# EXAMINING THE SPORTS AWARENESS OF REGULAR SPORTS PRACTITIONERS

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**ABSTRACT**

Building the sports culture on the right foundations and adopting all the values and gains of sports to the society depends primarily on the creation of sports awareness in every part of the society. This study was carried out with the aim of "investigation of sports awareness levels of individuals who regularly do sports in terms of various variables". In the research, scanning model was used. While the population of the study consisted of individuals living in the province of Ankara, doing and not doing sports regularly, the sample of the study consisted of 606 people selected by random sampling method from the specified universe. The data in the research were collected through the personal information form, which includes participants demographic information and the Sports Awareness Scale developed by Uyar and Sunay (2020). In the data analysis, descriptive statistics and arithmetic means were examined, and the t-test and One Way Anova tests were used for the differences between the groups. The reliability of the scale was checked with the Cronbach Alpha coefficient. In the study, it was observed that there were statistically significant differences in all variables of doing sports regularly, gender, having a regular income-generating job, age and educational status. As a result, it has been observed that the sports awareness levels of individuals who regularly do sports are higher than those who do not.

**Keywords:** Regularly sports, sport awareness, various variables

**INTRODUCTION**

Physical activity is one of the most basic human functions and associated with longevity and health since ancient times (Hardman & Stensel, 2009). Today, it is accepted all over the world that sport or physical activity is one of the important elements of a healthy life (WHO, 2022). The health and economic benefits of regular sports or physical activity are among the topics that researchers have extensively addressed for many years. It has been demonstrated by many different studies that regular physical activity or sports prevent diseases such as obesity, cardiovascular diseases, stress, anxiety disorders, diabetes, stroke (stroke), postural disorders, Alzheimer's, and colon cancer; moreover, it contributes positively to decision-making mechanisms, sharpens memory, increases self-confidence, and strengthens muscle and bone structure (Fiuza-Luces et al., 2018; Guelfi et al., 2016; Petridou et al., 2019; Bianco et al., 2014; Abou Elmagd et al., 2016; Valenzuela et al., 2020; Bal et al., 2020; HHS, 2010). The effect of inactivity in society on public expenditures is quite high (Morris, 1994). Hafner et al., (2019) reported that health expenditures decreased in countries with high participation rates in sports or physical activity, resulting in billions of dollars in savings in the medium and long term. On the other hand, Cavill et al., (2006) calculated that physical inactivity costs a country between 150-300 Euros per person per year. In addition, it is stated that the average life expectancy is higher in countries with higher participation rates in sports or physical activity, which contributes to the production processes and positively impacts economic growth rates (Ács et al., 2016). Besides, Suhrcke et al., (2006) revealed that each 1-year increase in life expectancy in a country's population can contribute approximately 4% to the at country's economic growth.

Awareness has an abstract structure. This situation shows that awareness has a structure that varies among individuals, and moreover, each individual has a unique perception of awareness (Deikman, 1996, cited in Atalay, 2008). When the literature is examined, it is noteworthy that awareness has many different definitions. While Kabat-Zinn (2009) defines awareness as "*a waking process that leads the person to know oneself better and to find the truth in this way*, Şahin and Yeniçeri (2015) *defines it as the state of humans being sensitive and conscious of events that occur outside themselves*". In another definition, awareness is defined as "*being able to think more healthily, to understand the events occurring in the environment or the problems that arise as a result of these events, to develop oneself individually, to create solutions against events and to think that they can learn something new*" (Başer, 2008). The fact that the definitions of awareness are multiple and different from each other shows that awareness cannot be limited to just one area (Uyar&Sunay, 2020). However, although the definitions are different from each other, it can be said that an increase in the level of awareness of a person will increase the level of learning of the individual and cause him/ her to perceive events differently than the level s/he always evaluates (Dökmen, 2002). Especially in recent years, with the effect of technology and social media, awareness studies have been carried out in many areas and the information gained is spreading rapidly thanks to the coverage of new communication tools. When this ground-breaking speed in the informatics world is used positively, society's awareness is accelerated, and the messages intended to be conveyed reach their destination more easily. The gains that raising awareness of the individual about sports provide/will provide to society, both individually and socially, have a very important place in today's world (Uyar, 2022). Sports awareness is defined as "*learning the individual and social benefits of sports, associating*

