84 - SPORT DIAGNOSIS IN BRAZIL: INDEPTH ANALYSES.

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1. INTRODUCTION

Although the diagnostic analises and historic retrospectives describing the status of sports, physical education and physical activity in Brazil in the past 40 have been extensive, recent studies by Oliveira (2007) reveal that such diagnostic examination lack in clarity and cohesiveness attempting to better explain and portray the real situation of sports, physical education and physical activity to policy makers and to administrators in general. Considering the tradition in examining this topic and adding the reports on national sports relevenace and validity, see (1) Diag nostic of physical education and sports in Brazil (DACOSTA, 1971), first ever in Brazil, (2) Compendium of Brazilian sports infra-structure (IBGE, 2000), reviews held in 2.602 out of 5.565 municipalities; 3) Sports Atlas in Brazil (DACOSTA, 2005), geographic and situational retrospective and historic review; 4) Portraying Brazilian municipal profile (IBGE, 2006a); 5) Sports research 2003 (IBGE, 2006b); 6) Sports Brief - a study on sports impact in Brazilians daily life (IPSOS MARPLAN, 2006).

Such studies do not contribute to the body of knowledge due their lack of validity, reliability and systematization. Thus, it is difficulty to advance towards solving problems pertaining on this complex field. Such studies are not replicable therefore they don't approach the fundamental elements of investigation such as a robust statistical power addressing the valid questions and issues. It is needed to generate valid data regarding the formal Brazilian sports system and its leagues, clubs, associations and federations. Moreover, such studies must embrace the notion of informal sports consisted of recreational and individual adherence in physical activity organized/managed by the citizen him/herself.

In order to properly analyze the situation of sports in Brazil, it is urgent to do a national sports diagnosis, raise data, bring to light reliable information that will allow the general population, policy maker and business enterprises to get a theory as well as a knowledge base that best represents the reality of Brazilian sports, its nuances, limits, contradictions and, its totality. Therefore, this article proposes preliminary analyses and insights that allow the understanding of sports systems foundations necessary to built epistemologically the theoretical and methodological constructs toward solid research on this subject. The rationale of this empirical justification is based upon Sobral (1986), that considers the scientific knowledge assumes a generative value, the pilar towards political and ideological dominance in a ne —liberal capitalist society. Such capital knowledge que considera que o conhecimento científico, na sociedade do capital adquire força produtiva, permite dominação política e dominação ideológica, determinando condições de vida, processos de trabalho, acúmulo de capital e acesso a bens culturais, através de planos e diretrizes governamentais.

2- PRELIMINARY ANALYSIS

It is hypothesized that the regulations of sports in Brazil rejects the notion of facing the roadblocks and challenges posted with the universal assumption that sports is a human right, therefore all citizens should have access to participate in sports universally thus increasing the massive participation among the general population. Such barriers are created due, but not limited to: (1) The closed structure of the actual system; (2) lacking of funding and restrict funding towards high performance sports sector; (3) due the deficiency of sports management and administration within its control mechanisms; (4) due its low human development and professional development programs leading to inadequate human resources capital, in which, without professional capacity and social responsibility simply are inapt to conduct and implement quality services targeted to the general population. Therefore, sports public policy development in Brazil lacks fulfilling the mainstrem public interest and fails to comtemplate the needs of Brazilian population at large. Moreover, the less privileged in urban or rural areas become completely deprived of these services and the social benefits that sports could provide.

The lack of data producing quantitative and qualitative input towards indepth analyses in this sector has mislead public admistration to givein to neoliberal practices founded on the premises of private property, the market sovegnrigty and profit to justify sports as a right-wing privelege of capital dominance.

For instance, there is a new demand towards changing the role of government regarding implementing reforms and adjusting structures that incorporate the notion of individualism, acentuated competition, winning at any cost approach and the search for profit not matter what. These demands depict social, political and ideological pressure from Western Europe, more specifically from institutions like the International Monetary Fund (IMF), the World Bank (WB) and the World Congress Organization (WCO) directly impacting developing countries with huge public debt such as Latin American countries, and in special Brazil.

