



Inside the Leisure Social World of Competitive Archery:

Involvement, social world membership
and participation patterns

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Background



- Long tradition in leisure studies of understanding the importance of leisure to identity (Haggard & Williams, 1992), sense of community (Lyons & Dionigi, 2007), and levels of involvement in various leisure social worlds (Gahwiler & Havitz, 1998)
- Today as societies become increasingly fragmented (Putnam, 2000; Simmel, 1956), leisure can be more important than ever in creating a sense of belonging and identity both for individuals and communities
- This study focuses on one such leisure activity, the world of competitive archery

Competitive Archery



- Archery is one of the world's oldest sports
 - bow and arrow has been used for hunting, war, recreation for centuries
- Evidence of archery contests in China over 3000 years ago
 - Modern target sport dates back to 14th Century England
- An Olympic sport in 1900, but dropped after 1920 and restored in 1972.
 - Governed by Fédération Internationale de Tir à l'Arc
 - Today world of competitive archery is diverse in skill levels, ages, and equipment

Leisure Involvement



- Concept of enduring involvement grounded in social judgment theory and applied to consumer behavior (McIntyre, 1989)
- “involvement has been defined as an observable state of motivation, arousal, or interest toward a recreational activity or associated product” (Havitz & Dimanche, 1997; p. 246)
- Laurent & Kapferer (1985) identified 4 dimensions of involvement Importance, pleasure, sign and risk.
 - Comprise the Consumer Involvement Profile (CIP)

Social Worlds



- Growing recognition in 1970s that the social group was an integral part of the leisure experience (Burch, 1969; Devall, 1973; Field & O'Leary, 1973)
- Scholars in sociology first discussed the idea that individuals formed social worlds around a common world view and it could shape their lifestyles (Cressey, 1932; Shibutani, 1955)
- Strauss (1978) social worlds form around a primary activity, involve technology, and gradually develop organizational structures

Social Worlds



- “ an internally recognizable constellation of actors, organizations, events and practices which have coalesced into a perceived sphere of interest and involvement for participants” (Unruh, 1979, p.115)
 - Strangers – not committed
 - Tourists – transient membership
 - Regulars – familiarity and attachment
 - Insiders – integral knowledge of and involvement in organization
- Social world membership distinguished by Orientations, Experiences, Relationships, Commitments

Examples of the Use of a Social Worlds and Involvement Framework



- **Scott and Godbey (1992; 1994)** examined the meanings of participation and involvement in **contract bridge** using social worlds and recreation specialization framework
- **Ditton et al. (1992)** segmented **sport anglers** into Unruh's (1979) social sub worlds and recreation specialization
- **Gahwiler and Havitz (1998)** examined social sub worlds within a **YMCA** in the context of member's leisure involvement, levels of psychological commitment and behaviour loyalty
- **Kyle and Chick (2002)** used a naturalistic approach to examine social worlds and involvement among **campers**

Study Context: ASA Archery Tournaments



- ASA refers to the Archery Shooters Association
 - It is a prominent organization in tournament archery
- The ASA McKenzie Pro/Am Tour
 - Seven tournaments, primarily through the Southeastern US, with one tour stop in Illinois
 - Events include a wide range of archery competitions with levels for men, women, senior, youth, novice, hunter, pro, semi-pro and open
- Archers compete for cash awards, trophies and accumulate points toward the “shooter of the year” in their specific class

Purpose of the Study



- The purpose of this study was to examine the social world of competitive archery
- Specifically:
 - To examine social world membership in competitive archery
 - To investigate the level of involvement in archery
 - To examine the relationship between involvement, social world membership and participation in archery

Method



■ Data collection

- On-site intercept surveys at 2008 ASA Pro/Am Event
- Response rate: 81.7% (299 out of 366 questionnaires)

■ Self-administered questionnaire

- Event participation patterns e.g. travel behaviors and expenditures
- Modified Consumer Involvement Profile Scale (Laurent & Kapferer, 1985; Gahwiler & Havitz, 1998)
- Social World Segmentation Scale (Gahwiler & Havitz, 1998)
- Demographics

■ Data Analysis

- frequencies, principle components analysis, Cronbach's alpha, K-Means cluster analysis, ANOVA and Kruskal-Wallis H test