*them with other categories, putting them into practice, and raising awareness around people*". Uyar and Sunay (2020) explained the theoretical framework of the concept of sports awareness with the theories of "Psychological Continuum Model (PCM) and Bloom Taxonomy". PCM (Psychological Continuum Model) includes a 4-level hierarchical structure consisting of "awareness, sympathy (attraction), attachment and loyalty (allegiance)" stages. This structure is based on the fact that the knowledge and experiences gained at each stage, starting from the awareness stage of the person, take them to the next stage, thus maximizing their awareness (Funk & James, 2015). In Bloom's Taxonomy, the aims of education are classified into three basic areas as cognitive, affective, and psychomotor (Sönmez, 1993). These areas are not independent of each other, involve a certain hierarchy, and each area has different sub-steps within itself (Gültekin, 2001). In this taxonomy, "*awareness*" is a sub-category of the first step of the affective field, "*Receiving*". In line with the horizontal and vertical cohesion principle in Bloom's Taxonomy, the individual who is aware of something becomes available to obtain information about it, while at the same time they are at the point of perceiving it through internal and external stimuli (Uyar&Sunay, 2020). The scope and content of the concept of sports awareness has been examined within the framework of the above-mentioned theories.

Building sports culture on the right foundations, making sports widespread in every part of the society with a contemporary sports awareness, adopting all the values and gains of sports to the society, and raising healthy individuals through sports is primarily a matter of creating sports awareness in every part of the society (Uyar&Sunay, 2020). As a result of the literature review, no other study was found that examined the sports awareness levels of regular sports practitioners. This study important because it is one of the first to examine the sports awareness levels of individuals who regularly do sports. In this context, the problem of the research is "What is the level of sports awareness levels of regular sports practitioners?" The sub-problem of the research is:

1. Does the sports awareness levels of regular sports practitioners differ according to gender?
2. Does the sports awareness levels of regular sports practitioners differ according to age?
3. Does the sports awareness levels of regular sports practitioners differ according to the variable of regular income generating work?
4. Does the sports awareness levels of regular sports practitioners differ according to educational status?

This study examined the sports awareness levels of individuals who regularly do sports in terms of various variables.

**METHOD**

*Research model*

Survey model was used in the study. The survey model is a research model that aims to reveal a current or past situation as it is or was. No effort is made to change or influence them in any way (Karasar, 2014). Quantitative research method was also used in this study. The quantitative research, on the other hand, is a method that allows comparisons between different groups or variables and allows examining the relationships between them (Büyüköztürk et al., 2016).

*Study group*

The research was carried out in 2022 and the data were collected online and face to face. In the personal information form prepared, the participants were asked whether they did regular sports or not. Participants who answered yes and declared that they did regular sports at least 1-2 times a week for 6 months without interruption were determined as participants who do sports regularly. The research study group consisted of 606 people selected from the relevant population by convenience sampling method. In cases where the population consists of too many people, it is thought that 384 people can represent the population with a margin of error of 0.05 at the 95% confidence interval (Balcı, 2015). Convenience sampling is the method based on the easiest and most comfortable way to collect data from the determined population (Aaker et al., 2007). Before the study, the candidate participants were informed about the subject and the scales were applied by signing the "Informed consent form" to those who agreed to participate in the study. More than half of the participants stated that they regularly do sports. In addition, it was observed that more than half of the participants were male, their ages ranged from 18 to 47 and above, the majority of them had a regular income-generating job, and their education level was mostly the undergraduate level. Detailed information about the demographic variables of the participants is given in Table 1.

