

TRENDS OF "FIRE SOULS" MOTIVATIONAL FACTORS RELATED TO SPORT CLUB ESTABLISHMENT

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Summary

The analysis was performed while participating and doing research in a project "Villages on the Move Go (VOMGO)" which is focused on one of the main objectives of EU sport policy: promote awareness and health-enhancing physical activity (HEPA). Motivation is widely-researched in sport psychology and other fields. Motivation for participation in sport is an important object of sport research, therefore it is important to apply reliable research tools.

Aim of the research – to identify trends of "Fire Souls" motivational factors related to sport club establishment. Method. This paper analyses the results of open-ended questions, which are presented in quantitative terms (descriptive statistics) and statistical correlation analysis.

Participants. The study involved 43 persons who are strongly related with the activities of sport clubs. They have established these clubs and are currently the enthusiasts of these clubs, as they represent them by participating or managing their activities, organizing various activities at the national and / or international level. In the "Villages on the Move Go" project and in this article, they are named as "Fire Souls". Fire Souls are representing seven European countries: Finland, Lithuania, Cyprus, Slovenia, Hungary, Belgium and Portugal. All of the "Fire Souls" involved in this study were experts with extensive experiences in sport and physical activity. Results. The most frequently mentioned motivational factors for "Fire Souls" to run the sport clubs were participation in sport activities from childhood and search for innovative sport activities or benefits to the com-

munity. "Fire Souls" who once volunteered at the sport clubs practiced winter sports. The factor "personal life changes" is related to activities with vulnerable groups, implication of the sport education is related to gymnastics, acrobatics, active lifestyle and achievements are related with cycling. The factor "search for the innovative sport activities for the community" correlates with dancing, search for the innovative sport activities for the community is related with the occupation as physical education teacher. The most common motivational factors for men and women "Fire Souls" are participation in sport activities from childhood, search for innovative sport activities and benefits to the community. Intrinsic and extrinsic motivational factors were almost indistinguishable from "Fire Souls" experience in sport activities. Conclusions. Intrinsic and extrinsic motivational factors of "Fire Souls" determine sport and active leisure activities for individuals seeking professional and non-professional athletic performance, contributing to the promotion of public health and quality of life.

Introduction

Motivation is one of the most important factors determining the decision of athletes or persons organizing sport activities. Motivation in sport and physical activity plays an especially important part due to the fact that staying fit and active is not an obligation or a professional prerequisite, but rather a personal goal [7;14].

Recently, various theories have been spread to explain motivation in sport and physical activity. One of the most popular is Self-determination theory [4]. Self-determination theory (SDT) is a comprehensive and evolving macro-theory of human personality and motivated behaviour and is widely implicated in sport studies. SDT is uniquely placed among theories of human motivation to examine various effects of

qualitatively different types of motivation that can underlie behaviour [15]. SDT assumes that humans are naturally active, with inherent tendencies toward growth and optimal development. Accordingly, research guided by SDT has focused on the social-contextual conditions that facilitate versus forestall the natural processes of self-motivation and healthy psychological development. SDT is a broad framework for understanding factors that facilitate or undermine intrinsic motivation, autonomous extrinsic motivation, and psychological wellness, all issues of direct relevance to educational settings [5;16].

SDT is based on intrinsically and extrinsically motivated behaviour. Intrinsically motivated behaviour is typified by participation in an activity for pleasure and satisfaction. Intrinsic motivation toward stimulation is evident when someone engages in an activity to experience stimulation, enjoyment, fun, excitement and sociability [5;8]. Persons who are intrinsically motivated to engage in activities are for the sake of the experiences themselves rather than for any other separate reasons [15;20].

Meanwhile extrinsic motivation comprises factors such as reward or punishment. Optimal development also involves how individuals take in formerly external motivations, thereby adapting to their social environments [5;14]. Motivation directing extrinsic goals is related to competition, weight control, and distraction [8]. Extrinsic motivation contains several different types which vary in their degree of internalization, including external, introverted, identified, and integrated regulations [2].

Another theory concerns the social learning process. Bandura (1977) had developed social cognitive theory which described the causal mechanisms through which efficacy beliefs, outcome expectations, socio-structural factors, and goals influence behaviour [1].

