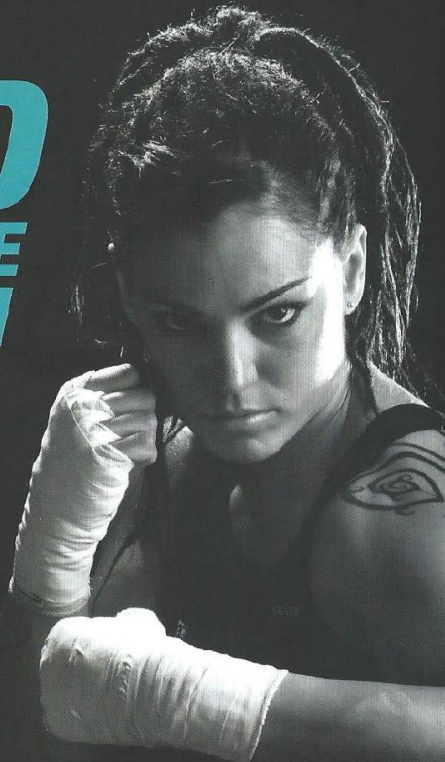


ABSTRACTS

**LEAD
THE CHANGE
BE
THE CHANGE**



*This book includes the abstracts submitted
for the IWG 6th World Conference*

IWG  **6TH IWG WORLD CONFERENCE
ON WOMEN AND SPORT**
June 12–15, 2014, Helsinki, Finland

POSTER ABSTRACTS

0232

FACTORS IN THE PRACTICE OF PHYSICAL ACTIVITY AND SPORT IN THE LIFESTYLES OF SPANISH YOUTH: GENDER DIFFERENCES

María Martín¹, David Moscoso², Raúl García³, Natalia Pedrajas¹

¹Universidad Politécnica de Madrid, Madrid, Spain, ²Universidad Pablo de Olavide, Sevilla, Spain, ³Universidad Europea de Madrid, Madrid, Spain

The purpose of this study was to listen to Spanish youth voices and explore their experiences about physical activity and sport in order to identify key factors to promote active living in this age group according with gender differences.

A qualitative methodology was applied. A series of focus groups discussions with young people with different sociodemographic and socioeconomic profiles along different Spanish cities have been carried out.

Active youth considered sport such as a very important part of their lives ("Sport is a lifestyle"). For this group sport were a source of fun and social relationships. Physical and psychosocial well being were also important motivations for women. Great part of this young women were interested in less competitively and intense physical activities (i.e. fitness activities, recreational outdoor sport). In both sexes the results revealed the positive influence of school and the parental support during childhood. The peer group was an important factor in the first stage of youth (from 18 to 25 years old). This influence doesn't benefit the young women because only three out ten young women practice sport in Spain, while seven out ten boys practice.

In the young adulthood (from 26 to 35 years old) sport begins to be taken on as a necessity and an obligation connected to personal care that could also offset the discouragement by some important problems (unemployment, dependence, bad economic situation...). This age group demanded new models of sport practice according to new living conditions. Great part of them practiced self-organized individual outdoor activities, such as running or cycling. They were of the view that sport media not respond to their needs ("There is too much football, there are few women and there is too much competitive sport").

The sport has shifted to consumer leisure but now competes with digital and nightlife leisure.