**Table 1.** Demographic Variables

| Variables | Subgroups | Frequency | % |
|---|---|---|---|
| **Regular Exercise Status** | Yes | 340 | 56,1 |
| | No | 266 | 43,9 |
| **Gender** | Female | 233 | 38,4 |
| | Male | 373 | 61,6 |
| **Having a Regularly Income-Getting Job** | Yes | 411 | 67,8 |
| | No | 195 | 32,2 |
| **Age** | Ages 18-25 | 238 | 39,3 |
| | Ages 26-32 | 177 | 29,2 |
| | Ages 33-39 | 107 | 17,7 |
| | Ages 40-46 | 55 | 9,1 |
| | Age 47 and above | 29 | 4,8 |
| **Education Level** | Primary education | 55 | 9,1 |
| | High school | 151 | 24,9 |
| | Undergraduate | 367 | 60,6 |
| | Postgraduate | 33 | 5,4 |
| **Total** | | **606** | **100** |

**Data collection tools**

Personal information form and sports awareness scale were used in this study. The Sports Awareness Scale, developed by Uyar and Sunay (2020), has been validated and reliable, consists of 30 items and 2 sub-dimensions in 5-point Likert type. The lowest score that can be taken from the scale is 30 and the highest score is 150. The higher the score from the scale, the higher the level of sports awareness and the lower the score from the scale, the lower the level of sports awareness. Accordingly, the score ranges of the scale are determined between 30-53 points "not at all aware", between 54-77 points "not aware", between 78-102 points "moderately aware", between 103-126 points "aware", between 127-150 points "fully aware". There is no reverse-scored item in the scale.

**Validity and reliability**

In the research the analyzes were made using the SPSS package. Obtained data were reviewed before analysis, and missing or incorrect forms exculuded from the study. Then, Skewness and Kurtosis values were checked for the normal distribution of the data, and Cronbach's Alpha (α) coefficient was checked for reliability. As a result of the normality test, it was determined that the Skewness (-845) and Kurtosis (381) values varied between -2 and +2, therefore the data showed a normal distribution (Şencan, 2002). Reliability analysis was made separately for the overall scale and its sub-dimensions. The Cronbach's Alpha (α) coefficient was calculated as (α=.971) for the overall scale, and (α=.964) for the sub-dimension of sports knowledge and distinguishing knowledge and (α=.967) for the sub-dimension of social and individual benefit. This shows that the scale has high reliability (Tezbaşaran, 1997). Information on normality distribution and reliability test are given in Table 2.

**Table 2.** Findings of Normality and Reliability

| Overall Scale | N | Skewness | Kurtosis | (α) |
|---|---|---|---|---|
| **General Sport Awareness Scale** | 606 | | | ,971 |
| **Sub-Dimensions** | | | | |
| **Sports Knowledge and Distinguishing Knowledge** | 606 | -,845 | 381 | ,964 |
| **Social and Individual Benefit** | 606 | | | ,967 |

**Data analysis**

In the study, an independent sample t-test was used to determine the differences between paired groups, One Way ANOVA test was used to determine the differences between multiple groups, and LSD test was used to determine from which group the significant difference originated. This study was approved by the Ankara University Ethics Committee with the decision dated 29.11.2021 and numbered 19-216.

**FINDINGS**

The data obtained from the scale were analyzed according to demographic variables. As a result of the t-test and ANOVA test performed on the demographic variables of individuals who regularly participate in and do not participate in sports, it has been determined that there are statistically significant differences in most of the variables. Tables with analyzes of these differences are given below.

**Table 3.** t-Test findings According to Regular Exercising Variable

| General and Sub-Dimensions of the Scale | Regular Exercise Status | N | $\bar{x}$ | SD | t | df | P* |
|---|---|---|---|---|---|---|---|
| General Sport Awareness Scale | Yes | 340 | 3,71 | ,62682 | 13,724 | | ,001* |
| | No | 266 | 2,83 | ,95006 | | | |
| Sports Knowledge and Distinguishing Knowledge | Yes | 340 | 3,42 | ,72953 | 13,471 | 604 | ,001* |
| | No | 266 | 2,53 | ,90147 | | | |
| Social and Individual Benefit | Yes | 340 | 4,37 | ,72365 | 10,206 | | ,001* |
| | No | 266 | 3,51 | 1,32574 | | | |

(P*<0,05).

