

Q-Methodological Analysis on the Image Types of ‘Good Female Life Sports Leaders’

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Abstract

This study aims to identify the image types of ‘good female life sports leaders’ felt by the life sports participants and to analyze the characteristics of its types. For study method, Q-methodology that explores a variety of human subjectivity was applied. In order to achieve the study objectives, a total of 39 subjects consisting of male and female groups of 10 each who participated in life sports for more than 5 years, male and female groups of 5 each who are life sports instructors, male and female groups of 3 each who are acting officials at the Life Sports Association and 3 professors majoring in life sports were selected as the Q-population through open questionnaire having 4 questions where 32 statements were selected as the final Q samples. For P samples of study, a total of 51 P samples consisting of life sports participants who have participated for more than 5 years were selected. For processing the data collected through Q classification, QUANL 1.2 program for PC type was used to analyze the major factors and Varimax was used for rotation method. The analysis results are as follows. First, based on the investigation of subjectivity of participants on the image types of ‘good female life sports leaders’, it was classified into 5 types. These 5 factors had the explanatory power of 51.90% of total variance and the Eigen value of each type was 15.4375, 3.7600, 2.7857, 2.2584 and 2.2298. Second, according to the characteristics of the type, it was named as ‘leaders that provide enjoyment and happiness’ as type 1, ‘leaders combined with good looks’ as type 2, ‘leaders having progressive leadership’ as type 3, ‘leaders with expertise’ as type 4 and ‘leaders with strong self-responsibility’ as type 5. For the type 1 ‘leaders that provide enjoyment and happiness’ brings vitalization and recharge of life by providing vitality and energy to the life sports participants. For the type 2 ‘leaders combined with good looks’ are persons who teaches sports but cannot be fat and must consider for their appearance in order to be seen as an exemplary leader, where unless these criteria are met, it is thought that sports activity will not be effective and shown that life sports participants tend to pay attention to their appearance and shape by looking at the appearance and shape of their leaders. For the type 3 ‘leaders having progressive leadership’ are always positive and active leaders where in order to teach adults, it was shown that a leader having progressive leadership was needed. For the type 4 ‘leaders with expertise’ teaches the techniques on forms and movements of sports thus it was shown that they require expertise and ability. For the type 5 ‘leaders with strong self-responsibility’ should always have good self-management, responsibility towards their work and careful consideration towards the members.

Keywords: Good Female Life Sports Leaders, Image, Q-Methodology

1. Introduction

Sport is a physical activity involving ‘power’ and ‘speed’ where due to its characteristics such as ‘competitiveness, aggressiveness, independence, achievements, etc, it has been defined to be masculine¹. Therefore unconsciously, the ‘female sports leaders’ have also been recognized as being masculine, aggressive, powerful, etc. However,

like the words of John Naisbitt who predicted the arrival of “the era of 3Fs where the 21st century will be led by the feeling, fiction and female”², due to a recent advance of females into a wide range of sectors, the females are being recognized of their professionalism in various parts of the society and their role is growing, thus even in the field of sports, various ‘images’ of female leaders are being emerged. Especially, the female life

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sports leaders puts importance on the role of caring for others and tends to express more emotions than males with characteristics of being delicate and having stronger responsibility towards their work. A report was made indicating that female leaders have higher professionalism than male leaders³.

Then, what is 'good' or 'great' female life sports leaders thought by the life sports participants who are the principal consumers? Based on the fundamental concerns, the necessity of this study has been raised.

On the other hand, when looking at the study related to the female life sports leaders and image^{4,5}, the image of a leader was found to be a very important factor for the satisfaction of participation and continuous participation. Studies on the image were actively conducted targeting nurses, social workers, kindergarten teachers and instructors in the areas of nursing, social welfare and nursery where the delicacy and softness of female can be observed^{6,7}. In addition, using these study methods by applying Q-methodology, a study was conducted focused on the subjectivity, attitude and types of individual rather than studying on the subjective behavior or general ability.

