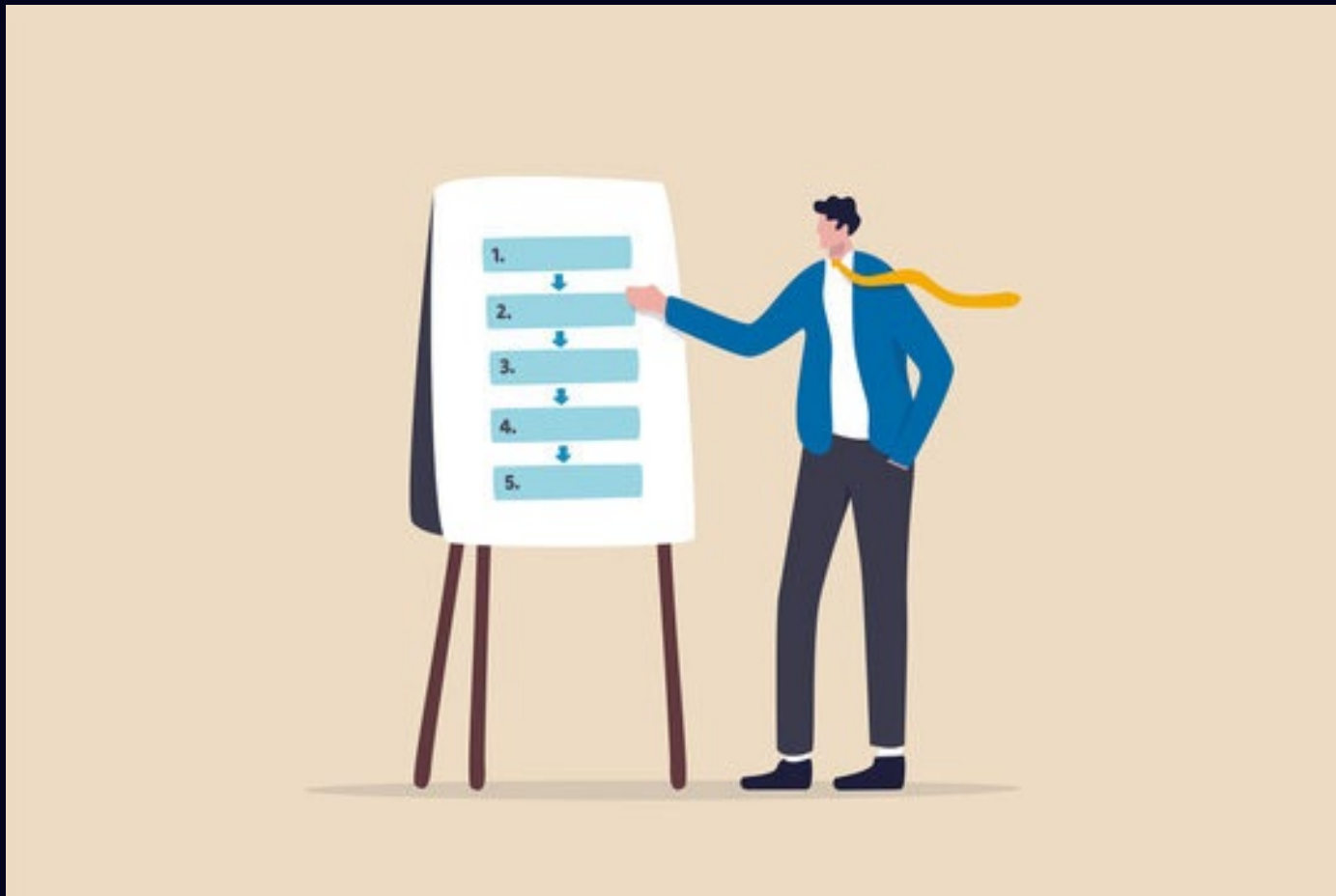
Cultural Belief “Women should prioritize household duties.”



Societal Belief “Girls will only play sports if their coaches are positive and upbeat.”

Economic Belief “Organized sports are time-consuming for parents.”

