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KEYWORDS	ABSTRACT
Family, Guardians, Social institution, Sports participation and Sports Promotion	Family is first social institutions where an individual opens his eyes observe and learn. That is why family is considered most influential factor in shaping a child's future. The study in hand was carried out in the vicinity of district Dera Ismail khan, KP, Pakistan. It was tried to probe the role of family in sense of social institutions and its role in promotion of sports. As it is a vivid fact that family has a key role in shaping future of child. The prime objective of study was to investigate the role of family (guardians) in the promotion and development of sports. 600 families (guardian) participated in this study and contacted by researcher for purpose of data collection. A valid and reliable questionnaire was used for data collection. Data was organized in Microsoft excel. Percentage formula was applied to measure perception of respondent regarding different questions. Furthermore, one sample analysis was used to check the hypothesis. Majority of the people agreed with that issue. After the analysis of data, it was concluded that family has a key role in the promotion of sports.
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INTRODUCTION

Man is social animal and needs to interact with each other. Quality of human to interact with each other results in socialization. The process of socialization starts as human being becomes familiar with surroundings. Each of us interacts with others in different type of institutions. These institutions are called social institutions. In fact, we are generally born in some type of family, learn in different types of educational institutions, for the purpose of earning we join some types of companies and each individual practices his own religion. Many among us are active members of the unions. We gets marry in marriage halls and get treatment in clinics and Hospitals. All of above statements signify some type of social institutions in society working for socialization of human being in every aspect. In order to make it more authentic and understandable here some statements from previous studies

are added and states (Hodgson & Holborn, 2008) define institution as institutions are system of established and prevalent social rules that structure social interactions. Saldana (2013) stated that family, school and religion are basic agents that transmit social norms, values, culture from one to another.

The first social institution in the life of an individual is family. Family is the place where an individual opens his eyes. The first experience a child can get easily is from his family. It may call the start line in the arena of socialization. The process of socialization starts from here. The new born baby starts observing the world and action of people and things of the surroundings further the baby tries to understand that who is who and what is what. In line of the above statement discussed (Haralambos & Holborn, 2008) illustrates that when a baby starts the process of communication with characters adjacent to him in life, among these characters the first communicator is his own family. These communications directly influence the promotion of children in the scenario of socialization. In this connection, after all process the researcher reached at certain findings, and concluded that there is a great role of social institution (family) in promotion of sports. Which indicates that sports are a main part of all social institutions.

Problem Statement

Movement, physical activity and sports are the basic needs for every member of society. Through sports and physical activities one can gain physical fitness and make himself/herself active member of society. No one organization can run smoothly without physical fit individuals for which participation in sports activity are very much essential. The status of sports and its social status cannot be neglected at any level. Sport is one of important ingredients of every social institution. Sport is one of best sources for interaction as well as for socialization. But most of the population has a misconception regarding sport activities as well as about social institution.

The researcher observed that some of the people in our society have opinion that there is no need of sports activities, they think that sport activities are the wastage of the time. Particularly from the guardians' point of view most popular public perception is that family has many other responsibilities to accomplish. A misconception in the society about family is that family provides food and shelter for individuals but it is the partial representation. Family is a multi-functional social institution which has many roles beyond its natural role regarding the provision of food and shelter. In this connection, this study attempts to help in clarification of the misconceptions of the masses about social institutions and its true contribution in promotion of sports.

Objective of Study

1. To examine the perception stakeholders (guardians) regarding the role of family as a social institution in the promotion of sports.

Hypothesis of Study

H₁: Family as a social institution has a positive role in promotion of sports as perceived by the guardians.

LITERATURE REVIEW

According to [Council of Europe \(2001\)](#) stated that the term which we use for the sports may be defined as "all those types of sports in which we participate either with organized manner or casually and the basic aim of a participant of participation in these activities is only to show his or her physical abilities or just for fitness of body" may be called sports. Also, this participation may be for sake of cognitive development in form of competition. Also, [Keshavarz and Baharudin \(2013\)](#) sports can be said to "all those physical activities which are in the organized manner and demand some physical effort from its participant. Further, it gives some outcomes to participant if rules and regulation are accepted". So, simply the term sports may be defined that all forms of sports activities which demands an organized or unorganized physical involvement for sake of physical/ mental development and try to express hidden potentials in a competition state which results may be obtained at each and every stage. Every one of us is related with deferent type of social institutions and all these institutions are working for socialization of their members so sports activities may be important parts of all social institution to promote quality of socialization and interaction among their member.