Therefore, this study aims to identify the image types of 'good female life sports leaders' felt by the life sports participants with an in-depth study applied with Q-methodology in order to analyze the characteristics of its types. Such study can provide the basic data for presenting the ideal leaders good for students who are studying in order to become a female life sports leader and the image on good leader inspires confidence to the life sports participants with active interaction thus it is expected to contribute to the prevention of dropouts.

2. Methodology

2.1 Samples

The Q-population was comprised of a total of 39 people consisting of male and female groups of 10 each who participated in life sports for more than 5 years, male and female groups of 5 each who are life sports instructors, male and female groups of 3 each who are acting officials at the Life Sports Association and 3 professors majoring in life sports, and the P samples of study, a total of 51 P samples consisting of life sports participants who have participated for more than 5 years were selected.

2.2 Experiment Procedure

When looking at the study procedures in order to achieve its objectives, the 1st phase configures the Q population, the 2nd phase selects the Q samples and Q cards and produces configuration table, the 3rd phase selects the P samples and the 4th phase conducts subsequent discussions with Q classification and 5th phase processes and analyzes the data.

3. Findings

3.1 The Eigen prices of 5 Type

Based on the investigation of subjectivity of participants on the image types of 'good female life sports leaders', it was classified into 5 types. Such Q-factors are bound by people having the same opinions, thoughts and attitude

Table 1. Study procedure

The first	
Q population Composition	♦ Open-end questionnaire used on the images of "Good Female Leisure Sports Leaders" ♦ Compose open-end questionnaire for Q population
The second	
P sample choice To make Q card	♦ Q sample - In each questionnaire choice of representative or different meaning - Items selected through the meetings with 3 experts (Q methodology expert, physical education doctor, department Doctor of Literature) ♦ To make Q card: 10×7cm
The third	
P sample choice	♦ A total of 51 people selected as the P samples who took part in Leisure Sports for more than 5 years.
The fourth	
Q sample classification and interview	♦ Q sample questionnaire in Q card in accordance with 9-points measure classification method according to participant's opinion importance ♦ Further information collection through interviews with P samples
The fifth	
Data processing and Analysis	♦ Data-file creation using PC-QUANL program ♦ Q-factor analysis

on the image types of 'good female life sports leaders', thus each type explains the different images of 'good female life sports leaders' for us to understand. These 5 factors had the explanatory power of 51.90% of total variance, and when looking at each type of explanatory power, the type 1 had 30.27%, the type 2 had 7.37%, the type 3 had 5.46%, the type 4 had 4.43% and the type 5 had 4.37%, where the Eigen value of each type was shown as 15.4375, 3.7600, 2.7857, 2.2584 and 2.2298 like the Table 2.

When looking at the correlation between the 5 types it is the same as the Table 3, where as the correlation between each type was shown lower, it can be seen that they are unique types existing independently of each other. The correlation between the type 1, type 2, type 3, type 4 and type 5 was shown as .459, .553, .327, .511, and the correlation between the type 2, type 3, type 4 and type 5 was shown as .231, .206, .323 respectively, and the correlation between the type 3, type 4 and type 5 was shown as .321, .357, and the correlation between the type 4 and type 5 was shown as .286.

3.2 Results of Z Value Analysis on Each Type

Table 4 represents the standard score (Z-item) obtained from each type by the meanings on the images of 'good female life sports leaders' used as Q statement in this study. Having a positive value of standard score indicates that the item has received a favorable score and conversely, having a negative value indicates that the item has received an unfriendly score.