Social environment such as family, friends, school, team, cultural traditions of the country, sport policy, form the environment in which the athlete lives, studies, plays sport, therefore it also makes up each person's unique personality. Successful progress of athletes is closely associated with a psychosocial environment. As results of previous studies show, the support of parents, coaches, and team members is important in all stages of athlete's development [3;11;23]. Sport achievements are influenced not only by the athlete's personal qualities and abilities, but also by the educational environment created by the coach. The professional functions of a coach are not limited to the transfer of knowledge and the formation of skills, the result of his work is more profound and contributes to the development of sportsman personal abilities [17;23].

The family is one of the most important units in which

socialization happens, where a person experiences social interactions, receives support and encouragement. It was previously established that children's participation in any kind of physical activity is highly dependent on their family habits [21;25]. The role of the family usually includes the necessary financial, emotional, and transportation support to allow the child to engage in sport and develop his / her physical abilities [9]. Involvement of the parents in the children's sport career had an impact on increasing the children's motivation to engage in sport [12]. Having other family members affiliated to the same club and/or participating in the same sport or activity, not only affects sport motivations and involvement, but also the athletes' level of expertise. Family members are prone to foster habits and values, moreover to support, help and encourage relatives in sport activities [10].

The organisation of sport activities and active leisure in the community is inseparable from the satisfaction of its social needs and physical health. Sport should be in line with community needs and should be empowering; sport should be adaptable and evolving to ensure sport culture values with regards to health aspects; and sport organisations should promote organisational sustainability [6].

The United Nations General Assembly adopted an agenda for Sustainable Development Goals (SDG). This agenda outlines a new plan for global development with the ambition to "transform our world by 2030". Six SDGs were identified as areas where sport-based approaches could make effective and cost-efficient contributions [19].

Often people with disabilities are less independent, less likely to communicate and participate in social life [18]. In order to be socially active, to include people with disabilities, their participation in various employment activities is encouraged, and sport activities take on a meaningful significance. Congenital or acquired disorders of personal development can be reduced by compensatory measures. L. S. Vygotsky (2000) stated that if such children cannot achieve something directly, then the surrounding ways become the essential compensation [13]. Everyone, regardless of his or her disability, must be able to participate in recreational, leisure and sport activities on an equal basis with others, and the state must encourage and support the widest possible participation and access to such services and facilities [22]. Thus, organized activities that assist to reveal various abilities are very important for the inclusion of persons with special needs in society.

Coaches, the initiators of sport clubs play an important role in determining the desire to participate in sport or physical activity and to succeed in it. There is a lack of information in the scientific literature about what motivates coaches, sport club founders and active leisure organizers

for their activity. Research is suitable to measure and assess manifestation of "Fire Souls" motivation in the context of self-determination theory.

Aim of the research – to identify trends of "Fire Souls" motivational factors related to sport club establishment.

Research material and methods

The research was performed while participating in a project "Villages on the Move Go (VOMGO)". Project supports and enhances voluntary activities in sport, together with social inclusion and equal opportunities of rural citizens, immigrants and refugees for sport for all (Nr. 613004-EPP-1-2019-1-FI-SPOSCP). Project promotes the resilience and social sustainability of small and mainly voluntary sport clubs in rural areas. In small villages and places the voluntary sport clubs activities are under risk: the activities are dependent on individual activators. Many times these local sport activators are local enthusiastic persons and will be named as the "Fire Souls" in this article.

In this article we analyse data from one part of a semi –

Table 1. Types of sport and physical activities carried out by "Fire Souls" (N=43)

Type of sport/ physical activity	Subtype	Frequency
Team sport	Football	n=11
	Basketball	
	Volleyball	
Outdoor sport	Orienteering	n=10
	Nordic walking	
Gymnastics, acrobatics	Gymnastics	n=8
	Surfing	
Athletics	Running	n=6
Dancing	Modern dance	n=5
	Folk dances	
Physical education teacher	Coach	n=4
	Physical education teacher at school	
Cycling	Mountain cycling	n=3
	Plains cycling	
	Cross-country cycling	
Winter sport	Skiing	n=2
Precision sport and martial arts	Shooting	n=2
	Martial arts	
Multi-sport	Biathlon	n=2
	Triathlon	
Work with vulnerable groups	Persons with special needs	n=2
	Migrants	
Water sport	Swimming	n=1
Extreme sport	Climbing	n=1

structured interview. This data relates to the motivational factors that influence behaviour of "Fire Souls" to establish the sport club and to organise sport or physical activity activities.