Therefore, as in other sectors, sports assume the central role in this process, regarding social mobility compensatory policies intended to relief poverty through the mytical ascension of talented individuals into the elite performance path. In fact, this mobility only happens to a insignificant statistical rate but it is overblown through an spectacular marketing propaganda that promotes this process as merchandise and business. Such phenomena has affected Brazil. Actually, Brazil is the host country for sporting megaevents such as the 2011 Military Games, the 2014 Soccer World-Cup, the 2016 Summer Olympics and Paralympics. It has been observed a major changing in funding and in the legislation in which the public sector is embracing the costs of these events in detriment of excluding the majority of it population that has little or not access to these activities at all. The excluded population barely has any access to sports.

This trend is confirmed by marketing propagandas and media programs. Moreover, this tendency is observed within sporting entities and by policies implemented by public sectors, in which, in addition to set forth incentives to the adherence to sports activities per si, foster the notion that elite sports promotion will boost diferent sectors of economy reinforcing the need to invest in infraestructure as means to feed the interest of economic dominant strata impacting sport goods industry, distribution

commerce enterprises and given interests-factions from the turism industry of promote that the direct or indirect sales as sport as a capital product.

As such, it became a major challenge for public management in Brazil to implement a sport diagosis that allows the full understanding of all implication of Brazilian sports systems in its comprehensive approach. It is also necessary to identify all barriers, pitfalls and clitches so it is possible to point existing solutions designed to promote full access to sports and physical activity initiatives as a public policy based on the fundamental right for all, within an emancipatory and empowering management legitimizing social equality far beyond of what the misleading neoliberal myths propose.

An effective diagnosis about the national context of sports self-sustains on the basis to identify its limits, contradictions and nuances of the actual model within a transformative perspective. That means, such examination must also identify its intra and interrelacions regarding the main elements (variables), highlighted in previous studies, congresses and national symposiums of sports such as: the structure, the organization, the funding, its management and the subjects whom which participates in such modalities, pointing out its outcomes.

With that in mind, the construction of a theoretical and methodological framework on sports diagnosis must, above all: a) to consider the models, experiences and existing premisses of national categories of sports, however it must propose a model that goes beyond these pre-existing frameworks unto a new cosmovision, from an idealist stand-point; b) it must also to elicit the acquisition of a sustainable data base and updated that gather people and/or organizations and share multiple knowledges; c) allows the analises of such data in a way to unveal nexus and relations of its system and more specifically, proposes guidelines to overcome possible barriers; d) make it viable the construction of a systematic and continuous evaluation and assesment process.

Thus, a diagnosis of the national sport, and identify the stage of development of the sport, should identify the barriers that the structure of the current system presents to Brazilian sports universalization, democratization of the sport in the country, considering the necessity of raising the cultural standard Brazilian sports, the promotion of social inclusion, the qualification of high performance sport and consequently to increase their results.

3- FIRST STEPS TO DETECT THE FUNDAMENTAL ELEMENTS OF THE SPORTS SYSTEM.

The sports systems compositon relies on different interpretations of its basic elements that emulates and groups its structure. According to Cheptulin (1982, p.272) the structure determines the cohesiveness and correlation of all interdependent varibles. In these conditions all elements portray themselves as parts and as a whole organically connected. They are linked to the socio-economic political concept adopted, and particularly to its policies, legislations and regulations. In Brazil, from the II National Conference of Sports, promoted by the Ministry of Sports in 2006, it was established the concept that leisure should be included within the Brazilian sports system, so forth:

The National Sports and Leisure systems consist of educational sports, participation sport and high performance sport, not limited and non-excludent between, linked equiform in its values and structure, as such an open, democratic and descentralized that pertains municipalities, states and federal government, both at public and private sectors highlighting the participation of the whole society. (FINAL DOCUMENT OF THE II NATIONAL SPORTS CONFERENCE, 2006).

The compositon of this systemas must be known holistically, as such, it is needed to know all nuances and particularities of it, from its basic concepts and elements (variables) that constitute the whole of this system. Therefore, it primes by identifying which variables are hierarchically dominant upon others, and also identify which determining factors lead to the construction of an emancipatory, autonomous and democratic manifestation of a participatory sport that highlights inclusion and universality, or to identify those factors that lead to the opposity, meaning, exclusion, elitism and a closed system, regarding access and participation.