Procedure

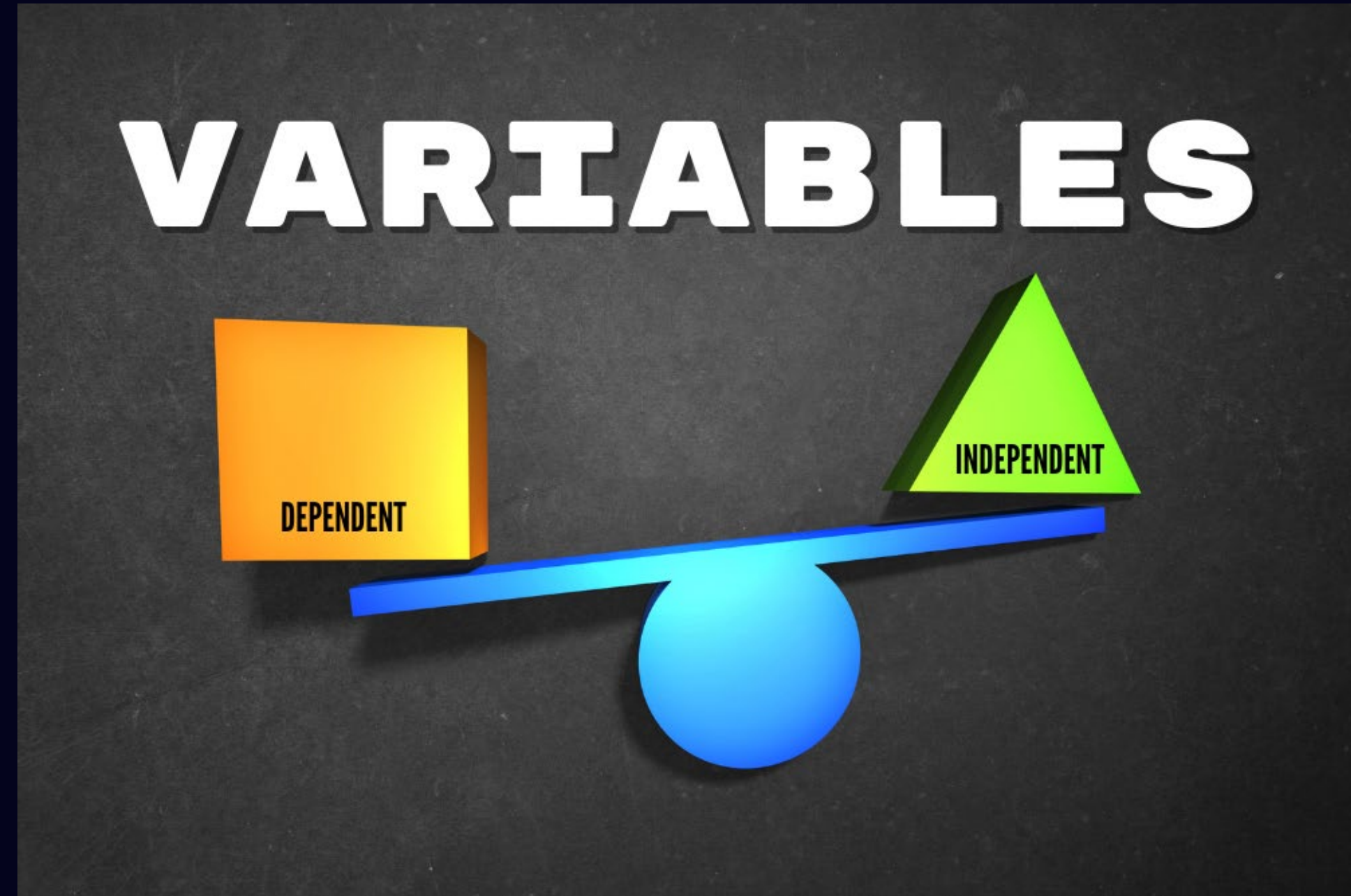


- Participants were invited to a Google form online survey via a provided link.
- The survey covered cultural, societal, economic, and collectivist indicators through a multiple-choice grid.
- Excluded terms like "Hispanic" or "Latina" to prevent biases.
- Focused on motivation and demotivation indicators within both Hispanic and non-Hispanic communities.
- We conducted a regression analysis to examine which belief is most supported.

