



UNIVERSITY OF PELOPONNESE

**FACULTY OF HUMAN MOVEMENT AND QUALITY OF LIFE SCIENCES
DEPARTMENT OF SPORTS ORGANIZATION AND MANAGEMENT**

**PERCEIVED EFFECTS OF MORAL AND ETHICS OF
HUMAN RESOURCES TOWARDS SPORTS
DEVELOPMENT IN SOUTHWEST, NIGERIA**

BY

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CERTIFICATION

I certify that this work was carried out by Pastor Ogunsanya Jephtah Olaniyi in the Department of Sports Organization and Managements, University of Peloponnese, International Olympic Academy.

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DEDICATION

This thesis is dedicated to the Glory of God, my late father and my family at large.

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With Glory, honour and gratitude to God Almighty, I wish to express my sincerest appreciation to my amiable supervisor Prof. Kostas Mountakis who painstakingly put aside his numerous commitments to direct and supervise this work. It is one thing to choose a research topic, it is another being able to work on it to the end. This would not have been possible without the invaluable advise, comments, guidance and constructive criticisms given by my supervisor.

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ABSTRACT

Globally, researchers have recently revealed that standard measures of morality and ethics once observed in sports arena have suffered serious set back and eroded by illusions and unfaithfulness of the athlete and official because of mining syndrome. This study therefore examined the moral and ethics in sports among sports administrators of colleges of Education in Southwestern Nigeria.

The survey research design was adopted in this study while the participants consisted of 300 sports administrators which were selected through random sampling technique. A self-developed questionnaire with rehabilitee co-efficient of 0.74 was used to collect the data using test-re-test method. The descriptive statistics of frequency and percentages were used to analyse the demographic data while non-parametric statistic of chi-square (X^2) was 0.05 alpha level.

The results showed that the respondents have a good understanding of the fact that norms hang been eroded and discarded because of the mining syndrome.

The findings further revealed that sports can promotes skill and values acquisition. Based on the findings, it was recommended that: Sports official, ranging from coaches, managers and administrators need to justify their actions and decisions based upon sports objectives. Sports administrators, coaches and lecturer should acknowledge that the goal of sports participation is to bring about social harmony, therefore, violation of moral ethics is a violation of moral behaviour of sports.

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PART I

CHAPTER 1st

INTRODUCTION

In recent time modern sport participants often fail to observe the morality of their actions especially in the pursuit of success. In the world of sports, laws or moral ethics governing each event are made for the purpose of equity and transparency. Sports as a tool for social globalization is now turning to be a weapon of destruction, cheat, malice and hatred among participants, coaches, club managers and spectators (Coakley, 2004; Garber, 2008).

Today, modern sport performance ethic often calls for participants, coaches and managers to engage in behaviour that promote social harmony which are well monitored by the rule governing sports and the conventions of society (Murphy, 2006; Nidich, Nidich and Alexander, 2005; Aicinena, 2006; Roco, 2009). Observations have revealed that standard measures of morality seem to be set aside by individuals as they heed the calling of the performance ethic. Thus, these days moral ethics that was once observed has been eroded by illusions and unfaithfulness. That's why these days, modern sport emphasis much strongly on winning (Coakley, 2004; Musa, 2008). The most common phrase of statement committed by coaches, athletes and supported strongly by club managers and spectators "is just do it". The ramification is never thought, but just "winning" desire at all cost (Kennedy, Deitsch & Litz, 2002; Nidich et al 2005; Coakley, 2004).

Acceptable behavior for today's modern sport man and woman cannot be left to the influence of coaches, club managers, spectators, stereotype groups, parents, but often

to media and peer groups. These aforementioned key personalities tend to play a major role in modification of behavior; however, other respectable people including religious leaders, morally upbringing sport enthusiastic individuals should be included in this crusade (Conn and Docheff, 2005).

Sport was sometimes consciously used as a way for people to stay in touch and maintain a social fabric relationship. However, that norm has been eroded and discarded because of the “winning syndrome” which led to individual athlete, coaches, club managers, mindful sport enthusiastic, and spectators to engage in behaviors prohibited by the rules governing sport and the conventions of the society (Murphy, 2002) in their quest for success. This unhealthy behavior impedes the establishment and maintenance of personal and social harmony. This study would critically reviewed issues concerning morality and its values in modern sports and why professional colleagues should avoid such immoral ethics.

Aim of the study

The purpose of this study was to examine the morality of commonly observed sport behavior through the moral ethics enshrined in our various ideologies. To sport men and women who seek goodness and truth and are in possession of doing the truth in their daily activities are considered to be morally upright.

Objectives of the study

- (1) To examine action and decision of various sports officers and administrators
- (2) To examine social and moral behaviour of various sports administrators.
- (3) To promote sports and foster unity and positive healthy safe environment among the sport administrator

- (4) To promote and establish good policy and procedure that will enhance smooth running of sports around the sport administrators.
- (5) To educate sport administrators about new philosophy ethics on sports development.

Hypothesis

- 1) Action and decision were significantly perceived as moral and ethics effects of human resources towards sports development in Southwest, Nigeria.
- 2) Social and moral behaviour were significantly perceived as moral and ethics effects of human resources towards sports development in Southwest, Nigeria.
- 3) Unity and healthy safe environment were significantly perceived as moral and ethics effects of human resources towards sports development in Southwest, Nigeria.
- 4) Good policy and procedure were significantly perceived as moral and ethics effects of human resources towards sports development in Southwest, Nigeria.
- 5) New philosophy was significantly perceived as moral and ethics effects of human resources towards sports development in Southwest, Nigeria.

PART II

CHAPTER TWO

Sports

Play, generally considered as a prime feature of the childhood is actually not confined to any age. Play can be defined as a source through which a child understands the world around him. However, when the play is directed towards the achievement of certain targets with a specific attitude and a spirit, it does not remain a play; it is rather converted into sport. UN Inter-Agency Task Force on Sport for Development and Peace (2003) defines sports as “all forms of physical activities that contribute to physical fitness, mental well-being, and social interaction, such as play, recreation, organized or competitive sport and indigenous sports and games”. Similar is the definition given by the ‘Sport for Development and Peace International Working Group’ (2008). African Union Sports Policy Framework for Africa (2008-2018) considers sports as a potent source for improving unity, solidarity and economic & social development. African Unions’ framework defines sports as activities involving certain organization and administrative rules which are supposed to be followed by the sportsmen/women during the course of play, for the attainment of set objectives (AU-SPFFA, 2008). Sports can also be defined as activities which usually require certain skills and which are governed by set of internationally approved rules and regulations.

Sports in our Society

Sports and religion both are believed to be the prime elements that help in the development of social structure of a society. According to Bryant and McElroy (1997) participation in sports promotes many religious values like “character building, hard

work, and perseverance etc”, and contributes in the behavioural development of the participants.

In addition to entertainment, sports, physical activities and exercises play a very significant role in the development and maintenance of good health. Studies conducted to explore the impact of sports and physical activities on human health and fitness describe that participation in sports and physical exercises improves posture and promote physical fitness & good health. Medical science also affirms the effective role of sports and physical exercises in the prevention and control over many diseases including obesity, high blood pressure, high cholesterol, heart disease and osteoporosis etc. Islamic stance regarding maintenance of good health, physical fitness and physical strength is quite apparent and Islam emphasizes the development of health, fitness and physical strength.

Sport and physical activities performed for the sake of recreation or relaxation from fatigue, not contradicting to Islamic jurisprudence is considered as allowed in Islam. Allama Shami says that sports and contesting events like horse racing (or similar sort of competitive sports) are allowed in Islam provided the purpose is not mere time-waste and that does not include gambling or some sort of betting (Shami, vol. v). Accordingly it is apparent that other similar nature games are too allowed with a condition that such games should not contradict or avoid the Islamic rules and regulations regarding participation in sports.

One of the Hadith “a strong believer is better than a weak believer” speaks of physical strength that the Muslims are required to gain and maintain. The explanation of the Hadith given by the religious scholars’ states that “Physical power and strength are abilities which Allah the almighty loves to see in his worshipers; hence the believers are

supposed to develop physical strength. Since this is desirable, it complies that it is a duty upon the believers to preserve their health and develop their strength while at the same time it will be un-Islamic to resort with such practices which are harmful and injurious to their health. Excessive eating, excessive sleeping and excessive indulgence in sexual relations are destructive to human health. In the same way, excessive reduction in food and sleep causes physical weakness” (Majlisul Ulama). Most of the religious scholars agree that relaxing the mind and body is very much allowed for Muslims, which not only contributes to their wellbeing but energizes them to worship Allah more earnestly and with greater devotion.