Table 2. Eigen value of 5 type

	factor 1	factor 2	factor 3	factor 4	factor 5
Eigen value	15.4375	3.7600	2.7857	2.2584	2.2298
Variance	.3027	.0737	.0546	.0443	.0437
Total variance	.3027	.3764	.4310	.4753	.5190

Table 3. Correlation

	factor 1	factor 2	factor 3	factor 4	factor 5
factor 1	1.000				
factor 2	.459	1.000			
factor 3	.553	.231	1.000		
factor 4	.327	.206	.321	1.000	
factor 5	.511	.323	.357	.286	1.000

3.3 Characteristics for Each 5 Types

For the types of 'images of good female life sports leaders', there were 5 types. The names of the types were selected through the analysis of previous studies using Q-methodology and two rounds of meetings with experts, and the names were given according to the characteristics of each type as 'leaders that provide enjoyment and happiness' as type 1, 'leaders combined with good looks' as type 2, 'leaders having progressive leadership' as type 3, 'leaders with expertise' as type 4 and 'leaders with strong self-responsibility' as type 5.

3.3.1 Type 1: 'Leaders that Provide Enjoyment and Happiness'

Those belonging to the type 1 stated that 'good female life sports leaders' have healthy body and mind with kind and bright smile, but on the other hand emphasized that images of leaders with pretty face and body and being a professional female are negative images. The 3rd subject who has shown the highest weighted factor (2.7894) in the type 1 (leaders that provide enjoyment and happiness) has stated the following for the reasons of selecting the question 25 as the most positive statement.

The teacher who always teaches enjoyably and happily provides us with vitality. I too exercise cheerfully and the day becomes vibrant and recharges my life

(Lee, 00, 41 years old, 3 years or more)

On the other hand, the subject 14 has stated the following for the reasons of selecting the question 32 as the most negative statement.

If the teacher is too outgoing, he could be distracted and I think face and appearance has nothing to do with teaching, they just have to teach us well.

(Cho 00, 55 years old, 3 years or more)

3.3.2 Type 2: 'Leaders Combined with Good Looks'

Those belonging to the type 2 stated that the leaders who try hard on the self-development for their professionalism while combined with good looks are the images of good female life sports leaders, and on the other hand, they emphasized that progressive, masculine and strong leader are negative images. The 50th subject who has shown the highest weighted factor (2.7647) in the type 2 (leaders combined with good looks) has stated the following for the reasons of selecting the question 32 as the most positive statement.

Table 4. Z value by type

Question No	Statement	Z value by type(TYPAL ARRAY Z'S)				
		Type 1	Type 2	Type 3	Type 4	Type 5
		Number of people for each type				
		23	9	8	5	6
1	Leader with a strong sense of activity	1.0	.5	2.3	1.6	.4
2	Leader who is active in everything	1.3	.7	2.2	1.3	-.6
3	Leader with a sound mind	1.7	.6	.5	1.1	.5
4	Leader who always act enjoyably and happily	2.0	1.6	.6	2.0	-.1
5	Leader with careful consideration	.7	1.2	-.6	.6	1.8
6	A humble leader	.2	.1	-1.1	.3	-.3
7	Leader who is parallel to their work and family life	-1.4	-1.1	-.9	.5	.6
8	Highly functional leader	-.5	.6	.5	-.5	.6
9	Leader with strong livelihood	-.9	-1.3	-.7	-.3	.1
10	Leader who teaches delicately	-.2	.2	-1.2	1.1	1.0
11	Professional female leader	-1.1	1.3	-.3	1.3	.8
12	Leader with excellent self-management	.2	-.2	.5	.9	2.0
13	Leader with clear subjectivity	-.5	-1.0	.6	1.0	.2
14	Leader with outgoing personality	-.6	-1.6	-.2	.7	-1.8
15	Leader with versatility	-.8	-.9	-.7	-.1	-1.6
16	Leader with strong commitment to work	.5	.6	.2	1.1	1.8
17	Leader who is friendly to the participants	.8	.2	1.0	.6	.3
18	Leader with a strong will	-.2	-1.1	.9	-.2	.1
19	Leader who takes pride in his work	1.1	.4	.2	-.5	.6
20	Leader having an active leadership	.6	1.2	1.2	-1.0	-.4
21	Leader who serves the community	-.7	-.4	-1.6	-1.2	-1.0
22	Leader with kind and bright smile	.8	-.4	-.1	-.9	.2
23	Partner who provides health and vitality to the participants	.8	1.2	1.0	-.6	.6
24	Leader with healthy body	.7	-.1	-1.4	-1.1	-.5
25	Masculine leader with a strong progressiveness	-1.8	-2.4	-1.3	-.5	-1.2
26	Leader with proper image	.5	.3	-.5	-1.3	.1
27	Leader who is committed to self-development, including obtaining certification and graduate school, etc.	-.8	.1	-1.5	-.3	-.8
28	Leader with proactive thinking	.1	-.2	.7	-.8	.6
29	Leader with a strong body and health	.2	-.3	-.2	-1.3	-.2
30	Leader who has a rewarding career	.3	.2	.6	-1.3	.9
31	A strong leader	-1.5	-1.7	.4	-1.3	-.7
32	Leader with pretty face and body	-2.3	2.0	-1.4	-1.1	-2.2