Descriptive Statistics

We chose 13 variables to measure, but the following 3 showed significant results:

- **Support for Girls Participation** had a mean of 4.65.
- **Too Expensive belief** had a mean of 2.87.
- **Time Consuming Belief** had a mean of 3.73



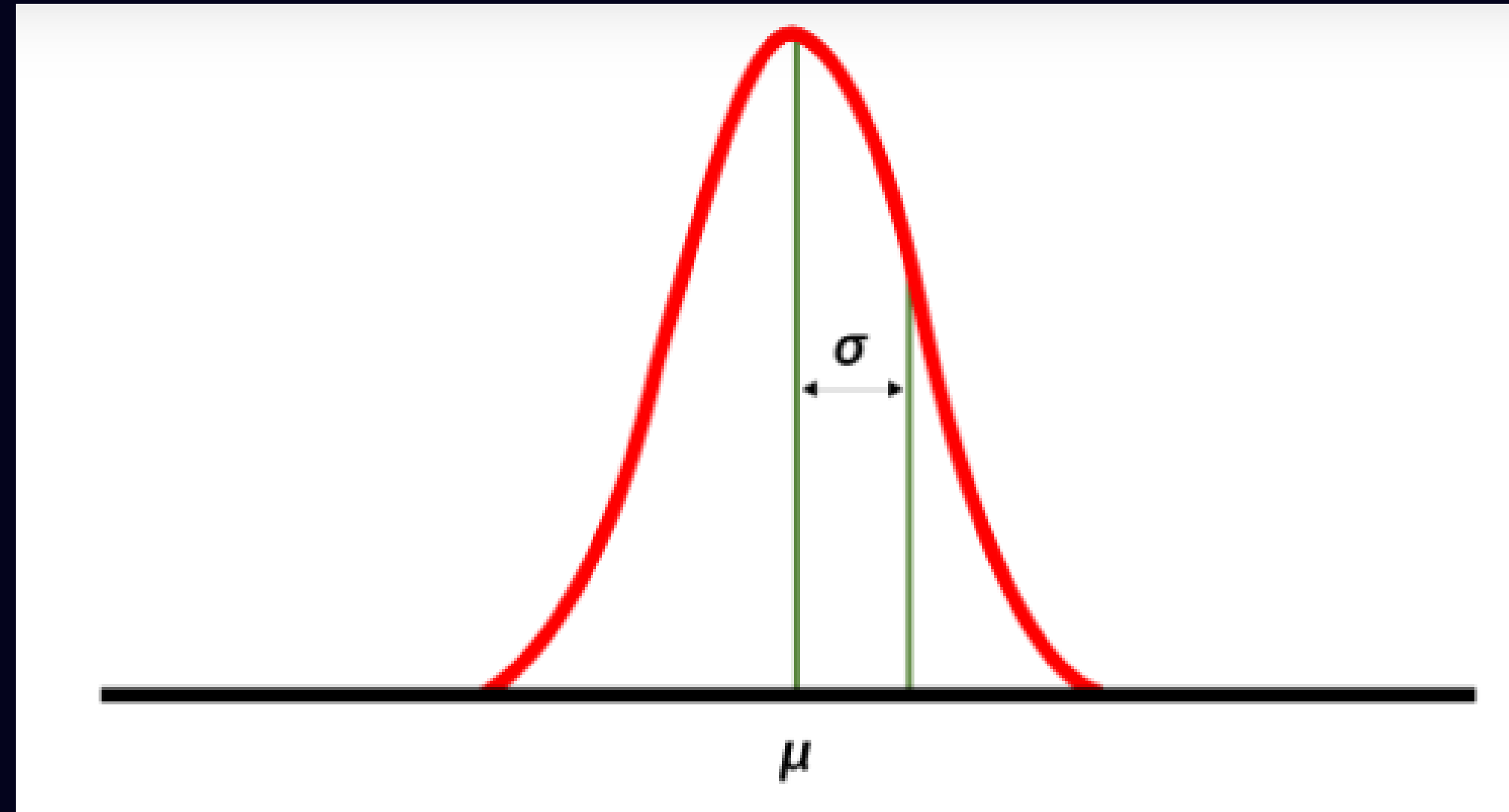
Descriptive Statistics

- We can determine that our sample is predominantly in support of girls' participation in sports.
- There is a concern about the costs of sports involvement. Things like equipment, uniforms, and travel expenses.
- There is also a belief that participation in sports will be time-consuming and require a lot of involvement from parents/guardians based on the findings.