We here present the secondary outcomes of the research, when data from qualitative study was classified into categories and their numerical expression on the basis of factual data such as gender, work experience in years, representative country is analysed. Correlation analysis was also used to look for relationships between type of the sport

Table 2. Sociodemographic characteristics of „Fire Souls“ (N=43)

Country	
Finland	10
Lithuania	6
Cyprus	5
Slovenia	4
Hungary	5
Belgium	3
Portugal	10
Gender	
Female	17
Male	26
Work experience	
Until 10 years	4
11-20 years	10
21 and more years	29
Educational background	
Related to sport	17
Not related to sport	26

Table 3. Motivational factors influencing the establishment of sport club (N=43)

E – extrinsic motivation factor

I – intrinsic motivation factor

Categories	Frequency
Participation in sport activities from the childhood (I)	n=22
Search for the innovative sport activities and the benefits to the community (E)	n=21
Encouragement from the leaders and social environment (E)	n=12
Active lifestyle and achievements (I)	n=12
Encouragement and reinforcement from the family (E)	n=11
Personal life changes (I)	n=10
Harmonious, sustainable team growing (E)	n=10
Implication of the sport education (I)	n=5
Volunteering in the club (I)	n=4

/physical activity and motivational factors influencing the establishment of a sport club.

The study involved 43 persons who are strongly related with the activities of sport clubs. They have established sport clubs and are currently the enthusiasts of these clubs, as they represent it by participating or managing activities, organizing various activities at the national and / or international level. In the "Villages on the Move Go" project and in this article they are named as "Fire Souls".

"Fire Souls" represent 13 types of sport or physical

activity, such as: team sports, outdoor sports, gymnastics, acrobatics, athletics, dancing, cycling, winter sports, multi-sports, precision sports and martial arts, water sports, and extreme sports. Also, several of them were physical education teachers or working with vulnerable groups. Many of them practiced more than one type of sport or physical activity (Table 1).

"Fire Souls" represent seven European countries: Finland, Lithuania, Cyprus, Slovenia, Hungary, Belgium and Portugal. From the 43 "Fire Souls" there were 17 female

Table 4. Correlation between type of the sport /physical activity and factors influencing the establishment of sport club

**Correlation is significant at the 0.01 level (2-tailed)

*Correlation is significant at the 0.05 level (2-tailed)

	Cycling	Gymnastics, acrobatics	Athletics	Team sport	Extreme sport	Winter sport	Accuracy sport and martial arts	Water sport	Dancing	Physical education teacher	Activities with vulnerable groups	Multi-sport	Outdoor sport
Participation in sport activities from the childhood	,268	-,011	,259	-,067	-,158	-,005	-,226	-,158	-,226	,153	-,226	,216	,097
	,083	,944	,093	,670	,312	,974	,145	,312	,145	,328	,145	,165	,535
Encouragement and reinforcement from the family	-,161	-,143	,072	,023	-,090	,124	,124	-,090	,120	-,188	,124	-,129	,056
	,304	,359	,648	,885	,564	,430	,430	,564	,444	,228	,430	,408	,723
Volunteering in the club	-,088	-,153	,102	,179	-,049	,690**	-,071	-,049	,134	-,103	-,071	,309*	,013
	,576	,327	,515	,250	,753	,000	,652	,753	,393	,513	,652	,043	,933
Harmonious, sustainable team growing	,065	,161	-,222	-,070	-,085	-,122	,140	-,085	-,200	,013	-,122	,140	-,173
	,677	,302	,153	,654	,588	,437	,371	,588	,199	,933	,437	,371	,268
Personal life changes	,065	-,122	-,063	,182	-,085	,140	-,122	-,085	,144	-,176	,401**	-,122	,088
	,677	,437	,689	,243	,588	,371	,437	,588	,358	,258	,008	,437	,575
Search for the innovative sport activities to the community	-,085	,011	,144	-,146	,158	,005	-,216	,158	,371*	,328*	,226	,005	-,097
	,588	,944	,358	,349	,312	,974	,165	,312	,014	,032	,145	,974	,535
Implication of the sport education	-,099	,386*	-,146	,120	-,056	-,080	-,080	-,056	,095	,134	-,080	-,080	-,200
	,526	,011	,350	,444	,721	,610	,610	,721	,546	,393	,610	,610	,199
Encouragement from the leaders and social environment	,237	-,031	,198	-,127	-,096	-,137	-,137	-,096	,260	-,021	,109	,109	-,097
	,127	,844	,202	,417	,540	,380	,380	,540	,093	,895	,487	,487	,536
Active lifestyle and achievements	,440**	-,164	-,101	,111	,248	-,137	-,137	-,096	-,226	-,199	,109	,109	,026
	,003	,293	,520	,480	,109	,380	,380	,540	,146	,200	,487	,487	,870