Mufti Ahmed E. Bemat., (1989) referring Hazart Maulana Asharf Ali Thanwi states that “the Muslim society, as a whole, in all its different sections, commands a distinct identity. Hence in games also, the Muslim community should have a separate position. And this section is such that there should be preparation for devotion and jihad in it. If Muslims must have some games and sports for pastime, they can hold athletic meets, horse racing, games of archery, target-shooting, etc. which may be useful in the field of battle.”

The prevailing impression that Muslim societies proscribe sports and recreational activities is incorrect. Fact of the matter is that sport is not only allowed but has always been encouraged in the Muslims reigns. The Prophet (SAWW) once said that Muslims should take Part in sports and play because our religion is neither rigid nor arduous (Behiqi), whereas he himself and many of the Suhaba-e Karam (the companions) took part in sports and recreational activities. Sheikh Atiyyah Saqr (Al-Azhar Fatwa Committee) states that “Islam does not oppose having a strong body via practicing sports

rather Muslims are asked to be of sound bodies and sound minds in addition to having sound morals. In a Hadith, we read: ‘A strong believer is better and more beloved to Allah than a weak one.’ (Reported by Muslim) A sound strong body is capable of fulfilling both the religious and the worldly duties”.

Earlier Islamic history is evident of the prevalence of many currently popular sporting events including races and running events, horse riding and horse races, camel riding and races, swimming, archery, fencing, wrestling, Weight lifting, high jumping, and stone tossing (Sheikh Atiyyah Saqr, Islamonline) which were quite popular among Muslims, and prominent companions’ participation in the mentioned sports is apparent.

Sports activities and participation is never considered as damaging to Islam and the Muslim society that’s why the OIC established the Islamic Solidarity Games in which both men and women participated. Similarly Islamic Women's Games have also been arranged time to time. Imam Ibnul-Qayyem has stated numerous benefits of sports in his well known book “Zad-Al-Ma`aad”.

Benefits of sports for the overall wellbeing of the participants are established. It has now been established that every act that has been allowed or asked to perform by the Allah has certain positive effect on the health and wellbeing of the humans. Islam does not prohibit any thing that welfares the humans, hence the sports participation is permitted provided the participant;

- (i) Should not lead to negligence of religious and other duties
- (ii) Should not harm others
- (iii) Do not hurt feelings of others do not become partial and biased
- (iv) Avoid foul play and cheating, and show a quality behavioural conduct

- (v) Avoid mix sports participation to avoid seduction, temptation and corruption.

Males are to practice sports that suit their nature and vice versa. Islam does not allow female to take part in such sports which are specifically designed or meant for men. The purpose of above mentioned stipulations is maintenance of high level of morality. The general rule of Islamic jurisprudence is that any act that involves exaggeration, over emphasis or transgressing limits whether in eating, drinking, clothing or anything else, is prohibited. The Quran declares that does not forbid good things which Allah made lawful, and do not transgress that Allah has not transgressed. (Al-Ma'idah: 87).

Entertainment within the limits of Islamic jurisprudence (Shariah) is not prohibited rather encouraged in the Muslim societies. Reportedly the Prophet (SAWW) has said that "Entertain your hearts for hearts become blind when they are tired" (Al-Bukhari). There is no restriction on Muslims for watching healthy sports competitions and activities. Dr. Jamal Ad-Din Atiyyah, states that there is no harm in watching sporting events and matches, with condition that one should not waste all of his time sitting idle and watching games. Actually watching such matches will not benefit the individuals; the benefit will be for the one who practices sports.

Looking into the perceived social gains and impacts of sports participation for the development of a truly cultivated society, it can be very rightly claimed that Islam does not differ rather do endorse the target social gains of sports participation that include self-esteem, Sportsmanship, character building, emotional stability, social interaction, good body image, and prevention of smoking etc(Versari, 2008). Cooperation, conflict

resolution and respect of the others, through development of sportsman spirit are also a very significant perceived social gain of participation in sports (Tenoschok, 2001).

Islam demands and expects a high moral life and a sound character from its believers and similar is the focus of sports. According to Hellison (2003) and Parker & Stiehl (2004) “positive character traits” can very effectively be learned through ardent participation in sports, recreation and related physical activities. In his work on role of sports in character building Alberts (2003) recommended that for obtaining desirable results the programme of activities must be accordingly designed and implemented. It is important to note that in sports, the character value is reckoned as ‘social’ and ‘moral’ character (Lumpkin et al, 2002). Working on the same topic, Fullinwider (2006) states that research studies for determining the role of sports in character development often show contrasting results. However, improvement in social character has been advocated as a resultant of sports participation (Rudd & Stoll, 2004). Though research does not support the concept that participation in sports also helps improve the moral character, but all the same the negative effects are too, not testified (Rudd & Stoll, 2004).

Islam does not oppose sports and physical activities. Mostly due to misconception and lack of appropriate knowledge it is presumed that Islam does specifically not allow females’ sports and physical activities participation. In fact the religion does not prohibit female participation (Dr. `Ali Muhyy Ed-Deen Al-Qara Daghi), for being a healthy activity, provided the act of participation is not exaggerated and does not cross the established norms and standards, and predetermined limits for the purpose, identified in the Islamic jurisprudence (Shariah).

The above stance is supported by numerous evidences. Reportedly a race between the Prophet (SAWW) and his wife (RATA) took place twice. This event signifies permissibility of women's practicing sport and the legal requirements that are to be met in this respect. (Faysal Mawlawi). The permissibility of women in sports is evident by the occurrence of Muslim Women's Games (formerly the Islamic Countries' Women's Games Tehran 2005), where women participated in volleyball, handball, basketball and even swimming in performance clothing. In Olympic Games held in 1992, Hassiba Boulmerka from Algeria won 1500 meters in men's shorts. Iranian women, on the other hand, chose to compete in the hijab at the Olympic Games in Atlanta in canoe/kayak and shooting (Murray, 2002). Women's sports participation is allowed in Islam but, Islam lays down rules that create balance between a Muslim woman's right to practice sport and the necessity of preserving her dignity and honor. In this respect, Islam has set certain limitations to protect Muslim female from immoralities and improprieties and to preserve their virtue while along with this providing them a right of participation in sports. They are not supposed to adorn themselves for the purpose of being seen by men. They are not supposed to unveil any of their private parts that Islam orders them to cover, and they must not intermingle with men in any way that brings them physically contacted with males (Islamonline). Amidst all this comes the *ijtihad* that maintains that women have the right to practice sports within the regulations set out by the Shariah. (Mas`oud Sabri).

Any sport, that woman can practice while adhering to `awrah (parts of the body that are not supposed to be exposed to others); with no photographing or televising is permissible for her. (Sheikh Faysal Mawlawi). A study was conducted to determine the status of 'Muslim women in sports' in the Middle East. The researcher Liela Sfeir (1985)

used the data (i) based upon personal observation of the researcher and (ii) published data on sports participation of Muslim females in 29 major Islamic countries. The study observed that the situation regarding the sports status of women “varies from country to country”. The residential impact of female i.e. living in the rural or urban area was also observed to be having some significance on the sporting status of female. Religious philosophies i.e. “Islamic revival, secularism, nationalism, Westernization and socialism” were also found to be important influential elements. The study ascertained that though Physical Education was a compulsory subject in the schools, it was not being properly implemented. Rather, it was partially neglected due to long prevailing traditional attitudes and lack of facilities for boys and girls exclusively. The aforesaid study reveals that “If at all, women are prepared for teaching of rather than for active participation in sport; the original teachings of Islam, actually favoring physical and spiritual development of both sexes, were overshadowed by other restrictive cultural influences; a change is taking place, but very slowly”.

Kristin Walseth and Kari Fasting (2003) conducted a study to explore the Islamic standpoint on participation in sports, viewed by the women from Egypt. The data for this qualitative study was collected through interviews from 27 female in Egypt, whereas the researchers spent many hours to practically observe the situation themselves. The findings of the study manifest the agreement on part of Egyptian women that Islamic stance regarding females’ sports participation is quite encouraging. The researchers state that “The women who most strongly emphasized the fact that they had to participate in some sporting activities were supporters of the fundamentalistic interpretation of Islam”.

The study exposed that dissimilar interpretations of the religion affect the approach and degree of participation in sports among female. Tess Kay, (2006) carried a study to analyze the role and significance of family and its influence upon Muslim girls participation in mixed sports and education programme, particularly designed to encourage their advancement towards higher education. “The research was conducted in partnership with a graduate female Muslim Sport and education development worker and with young female participants (n = 7) in the sports programme, all of whom were actively involved in the design, implementation and analysis of the study”. Consequently, upon detailed interviews of the families and on account of the focus group discussions, it was learned that the female participation in sports is highly influenced by the family and Parents and the “significance of Islam within this”. Findings of the study reveal varying expressions i.e. both approvals as well as disapprovals of different Muslim families regarding young Muslim girls’ sports participation. Muslim girls however, were found to be very positive about participation in purposive sporting activities for the enhancement of education. The study reveals a careful approach and attitude of the younger Muslim generation regarding acceptance of “westernized experiences” without departing away from the family identity. This research highlights an encouraging situation that needs to be accordingly exploited for the promotion of sports to cultivate desirable social results.