Socialization

In society there is a mixture of cultures. There are different people in the society which has different behavior according to their profession. We can see people with different cultures norm and traditions in the society. These people perform different religious and cultural actions according to their traditions. So, how we become familiar with all these peoples and their traditions, how we differentiate them from others, how we become familiar with their nature and further the use of different things to fulfill our own needs similarly how we came to know that how to treat a child, how to treat with parents, how to treat with elders. According to [Vikmane \(2009\)](#) "basic idea of socialization comes from Latin word "socialis" which means that process or results which come from individual's inheritance or a process of transferring and gaining experiences which comes from the knowledge about societal values, norms by facing different patterns of behavior and origin this knowledge is that society where an individual is living. In the light of above definition one can gain the concept that socialization is the process which may be impart in individual's life according to need and requirement of society by different means like family, educational institution, religious institution and sports.

Social Institution

There are lot of institutions in each and every society but have different role to serve the society. Some of these are in action to produce quality education like universities schools,

and some of these are in action to produce good health like hospitals, some are striving to produce more and more opportunities of earning for inhabitants and some are struggling to entertain the individuals like parks and enjoyment places. So, it can be said that simply institutions are social bodies in society which has the facility to provide the social needs to an individual in a society. Social institutions regulate the social function of the individuals. As stated by [Hodgson and Holborn \(2008\)](#) define social institution as "social Institution is a system of established and prevalent the social rules that structure the social interaction". Language, money, law, systems of weights and measures, table manners, and firms (and other organizations) are thus all institutions. [Verwiebe \(2006\)](#) defines social institutions as "Social institutions structures the behavior and relationship patterns of individuals because these two things are interlinked to each other and also it is permanent in each and every society by their normative character"

Family

The first common and most important social institution which has direct influence on an individual's life and experience is family. A traditional perception about central character of the family is, all of its member lives together and do many activities with the help of each other and further contribute with all necessities of life. With passage of time family faces a lot of difficulties through life span but still its function of the socialization remains unchanged and regularly contribute in socializing it members. [Murdock \(1949\)](#) defines the family as a social group of humans includes both male and female live together, cooperate with each other and reproduce their youngest in a same place. On the basis of the above discussion now we can say that family is a group of individuals consist of father, mother, sisters and brothers since they live together and parents supports their children morally, financially. in same context ([Haralambos & Holborn, 2008](#)) illustrate that, basically family consists two individuals with opposite gender which further engage themselves in sexual activity for purpose of getting pleasure and for inner satisfaction and also to get babies for which they consider themselves responsible for providing everything which is needed by coming babies or group of descendants.

Families as Social Foundations & Social Purposes of Family

In fact, family is primary agent of socialization. Basically, if we think then it will not wrong to say that family is first institution of socialization. Socialization starts from here because socialization is a natural process and takes place naturally. To produce a biological form or reproduction in not only mean of family it does more than that. Family provides a ground where individual learn about more than that and it may be language, set of values, beliefs and skills. [Marsh and Bornstein \(2002\)](#) stated that, only universal social institution on the earth is family. Family is a group of two persons on basis of direct connection by link of kin. Further adults of family are responsible for children to be care. Similarly, the American anthropologist ([Murdock, 1949](#)) explain that family is a social set which has same features about residence, cooperation, reproduction of children and along all recourses necessary

for life. Family includes adult of both sexes, male and female at least two adults of opposite sex maintain a sexual relationship with each other as approved by social norm of that very society and have children one or more. In this connection, being a member of society and a part of family, everyone knows that there are a lot of responsibilities and function of the family, some of those are explained below. After highlighting the common nature of the family, the anthropologist

Sexual Regulation

One of the main functions of the family is sexual regulation which is basic need for every individual in the society. According to [Murdock \(1949\)](#) he illustrated that the regulation of sexual behavior is the primary purpose that family performs as a social institution. It is fact that every society has some specific boundaries for social act. Society in the world does not offer to their member to express their sexual behavior according to their own will but every society has a complete set of the rules and norms in written and unwritten form. For example, it is the commonly observed in different societies where their sexual practice is forbidden during specific times like mourning or during various religious ceremonies and also during menstrual period or during time when woman is pregnant. Differences may be seen among various societies but common element which can be observed in all societies is prohibition of the sexual relations and marriage between close relatives like parents and children, brothers and sisters' grandparents and grandchildren. Muslim community play in the society is that, it does not only eliminate sexual rivalries and conflicts within family but also do not confuse regarding appropriate roles of each family member and to create the family ties with other families, for which it can promote and achieve different types of the mutually beneficial interests.