Table 3 shows that the participants' sports awareness scores showed statistically significant differences in the overall scale and in all sub-dimensions, according to the variable of doing sports regularly. When looking at the overall scale, sports awareness scores of individuals who do sports regularly (x̄=3.71) are statistically significantly higher than those who do not do sports regularly (x̄=2.83) [t=13.724, p<0.05]. When we look at the sub-dimension of sports knowledge and discrimination, the sports awareness scores of the individuals who regularly do sports (x̄=3.42) are statistically significantly higher than the sports awareness scores of the individuals who do not regularly do sports (x̄=2.53) [t=13.471, p<0.05]. In the social and individual benefit sub-dimension, it was observed that the sports awareness scores of the individuals who regularly do sports (x̄=4.37) are statistically significantly higher than the sports awareness scores of the individuals who do not regularly do sports (x̄=3.51) [t=10.206, p <0.05].

**Table 4.** t-test Findings by Gender Variable

| General and Sub-Dimensions of the Scale | Gender | N | $\bar{x}$ | SD | t | df | P* |
|---|---|---|---|---|---|---|---|
| General Sport Awareness Scale | Female | 233 | 3.17 | ,79151 | -3,338 | | **,001*** |
| | Male | 373 | 3.42 | ,94800 | | | |
| Sports Knowledge and Distinguishing Knowledge | Female | 233 | 2.77 | ,82804 | -5,651 | 604 | **,001*** |
| | Male | 373 | 3.20 | ,93839 | | | |
| Social and Individual Benefit | Female | 233 | 4.09 | 1,04325 | 1,724 | | ,085 |
| | Male | 373 | 3.93 | 1,15706 | | | |

(P*<0,05).

Table 4 shows that, according to the gender variable, the participants' sports awareness scores showed statistically significant differences in the overall scale and in the sub-dimension of sports knowledge and discrimination, while there was no significant difference in the social and individual benefit sub-dimension.

When looking at the overall scale, sports awareness scores of male participants (x̄=3.42) are statistically significantly higher than female participants' sports awareness scores (x̄=3.17) [t= -3.338, p<0.05]. When we look at the sub-dimension of sports knowledge and discrimination, male participants' sports awareness scores (x̄=3.20) are statistically significantly higher than female participants' sports awareness scores (x̄=2.77) [t= -5.651, p<0.05].

**Table 5.** t-test Findings According to the Variable of Having a Regularly İncome-Producing Job

| General and Sub-Dimensions of the Scale | Having a Regular Income Job | N | x̄ | SD | t | df | P* |
|---|---|---|---|---|---|---|---|
| General Sport Awareness Scale | Yes | 411 | 3,28 | ,92651 | 1,423 | | ,512 |
| | No | 195 | 3,40 | ,83394 | | | |
| Sports Knowledge and Distinguishing Knowledge | Yes | 411 | 3,02 | ,93001 | -,656 | | ,155 |
| | No | 195 | 3,07 | ,90072 | | 604 | |
| Social and Individual Benefit | Yes | 411 | 3,91 | 1,15754 | -2,564 | | |
| | No | 195 | 4,16 | 1,00705 | | | ,011* |

**(P*<0,05).**

Table 5 shows that there was a statistically significant difference in the social and individual benefit sub-dimension according to the variable of having a regularly income-generating job, while there was no significant difference at any level in the overall scale and in the sub-dimension of sporting knowledge and distinguishing knowledge. Considering the social and individual benefit sub-dimension, the sports awareness scores of the participants who do not have a regular income-generating job (x̄=3.91) are statistically significantly higher than the sports awareness scores of the participants who have a regular income-generating job (x̄=4.16). [t= -2,564, p<0.05].

