The MEASURE Network

Building scientific knowledge to help raise Europe’s levels of sport participation

Jeroen Scheerder, KULeuven, Belgium
Koen Breedveld, WJH Mulier Institute, the Netherlands
Remco Hoekman, WJH Mulier Institute, the Netherlands
MEASURE - origins

• Measure meetings so far
  – EASS 2010, Porto
  – October 2010, Leuven
  – EASS 2011, Umea
  – Play the Game 2011, Cologne
  – EASS 2012, Bern

• Social scientists
  – from universities, research corporations and statistical offices
  – with a track record in researching sport participation
  – and an interest in relating quantitative research to theoretical insights
Challenges to policy makers

• Demand for basic data
  – facts and figures, benchmarks, monitors

• Demand for theoretical models

• Demand for effective interventions

• Demand for sound local implementation schemes
Challenges to researchers

• Need to further develop data-quality
  – No European trends
  – Only basic sets of questions that do not allow for complex modeling
  – Small sample sizes that do not allow for relevant break downs
  – Non response and non-coverage

• Need for international debate and for collective efforts
  – definitions, theoretical models, effective interventions
Not the easiest task ...

• Lack of any objective measurement
  – No formal register of sport participants
  – No physical test either

• Hence, reliance on social surveys to determine levels of sport participation

• Yet, outcomes are easily influenced by changes in methodology
... yet, promising opportunities

• Data
  – Eurobaromoters
  – Strong national data in some countries
  – International data opportunities to explore

• Organizations
  – E.g.: Compass network (1997-2004), Hetus working group on time use, EU kids online-project
  – MEASURE Network

• Publications
  – Compass 1999, Van Bottenburg 2006, Hoekman et al. (EJSS 2011), Scheerder et al. (SPM10, 2011)
MEASURE - goals

• Increase understanding of sport participation
  – Develop theoretical models, effective interventions
  – Establish and quantify social inclusion through sports

• Improve data quality
  – Solve methodological issues
  – Stimulate new data collections
  – Develop monitors and benchmarks

• Enhance knowledge and exchange of information
  – Researchers, statisticians, policy makers
MEASURE – means

• Bringing together top level researchers

• Discussing opportunities for new data

• Providing easy access to information on sport participation in Europe
  – Fact sheets, articles, books
  – Portal/website
MEASURE – website

- www.measuresport.eu
- www.sportparticipation.eu

- Portal and platform for anyone interested in the subject of European sport participation

- Easy access to
  - Data and surveys at other websites
  - Reports, articles (full texts and highlights/summaries)
  - Background information (sports policies, surveys)
  - Network of well established researchers in countries
MEASURE – way ahead

• Publish fact sheets

• Strengthen and broaden the network

• Plan future actions

• Find funding to finance larger projects and co-ordinate the project

• Develop website

• Strengthen links to policy makers and practice