Descriptive Statistics

- The scale that we used ranged from 1 to 5 however, we lost some data which reduced it.
- The lost data also impacted our standard deviation by clustering our results closer to our mean and producing a more narrow bell curve.
- The lowest standard deviation reported was .58 for the **Boys should be more active than girls belief**.
- The highest standard deviation was **Too expensive** at 1.16.



N=319

Correlations of the Main Variables

Table 2

Table of Correlations for Main Variables

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
1. Support Girls Participation	--															
2. Positive Coaches Belief	-.01	--														
3. Low-Interest Belief	-.14*	.09	--													
4. Less Feminine Belief	-.17**	.16**	.36***	--												
5. Travel Overnight Belief	-.24***	.11*	.31***	.34***	--											
6. Sports for Boys Belief	-.05	.09	.18***	.15**	.17	--										
7. Other Activities Belief	-.19***	.07	.26***	.31***	.24***	.22***	--									
8. Boys Should Be More Active Belief	-.014*	.09	.25***	.35***	.24***	.24***	.38***	--								
9. Too Expensive	-.04	0.11*	.03	.07	.09	.06	.05	.07	--							
10. Collectivism	.09	.06	.00	.00	-.10	-.10	.13*	.03	.00	--						
11. Time Consuming Belief	.24***	-.01	-.11	.00	-.12*	-.08	-.03	-.01	.34***	.06	--					
12. Premium Equipment Needed Belief	-.19***	.08	.24***	.16**	.18**	.08	.29***	.22***	-.04	.05	-.10	--				
13. Not Unathletic Children	-.17**	-.01	.19***	.19***	.17**	.13	.28***	.28***	.08	.04	-.01	.46***	--			
14. Age	.07	.10	-.05	-.08	-.10	.04	.02	-.14**	.02	.04	.04	-.05	.01	--		
15. Sex	.00	-.01	-.04	.04	.01	.01	.01	-.03	.05	-.38***	.08	.07	.07	.09	--	
16. Hispanic Status	-.07	.03	.08	-.08	.08	.03	.02	-.04	.00	-.13*	-.08	.01	.01	.15**	.14**	--

Note. $N = 319$.

^aMale = 1, female = 2.

^bStrongly disagree = 1, disagree = 2, neither agree nor disagree = 3, agree = 4, strongly agree = 5.

* $p < .05$, ** $p < .01$, *** $p < .001$ two-tailed.

- 8 of the beliefs significantly correlated with support for girls' participation in sports ($p < .05$).

Hypothesis Testing

- Regression Analysis ($R^2 = 0.16$, $p < .001$)
- Two beliefs significantly predicted lower support ($p < .07$) for girls' participation in sports when controlling for the other beliefs: the travel overnight and the too expensive beliefs.
- After controlling for time consumption, the expense item was no longer significant. However, the overnight stay was significant.



Discussion

Summary of Results

- 13 beliefs were included in the survey
- Data showed that most beliefs were likely supported by parents with daughters in sports.
- Data showed two beliefs were not likely to be supported by parents:
 - Traveling Sports
 - Sports can be costly for families



Implications



- Overnight travel score: Suggests parents concern about safety
- Parents do not mind sports being time -consuming
- Parents are not concerned about sports being expensive

Recommendations

Overnight travel score: Suggests parents' concern about safety.

- Create safety policies, such as background checks for chaperones.
- Mandatory parent involvement, if not feasible for parents, create a rotating schedule
- Create more local opportunities so that children don't have to do over nights.