**Table 6.** Anova test Findings Related to Age Variable

| General and Sub-Dimensions of the Scale | Groups | x̄ | Sum of Square | df | Mean Square | F | P* | Difference (LSD) |
|---|---|---|---|---|---|---|---|---|
| General Sport Awareness Scale | 18-25 (a) | 3,61 | | | | | | |
| | 26-32 (b) | 3,37 | 51,542 | | 12,885 | 17,723 | ,001* | a>b>c,d,e |
| | 33-39 (c) | 2,92 | 436,967 | | ,727 | | | |
| | 40-46 (d) | 2,95 | 488,509 | 4 | | | | |
| | 47 and above (e) | 2,85 | | 601 | | | | |
| Sports Knowledge and Distinguishing Knowledge | 18-25 (a) | 3,30 | | 605 | | | | |
| | 26-32 (b) | 3,07 | 42,666 | | 10,666 | 16,856 | ,001* | a>b>c,d,e |
| | 33-39 (c) | 2,68 | 469,708 | | ,782 | | | |
| | 40-46 (d) | 2,68 | 512,374 | | | | | |
| | 47 and above (e) | 2,59 | | | | | | |
| Social and Individual Benefit | 18-25 (a) | 4,33 | | | | | | |
| | 26-32 (b) | 4,06 | 76,078 | | 19,020 | 17,723 | ,001* | a>b>c,d,e |
| | 33-39 (c) | 3,46 | 678,145 | | 1,128 | | | |
| | 40-46 (d) | 3,59 | 754,223 | | | | | |
| | 47 and above (e) | 3,46 | | | | | | |

**(P*<0,05).**

Table 6 shows that the sports awareness scores of the participants according to the age variable showed statistically significant differences in the overall scale and in all sub-dimensions. In the overall scale (x̄=3.61), sport knowledge and discrimination sub-dimension (x̄=3.30), and social and individual benefit sub-dimension

(x̄=4.33), participants aged 18 to 25 had sport awareness scores are statistically significantly higher than the sports awareness scores of other age groups. In addition, in the overall scale (x̄=3.37), sports knowledge and the sub-dimension of distinguishing knowledge (x̄=3.37) and social and individual benefit sub-dimension (x̄=3.37), participants aged between 26-32 years of age participated in sports. awareness scores are statistically significantly higher than the sports awareness scores of participants aged 33 and over [F(4,601) =17,723, 16,856, 17,723, p<0.05].

**Table 7.** Anova test Findings for the Variable of Educational Status

| General and Sub-Dimensions of the Scale | Groups | x̄ | Sum of Square | df | Mean Square | F | P* | Difference (LSD) |
|---|---|---|---|---|---|---|---|---|
| **General Sport Awareness Scale** | Primary education (a) | 2,40 | 96,379 | | 32,126 | 49,320 | ,001* | c,d>b>a |
| | High school (b) | 2,95 | 392.131 | | ,651 | | | |
| | Undergraduate (c) | 3,58 | 488,509 | | | | | |
| | Postgraduate (d) | 3,65 | | 3 | | | | |
| **Sports Knowledge and Distinguishing Knowledge** | Primary education (a) | 2,27 | 70,602 | 602 | 23,534 | 32,070 | ,001* | c,d>b>a |
| | High school (b) | 2,70 | 441,77251 | 605 | ,734 | | | |
| | Undergraduate (c) | 3,26 | 2,374 | | | | | |
| | Postgraduate (d) | 3,29 | | | | | | |
| **Social and Individual Benefit** | Primary education (a) | 2,71 | 172,895 | | 57,632 | 59,681 | ,001* | c,d>b>a |
| | High school (b) | 3,52 | 581,328 | | ,966 | | | |
| | Undergraduate (c) | 4,33 | 754,223 | | | | | |
| | Postgraduate (d) | 4,49 | | | | | | |

**(P*<0,05).**

Table 7 shows that that the sports awareness scores of the participants according to the age variable show statistically significant differences in the overall scale and in all sub-dimensions. In the overall scale, sports knowledge and discrimination sub-dimension, and social and individual benefit sub-dimension, the sports awareness scores of the participants whose education level is at undergraduate and graduate level are statistically significantly higher than the sports awareness scores of the participants whose education level is at high school and primary education level. In addition, the sports awareness scores of the participants whose education level is at high school level are statistically significantly higher than the sports awareness scores of the participants whose education level is at primary school level in the overall scale, sports knowledge and discrimination sub-dimension, and social and individual benefit sub-dimension [F(3,602)=49,320, 32,070, 59,681 p<0.05].