and 26 male. All of the "Fire Souls" involved in this study were experts with extensive experience in sport and physical activity. Four of them had experiences of up to 10 years, ten of them - 11-20 years, and twenty-nine had experiences over 20 years. The average work experience in organizing club activities was 30.9 years (min 6 years, max 70 years). It is also important to note that less than half of them (17 out of 43) had an educational background related to sport (Table 2).

It is worth mentioning that "Fire Souls" who participated in this study were representatives from European countries,

which had a relatively strong culture of organizing sport and physical activity. But also "Fire Souls" varied in their background – some of them were professional athletes on the national or international level, and some of them were community leaders who organized health enhancing physical activities on a daily basis.

Results

The analysis of the interview data revealed the beginning of the stories of how "Fire Souls" established the sport

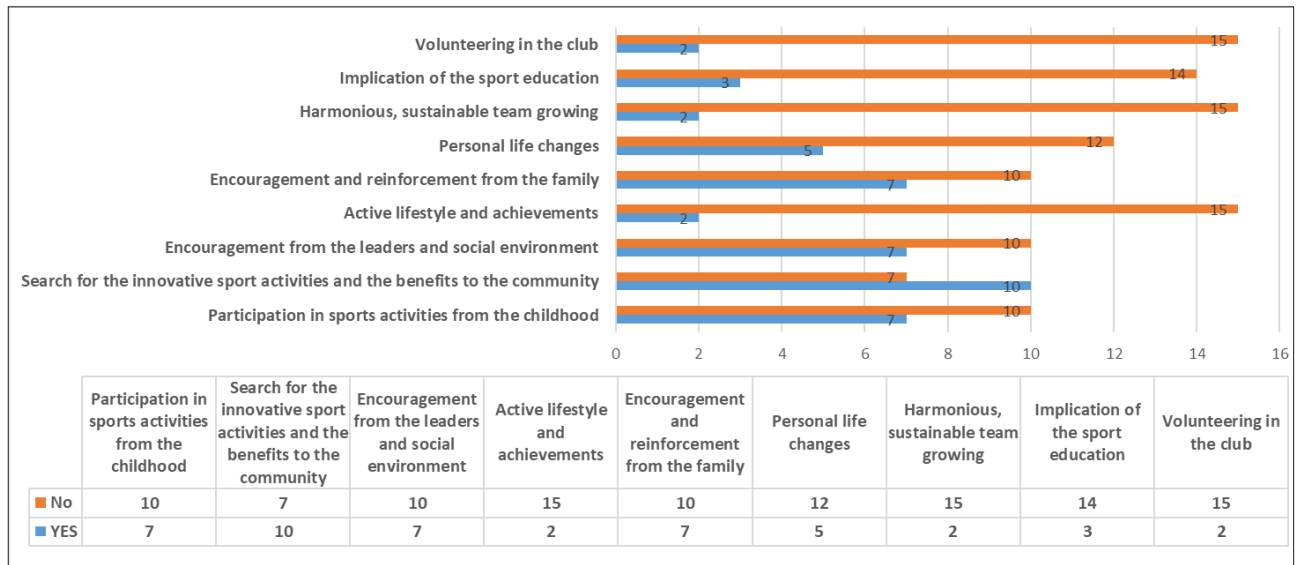


Fig. 1. Motivational factors that had influence on "Fire Souls" women to establish the sport club (N=17)