Reproduction & Education

Reproduction is also an important function that family fulfils in society. The reproductions of new family members are necessary for promotion of each and every society to generate new young's which further generate new ones. Through this way traditions, culture and norms, transmit to new young generation from their fore fathers. The third one function which is most important and associated to socialization of children's most and a family performs as [Murdock \(1949\)](#) found is education. Mostly, we think in broad term education is an objective of the socialization. Through education we can easily make a person social. Family gives adequate support for education because in the student life as we know that student has very limited resources and he is completely dependent on his family so family supports has great significance.

Economic Collaboration

In our societies (Pakistani) where we (Muslim) are living, when new baby gets birth, his family bears all responsibilities regarding the food, shelter, health, education, recreation etc. so this is only family which supports the young from all aspect. And when they grow

up the family arranges a life partner for marriage by their own choice or by the choice of rest of family members and tie them by husband/wife relation. Financial setup is very important thing in the family because from birth to death life circles around a lot of needs and necessities. These needs may be about health, shelter, education etc. All these things need a lot of finance which provide family to its member. The fourth one function of the family in the society as [Murdock \(1949\)](#) illustrated, is economic cooperation with other family members is also an important role a family play. In this connection, in same context [Yifei \(2010\)](#) added valuable information that, a family is the unit in which members often share their earnings and spending.

Socialization

Beyond all the above functions of the family mentioned above yet we cannot neglect the important function of the family to provide affection, protection and emotional support. Within the family, the parents are not limited to ensure their children's food, but also, no doubt equally important, protection, self-confidence and support in relation to the difficult situations, medical support, when it is necessary. In the absence of psychological needs there may occur a lot of malfunctions in the conduct of a person in society. In the light of above discussion about family and its social function in society, it may be said that family is best social institution to satisfy these social needs, given above ([Scanlan, 1996](#)). Finally, the most important function of the family is granting of a social status to its members in the society because as a human in first instance, individuals define themselves in relation to the family they belong. For example, age, ethnicity, nationality, social class, religion. In this connection, these are conferred to an individual because he was born into a particular family. Nationality, religion or social class can be changed later by the will of the individual and could be converted in acquired statuses but some statuses cannot change, because it is permanent.

Family's Role in Children Sports Involvement

Being a member of a family and being dependent it is a fact that children cannot decide about any matter in the life without the consultation of their parents or the choice. In each and every phase of life particularly in early age, parents have an important role because parents are the main role holders which are associated more with their children and are the keen observer of their children. As [Eriksson et al. \(2008\)](#) claims that, Family decision has a great influence on the choice of children for participation in sports and family has a great role to enhance level of participation of children regarding sports. Also, [Lowenstein \(2010\)](#) stated that, equally mother and father both play a critical role in the nurturing of growth and improvement of child. [Knight et al. \(2011\)](#) stated that parental involvement, specifically how much pressure and support should be given to their children has a strong relationship with level of participation of children in athletics. This phenomenon can be understanding from the below statement which states that will power is main ingredient of success. It is seen that when children are forced to join sports or a particular game then

some time they cannot perform well and further they do not feel the sense of defeat because due to unwillingly participation.

Parental stress has both positive and negative influence on athlete performance. Especially it is seen that some time a player shows good performance but some time he fails to do so. According to [Collins and Barber \(2005\)](#) child who believed of their parents both father and mother has high confidence levels. [Hellstedt \(1990\)](#) added that however some time the high pressure gives negative result and children show negative emotional responses. Same concepts are illustrated by [Knight \(2011\)](#) they found that, this excessive pressure can generate fear of failure and anxiety. In same context another study by [Rourke et al. \(2011\)](#) revealed that, during forceful situations, it is experienced that children often seen anxious due to excessive stress when put by parents. In the support of above concept here it will better to cote study done by [Knight \(2011\)](#) they stated that, parents should show interest with regards to participation in the sports related to their children. In this connection, in the support of above discussion [Coakley \(2007\)](#) illustrates that, in present situation, in true meaning parenthood is to facilitate child's achievement motivation, friendship with peers and pleasure in play and work.