**CONCLUSION and DISCUSSION**

It was observed that there were statistically significant differences in the whole scale and all sub-dimensions according to the regular sports variable. In the whole scale and in all sub-dimensions, it was seen that the sports awareness levels of the participants who do sports regularly are higher than those who do not do sports regularly. The effects of the stress caused by today's working life and sedentary life on public health and the economy are being felt more and more, and the importance of doing regular sports has become more emphasized by experts on all occasions. However, according to a report published by the European Commission in 2019, Turkey ranked 29th among 30 European countries in terms of participation in recreational activity, physical activity, or sports at least once a week for those over the age of 15 (Eurostat, 2022). Awareness comprises "intention, attention, and attitude" components (Shapiro et al., 2006). In other words, the state of being unaware is not due to a lack of knowledge, but due to a lack of understanding (Schipper, 2014). In other words, awareness helps the person at the point of how they should perceive information, emotion, or intuition coming from external stimuli (Hanh, 1987). This situation paves the way for "comprehension", the upper layer of "understanding". In this context, it can be said that "sports awareness" should be considered within the scope of "protective awareness" according to Kuan's (2007) classification because, in protective awareness, the person moves to a higher level of consciousness hierarchically. At this stage, the mind is now aware of how it should process, distinguish and react to information that comes to it. From this point of view, increasing the awareness level of the person from the basic level to the higher level will also affect the person's approach to the relevant situation; will provide their classification as good or bad, useful or unhelpful, and formation of certain attitudes towards the relevant situation. Awareness, on the other hand, facilitates reaching attitudes (Kağıtçıbaşı, 1999). The transformation of knowledge thought or belief into an attitude is the most important step in its implementation (Ünlü, 2004). In this context, it can be said that in a society with a high level of sports awareness, the habit of doing regular sports will be higher, and in a society with a low awareness of sports, the habit of doing regular sports will be at a lower level. Again, according to the obesity report published by the World Health Organization in 2022, Turkey ranks 54th among 54 countries and it is the first country with common obesity in society (WHO, 2022). As stated in the theories associated with sports awareness, the concept of sports awareness has a hierarchical structure. In the definition of sports awareness, this structure is first explained as "learning the individual and social benefits of sports, then associating them with different categories, and finally, doing sports in their lives and raising awareness around them with the knowledge and experience gained in this field" (Uyar&Sunay, 2020). In this context, when it is considered that individuals who do sports regularly make sports a habit, in other words, they "implement sports to their lives", it can be seen that "they are more knowledgeable about the individual and social benefits of sports than those who do not regularly do sports, and it can be said that they are more conscious in associating sports with different categories such as social, cultural, political, economic, legal, and philosophical, etc.  Therefore, in order for society to gain the habit of doing regular sports, first of all, the level of sports awareness in society should be increased. The statistics given above support the results of our study.

