Development of Individual and Social Orientation in Sport Questionnaire

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Abstract
This paper reports our research conducted to delineate the concept of individual and social orientation in sport, to prepare a scale to measure the orientation, and to examine reliability and validity of the scale. The survey subjects consisted of 170 male and 180 female athletes of diverse sport events in two universities. Before determining the scale items, 24 items were chosen from our preliminary survey and by reviewing precedent studies. Factor analysis revealed that the list of items has a two-factor structure. Thus was prepared the measuring scale, the Individual and Social Orientation in Sport Questionnaire (ISOSQ) consisting of an individual orientation factor (8 items) and social orientation factor (10 items). The reliability of the ISOSQ was proven by the split-half method and by using coefficient alpha. For validity, the relationships of the ISOSQ with the Self-consciousness Scale(Sugawara,1984), the Individual and Social Orientedness Scale(Ito,1993a), and the items reflecting the importance levels of inner adjustment and external adjustment in sport were investigated. The results confirmed that the ISOSQ had positive correlations as postulated, which led us to construe that the ISOSQ demonstrated construct validity and criterion-related validity. The university athletes’ scores for the ISOSQ were reviewed for the differences between the sexes and between sport events. Regardless of sport events, the females presented a tendency towards higher social orientation in sport than the males. The athletes of individual events showed a tendency of having higher individual orientation than the group athletes for both males and females alike. Competitive levels of the athletes had no relationship with the ISOSQ scores. Finally, the direction for the future studies with use of the ISOSQ was discussed.

Key Words: individual orientation, social orientation, reliability, validity