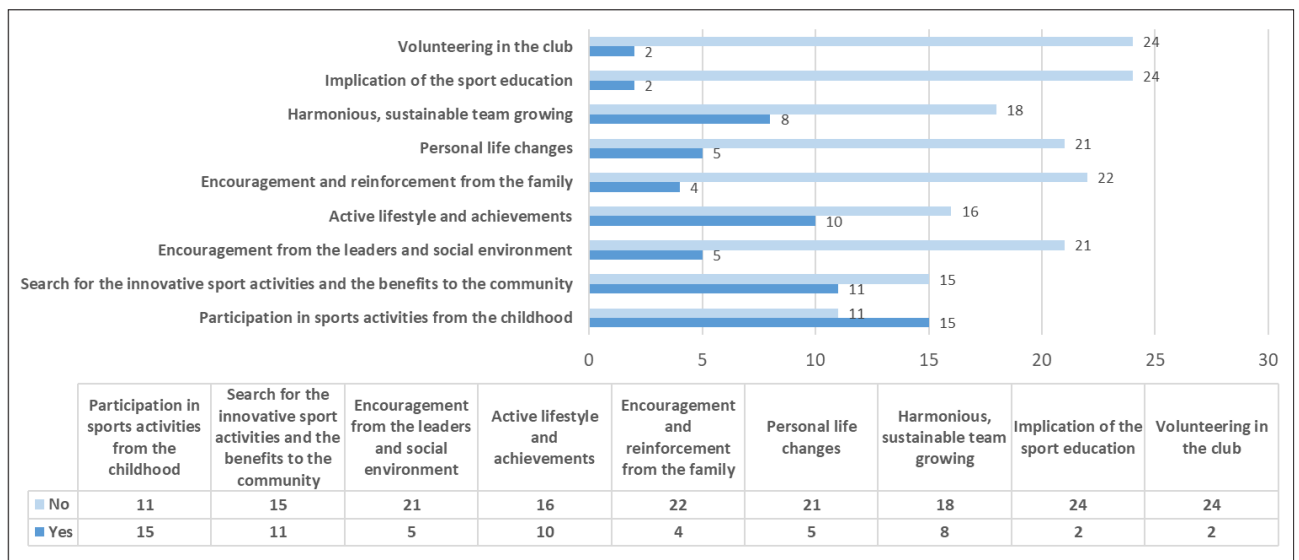


Fig. 2. Motivational factors that had influence on "Fire Souls" men to establish the sport club (N=26)

clubs. We arranged nine categories, related to intrinsic and extrinsic motivation factors. Intrinsic motivation factors included involvement in physical activity from childhood, volunteering in sport activities, changes in personal life, consistent active lifestyle and achievements, implication of the sport education. Meanwhile the extrinsic motivation factors included social environment and values of sport activities within family, friends and colleagues. Seeking innovation and benefits for the community were also one of the significant extrinsic assumptions for motivation.

While telling about the beginning of their stories, "Fire Souls" indicated that everything **started from childhood** (n=22), when they were already engaged in sport activities. Some respondents noted that they were inseparable from physical activity as children and did it with the greatest pleasure. Results of this study also revealed that some of the "Fire Souls" engaged in professional sport already in their childhood or adolescence.

Participants of this study noted that when considering their currently implemented activities, they considered opportunities how they **could help the society, search for innovative forms of physical activities** and adapt to the needs of the community (n=21). The "Fire Souls" involved in the project emphasized that their activities were aimed at people from different social groups, which covered different age, ethnicity groups or special needs. The outbreak of the coronavirus infection (COVID-19) had limited the access to organized sport activities and facilities, and "Fire Souls" have been looking for safe, isolated activities.

Encouragement from the leaders and social environment was also an important motivating factor to start the activities for the "Fire Souls". The social environment was associated with faithful leaders (n=12).

Consistent active lifestyle and achievements (n=12) were also important factors that determined the activities of sport at the present time. Some of the "Fire Souls" were previously working hard to achieve the experience, they were owners of sport records, well-known publicly.