Abu-Dalbouh, M. (1997) conducted a research in Jordon to determine the posture of Jordanian young Muslim girls regarding participation in sports and physical education activities. The study revealed quite an encouraging and positive attitude of young girls towards sports and physical education. It was acquired that majority of the young girls considered sports and physical education as an effective and important tool to impart

numerous values and traits in the participants. Nevertheless, the family and parental influence, and “social constraints” seemed to be a hindrance in the promotion of maximum sports participation; and taking physical education as a subject by the young Muslim girls.

Kelinske, et al (2001) conducted a study to ascertain the perception of both male and female college students regarding upshots of participation in sports and physical activities. The respondents comprising of male (n=64) and female (n=53) students were asked to show their views regarding the role of sports in the creation of “moral reasoning, socialization, competition, health and fitness and leadership qualities” among the participants. No substantial difference of opinion regarding perceived outcomes of sports, among male and female students was observed. However, the perceptual approach of male and female students differed as regards to the role of sports in the development of leadership qualities and competitiveness as a motivating factor towards sports.

In a study carried out in Norway by Walseth (2006) regarding ‘young Muslim women and sports’, it has been revealed that the conventional ethnic belongings and cultural boundaries play role in the prevention of sports participation on part of some women. However, the females recognizing religion as their identity perceive sports and physical activities quite positively, and view its health and fitness role in accordance with the religious beliefs.

It is apparent that Islam or any other religion does never forbid involvement in activities which help the individuals in the development of their health and physique, and improve the intellectual and social capacities of the participants. Sports and physical activities are, without any doubt, considered to be quite positive and healthy activities in

perspective of the outcomes that are perceived from participation. It is quite concerning that the degree of female involvement in sports and physical activity is quite meager, not only in the Muslim world but in the west as well. There are many other reasons also including socio cultural traditions, norms and standards, and misinterpretations of certain values and beliefs.

In a report, published by sport Scotland (2007), Professor Celia Brackenridge has provided very informative material regarding “women’s experiences of participation in sports and physical activities”. Referring to a survey from Sport Scotland (2006), Professor Brackenridge states that the data confirms “the differences in participation rates between adult women and men, which are exacerbated when walking is taken out of the analysis. The greatest differences are in outdoor sport participation, with a gap of 29 percentage points between men (48%) and women (19%), and the smallest difference in indoor sports where women (36%) take part marginally more than men (34%). Women also take part more than men in all forms of swimming (20% vs 15%) and in walking (33% vs 27%), keep fit (9% vs 3%) and dance (8% vs 3%) activities but do less than men in most other sports”. Referring to the situation of female sports participation in US, Professor Brackenridge denotes that the President’s council on PE & Sports in America (1997) showed great concern over the lack of sports participation among female in comparison to male. That was estimated as double to that of male participation. Almost similar situation has been noticed in Australia and Canada, where the degree of female sports participation is not very convincing and a decline in sports participation among the female has been observed (Phillips 2006; Lenskyj 1988 &1994). Highlighting the situation regarding women’s sports participation, Professor Brackenridge further refers to

“Thrane (2000) who “confirmed that Danish, Swedish, and Norwegian women all have less leisure time during weekdays than their male counterparts, and the Spring issue of the Women in Sport and Physical Activity Journal (1998, Vol. 7, No. 1) provides participation comparisons from Poland, the Czech Republic, Norway, Hungary and China”.

As far as Pakistan being an Islamic state is concerned, the situation over here too is by no means satisfactory or up to the mark, rather a report of the National Statistics office (2002) reveals that in subcontinent, specifically in Pakistan and Bangladesh, the ratio of sports participation on part of female has decreased and a fall of 18 percent has been noticed in the recent years. Women’s sports foundation asserts that ‘ethnic backgrounds’ become a major hurdle in maximizing the sports participation among women. A research study carried by the WSF in Bangladesh reflect that most of the women lead an inactive style of life due to predetermined ethnic role of a woman in that society (WSF, 2005). The field of Sports science and Physical Education is yet in the process of deriving a place and recognition in Pakistan. Masters level programme of education in the area of Sports Sciences and Physical Education started a little more than thirty years back but the research oriented education at M.Phil and PhD level could not take place due to lack of proper facilities and faculties. Some Universities have now initiated M.Phil and PhD programmes, but the tally has not exceeded two scholars as yet who have accomplished the degree, many are nonetheless working and will hopefully reach the milestone sooner or later. Hence, the discipline of sports sciences and Physical Education can still be termed as an infant who is growing but the pace is not that much fast.

Consequent upon the stated circumstances it used to be quite difficult to refer to relevant studies from within Pakistan. In this regard it is interesting to note that the only doctoral level study conducted in Pakistan on the “role of play in development of child (preschool)” was carried by Dr. Seema Parvez a scholar from National Institute of Psychology QAU Islamabad. Her study aimed at finding out relationship between play and child development. Tests developed at national institute of psychology were used as research instruments.

According to the statistical analysis the play was found significantly related with the social development, whereas intellectual development was also found positively correlated with play (Seema Parvez, 1992).

Syeda Khizra Aslam (2003) conducted a study on socio cultural values and their impacts on development. 500 women from Lahore Pakistan comprised the population of the study. Main hypothesis of the study was ‘the stronger the modern values of individuals in the society, the more will be the development’. The study found effectiveness of sociocultural values on development considering traditions as cultural heritage, the study found a strong trend towards modernization. Not ignoring the heritage as logical acceptance of rational thinking was found more viable for health and growth of a social structure (Syeda Khizra Aslam, 2003).

Ume-Laila (2006) explored the impacts of socio cultural factors on personality development. The study focused 11-16 years old youngsters, whereas 600 mothers comprised sampled population of the study. Important determinants of child personality consisted of Parents’ income, education, family size where the adolescents live and are brought up, family structure, Childers’s socialization level, peer group, school

environment, activities youngsters get involved into and co-curricular activities participation (Ume-Laila, 2006).

Relationship of Sports and Development

Sports activities play a very significant role in the development of youngsters. Development being a concern of every nation round the globe can be defined as a process of improving the quality of life, in all the fields relating to human lives (Agarwal and Lal, 1992)

Utility of sports in the process of development, bringing social changes and promoting desirable social attributes among participants has gained acceptance all over the world. Numerous international agencies and organizations recognize the role of sports and use it as a tool of development and socialization. The most significant acknowledgement of the potentials of sports has been a decision of the UNO that declared 2005 as the “year of Physical Education and Sports” (United Nations 2005).

According to Cohen, (1987) huge expenditures made on facilitation of sports in different parts of world are not merely for the children welfare; rather it is a process of social engineering through which desirable social traits are developed among them. The youngsters not only learn the social skill but also learn how to solve social problems and maintain social relations and interactions. In a research study Connolly and Doyle (1984) state that the youngsters more prone to participation in sports were found more socially competent.

The Commonwealth Ministers in their meeting held in Beijing, applauded the UN ‘sports for development ‘movement. The contributions of sports activities in the

achievement of health, social and economic development were also admired and appreciated. Recognizing the role of sports in the socio cultural development of youth, the Ministers stressed upon member countries to utilize the “power of sports for development” and shape youth policies that should assure universal access to sports education in schools. The Ministers maintained that for giving an understanding of the benefits of healthy lifestyle, youth may be accordingly educated along with participation in sports. (Beijing, 2008)

In her PhD dissertation Wamucii (2007), states that sports are being rated high and are given due emphasis and weight in Kenya for the achievement of Millennium Development Goals (MDGs). Quoting (Koss & Alexandrova, 2005) she further states that sports activities are being applied for the social development of youth up to 2015, in accordance with the desirable norms and standard accepted internationally.

Benefits of sports for participants and the Society

The United Nations declared the year 2005 as the Sports and Physical Education year. Purpose of the initiative was to promote peace, health and solidarity through sports and Physical Education. This was simply in recognition of the perceived benefit and contribution of sports and Physical Education in the attainment of UN desired goals (UNESCO).