According to the gender variable, there were statistically significant differences in the whole of the scale and in the sub-dimension of sports knowledge and distinguishing knowledge, while no significant difference was found in the sub-dimension of social and individual benefit. It was observed that the sports awareness levels of male participants were higher than female participants on the whole scale and in the sub-dimension of sports knowledge and distinguishing knowledge. This may be due to the fact that sport is seen as a socially male-dominated activity from ancient times to the present. Carpentier and Lefèvre (2006) say that Baron Pierre De Coubertin, the founder of the modern Olympics, came up with the idea of the Olympics in order to "highlight the aristocratic and masculine values" of Europe. In addition, Coubertin's constant emphasizing that he is uncomfortable with women's appearance in the Olympics (Lyberg, 2000), shows that even in the 20th century, women were exposed to social prejudices. On the other hand, the idea that the states themselves implemented these social pressures, that men should be directed to physical activity or sports more because they do jobs that require more physical labor and power, and that women should be more prepared for motherhood came to the fore. Therefore, while men are encouraged to compete in athletic competitions for further development, women's activities are reduced to forms of exercise that emphasize grace and beauty (Solmon, 2014). The fact that the dynamics of working life have been based on the use of physical force for centuries has made men stand out more than women (Şenel, 2004). Such distinctions cause women to be discriminated in various forms in social life (Bingöl, 2014). This discrimination continued to manifest itself in different ways even when women's participation in sports was at the highest level, and it was seen that the media brought male sports and male athletes to the fore even when females should be included in terms of news value (Eastman&Billings, 2000). It can be said that such situations play an important role in shaping women's perspectives on sports from an early age. Awareness is a process that emerges based on previously coded learning experiences, experiences, and judgments in the person's inner world (Deikman, 1996 cited in; Atalay, 2007). Because for awareness to emerge in a person, some basic features must first be formed. The first is being "non-judgmental" (Baltzell & Summers, 2017). Negative judgments of women towards sports will directly affect their attitudes towards sports. Therefore, it can be said that the above-mentioned social pressure, discrimination, and prejudices are effective in lower sports awareness levels of females compared to males. However, when the literature is examined, there are also studies in which there is no significant difference in terms of gender (Uzun & Osmanoğlu, 2021; Demirci, 2021). The findings of our study and the above studies are not similar.

While there was no significant difference in the whole scale and in the sub-dimension of sports knowledge and distinguishing knowledge, there was a statistically significant difference in the social and individual benefit sub-dimension according to the variable of having a regularly income-generating job. In the social and individual benefit sub-dimension, it has been observed that the sports awareness levels of the participants who do not have a regular income-generating job are higher than the participants who have a regular income-generating job. This may be because more than half of the individuals participating in our study are young people between the ages of 18-32, they are still students or in search of a job after graduation. In addition, the significant

difference in the social and individual benefit sub-dimension can also be interpreted as the fact that young people know the social and individual benefits of sports better than middle-aged and older individuals. However, although the results of our study show that individuals who do not have a regular income-generating job have higher levels of sports awareness, it has been demonstrated by many studies that socioeconomic level is an important factor in sports habits and participation in sports (Ohl 2000; Pouliou, 2014; Steenhuis et al., 2009; Eime et al., 2013; Wilson 2002; Scheerder et al., 2005). In a study conducted by Post et al., (2018) on 979 families to determine the socio-economic levels of families whose children regularly participate in sports activities, it was found that families who regularly take their children to sports activities have an annual income of over 100 thousand dollars; they spend an average of 1500 Dollars (between 500-3000 Dollars) annually, therefore, children of families who do not have enough income to cover this expenditure, participate in sports more limitedly. However, attraction, the first step of the "psychological continuum model" (Uyar&Sunay, 2020; Funk&James, 2001), which is one of the theories that sports awareness is associated with, consists of "learning the benefits of sports, the need to do sports and enjoying". If a person learns the benefits and effects of sports in physiological, psychological, and social aspects, it will cause significant changes in the level of sympathy for the sport. In this context, it can be said that parents or individuals who meet their basic life needs and have a certain level of sports awareness will be more stable in terms of their or their family's regular participation in sports and maintaining it, compared to parents or individuals with low sports awareness.

It was observed that there were statistically significant differences in the overall scale and all sub-dimensions according to the age variable. In general, it is seen that the sports awareness level of the participants aged 18-39 is higher than the participants aged 40 and over. In short, it can be said that sports awareness is inversely proportional to age, and the level of sports awareness decreases as age increases. This may be due to the fact that young participants are more active in their social lives than middle-aged and older participants and use the opportunities offered by today's informatics world more effectively. Studies show that sports awareness is guided by the socialization process (Uyar&Sunay, 2020; Funk&James, 2001). The fact that the young use social media more effectively than middle-aged and older individuals may lead young people to research more information about sports or to be exposed to them more. This may be effective in the high level of sports awareness of young people, especially in the sub-dimension of sports knowledge and distinguishing knowledge. Kshirsagr (2019), emphasized that it is socially beneficial to see more sports in the media, that people will have more information about various sports thanks to these publications, and that sports awareness will be higher by being inspired by the events in sports and role model athletes. This will directly benefit the person's awareness of sports because sports awareness is a process that emerges in the inner world of the individual and needs to be transferred to his/her learning life hierarchically. In the "psychological continuum model", which is one of the theories that sports awareness is associated with, it is emphasized that sports awareness can increase even more after the age of 20, thanks to social processes such as "media and promotional tools and social and geographical effects" (Uyar,2022; Funk&James, 2001). However, although the situations mentioned above support the findings of our study, Jenkin et al., (2018) emphasize that the sports policies of