No less important for the "Fire Souls" who participated in this study was **the encouragement and reinforcement from the family** in promoting the onset of physical activity. They received support and encouragement from parents, brothers, sisters, partners (n= 11).

Data analysis also revealed the influence of personal reasons (n=10) to start activities that are currently implemented in the club. The **personal life changes** sometimes were due to a change of residence. "Fire Souls" were quite open when telling about the socio-economic situations they experienced that led to the start of the club's current activities. Financial

reasons or unemployment were noted among the respondents.

Data analysis has also revealed the **harmonious, sustainable team growing** – one of the professional career conditions for some of the "Fire Souls". It explains how close the relationship and support for each other, which allowed the team to develop, predominated in the team (n=10).

Although more "Fire Souls" indicated having an **education in the sport field**, only a few of them noted that it was important to the success of their story (n=5).

Volunteering in the club was a worthwhile experience for some of the "Fire Souls". It can be stated that this social responsible action has had an impact on their professional career (n=4).

Correlation analysis revealed statistically significant differences between the types of sport or physical activity and motivational factors to establish a club and develop its activities (Table 4). "Fire Souls" with the previous experience of volunteering in the sport club mostly practiced winter sport ($R = 0,690$, $p = 0.000$) and multi-sport ($R = 0,309$, $p = 0,043$). The factor of personal life changes was related to activities with vulnerable groups ($R = 0,401$, $p = 0,008$). Implication of the sport education was related to gymnastics and acrobatics ($R = 0,386$, $p = 0,011$). Active lifestyle and achievements were related to cycling ($R = 0,440$, $p = 0,003$). The factor "Search for the innovative sport activities to the community" was correlated to dancing ($R = 0,371$, $p = 0,014$). Search for innovative sport activities for the community was related with the occupation as physical education teacher ($R = 0,328$, $p = 0,032$).

Due to the unequal participation of men and women, it was not appropriate to quantify and compare the results of the interviews between genders.

Search for innovative sport activities and the benefits to the community was the most motivating factor for women "Fire Souls" (n=10). Just under half of women "Fire Souls" said it was important to them encouragement and reinforcement from the family (n=7), encouragement from the leaders and social environment (n=7). This shows that the social environment, such as home and community, are very important factors for women to start organizing and developing sport club activities. The same proportion of respondents associate the start of their sport club with childhood. It can be assumed that the efforts of childhood sport activities have had a positive benefit in the development of further careers related to sport activities. Almost 1/3 of women started organizing club activities influenced by personal life challenges (n=5). The least mentioned factors that led to the start of the club were: active lifestyle and achievements (n=2), harmonious, sustainable team growing (n=2), volunteering in the club

(n=2). It can be assumed that women “Fire Souls“ do not identify with the sport club from the past and their personal sport achievements are less important to them (Fig. 1).

More than half of men “Fire Souls“ identified participation in sport activities from childhood as the most important factor for the continuity of sport activities and the start of sport club activities. (n=15). The search for innovative sport activities and the benefits to the community was also an important motivating factor for starting the sport club activities for men “Fire Souls“ (n=11). Also emerged factors related to their active lifestyle and achievements (n = 10) as well as consistent participation in sport club activities and vision as a team of a sport club is growing (n = 8) were less significant men “Fire Souls“ motivational factors related to

support - encouragement from social environment (n = 5) and family (n = 4).

Certain trends of motivational factors can be observed influencing sport club establishment by the country “Fire Souls“ come from (Table 5).

Among the Finnish “Fire Souls“, the motivating factors are related to participation in sport activities from childhood (n=6), search for innovative sport activities and the benefits to the community (n=4) and volunteering in the club (n=4). Only “Fire Souls“ from Finland mentioned as a motivating factor volunteering (n=4).