Sports and Physical activities are widely recognized as very effective tools for the wholesome development of its participants. In his study ‘Inclusion through Sports’, Davis, (2002) states that allover the world, sports are acknowledged and recognized as very effective source of imparting number of desired attributes upon its participants,

particularly upon the youth. Apart from the physical benefits generally attributed to sports, there are lot more other benefits that can be assigned to sports participation. The advocates of sports and Physical Education claim numerous gains of sports, particularly for the youngsters including mental, social, emotional and psychological development (Morris et al, 2004). Sports, exercises and recreational activities improve the process of sociability; help in raising social contacts and interactions and enhance the identity to the communities (Thomas & Chalip, 1996). According to Kelder, et al (1994) sports activities leave long lasting effects on the lives of participants, and the conducts learned through sports in the early stages of age tend to continue. Research reveals that sports possess the potential ability of shaping the social character of its participants (Rudd &Stoll, 2004).

The concept of the potency of sports activities in the social wellbeing of its participants prevails since long. It is believed that these activities have the quality of developing a pro-social behaviour among the younger generation (Weiss & Bredemeier, 1990) that is desired and accepted by the societies. Yiannakis, et al, (2003) conducted a study to determine the perceived impacts of sports participation and found that the sportsmen/women are generally regarded as the role models for the youngsters to follow.

Studies in the field of medical sciences affirm the effectiveness of sports and physical activities in the acquiring several health related benefits (Powell and Blair, 1994). One of the numerous benefits of sports is the life long lesson that youth learn through participation in it (Singh, 2005) and that helps them lead a healthy life. The evidence of the effectiveness of sports and exercises in the improvement of mental wellbeing is gradually being strengthened (Biddle and Mutrie, 2001).

One of the benefits of participation in sports is the identity and recognition the sportsmen/women gain through their play. Together with their skill and mastery in the game and their behaviours and dealing on and off the field they not only gain respect but also become hero at national and international levels. The youngsters watch their act and conduct thoroughly and try to imitate. The popularity, love and regard for the sportsmen all over the world, not attached to geographical or political boundaries and their roots, is self-evident to the positive outcomes of sports participation. In addition to the fame and the name that the sports participants earn, lot more opportunities also become easily accessible for them including a status in the society, good jobs and financial benefits.

Sports and physical activities prove to be helpful in coping with state of anxiety among the youngsters, which can be caused due to some mental stress or inactivity.

Crews et al (2004) has observed that the young boys and girls taking part in sports show a comparatively better behaviour and low anxiety in comparison to non-athletes. Basow and Rubin (1999) have concluded that the trait anxiety alters among the youngsters, and a gradual decrease among female, as well as among males (Wigfield et al., 1991) has been observed as far as anxiety is concerned. However it is worthy to mention that the findings of a study conducted by Ekeland et al (2005) describes that effects of participation in sports on improvement of self-esteem and control over trait anxiety has been trailed on a small scale with comparatively low quality; hence the potential impact of participation in sports and physical activities on self-esteem and anxiety is not established as yet. But working on the same theme, Binsinger, et al, (2006) conducted a study to determine the impact of regular sports activities on self-esteem and

trait anxiety. Out of 1791 respondents the composition of boys and girls remained 46.6% and 53.4% respectively.

The findings of the study establish the positive impact of sports activities on anxiety as it was observed by the researchers that the regular sports participants showed comparatively low anxiety.

Sports activities play significant role in getting out of depression, however research studies reveal that instead of rigorous exercises, light and recreational sports and physical activities produce more desirable results in minimizing the depression. Probing into the 'effects of exercise and physical training on mental well-being in the normal population' Moses et al (1989) found that the impact of light and "moderate" exercises was comparatively better in controlling the depression. It is now quite discernible that the involvement in sports, recreation and exercises can bring positive changes in the mental attitude and moods and in addition to medical treatment, sports and recreation can perform a better remedial service. Numerous studies support the idea that sports and exercises prove to be quite effective in controlling, and on occasions in preventing the state of depression. Young age is always believed to be full of energies. The youngsters ever look to do something and get a place over and above their mates. Sports and physical activities not only keep the youth occupied but provide them with ample chances of showing their potentials. These activities play a very significant and constructive role as a platform for the youngsters to consume their energies in a healthy and positive manner. Hence these activities are considered as a mode of safe outlet of their surplus energies. If the extra energies or not properly guided, the youngsters can indulge into negative activities for the outlet and can receive harms. Mahoney and Stattin, (2000) in their work

on 'Leisure activities and adolescent antisocial behavior' maintain that many explanations regarding the benefits and positive upshot of sports participation have been given so far. One of the solid reasons in this regard is "the more time adolescents are involved in structured activities, the less time they will have to engage in problematic behaviors". Larson, (2000) in his study "Towards a psychology of positive youth development", corroborates the qualities and contributions of sports and mentions that along with other form of extracurricular activities, involvement in sports is "productive use of the leisure time and can provide distinct opportunities for growth and development".

Understanding Morality

Morality can be defined as an act or behavior that is moral and just, being good and avoid evil which is believed to be discerned through reason (Murphy, 2006; Dolhenty, 2006). Based on this definition, all mentally sound individuals should strive hard to perceive the moral ethics that could bring about harmonious living.

Plain person's morality must possess some basic goods catalogues by religious norms which include knowledge of the truth, justice, good friendship, fairness, inner peace, avoidance of cheating, integrity and harmony (Nidich et al, 2005; Himma, 2008). Generally, people throughout the world cherish good things. Therefore a reasonable person would act in ways to see these basic goods realized in their life and in the lives of others. Naturally, any action taken in opposition to these basic goods are corrupt and immoral. A good is that one would not be acting morally if athletic achievements came as a consequence of cheating. This success could come as a result of injustice and lack of fairness. But, on the one side if success in sports is being achieved through hard work,

honesty, sincerity which are associated with morality, such as act could be considered morally sound. For example, when coaches, athletes, club manager's play by the rules of the game, fairness and harmony become possible.

Types of Immoral Acts in Sports

Modern sports men and women, coaches, and club managers these days use all forms of characters just for the purpose of "winning" a match or competition (Dikko, 2006). The primary cause of these immoral attitudes includes selfishness syndrome winning at all cost (Craig, 2007; Anshell, 2003). Though there are many reasons for involving in immoral behaviour in sports, however it is of importance for all of us to know the types of immoral acts performed in sports and the conventions of society.

- (i) Dishonesty
- (ii) Cheating
- (iii) Violence
- (iv) Drug use
- (v) False testimony
- (vi) Covertness
- (vii) Hostile attitude
- (viii) Sexploitation and other maladies. (Craig, 2007)
- (ix) These unethical and immoral acts in modern sports are at an increase at a high degree of proportion which are truly disturbing dimensions. Recently, sport participants often experience anomie – a loss of inner values and morality since they are after just "winning" at all costs (Aitken, 1992;

Aicinena, 2006). Such egocentric behaviours are contrary to the establishment of harmony in sports.

Observations of the Natural Norms and the Cost of Violating such Norms

From various religious perspectives the degree of immoral acts are increasing at an alarming rate (Nidich et al, 2005). Major religious denominations worldwide have been emphasizing on moral ethic. For instance, cutting across the Christian tradition, to Islam and even in the teaching of Maharishi Vedic Science and the Buddhist ethics of Buddhadasa Bhikkhu and Phraprayudh Payutto have agreed upon that such egocentric behaviour in sport such as violence, cheating, intimidation, and coveting are contrary to social values of sport (Alapack, 1997; Rich, 2002; Musa, 2008). Discussions on some of the natural norms are presented here:

Thou shall not cheat:

Cheating is an act of negative behavior when athletes coaches, club managers, parents and fans cheat in order to win. In essence they are stealing victory from an opponent. This is a professional violation of the natural norms enshrine in the various religious setting (Zeller, 2005). There are different forms of cheating ranging from age falsification, blood coping, drug use, fielding non-bonafide students as athlete4s into your camp and etc (Dikko, 2006).

In recent times, it is understood that cheating is more or less convention within modern sport. For example, the use of steroids, blood doping and the use of other performance enhancing substances has become common place in modern sport. This act is considered a failure of character, since the rules governing sport ethics are no longer

observed and thus the values of participation are ignored, eroded and discarded (Dikko, 2006; Rich, 2002).

Cheating is cheating no matter how little it may be. Most people these days agreed that in order to succeed a little lie need to be made (Rich, 2002). This is because people nowadays believe that successful people do what they have to do to win, even when they know it is consider cheating (Nidich et al, 2005). If people believe that they can only succeed if they cheat, then how can the society be free from lies or cheat? Does it mean that the modern sports culture affect the beliefs of people? Therefore, any violation of the rule of sport is a misguided behavior and the ultimate end is that it certainty will affect interpersonal relationship that is experience in sport.

