



Motivational Strategies for Sports Participation at College Level

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Abstract

There are multiple ways individuals are motivated, but a theory suggests that they all have something in common. Individuals may differ in their motivational orientations, outside influences, and interpersonal perceptions (Haggard & Chatzisarantis, 2008). Getting college students interested in sports requires motivational techniques geared specifically toward their interests. Participate in sports for reinforcing positive messages and focusing on the reasons why they like sports. Physical and Psychological health have both been shown to benefit from regular participation in sports. Health reasons are, however, not the only motives individuals have for taking part in sports. Motives related to appearance, competition and excitement, fun and enhanced competence, are a few other reasons. It also has been suggested that the motives for participation influence sport participation.

Key Words : Motivation, Strategies, Participation.

Introduction

Motivation is an internal energy force that determines all aspects of our behavior; it also impacts on how we think, feel and interact with others. In sport, high motivation is widely accepted as an essential prerequisite in getting athletes to fulfill their potential. Adolescence and emerging adulthood is a time of physical, social, psychological, and structural changes, which may influence barriers to and motivations for physical activity. College students represent a specific subgroup in this period as they are particularly affected by changing (structural) life

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circumstances with the start of their studies. Students' daily lives are characterized by sedentary behavior (e.g., attending college lectures); however, physical activity in this age group is important, because future patterns of adult health are established already at this stage of life. Motivation for physical activity is often measured by asking about its benefits; there is no consistent way of categorizing items, and often an "intrinsic motivation" category has been used. The essential benefits identified in former studies have been health and fun.

Categories of Disengaged Student form sport

- Students who want to participate in sport, but can't because of environmental factors.
- Students who have been disengaged for the long-term and have never had a meaningful connection with sport.
- Students who are present during sport activities, but aren't actively engaged.
- Students who have dropped out of sport altogether.

Other Dimension of Sports participation

- Sport as an opportunity to learn new skills and an opportunity to be active and have social connections.
- Interest in trying a new sport, spending time with friends while playing sport and using sport to live a healthier lifestyle.
- Use sport as a stress relief and a way to keep up their fitness levels.

Motivational Strategies

- Empower local communities
- Marketing campaigns and communication
- Easer Training sessions
- Engagement with partner during practices
- Advance coaching and professionals
- Improve sports facilities and infrastructure
- Social marketing approach

- Help people use their peer network

Conclusion

"Nothing great was ever achieved without enthusiasm." - Ralph Waldo Emerson

The reason motivation is so important is that it is the only contributor to sports performance over which you have control. There are three things that affect how well you perform. First, your ability, which includes your physical, technical, tactical, and mental capabilities. Because ability is something you are born with, you can't change your ability so it is outside of your control.

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