The following factors are the most important for the “Fire Souls“ representing Lithuania: search for the innovative sport activities and the benefits to the community (n=5) and en-

Table 5. Motivational factors that had influence on sport club establishment by the countries represented of “Fire Souls“ (N=43)

Factors	Finland n=10	Lithuania n=6	Cyprus n=5	Slovenia n=4	Hungary n=5	Belgium n=3	Portugal n=10
Participation in sport activities from the childhood	6	2	3	2	2	-	7
Search for the innovative sport activities and the benefits to the community	4	5	4	-	3	1	4
Encouragement from the leaders and social environment	1	3	1	-	1	1	5
Active lifestyle and achievements	3	-	2	3	-	1	3
Encouragement and reinforcement from the family	1	1	1	2	-	2	4
Personal life changes	3	-	1	2	1	1	2
Harmonious, sustainable team growing	3	-	3	1	1	1	1
Implication of the sport education	-	2	1	-	-	-	2
Volunteering in the club	4	-	-	-	-	-	-

Table 6. Motivational factors influencing sport club establishment by the “Fire Souls“ experience in sport activities (N=43)

Factors	Until 10 year n=4	11-20 year n=7	21 and more year n=32
Participation in sport activities from the childhood	3	5	14
Search for the innovative sport activities and the benefits to the community	2	3	16
Encouragement from the leaders and social environment	1	2	8
Active lifestyle and achievements	3	-	9
Encouragement and reinforcement from the family	1	2	8
Personal life changes	2	-	8
Harmonious, sustainable team growing	1	1	8
Implication of the sport education	-	2	3
Volunteering in the club	-	1	3

couragement from the leaders and social environment (n=3).

The following factors are the most important for “Fire Souls“ from Cyprus who participated in the study: search for innovative sport activities and the benefits to the community (n=4) and harmonious, sustainable team growth (n=3).

The most important factors for “Fire Souls“ from Slovenia are the following: active lifestyle and achievements (n=3), participation in sport activities from childhood (n=2), encouragement and reinforcement from the family (n=2) and personal life changes (n=2).

“Fire Souls“, representing Hungary, most often mentioned these motivational factors: search for innovative sport activities and the benefits to the community (n=3), participation in sport activities from childhood (n=2).

The most important motivating factor “Fire Souls“ from Belgium is encouragement and reinforcement from the family (n=2).

“Fire Souls“ from Portugal most often mentioned participation in sport activities from childhood (n=7), encouragement from the leaders and social environment (n=5), search for the innovative sport activities and the benefits to the community (n=4), encouragement and reinforcement from the family (n=4).

Participation in the sport activities from childhood – the most dominant motivational factor influencing sport club establishment in all age groups according to the experience in sport activities: until 10 year (n=3), 11-20 year (n=5), 21 and more years (n=14). Also quite uniformly distributed motivational factor “Search for the innovative sport activities and the benefits to the community“ in the groups of “Fire Souls“ by experience: until 10 year (n=2), 11-20 year (n=3), 21 and more years (n=16). Qualitative data from the interviews reveal that volunteering in the club was mentioned only of those “Fire Souls“ who had more than 10 years of work or practice experiences in the sport field.

Conclusion

1. The most frequently mentioned motivational factors that had a meaning for “Fire Souls“ who run the sport club were participation in sport activities from childhood, search for innovative sport activities and benefits to the community. These findings show that childhood background of sport activities is an important intrinsic motivational factor for starting a professional career, which in our study was related to the establishment and expansion of “Fire Souls“ sport clubs. Extrinsic motivation relates to the “sensitive“ and socially responsible approach of “Fire Souls“ to the promotion of public health and athletic performance.

2. Statistical analysis showed that those “Fire Souls“ who once volunteered at sport club practiced winter sports.

The factor “personal life changes“ is related to activities with vulnerable groups, implication of the sport education is related to gymnastics, acrobatics, active lifestyle and achievements with cycling. The factor “search for the innovative sport activities to the community“ correlates with dancing, search for the innovative sport activities to the community is related with the occupation as physical education teacher.

3. Among the most common motivational factors for men and women of “Fire Souls“ are participation in sport activities from childhood, search for innovative sport activities and benefits to the community.

4. Women “Fire Souls“ more often mentioned motivational factors that are related to motivation from the social environment as encouragement from the family, leaders, and community. Factors that are more important to men “Fire Souls“ are related to their active lifestyle and individual and team athletic performance.

5. Participation in sport activities from childhood, search for innovative sport activities and benefits to the community, encouragement from leaders and social environment were almost all common motivational factors to all countries that “Fire Souls“ represent. Only “Fire Souls“ from Finland mentioned volunteering in sport clubs as a motivational factor.