countries are generally based on the participation of young people in sports, so policies and practices for older adults remain in the background in terms of the social and individual benefits of sports. It can be said that giving importance to policy implementations for middle-aged and older individuals will be beneficial in increasing the level of sports awareness.

It was observed that there were statistically significant differences in the overall scale and all sub-dimensions according to the educational status variable. The level of sports awareness of the participants with undergraduate and postgraduate education in the whole scale and in all sub-dimensions is higher than the participants with high school and primary education. In other words, as the level of education decreases, the level of sports awareness also decreases, and as the level of education increases, the level of sports awareness also increases. Education is a process that takes place through learning. The most important element in the realization and continuity of the learning process is knowledge because knowledge is an indispensable element of life in terms of "making life easier, adapting to the environment, satisfying one's curiosity, and meeting various needs" (Yılmaz, 2009). In addition, education is the basic requirement for the acquiring and disseminating knowledge (Parlar, 2012). In the Bloom Taxonomy, which is one of the theories associated with sports awareness, "knowledge" is the first step of the cognitive domain, while "awareness" is a sub-category of the "receiving" step of the affective domain (Sönmez, 1993). According to the horizontal and vertical cohesion principle in Bloom's Taxonomy, awareness and knowledge acquisition are concepts that affect and  affected by each other. In other words, while awareness arouses curiosity about acquiring knowledge, acquiring knowledge contributes to increasing awareness. Şeker (2005) states that people with a high level of education are more willing to acquire information and the benefits they get from the information they acquire encourage them to acquire more information. When we look at the literature, it is stated that both the children of individuals with a high level of education and their own participation in physical activity or sports are higher than those with a low level of education (Scheerder et al., 2005; Engström, 2008; Post et al., 2018; Gorry, 2016). Studies also show that students whose parents have higher education levels have higher awareness of sports than other students (Ergül et al., 2016; Eski, 2010; Gülşen, 2012). The results of our study are similar to the studies mentioned above.

As a result, it was observed that the sports awareness levels of individuals who regularly do sports are higher than those who do not do regular sports. In addition, it has been observed that the level of sports awareness is affected by various variables such as "gender, age, education level, having a regular income-generating job, licensed sports and the type of sports followed.

**SUGGESTIONS**

Notably that there are not many studies in the literature on sports awareness. There is a need for more studies on this subject to compare the results of sports awareness with each other and correctly classify them. In this direction, studies can be carried out to determine the level of sports awareness of athletes engaged in different sports branches and different occupational groups. Using the sports awareness scale and scales measuring

different psychological structures, the concepts related to sports awareness and the concepts that affect sports awareness can be determined. In addition, various sports awareness trainings can be determined and studies can be carried out to determine the sports awareness levels of the groups trained before and after these trainings. Moreover, studies can be carried out to measure sports awareness by determining control and experimental groups. In addition, this study has some limitations. This study is limited to the participants only in Çankaya district of Ankara province. In addition, the majority of the participants in the study are between the ages of 18-32. Future studies can be carried out with participants from more diverse ages and to cover more cities or towns.

**ETHICAL TEXT**

This article followed the journal writing rules, publication principles, research and publication ethics, and ethical journal rules. The author is responsible for any violations that may arise regarding the article. Ankara University Ethics Committee obtained the ethics committee approval of the article with the decision dated 29.11.2021 and numbered 19- 216.

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