Thou shall not give false Statement:

One of the most notable statement usually given by either coaches, athletes, club managers and fans is giving false statement most especially if it would favoured them. When knowing fully that it's a complete lie. Modern sport is replete with lies. Assuming someone who used performance enhancing substance and quite knew that such substance was used but can end-up saying "I have never use it, Period". Such individuals lie. Similarly, the coaching staff who had full knowledge of the practice (Plagiarism) and let it happened are also guilty of lying. While still they claim their actions are 'clean'. Whereas, if they field-in non-bonafide athletes knowing fully that such athletes are not bonafide, on their college campus, they also lie. But people take the risk because to them it's worth it (Coakley, 2004; Dikko, 2006).

On the other hand, it is a lie when birth certificates are altered. Nowadays most countries use such unethical action, just for the sake of representation in international

competitions e.g. Olympic games and continental events (Dikko, 2006; Farrell, 2002). Where illegal players are used by a team just for the sake to a win march, such coaches, athletes and club managers are liars. How many lies are told by coaches, sport administrators, club managers, athletes and parents in order to increase the likelihood of success for their children or for their college? If an individual lies in the quest for success outside the sport setting, generally, speaking lies result in distrust, anger, conflict and discord (Lipsyte, 2002; Rich, 2002).

In fact lies do not foster personal or social harmony and they violate the natural norms of life. One thing to note is that providing false statement does not give credit to the sayer no to anyone who values honor and integrity more than just to win at all cost (Dikko, 2006). Therefore, imbibing the culture of integrity, honesty, fairness and just, our sport industry would have been a profession to be love and cherish. But as long as victory is considered more important than integrity, honor, social harmony, faithfulness and fairness, then people will lie as they participate in sports at the calling of performance ethic (Dikko, 2006; Rich, 2002; Musa, 2008).

Thou shall honor who are Older and Person in Position of Authority:

It is acknowledge that people should honor and respect persons older than them and those in positions of authority. One disturbing issue these days is on immoral behavior exhibited by parents, coaches, athletes and club managers towards their opponents. They used words to vanquish their opponents. To some extent use abusive language just in order to destroy their opponent without any serious crime committed (Aicinena, 2006).

Driven by a need to achieve, people of all ages engage in behaviors that would disrespect older people and persons in position of authority. Such individuals who do such acts can equally exhibit their characteristics of disrespecting their parents. On the one hand, athletes rain abuses, curses at coaches and officials while coaches and fans berate officials. This act led to the fact that disrespect for authority is often seen in sport setting. Good example portrayed by parents, coaches, athletes and fans can bring about a honor behavior. Parents have a role to play by ensuring that good behaviors are implemented right from the home that's why parents have a responsibility to spend time and energy that is required to establish a bond with their wards. Having done these all the time their wards may likely honor them through their actions and words. Athletes that are capable of respecting their parents and coaches may have a better capacity to respect other persons in position of authority (Nidich et al, 2005).

In the sport environment, where poor examples of behavior are plentiful, coaches, club managers and parents must be especially careful to set guidelines for respectful behavior and should insist they be followed. Coaches, parents, club managers must be models the desired behavior. For example, yelling to a referee by athletes or coach to referee is disrespectful, so coaches, club managers, parents should refrain from yelling to officials if they want to teach their young athletes to respect officials.

Coaches, parents and club managers should model respect which they can reasonably expect and require their young athletes to do the same. But where a coach, or club manager, or fans or even athletes indulged in ill-prepared minds to harm another athlete or coach or club manager that portrayed the image of criminal or morally reprehensible, such an act is immorally and unethical in sport environment (Dikko, 2006).

Non-adherence to such mandates seems to be a reasonable departure from “thou shall honor who are older and persons in position of authority” (Dikko, 2006). For example, if a coach informs his athlete to intentionally hit another athlete of the opposing team, is a violation of the natural norm.

When coaches, athletes and club managers and fans do not respect each other how can they be expected to respect and honor others within a wide range of society? How can civility be expected? How can the sport environment be a place in which respect is common place? Therefore, we in sports each and every individual must have to and develop respect for others – including coaches, athletes, club managers, fans and parents. Respect can lead to understanding, peace, tranquility, tolerance and the establishment of social harmony, love and affection.

Thou shall not inflict Pain or hostility to others:

Since sport has been regarded as an instrument of enhancing peaceful co-existence and harmony, such important phases of it need to be adhered to and be maintain without having the desire to kill, destroy, or inflict pains or injury to another. Engaging in hostile attitude to harm the other, then a harmful, devilish attitude must have overshadowed the good intention of sports (Rich, 2002; Wendy, 2005; Nord and Jermier, 1992). Such desire to harm in sports can be regarded as the sport is evil, never good.

The desire to harm appeared to be from the inner mind intention where tempers flare and thoughts of destruction are certain and the consequences are graveous e.g. leading to injury or even death. Exhibiting such unethical and unsportmanship behavior strongly revealed the degree of immorality in ones attitude and this indicate the greatest tests of their morality – especially when tempers flare, when coaches encourage illegal

and violent contact, and while fans watch with interest and horror as vicious hits, rough tackling, and hard fouls are committed. Thus, any act which appeared to be injurious and murderous is a violation of sport rules. These days sport action is a quest to vanquish an opponent and the consequences of intentional action has led to so many athletes losing their lives or lost the use of their limbs. In most contact events, beastly behavior is encouraged. Most of such players intentionally give their opponents “an extra short” or give them an extra little “bump” especially on an already injured limb or any segment of the body (Kim, McEntegart, Kennenty, 2002). One disturbing issue of that in most cases the coach, athlete or club managers are aware of the intent action or club managers are aware of the intent action by their athlete or in most cases the coach will feel proud for destroying the most valuable player of the opposing team. The coach, or athlete or club manager may even pride himself on doing the right thing. Based on these intent situations how can we say with a clear mind that the use of violence in sport is a right thing? This can be regarded as immoral, unethical and anti social harmony among sportsmen and women and violate the rule of sportsmanship.

According to Novak (2009) that hate, envy and violence, blackmail and all kinds of sentiments are used in sport these days. These tendencies appeared to be acceptable because so long as an athlete is a rival, and once in the contest, he is entitled to be hated, to envy him, to defeat him, and to pull him down in anyway and by all means as one can. These murderous sort of hatred is increasing in various sporting events. Thus, harboring ill intent is self-serving and contrary to morality. An attitude of hostility, hatred, disregard for the safety and welfare of others does not portray the image of morally standard human beings in civilized society (Dikko, 2006; Novak, 2009).

Thou shall not propagate Sexploitation and Sexual Gratification:

In today's modern sport the degree of increase, for sexual gratification has led to so many questions as regards to female free-will or desire to participate in competitive events (Dikko, 2006). The growing sex scandals performed by officials, athletes to athletes against their female athletes is one out of the many immoral and unethical behavior (Rich, 2002).

Sex in sport has many dimensions including sexploitation and sexual gratification. Sexploitation can be defined as an act of marketing, advertisement and promotions to gain public attention (media) and coverage which focus on the sexual attributes of female athletes. In this case, the degree in nudity is visibly shown which draws the attention of the public desire for sexual argue (James & Docheft, 2006; Roco, 2005). The visibility of their bodies, expresses the desire for sexy action where world-class athletes are featured in magazines wearing skimpy outfits, pose nude in order to sell calendars to raise funds or promote interest in their sport (Nidich et al, 2005). Whereas, some female athletes because of the desire for publicity can go to the extent of taking their clothes off just to receive such publicity. Therefore, exploring sexploitation in sport is an act of selling sex that becomes a marketing commodity flooding our screen in the name of sport. This act has an impact on both athletes, coaches, club managers and fans. Then, how can we say that this immoral behavior promotes sport? How does sport promote programmes to the public without overstepping the bounds of exploitation or obscenity? Do in the name of marketing, female athletes by using sex to sell themselves or their sport makes it morally accepted behavior? To answer is Capital "NO" (Dikko, 2006; Roco, 2005).

A cursory look at today's media suggests that organizations and business frequently use women and girls to advertise a multitude of products. It is not surprising that sport has begun to utilize sex in the promotion of sports teams. Are we saying that the global sport culture is turning to be more "sexy"? According to Roco (2005) sport marketers are presently linking sports and sex into a packaged deal, and consumers appreciate what they see. It seems logical that sport magazines, agents and athletes do like such marketing strategy. This implies that the link between sex and sport is gaining more ground by magazines displaying scantily clad looking female athletes. This strongly suggests that athletes are being used as sex objects, entertainers, and marketing material as to protagonists of sport activities (Dikko, 2006).

Sexual gratification can be defined as seeking for favor but in agreement of some stipulated guidelines or request in form of sexual refund for the assistance rendered by the coach, club managers, athletes to athletes and any other superior officer as a leader of the team. Some coaches, potential athletes, club managers and key figures in the affairs of sport management think of themselves as privileged; and that sense of entitlement easily devolve them into the belief that they have license to do as they please. When this feeling of moral carte blanche is mixed with the risk taking of coaches, club managers, sport administrators and athletes, bad things usually happen to good, reasonable and morally upbringing athletes (Marino, 2004; Dikko, 2006). The bad thing includes sexual assault, rape and disease. In addition, the felling of sexual entitlement ends up into adulterous relationships.