6. Intrinsic and extrinsic motivational factors were almost indistinguishable from “Fire Souls“ experience in sport activities. However, factors as implication of the sport education and volunteering in the club were not mentioned in the “Fire Souls“ group with up to 10 years of experience in sport activities.

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Characteristics of the research participants

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- „UGNINGŲ SIELŲ“ MOTYVACINIŲ VEIKSNIŲ, SUSIJUSIŲ SU SPORTO KLUBŲ ĮKŪRIMU, TENDENCIJOS**
- V. Piščalkienė, L. Žlibinaitė, P. Muraus, E. Nagy, M. Mattila**
 Raktažodžiai: motyvacija, apsisprendimo teorija, „Ugningos sielos“, sveikatą stiprinantis fizinis aktyvumas, „Villages on the Move Go“ (VOMGO).
 Santrauka
 Tyrimas buvo atliktas vykdant projektą „Villages on the Move Go (VOMGO)“, kuris yra orientuotas į vieną iš pagrindinių ES sporto politikos tikslų – skatinti įvairių socialinių grupių asmenų

sąmoningumą ir fizinį aktyvumą.

Tyrimo tikslas – nustatyti „Ugningų sielų“ motyvacinių veiksmų, susijusių su sporto klubų įkūrimu, tendencijas.

Metodai. Straipsnyje analizuojami vieno interviu klausimo rezultatai, pateikiami kiekybine išraiška.

Tyrimo dalyviai. Tyrime dalyvavo 43 „Ugningų sielų“ atstovai, glaudžiai susiję su sporto klubų veikla ir aktyvaus laisvalaikio organizavimu. Jie yra sporto klubų įkūrėjai ir jų entuziastai (iniciatoriai), vykdantys šią veiklą nacionaliniu ir (ar) tarptautiniu lygiu. „Ugningos sielos“ atstovavo 7 Europos Sąjungos šalis: Suomiją, Lietuvą, Kiprą, Slovėniją, Vengriją, Belgiją ir Portugaliją. Visi tyrime dalyvavę „Ugningų sielų“ atstovai yra ekspertai, turintys didelę sporto ir fizinio aktyvumo patirtį.

Rezultatai. Dalyvavimas sportinėje veikloje nuo vaikystės, inovatyvių fizinių veiklų formų paieška ir pritaikymas bendruomenei – dažniausi „Ugningų sielų“ motyvaciniai veiksniai, įkvėpę pradėti sporto klubo veiklą bei organizuoti įvairią sveikatos stiprinimo ar sportinę veiklą. Ieškant sąsajų tarp motyvacinių veiksmų ir „Ugningų sielų“ praktikuojamos sporto rūšies, nustatyta, kad kadaise sporto klubuose savanoriavę „Ugningų sielų“ atstovai užsiėmė žiemos sportu. Veiksny „Asmeninio gyvenimo pokyčiai“

susijęs su „Ugningų sielų“ atstovų įvairių veiklų organizavimu pažeidžiamoms grupėms. „Ugningų sielų“ atstovai, kurie yra įgiję išsilavinimą, susijusį su sportu ar fiziniu ugdymu, dažniau įgyvendina veiklas, priskiriamas akrobatikai. Veiksny „Inovatyvios sportinės veiklos bendruomenei paieška“ koreliuoja su šokiais, inovacinės sportinės veiklos bendruomenei paieška – su fizinio ugdymo mokytojo profesija. Neišryškėjo specifinių skirtumų tarp „Ugningų sielų“ atstovų sociodemografinių grupių ir motyvacinių veiksmų, lėmusių įgyvendinti sporto klubo veiklą ar fizinio aktyvumo formas bendruomenėse.

Išvados. „Ugningų sielų“ atstovams būdingi vidiniai ir išoriniai motyvaciniai veiksniai, lėmę sporto ir aktyvaus laisvalaikio veiklos organizavimą asmenims, siekiantiems profesionalių ir neprofesionalių sportinių rezultatų. Galima manyti, kad šių asmenų veikla prisideda prie bendruomenės sveikatos stiprinimo ir gyvenimo kokybės gerinimo.

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