

Research Project Information

Who are we? We are researchers from Nipissing University in the School of Physical and Health Education. We are interested in physical activity and sport, as they relate to children and youth.

Study Information: The purpose of this study is to explore the perceptions parents, coaches and children have about youth sport participation, food as a reward, and fast food sponsorship in sport. The knowledge and information gathered from this research will add to the research on sport participation among children and youth, and what methods of motivation for sport participation are most effective. We are inviting parents, coaches, and children (aged 4-12) who are involved in youth house league hockey to participate.

Participant Requirements: There are two main parts to the study that participants are invited to take part in.

1. A survey asking questions about their sport background, which will take approximately 5 minutes to complete.
2. A focus group or interview that will be audio recorded. Children will take part in a focus group, with other children of a similar age. Parents will also take part in a focus group with other parents who have similar aged children. Lastly, coaches will be asked to take part in a one-on-one interview. The interviews and focus groups will take approximately 30-minutes each to complete.

Location and Time of Study: It is anticipated that focus groups will take place during already scheduled practice times at the rink. Children will take part in their focus group before or after practice, parents will take part in their focus group during practice, and coaches will complete their interview before or after practice. *However, the goal is to conduct the focus groups and interviews at a time that is most convenient for everyone so if there is a better time or location that works for your team then that will be arranged.*

Benefits: To thank parents and coaches for their time, they will be provided with a gift card valued at \$20 to SportChek. Children will be offered a piece of sports equipment valued at approximately \$10 (e.g., tape, water bottles, laces, stick wax, skate guards, etc.). As well, participation in this research will add to the body of literature looking at parents, coaches and children's perceptions of youth sport and the role that food reward plays on motivation.

Confidentiality: All information shared during the focus groups, interviews, or surveys will be remain confidential, and no names will be used in any publications. Only the researchers on this project and other participants in the focus group will know who the participants are and what was said; however, everyone is asked to keep all information private and confidential.

Participation: Individuals do not have to participate or can choose to participate and then decide to no longer be a part of the study, without penalty. Participants may decline to answer any question at any time.

If interested please email us at ashwed473@community.nipissingu.ca or brendab@nipissingu.ca.