Sex as a yardstick used by some officials has led to female athletes withdrawing from full sport participation. Some athletes quite knew that they are incapable to compete

in a tournament or competition but because of the desire to be there (i.e. in the camp or to get some stipends they can easily give in their bodies to such coaches, sport administrators, club managers and influential people within the team just to be enrolled as part of the team. This corruptive attitudes are indications of immorality and unethical in nature (Dikko, 2006). Such negative tendencies tend to hinder the chances of selecting and picking the most potential desirable athlete that can bring honor and glory to any organization (Dikko, 2006).

Adulterous affairs are common among athletes in a confined camp (Dikko, 2006). Such actions are very common among many male athletes active in professional sports. The point of discussion here is that as long as athletes are given special status, and as long as masculinity is associated with sexual conquest, male athletes are likely to lead a promiscuous lifestyle that may lead to adulterous relationship. Therefore, when sex is used to gain attention, individuals discount their partner's worth as a human being. Then the role of sports e.g. to bring about social intimacy could be reduced and relegated to the background where dignity and respect of another is vanquished.

Although the amount of sex scandals in sport is one the rise, (Roco, 2005) total agreement does not exist regarding the sexploitation of female athletes; because some morally upright female athletes will never sell their bodies or promote such unethical and immoral action. Therefore, for women to have respect, honor and to maintain their dignity they must be recognized for their skills rather than their naked bodies (Sexploitation, 2005). It is one the basis of this that a high commitment to moral behavior out of respect for an individual worth is needed to avoid casual, sexual relationship.

Thou shall not feel in-ordinate desire for what belongs to another:

When someone developed egocentric tendencies and the desire is at a peak, the tendency to do whatever to achieve the aim (either good or bad) rises to the greatest height. Generally, one can engage in behaviors usually known to be wrong, because they “want it really bad”. Most coaches, club managers and those in positions usually ill-advice their athletes to do something badly “just in order to win”. In most times coaches, athletes and club managers reinforced the echo that one must do whatever, it takes to win (Colette, 2003). For example, coaches and club managers tend to influence their athletes by i.e. make them to use performance enhancement drugs (e.g. steroids). But the consequences are injuries, mental illness, and serious health consequences. Thus, violation of the moral ethics based on its values, end in a personal cost to the athlete (himself), friends, family and teammates due to his/her violation of moral values (James & Yun, 2005).

Desire to win at all cost can make an individual to fabricate multiple lies, cheat, steal or maim. Since such an ill-gotten gain would rightfully belong to another, justice is not present, and the moral law is violated. When the desire to win becomes so great that an athlete intentionally injure an opponent, culpably is the cause of action. Another example is when sport coordinator or director or a coach desires to sign a college recruit so badly that illicit means are used to lure the athlete into signing, covetousness is the cause (Rich, 2002). When a coach or club manager quest for money and fielded a non-potential athlete to replace a much highly potential athlete violates the law of morality since honesty and sincerity are not exhibited. Therefore, athletes, coaches, club managers and sport administrators should not indulge in inordinate desire for what belongs to another (Wendy, 2005) instead they should focus upon individual excellence for such

events playing within the rules is possible with such an orientation. Desire by all means to win motivate athletes, coaches, sport administrators and club managers to engage in anti-social behaviors just to gain victory becomes immoral and unethical that violates the rules of sport.

Ill-effects of Immorality in Sport

The consequences of immorality in sport brought about dishonesty, hatred, blackmail, and intolerance which can distort the social harmony of sports (Musa, 2008; Dikko, 2006). The degree of increase in selfishness and self-actions against opponents is possible. Cheating and lying which are found to be contrary to the establishment and maintenance of individual and social harmony can be eroded.

When the laws of morality are ignored, and violated, egocentric and selfish behaviors can be observed. Animosity distrust and hatred tend to overshadow the characteristics of sport environment. This lead to disrespect, intentionally injuring another, setting ourselves against an opponent as an obstacle to be vanquished, inordinate desire for superior performance and victory over another, no truth at the Zenith of ones life, and the willingness to do anything in the name of performance become seemingly in logical. This led to the sport ethic becoming unethical and ultimately unreal. The consequences of not adherence to sport ethics include stealing, celebration of the self, lying and cheating, deceives, unkindness, non-compassion and no inner-peace in oneself. Some athletes can experience tremor; and psychological upset that galvanize mental thinking. These and more of such ill-effects can destroy the joy of sport in our modern time.

Values of Good morality in Sports

Many well-meaning people including religious leaders have reported that morally acceptable behavior can lead to a peaceful co-existence among diverse population (Roco, 2005; Dikko, 2006). Moral values in its various forms and shapes are organically linked to the centrifugal forces of any society with the man as the main focus for all round development of the society. Therefore, morality is an important social institution, the totality of structures and rules of character, process relations and material instrument built up around societies interest which help significantly in socialization, of both coaches, club managers, sport administrators, person's in position of authority and the athletes.

Morality is therefore regarded as a powerful tool that brings social justice, accord con-cordial relationship based on honesty, fairness, loyalty and sincerity of purpose. These factors are formidable sources for achieving progress in all areas of human endeavor. In light of the profound influence sports can have in fostering health and wellness for all individuals, morality equally bring about social harmony, positive attitudes to others, healthy social interaction, understanding among people, respect for persons in position of authority, and can eliminate the potential for discriminatory among participants (Himma, 2008; Dikko, 2006; Musa, 2008).

Coaches, club managers, parents, sport administrators and persons in position of authority attitudes and expectation can have a direct effect on their athletes' behavior. When appropriate moral ethics are followed religiously, it certainly becomes a vehicle for growth and development as well as a transformation of moral law (Rich, 2002; Dikko, 2006; Musa, 2008).

Every ill in the life of any nation could be almost invariably traced to a lapse in an essential aspect of immorality. Consequently and invariably also, the cure to the ailment (i.e. immorality) if properly diagnosed existed within the moral character is concerned with values such as honesty, fairness, respect, and compassion. Other moral values in an organized society include social togetherness, value as teamwork, dedication, sacrifice, and mental taughtness. Moral values associated with desire and interest to participate in any form of activity without attachment to any form of sentiment, hatred, envy, cheating and lying is one of the most acceptable moral aspects needed in our sport world today.

Remedies against Immoral Ethics in Sport

Humans naturally have different desires in life. Since we are the agents of socialization who must deal with the nature and place of sports, it seems important that each of us should reflect upon his or her attitudes toward freewill desire to compete in sports without any attachment to dishonesty, insincerity, cheating, lying and covetousness or otherwise. Athletes, coaches, sport directors, coordinators, club managers and sport administrators need to be inform on continuous basis that violate of the rules of morality is unethical in sport environment. Attitudes that negate social harmony in sport culture should be discouraged. Athletes should be encouraged to participate in sport without any attachment but interest and the joy of it need to be emphasized.

People should be taught the truth from parents, people in position within their society, coaches and meaningful individuals in our society to athletes and coaches inclusive. Explaining the consequences of their action become one of the way to remedy their tendencies of immorality. Harmonious relationships should be the watch word in our sport environment by placing the truth and honesty from the inner-self than just for the

sake to win a competition. Sport should be expected to serve as a means of preparing youth and individuals to engage in a life of making and bringing joy and happiness among people. However, kindness, compassion, and peace should always exist at all cost in our sport environment

PART III

CHAPTER THREE

METHODOLOGY

This chapter describes the procedures and strategies adopted in the conduct of the study. The elements of the research methodology that serve as guidelines include:

- Research Design
- Population
- Sample and Sampling Techniques
- Research Instrument
- Validity of the Instrument
- Reliability of the Instrument
- Data Collection
- Data Analysis

Research Design

The study adopted a descriptive survey research. This method was chosen because according to Ogunniyi (1992) a survey may be based on a small group of individuals (sample) or on a large population. The data generated, e.g. frequency counts, percentages or correlational approaches. Scott (1999) says that descriptive survey research design is considered to be more appropriate as it reveals current conditions that exist between specific events, through orderly collection, analysis, interpretation and report of pertinent facts and information concerning a situation or an enterprise as far as condition and circumstances permit.

Population

The population of this study comprised of sport administrators in selected colleges of Education in South West, Nigeria.

Sample and Sampling Technique

The sample used for the study was three hundred (300) selected by simple random sampling method. The random sampling technique was used to arrive at the selected respondents. According to Asika (1991), random sampling technique is the most fundamental method of probability sampling, and its principle is a procedure of giving every subject in a population an equal chance of appearing in the selection without any bias.