Parenthood Styles Impact on Child's Sports Involvement

Parental styles are those patterns through which parents communicate with their children. It is observed that some parents involve their children when they decide about something but some of them impose decision on children so parental attitude towards their children has a great influence to shape the future of their children. [Keshavarz and Baharudin \(2013\)](#) indicated that parents desire to have authoritative type of relation with their children but both, parents and sportsman have equal rights in making decision and need to avoid from threatening or anger attitude. Similarly, [Keegan \(2010\)](#) concluded that if the parents give positive remarks on any performance of children, no doubt that positive remarks of the parents provide a base for next and can be a great source of motivation for the children to participate in sports activities. [Keegan \(2010\)](#) stated that cooperative parents involve them in the competitions in form of financial support and emotional support from sidelines. The author further more elicited that it is seen in the child's emotions that they feel a sense of pride when they observe that their parents always present them, encourage positively and willing to give financially support.

Father Parenting Attitude Impact on Children Sorts Involvement

The role of father is most prominent between the parents and has a deep influence on the wellbeing of the child. In current situation it is seen that fathers like to spend more time with their children. According to [Coakley \(2006\)](#), the time fathers spend with their children has increased only slightly over the past 30 years. The main factor which convinces father to give more time to their children is sports because according to [Coakley \(2006\)](#) Sports have created a path for the fathers to be involved himself with their children in sporting

activities without affecting their dominant gender beliefs. In this context [Coakley \(2006\)](#) stated that Fathers are able to organize and maintain control of sports, while in most other areas like schooling and childcare. As it is a well-known saying that "excess of everything is bad". So, it is observed in the society that some time parents give too much love to their children and keep them free. Parents provide what else children demand from parents. But it showed very negative result. Due to this it is seen in the children that some time they show anti-social behavior and feel depressed when they demand for somewhat but parents fail to provide. In this regard father role is seen more prominent to control or impose the decision among the parents.

According to [Haralambos and Holborn \(2008\)](#), the father's supportive style leads to lower levels of depression among the children and antisocial behavior of their children also. But when father give the authority to its child then it shown good result in children. According to [Keshavarz and Baharudin \(2013\)](#), when administrative responsibly regarding house hold is given to adolescents it shown good result. It is seen that children shown quality of self-control, sense of creativeness, being active as well as engaging in self instruction situation. Similarly in sports when father keep himself attach with children brings very fruitful results. As it is supported by [Bildn \(1999\)](#), and [Knight et al. \(2011\)](#), the sports involvement and motivation are connected with positive attachment and parenting styles of the father or any other whose position dominant in their family. Furthermore, in this regard, [Coakley \(2006\)](#), disclosed that, father plays a significant role in getting success of his child by keep himself in touch with his son's coaches, scouting companions by discussing and giving advises to them. Further the role of father cannot be neglected during evaluation of his son's game he played.

Positive Influence of Parental Concern on Children Sports Association

Family support or negligence has direct influence on the participation level of the children. It is seen that if family take interest and provide support in form of finance and morality then it improves level of participation but it is also seen that if the family members show negligence and show lake of interest so it effects very badly the level of participation of children. Conduction of sports competitions is strong element regarding tradition in each and every society. In the support of above discussion, [Smith and Smoll \(2014\)](#) illustrated that, the contribution of sports participation cannot be neglected in child's level of activity. Similarly, [Timperio \(2011\)](#), added that, the sports environment provides a positive space for athlete in attaining desired goals, such as fostering relationships, getting self-confidence, building self-esteem and also health benefits. Tin this connection, the above all discussion elaborate that sports are an area where a child can get a lot for its survival in the society. Therefore, in the daily life we face a lot of difficulties due to our low confidence and weak relationship with our peer's.

It is seen that those individual always engage themselves regularly in sports are more successful than those who does not. In the support of above discussion about father role

in children's sports participation [Smith and Smoll \(2014\)](#) disclosed that, the satisfaction is promoted among the adolescents and children with sports and exercise. So, for that very purpose the family has a great influence on the participation rate of the children in sports. Furthermore, the author argued that child's family has a significant impact on the decision to participate in sports activities. Those families which have sports background also play a significant role in the level of participation of their children in sports. Family background works as a motivational factor for the children to engage themselves in sporting activities. According to [Timperio \(2011\)](#), indicated that, those societies in which the sport exists as a tradition in the family their children are observed more active participants in the sports and in this connection, this may be the main reason to enhance the participation level in the sports activities.