Participants



- N=244 archers
 - Age: 18-84 years (M= 41.53, SD=13.47)
 - Gender: 218 males (89.3%) and 26 females (10.7%)
 - Ethnicity: 227 were white (93.4%)

- Participation in archery
 - 1-46 years (M=13.5, SD=10.07)

- Participation in competitive archery events
 - 1-35 years (M=7.59, SD=7.31)

Results: Involvement



■ Three involvement factors

- **Attraction** (interest and enjoyment) ($\alpha=.85$, $M=4.63$)
- **Centrality and Sign** (identity and lifestyle) ($\alpha=.77$, $M=3.92$)
- **Risk** (poor choices and negative consequences) ($\alpha=.68$, $M=2.79$)
 - 5 point scale: 1=Strongly disagree 5=Strongly agree
 - MCO value: .821
 - Principle Component Analysis, Varimax rotation
 - 66.9% variance explained

Social Worlds



- K-Means cluster analysis classified respondents into Unruh's four Social World types:
 - **Strangers** (n=7, *M*=1.71)
 - **Tourists** (n=35, *M*= 2.61)
 - **Regulars** (n=77, *M*= 3.05)
 - **Insiders** (n=121, *M* = 3.61)
- Majority of archers were committed to the sport
- ANOVA confirmed differences between the four groups on all four social world segmentation items ($p < .001$):
 - **Commitment**
 - **Experiences**
 - **Orientation**
 - **Relationship**
- Insiders had the highest mean scores on each social world characteristics
- Strangers had the lowest means

Social Worlds



Characteristics	Social Sub Worlds				<i>F</i>
	Insiders (n=121)	Regulars (n=77)	Tourists (n=35)	Strangers (n=7)	
Orientation	3.62	3.55	2.77	1.43	164.51*
Experiences	3.24	3.09	2.37	2.14	14.15*
Relationships	3.82	2.73	3.14	1.57	60.16*
Commitment	3.74	2.84	2.14	1.71	110.39*
Overall Mean	3.61	3.05	2.61	1.71	

• $P < .001$

• Social World scale: 1 = stranger, 4 = insider



Involvement and Social Worlds



- ANOVA revealed the three social world groups differed on two involvement factors:
 - **Attraction**
 - Insiders ($M=4.75$) were higher than Regulars ($M=4.60$) and Tourists ($M=4.43$) ($p < .05$).
 - **Centrality and Sign**
 - Insiders ($M=4.12$) were higher than Regulars ($M=3.86$) and Tourists ($M=3.65$) ($p < .001$).
- **Risk** was not statistically significant for any of the groups



Social Worlds and Participation Patterns



- Social world sub groups differed in:
 - Years participating in archery ($\chi^2=15.735$, $df=2$, $p=<.001$)
 - Years taking part in archery competitions ($\chi^2= 18.787$, $df=2$, $p<.001$)
- Insiders reported longest participation patterns:
 - Insiders ($M=15.2$ years)
 - Regular ($M=11.6$ years)
 - Tourists ($M=7.4$ years)
- Insiders reported longest participation in archery events:
 - Insiders ($M=11.2$ years)
 - Regular ($M=7.49$ years)
 - Tourist ($M=5.2$ years)
- Strangers eliminated from this analysis due to small n
- Patterns of participation by involvement were non significant

Discussion



- Among archers different levels of social world membership exist
 - Distinguished by level of Involvement, although involvement not related to length of participation in archery or competitions
 - Length of participation an indicator of enduring involvement but may not be an overly valid measure (McIntyre & Pigram, 1992)
- Results show in today's world leisure social worlds still provide a space for identity, friendship, and commitment to an interest outside of work
 - Evidence that leisure is both existential (personal meaning) and social (Kelly, 1989)
 - To understand leisure participation we need to address both components, the personal and the social



Future Research and Implications



- **Theoretical implications:** Confirms utility of social world construct and relationship to involvement
 - Need to further explore this relationship and find out how such membership relates to the overall life context of the individual and their long term health and wellbeing
 - Do these social worlds contribute to building social capital for communities or do they further subdivide communities into specialized sub-communities?
 - Evidence from the gender breakdown of the participants that archery is a “male world” with some female participants. It would be interesting to explore the women’s experiences in archery
- **Practical implications:** Explore the relationship between social world membership and involvement in relation to tournament behavior patterns (e.g. length of stay, expenditures etc).
 - Implications for event managers



Questions?

Thank you for your attention.