Research Instrument

The main research instrument for this study was a structured questionnaire designed by the investigator. The questionnaire was a closed ended type designed in line with the modified likert scale 4 point rating scale; SA – Strongly Agreed, A – Agreed, D – Disagreed and SD – Strongly Disagreed. Section A described the demographic data of the respondents, while section B answered questions on the formulated hypothesis.

According to Best (1986), the Likert Scale technique enables the respondents to indicate the degree of their belief in a given statement. Ogunniyi (1992) stated that likert type technique expresses the degree of agreement or disagreement. This method also encourages the respondents to express their thoughts freely.

Validity of the Instrument

According to Best and Kahn (1986), the final aim of any research is to provide useful information, basic to the validity of a questionnaire in asking the right questions, Constructed in the least ambiguous way. While selecting a standardized instrument for use in any research work, Okpala, Onocha and Oyedeji (1993) stated that it is essential to make a thorough review of evidence regarding the validity of the instrument. According to them, the validity and reliability of any standardized test cannot be determined in an absolute sense but rather in a relative characteristic depending on the purpose for which it is put.

Reliability of the Instrument

Reliability refers to the accuracy of data by their stability repeatability and precision. It is the basic attribute in a research procedure. The use of test-re-test method of reliability was carried out to establish the reliability of the measuring instrument.

Data Collection

The instrument was administered personally by the researcher together with two (2) research assistants. These research assistants were instructed on the proper administration of the questionnaire. The completed questionnaires were collected back on the spot.

Data Analysis

The completed questionnaire forms were coded, and analysed using both descriptive and inferential statistics. Descriptive statistics such as frequency counts percentage, mean, and standard deviation and inferential statistics involving chi-square (χ^2).

The chi-square (χ^2) analysis which was the main statistic for this study was deemed appropriate for this study because it is a strong non-parametric statistic. As Knapp (1988) pointed out, that the basic question answered by the chi-square (χ^2) analysis is whether the frequencies observed in a sample deviate significantly from some theorized population frequencies. The criterion of all the hypotheses used in the study was set at alpha 0.05 level of significance.

PART IV

CHAPTER FOUR

DATA ANALYSIS

This chapter is designed to find out how moral and ethics in sports can foster smooth running of sports among the Sports Administrators in South West, Nigeria. It dealt with the interpretation on the results obtained from the questionnaire administered to the respondents.

SECTION A: PERSONAL DATA

Table 1A: Gender and Status of Respondents

Subjects	Number	Percentage
Male	115	38.33%
Female	185	61.67%
Total	300	100%

The data on table one above shows that of the one hundred and fifteen (115) respondents representing 38.33% were male while one hundred and eighty-five (185) representing 61.67% were female.

Table 1B: Status of Respondent

Status	Number	Percentage
Lecturer	120	40%
Sports cod/handler	90	30%
Coaches	90	30%
Total	300	100%

The data on table 1b indicates that one hundred and twenty (120) respondents representing 40% were lecturer, ninety respondents representing 30% were sports coordinators or handler while 90 respondents representing 30% were coaches that responded to the questionnaire.

Table 2: Responses on Cadres

Subjects	Number	Percentage
Lecturer	100	33.3%
Administrator	100	33.3%
Coaches	100	33.4%
Total	300	100%

Table 3: Responses on Years of Experience

Subjects	Number	Percentage
1-2 years	83	27.7%
3-4 years	97	32.3%
5 years and above	120	40%
Total	300	100%

The table indicates sports administrators responses on their years of experiences, 83 respondents representing 27.7% had between 1-2 years of experience in sports administration, 97 respondents representing 32.2% were between 3-4 years of experience while 120 respondents representing 40% are between 5 years experiences and above.

SECTION B: Responses from formulated Hypothesis

Table 4

Hypothesis I: *Action and decision were significantly perceived as moral and ethics effects of human resources towards sports development in Southwest, Nigeria.*

ITEMS	SA	A	D	SD	TOTAL	CAL D ⁻²	T-CAL TAB VALUE	DF	P	DECISION
1.	81	136	52	31	300		16.35			
2.	123	140	28	09	300	103.48		6	0.05	Rejected
3.	180	52	40	28	300					
TOTAL	384	328	68	900						

The result in table 4 indicates the chi-square analysis on hypothesis one which stipulated that “there is no significant difference between action and decision of sports administrators in South West towards moral and ethics in sports. The obtained value (x^2) shows that the calculated table value of 16.35 at the degree of freedom of 6 and alpha level of 0.05. Based on the above result, the hypothesis is hereby rejected.

Table 5:

Hypothesis II: *Social and moral behaviour were significantly perceived as moral and ethics effects of human resources towards sports development in Southwest, Nigeria.*

ITEMS	SA	A	D	SD	TOTAL	CAL D ⁻²	T-CAL TAB VALUE	DF	P	DECISION
1.	186	52	38	24	300		16.35			
2.	165	100	23	12	300	48.14		6	0.05	Rejected
3.	130	122	36	12	300					
TOTAL	481	274	97	48	900					

The result in table 5 reveals the chi-square analysis on hypothesis two who states that “there is no significant difference between social and moral behaviour of sports administrator in South West, Nigeria towards moral and ethics in sports. The obtained value (x^2) shows that the calculated value of 48.14 is significantly greater than the critical table value of 16.15 at the degree of freedom of 6 and 0.05 level of significance. Based on the result, the hypothesis is hereby rejected.

Table 6:

Hypothesis III: *Unity and healthy safe environment were significantly perceived as moral and ethics effects of human resources towards sports development in Southwest, Nigeria.*

ITEMS	SA	A	D	SD	TOTAL	CAL D ²	T-CAL TAB VALUE	DF	P	DECISION
1.	190	102	03	05	300		16.35			
2.	83	108	93	16	300	160.41		6	0.05	Rejected
3.	110	105	48	37	300					
TOTAL	383	315	144	58						

The result in table 6 shows the chi-square analysis on hypothesis three which stipulates that “There is no significant difference between unity and healthy safe environment among sport administrators in South West, Nigeria towards moral and ethics in Sports. The obtained value (x^2) reveals that the calculated value of 160.41 is significantly greater than the critical table value of 16.35 at the degree of freedom of 6 and alpha level of 0.05. Based on the above result, the hypothesis is hereby reject.

Table 7

Hypothesis IV: *Good policy and procedure were significantly perceived as moral and ethics effects of human resources towards sports development in Southwest, Nigeria.*

ITEMS	SA	A	D	SD	TOTAL	CAL D ⁻²	T-CAL TAB VALUE	DF	P	DECISION
1.	108	120	50	22	300		16.35			
2.	121	103	46	30	300	22.67		6	0.05	Rejected
3.	98	101	84	17	300					
TOTAL	327	324	180	69	900					

The result in table 7 indicates the chi-square analysis on hypothesis four which states that “There is no significant difference on establish of policy and procedure that will enhance smooth running of sports in South West, Nigeria towards moral and ethics in Sports. The obtained value (x^2) shows that the calculated value of 22.67 is significantly greater than the critical table value of 16.35 at the degree of freedom of 6 and alpha level of 0.05. Based on the above result the hypothesis is hereby rejected.

Table 8

Hypothesis V: *New philosophy was significantly perceived as moral and ethics effects of human resources towards sports development in Southwest, Nigeria.*

ITEMS	SA	A	D	SD	TOTAL	CAL D ⁻²	T-CAL TAB VALUE	DF	P	DECISION
1.	118	150	17	15	300		16.35			
2.	121	101	42	36	300	36.41		6	0.05	Rejected
3.	136	97	39	28	300					
TOTAL	375	348	98	79	900					

The result in table 8 shows the chi-square analysis on hypothesis five which states that “There is no significant different between new philosophy of ethics on Sports development in South West Nigeria towards moral ethics on sports. The obtained value (χ^2) shows that the calculated value of 36.41 is significantly greater than the critical table value of 16.35 at degree of freedom of 6 and alpha level of 0.05. Based on the above result, the hypothesis is hereby rejected.

Discussion of Findings

In hypothesis one it was clearly shown that the hypothesis which states that “There is no significant difference between action and decision of sports administrators in South West, Nigeria towards moral and ethics in sports was rejected. This indicates that action and decision of sports administrators in South West Nigeria, has significant impact towards moral and ethics. The result of this study corroborates that of ___ ___ (), which stated that

The findings of the study showed that the respondents of the study have a good understanding of the fact that norms has been eroded and discarded because of the winning syndrome which led to individual athlete, coaches, club managers, and spectators to engage in behaviours prohibited by the rules governing sport and the conventions of the society (Murphy, 2002). Ogbu (2007) also opined that sport development can developed individual physically, mentally, morally and socially in the preparation for life and for living in the large society.