RESEARCH METHODS

According to [Fraenkle and Wallen \(2006\)](#) population is group of persons which possesses certain characteristics from which researcher generalizes the results of the research study. The population of this particular study was comprised of the parents of students enrolled in the educational institutions of District Dera Ismail Khan, Khyber Pakhtunkhwa Pakistan. [Fraenkle and Wallen \(2006\)](#) further elaborated that sample may be defined as, in research process "small portion of whole selected population which represents entire population" is called sample. Similarly, [Ajay \(2014\)](#) the selection of part of a whole selected population to guess the individuals from within population to estimate distinguishes of a whole selected population of study. As per KPK statistics, total students enrolled in different educational institutions of District Dera Ismail Khan was 6006. Following Gay formula for the selection of sample 10% of the total population was selected as sample through random sampling techniques. Families of selected students were approached for purpose of data collection. Data was collected through a valid and reliable questionnaire. The draft was sent to seven experts in discipline of sports sciences and physical education. Needed amendments were made as suggest by the experts.

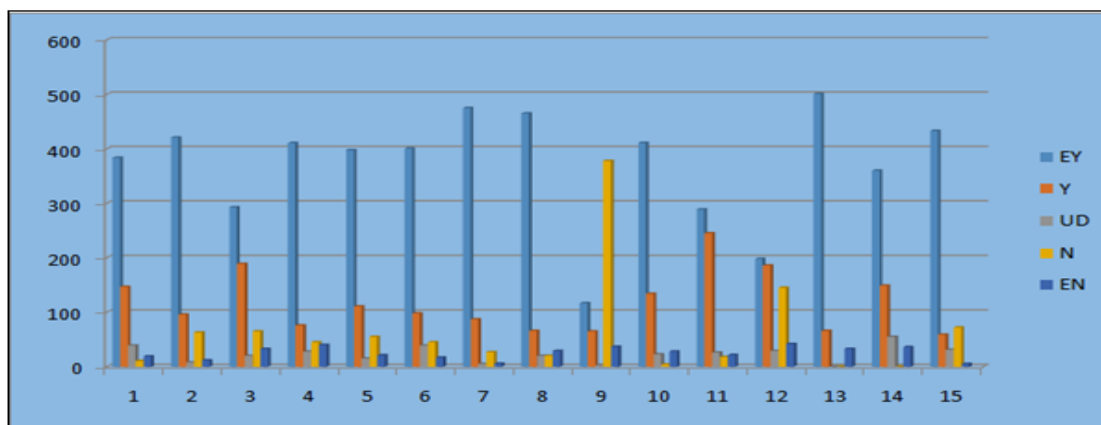
According to [Borg et al. \(1996\)](#), the degree to which test measures what researcher intends to measure is called validity. Similarly, such concept is elaborated by [Khan \(2014\)](#) stated that Instruments are measured valid when it is suitable for precise and specific population. For the purpose of validity pilot study was conducted. According to [Rom \(1979\)](#) a scale is reliable if it measures performances of anything as intended to measure. Instruments are believed to be reliable when it produces similar results each time used. For the purpose of internal consistency inter-item correlation was checked. Furthermore, the Cronbach alpha of the scale was measured as .87 which is highly reliable. The final draft was used for data collection and researcher personally visited each respondent. During data collection the researcher provided assistance to respondents whenever needed. Data was analyzed by using simple percentage and testing of hypothesis one sample statistics was applied using test value 3 and alpha level was (.05).