Recommendations

If any parents are concerned about cost

- Create more fundraising opportunities
- Involve all team members and parents in fundraising efforts regardless of financial need



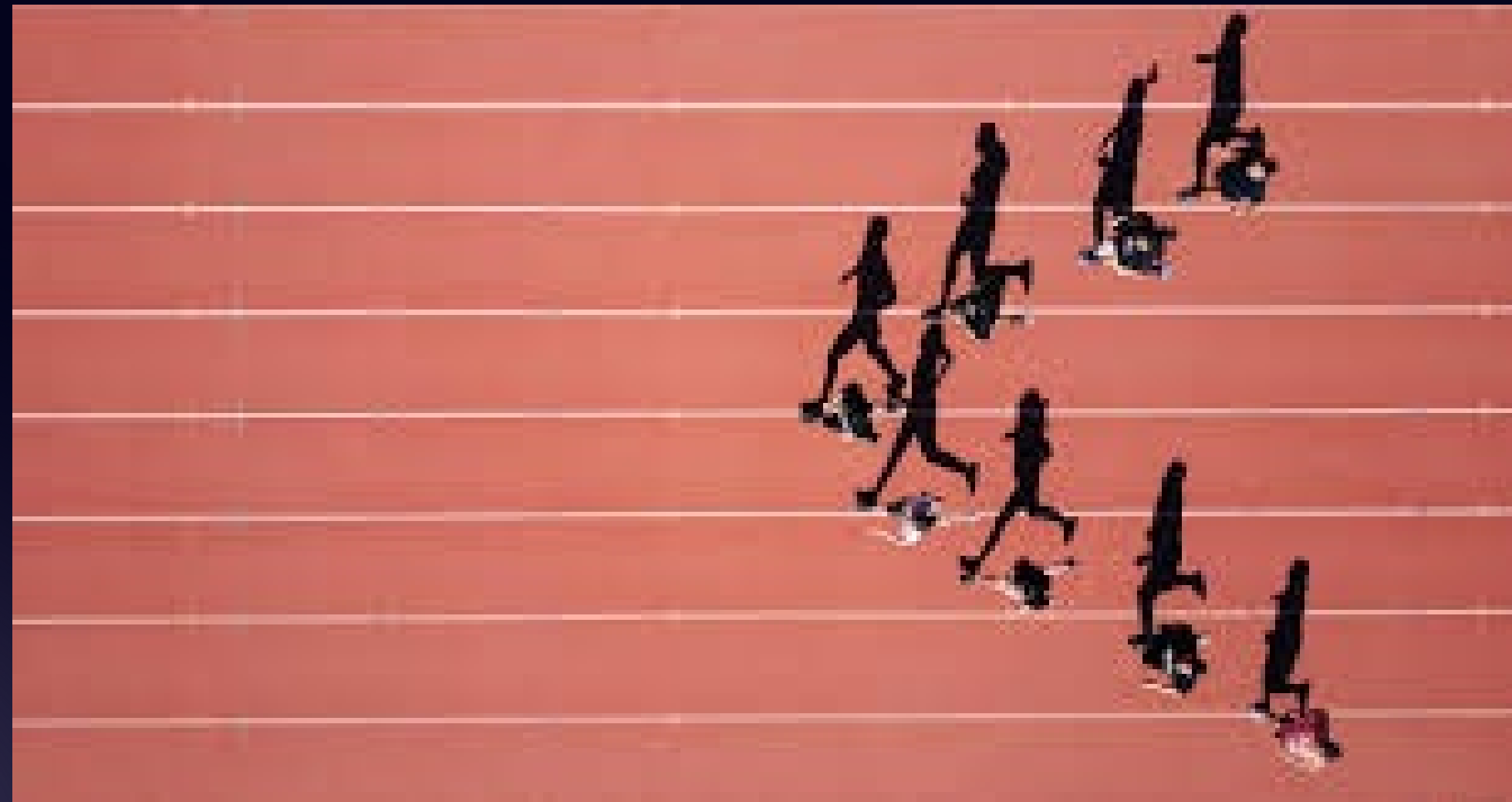
Limitations

- Lacking representation of first -generation Latinos in the sample collected
- Our survey, being administered in English, excluded participation from non-English speakers.
- Over 70% of data collected came from female participants
- Data was lost while administering the survey
- Average age of survey participants is 35 years old



Future Research

- Survey should be administered in Spanish
- Survey should target more first -generation Latinos
- Future research should attempt to gather data from more men



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THANK YOU!