The findings of the study in the hypothesis two showed that sport can promotes skills, acquisition and self reliance. Sports as a tool for social globalization is now turning

to be a weapon of destruction, cheat, malice and hatred among participants, coaches, club managers and spectators (Coackley, 2004; Garbar, 2008).

The findings of the study in the hypothesis three showed that new innovative like technology, medias, twitter can be of greater values to sports development especially in mega sport events like Olympic games, FIFA World Cup Competition, etc. New innovation discovery of technology can give much more enlightenment and communication to the field of sports worldwide.

PART V

CHAPTER FIVE

Summary

This study was undertaken to examine the morality of commonly observed sport values and development in our society. The data for the study was collected through a structured questionnaire from 300 respondents (male and female). The information gathered were analysed using descriptive and inferential statistics involving chi-square (χ^2).

- To coaches, lecturers and administrators who seek goodness and trust and are in possession of doing the truth in their daily activities are considered to be morally upright. Through the truth involvement in sports, the stakeholder will be able to speak boldly on the presence of the athletes.
- Sport can enhance skills development and self reliance and becomes an antidote for employment base on the globalization level at which sport is developed.
- New innovative to sports development gives a long way and make sport to grows faster worldwide.

Recommendations

Based on the basis of this study, the following recommendations are hereby made:

- (1) That all sport official, ranging from coaches, managers, administrators need to justify their actions and decisions based upon sport objectives.
- (2) Administrators, coaches, lecturers should acknowledge that the goal of sports participation is to bring about social harmony. Therefore, violation of moral ethics is a violation of moral behaviour of sport.

- (3) Coaches, managers, sports administrators must ensure to promote sports that foster unity, a positive healthy and safe environment.
- (4) Sport administrators should establish policies and procedures for addressing specific sex scandals occurrences in camps that arise. Management and client approval of such policies and procedures should broaden the awareness of sex harassment between athletes or coaches versus athletes.
- (5) Sports administrators need to educate their athletes coaches, parents, and the sport community at large about some study attitudes of sport officers such as the exploitation of athletes.

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APPENDIX ONE
QUESTIONNAIRE

SECTION A:

Please tick (√) the options that best apply to you.

- 1) SEX: Male (); Female ()
- 2) CADRE: Lecturer (); Administratory (), Coaches ()
- 3) YEARS OF EXPERIENCE IN SPORTS ADMINISTRATION: 1-2 years ();
3-4 years (), 5 years and above ().

SECTION B: Questions from formulated Hypothesis

Please tick (√) the option that best represents your option on statement below:

Keys: SA – Strongly Agreed, A – Agreed, D- Disagreed, SD – Strongly Disagreed

S/N	ITEMS	SA	A	D	SD
	ACTION AND DECISION OF SPORTS ADMINISTRATORS TOWARDS MORAL AND ETHIC SPORTS				
4.	Sports Administrators do sanction athletes that misbehave during sports competition.				
5.	Athletes that misbehave are always subjected to panel at which they will be penalized				
6.	There is always set rules and regulations for athletes and whoever that disobeyed is always punished.				
	MORAL BEHAVIOUR OF SPORT ADMINISTRATORS TOWARDS MORAL ETHICS IN SPORTS.				
7.	Some sport Administrators do here the athletes to misbehave.				
8.	Coaches/Sport Administrator’s unruly attitude during sports competition always aggravate athletes to misbehave as well.				
9.	Moral behaviour exhibited by coaches/sports administrators do influenced the athletes as well.				

	UNITY AND HEALTHY SAFE ENVIRONMENT AS EFFECTS OF MORAL AND ETHICS OF HUMAN RESOURCES				
10.	There is unity among sports administrators and athletes which foster good moral and ethics in sports.				
11.	There is healthy safe environment which make the environment conducive and as well promote good moral and ethics in sports.				
12.	For there to be good moral and ethic in sports, the role of strong unity cannot be over-emphasized.				
	GOOD POLICY AND PROCEDURE AS EFFECTS OF MORAL AND ETHICS OF HUMAN RESOURCES				
13.	Good sports policy will promote good ethics and moral in sports if established.				
14.	Code of conduct made will enhance smooth running of sports if followed.				
15.	Policy made on sports are always bent when it affects those that made it.				
	NEW PHILOSOPHY AS EFFECT OF MORAL AND ETHICS OF HUMAN RESOURCES				
16.	Changes in philosophy of ethics on sports development do promote good moral and ethics in sports.				
17.	People beliefs on ethic could as well promote the moral and ethics in sports.				
18.	Sports is seen as activity that can arouse tension, so there is need for new philosophy on its moral and ethics.				

APPENDIX II

HYPOTHESIS I

ITEMS	SA	A	D	SD	TOTAL
1	81	136	52	31	300
2	123	140	28	09	300
3	180	52	40	28	300
TOTAL	384	328	120	68	900

O	E	O-E	(O-E) ²	$\frac{(O-E)^2}{E}$
81	128	-47	2209	17.2
123	128	-5	25	0.19
180	128	52	2704	21.13
136	109.3	26.7	712.89	6.52
140	109.3	30.7	942.49	8.62
52	109.3	-57.3	3283.29	30.03
52	40	12	144	3.6
28	40	-12	144	3.6
40	40	0	0	0
31	22.6	8.4	70.56	3.12
09	22.6	13.6	184.96	8.18
08	22.6	5.4	29.16	1.29
			Cal X²	103.48

$$Df = (Nr-1) (Nc-1)$$

$$= 3-1 \quad 4-1 = 2 \times 3 = 6$$

$$Df = 6$$

$$Cal \ x^2 = 103.48$$

$$Cal \ Tab \ Value = 16.35$$

Alpha level = 0.05

Decision: Rejected

HYPOTHESIS II

ITEMS	SA	A	D	SD	TOTAL
1	186	52	38	24	300
2	165	100	23	12	300
3	130	122	36	12	300
TOTAL	481	274	97	48	900

O	E	O-E	(O-E) ²	$\frac{(O-E)^2}{E}$
186	160.3	-25.7	660.49	4.12
165	160..	4.7	22.09	0.13
130	160.3	30.3	918.09	5.72
52	91.3	39.3	1544.49	16.92
100	91.3	8.7	75.69	0.83
122	91.3	30.7	942.49	10.32
38	32.3	5.7	32.49	1.00
23	32.3	-9.3	86.49	2.68
36	32.3	3.7	13.69	0.42
24	16	8	64	4
12	16	4	16	1
12	16	4	16	1
			Cal X²	48.14

HYPOTHESIS III

ITEMS	SA	A	D	SD	TOTAL
1	190	102	03	05	300
2	83	108	93	16	300

3	110	105	48	37	300
TOTAL	383	315	144	58	900

O	E	O-E	(O-E) ²	$\frac{(O-E)^2}{E}$
190	127.6	62.4	3893.76	30.51
83	127.6	-44.6	1989.16	15.58
110	127.6	-17.6	309.76	2.42
102	105	3	9	0.08
108	105	3	9	0.08
105	105	0	0	0
03	48	45	2025	42.18
93	48	45	2025	42.18
48	48	0	0	0
05	19.3	-14.3	204.49	10.59
16	19.3	3.3	10.89	0.56
37	19.3	17.7	313.29	16.23
			Cal X²	160.41

HYPOTHESIS IV

ITEMS	SA	A	D	SD	TOTAL
1	108	120	50	22	300
2	121	103	46	30	300
3	98	101	84	17	300
TOTAL	327	324	180	69	900

O	E	O-E	(O-E)²	<u>(O-E)²</u> E
108	109	-1	1	0.00
121	109	12	144	1.32
98	109	-11	121	1.11
120	108	12	144	1.33
103	108	-5	25	0.23
101	108	-7	49	0.45
50	60	-10	100	1.67
46	60	-14	196	3.27
84	60	24	576	9.60
22	23	-1	1	0.00
30	23	7	49	2.13
17	23	-6	-36	1.56
			Cal X²	22.67

HYPOTHESIS V

ITEMS	SA	A	D	SD	TOTAL
1	118	150	17	15	300
2	121	101	42	36	300
3	136	97	39	28	300

TOTAL	375	348	98	79	900
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O	E	O-E	(O-E)²	$\frac{(O-E)^2}{E}$
118	125	7	49	0.39
121	125	-4	16	0.12
136	125	11	121	0.96
150	116	34	1156	9.96
101	116	-15	225	1.94
97	116	-19	361	3.11
17	32.66	-15.66	245.2	7.50
42	32.66	9.34	87.24	2.67
39	32.66	6.34	40.19	1.23
15	26.33	-11.33	128.36	4.87
36	26.33	9.67	93.50	3.55
28	26.33	1.67	2.78	0.11
			Cal X²	36.41