RESULTS OF STUDY

Table 1 Showing Item Wise Frequencies and % about responses of respondents

Statement	EY 'f' (%)	Y 'f' (%)	UD 'f' (%)	N 'f' (%)	EN 'f' (%)	Total 'f' (%)
Sports activities are important ingredient of a happy family	349 (66.98%)	127 (24.37%)	29 (5.56%)	7 (1.34%)	9 (1.72%)	521 (100%)
My children are interested in sporting activities	396 (76.00%)	86 (16.50%)	4 (0.76%)	33 (6.33%)	2 (0.38%)	521 (100%)
Sports activities are beneficial for children's health	275 (52.78%)	179 (34.35%)	20 (3.83%)	35 (6.71%)	12 (2.30%)	521 (100%)
I allow my children to participate in sports activities	411 (78.88%)	60 (11.51%)	18 (3.45%)	12 (2.30%)	20 (3.83%)	521 (100%)
I motivate my children towards sports participation	398 (76.39%)	82 (15.73%)	15 (2.87%)	15 (2.87%)	11 (2.11%)	521 (100%)
Socialization of children is incomplete without sport activity	401 (76.96%)	88 (16.89%)	9 (1.72%)	15 (2.87%)	8 (1.53%)	521 (100%)
I consider that sporting activities are necessary for children as diet	421 (80.80%)	87 (16.69%)	0 (0%)	7 (1.34%)	6 (1.15%)	521 (100%)
I manage my time to involve with children in sports activities	432 (82.91%)	66 (12.66%)	2 (0.38%)	2 (0.38%)	19 (3.64%)	521 (100%)
I also ask others to spare time for children & play with them	117 (22.45%)	65 (12.47%)	3 (0.57%)	329 (63.14%)	7 (1.34%)	521 (100%)
I allow my children to join sports club	406 (77.92%)	100 (19.19%)	3 (0.57%)	4 (0.76%)	8 (1.53%)	521 (100%)
I motivate my children towards physical activities	289 (55.47%)	216 (41.45%)	6 (1.15%)	8 (1.53%)	2 (0.38%)	521 (100%)
I provide necessities required for sports activities to my children	198 (38.00%)	186 (35.70%)	29 (5.56%)	104 (19.96%)	4 (0.76%)	521 (100%)
I consider that family has a key role in the promotion of sports	481 (92.3%)	35 (6.71%)	0 (0%)	2 (0.38%)	3 (0.57%)	521 (100%)
All my other family members are also interested in sports	360 (69.09%)	125 (23.99%)	10 (1.91%)	10 (1.91%)	16 (3.07%)	521 (100%)
All family members support me to participation in sports activity	433 (83.10%)	59 (11.32%)	9 (1.72%)	15 (2.87%)	5 (0.95%)	521 (100%)

The below graph is showing the extent of responses of the respondents.



Test of Hypothesis

H₁: Family as a social institution has a significant role in the promotion of sports as perceived by the guardians.

Table 2 One Sample Statistics

Testing Variable	N	Mean	SD	Test Value	Sig. (2 tailed)
Family as a social institution	521	4.10	3.93559	3.00	.000

The table 2, shows that there is significant role of family as social institution in promotion of sports as perceived by the guardians. When tested by applying one sample t-test as a statistical tool, at test value 3.00. P-value (Sig.) is .000 which is less than alpha level 0.05 (.000 < 0.05). So, hypothesis is accepted and indicates that family as a social institution has a significant role in the promotion of sports.

FINDINGS & DISCUSSION

The main results of the current study have been presented in this section in order to find the answer of the research questions and to reach the conclusion systematically through the item-wise frequencies about the statements. The researcher found that, majority of the respondents (66.98%) consider sports participation a mean of happiness for their families and (76.00%) provoke that their children are interested in sporting activities. Similarly, they (52.78%) consider sports activities beneficial for health of their children and they (78.88%) also allow their children to participate in sporting activities. They motivate their children towards sports participation and consider sports participation a socializing agent for their kids. The results also declared that they consider sports participation important for the children also spare time for their children to involve in the sports with them. They have no objection on children join clubs furthermore also provide the sports necessities to their children. The respondents further considers that family play a significant role in elevation and promotion of sports.

The study in hand was a struggle in order to assess the role of social institutions (Family) in the promotion of sports. In each and every society there are many social institutions but this particular study is confined to only three main social institutions which include family, religious and educational institutions in territory of Dera Ismail khan. The study revealed that a large number of respondents from family perceived that family as social institution plays a vital role in the promotion of sports. This is because of the fact that majority of the respondents were aware of the fruitful outcomes of sports participation. In addition, most of the respondents consider sports participation an obligatory tool for the promotion of children’s health. Similar findings have been found in a study conducted by [Scanlan \(1996\)](#) as cited in [Verwiebe \(2004\)](#) found that, family has significant impact on children’s sports participation. The study further stated that the family sports background and attachment significantly contribute to promotion of sports because in early age children spend most

of their time with family. Second, parents are involved in children sports experiences and play many roles like financier, coach, spectator and cheerleader. Furthermore, as sport is a public contest so parents have many opportunities to provide the immediate and specific feedback to their children.

CONCLUSION

On the basis of the findings and one sample test results it was found that family has a prominent role in the promotion of sports. Furthermore, it was also found that guardian of the families has sufficient awareness regarding benefits of sports participation. The study further found that parents motivate their children towards sports participation and spare sufficient time for their children. The study further highlighted the active role of parents in creating awareness regarding the benefits of the sports participation and facilitates their children for sports participation. Keeping in view the findings of present research study the researcher recommended that; the parents were found realizing the fact that they do not provide specific spare time to engage in the sports activities with their children, so in this connection, the researcher recommended that, the parents or guardians of the family may provide and spare the specific time to their children for sports activities on the daily basis. Because it provides motivation for the children towards sports participation. It is hope that it will bring fruitful results in future.

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