When dancing, the teacher should express something and demonstrate but if the teacher is too fat or does not care for their appearances, it seems they lack sincerity. And by looking at the teacher's shape of the body, I am also trying to control the diet and exercise in order to create such body. Since the appearance and body is only made through self-caring, I think it is important.

(Yu 00, 56 years old, 5 years or more)

On the other hand, the subject 47 has stated the following for the reasons of selecting the question 13 as the most negative statement.

I think if the subjectivity of the teacher is too strong, they may tend to teach only through their way rather than considering the participants. I once met a teacher like that. The team was doing well but since she was too oppressive, it was not fun and I had to quit due to the stress.

(Lee, 00, 49 years old, 5 years or more)

3.3.3 Type 3: 'Leaders Having Progressive Leadership'

Those belonging to the type 3 stated that leaders who can lead with very progressive and positive activity are the images of good female life sports leaders, and on the other hand, they emphasized that delicate and humble leaders are negative images. The 28th subject who has shown the highest weighted factor (.9105) in the type 3 (leaders having progressive leadership) has stated the following for the reasons of selecting the question 32 as the most positive statement.

I think a female having a positive and active attitude qualifies as a leader. Most of the participants are old with high energy so if the teacher is quiet and cannot exert leadership, a few participants can ruin the atmosphere of the team forming a clique and creates a situation that can cause negative effect on the team thus active leadership of the teacher is required.

(Kim, 00, 45 years old, 3 years or more)

3.3.4 Type 4: 'Leaders with Expertise'

Those belonging to the type 4 stated that leaders who are active and enjoys their work with expertise on their major are the images of good female life sports leaders, and on the other hand, they emphasized that proper image of serving the society and leaders as partners are negative images. The 43th subject who has shown the highest weighted factor (1.3354) in the type 4 (leaders with expertise) has stated the following for the reasons of selecting the question 11 as the most positive statement.

Since our teacher is a former elite badminton player, the techniques on forms and movements are excellent. He is very delicate and detailed when teaching so I am very satisfied. In addition, he is a professional in the field of badminton, so I think a leader with expertise is suitable for the participants.

(Park, 00, 36 years old, 3 years or more)

3.3.5 Type 5: 'Leaders with Strong Self-Responsibility'

Those belonging to the type 5 stated that leaders with excellent self-management, give careful consideration and having responsibility for their work are the images of good female life sports leaders, and on the other hand, they emphasized that having parallel work and family life, versatility, outgoing personality and having pretty face and body are negative images. The 41st subject who has shown the highest weighted factor (1.0314) in the type 5 (leaders with strong self-responsibility) has stated the following for the reasons of selecting the question 12 as the most positive statement.

A leader should perform a good self-management. A leader should be able to control themselves and their emotions. It is undesirable for the teachers to yell and explode because they cannot control their emotions. And when I receive a careful consideration from the teacher, I feel the sense of being special and I think I can do better.

(Kim, 00, 47 years, 3 years or more)

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