In search of the determinant factors of the Brazilian sports system, this study, will adopt the model developed by the Study Center of Sports Facilities of the Italian Olympic Committee - CONI (ROSSI MORI, 1979), defined as the “realm of all participants and all services”. According to Mussino (1997, p.29), this model presents an open system and it was also utilized in studies in Nuria Piung, Barcelona, Spain, between the 1980-1981; in Germany by Klaus Heinemann, from Hamburg Universoty, from 1986 and of Luder Bach from Noremberg University in 1988.

The researchers will adotp such definition, due the fact that it contemplates the broad concept approved by the National Sports Conference in 2006, in which embraced the most diverse manifestations of sports culture and addresses all elements pertaining in such conceptual abreadth. For Mussino (1997, p.29) this concept unveals a simpler and more pragmatic approach, but it established a starting point for a deeper investigation. Furthermore, it classifies the system as: a) DEMAND – relates to the subject or participant of at least one sport; b) SUPPLY – all services that contribute to the effective practice and adherence of a given sport; c) and the SPORT, that resembles the medium object related to the participant (demand) and the services (supply).

3.1 Developing the system

From the Brazilian constitutional premise, whereas sports participation is a goal, but it is not limited to, sport promotion towards the whole population, for all, and through a democratization policy set forth to a broad accessibility and therefore, aiming to enhance the quality of living and cultural standard of all citizens involved. It is assumed that the purpose of sports is resilently related to the appropriation of the benefits acquired by practicing systematic physical activity for those socio-economically affected by such engagement. Thus, it will be adopted as DEMAND, defined as the objective need or subjective, posed to the subject (citizen) to his/her sports practice, as a fundamental variable of the diagnosis.

In regard to the SUPPLY, it will be considered as all services provided as well as all existing policies regulating the concrete engagement in the subject's sports participation, among them we highlight the critical elements of an effective diagnosis: a) the infrastructure divided in: hardware (equipment and facilities) and software, regarding policies, regulations and management issues; b) economic resources (funding, incentives and financing capital); and finally, c) the legislation.

In this preliminary study about the critical elements (variables) essential to formatting this sporting assessment, we will analyze more indepth a discussion about the participant and non-participant of this sporting activity, leaving the other aspects such as sports infrastructure, legislation and economic resources (funding and financing) for a posteriori analysis.

3.1.1 The subject active participant or not of this Sport.

The Ministry of Sport in Brazil requires within the sporting sector, to find a close role along the world trend, in fact a tradition from the Brazilian Institure of Geography and Statistics, (IBGE), regarding excellence in basic statistics (OLIVEIRA, 2007). Public sectors in Brazil must adopt standardized toward data collection and data analyses toward identifying the profile of sports consumers, in which can be effectively adopted through a sistematic evaluation, continuous observation and primary comparison within state, regional, national and international contexts.

Thus, it is suggested to construct a method and an instrument for data collection about sports consumers and active

sports participants (and non-participants as well) based upon the European experience. For instance, we suggest following the model of Coordinated Monitoring of Participation in Sports (COMPASS), European project - COMPASS EUROPEAN NETWORK, developed in more than 17 countries, in which implemented a standardized method to monitor and supervise sporting participation across (MUSSINO, 2002; DACOSTA, 2005; OLIVEIRA, 2007); and we suggest to consider the Australian experience (AUSTRALIAN SPORTS COMMISSION, 2010) in which in the past 10 years monitor sports participation in the likelihood of the COMPASS model.

A methodology and instrumentation development towards data collection and data analyses highlights the comparative studies about the content and subject matter analyzed by COMPASS and the content from the diagnosis reports in national perspective already concluded in Brazil, verifying its proxy inputs; implementing a questionaire to public managers in the State of Sergipe towards matching the variables and content found in COMPASS along with the Brazilian diagnoses, it seems needed: an investigation that supports the decision making process regarding sports promotion, management and public policy for sports projects. (OLIVEIRA, 2007); the implementation of seminars, web conferences involving researchers and statistitions responsible for the European Project (COMPASS), moreover, it seems plausible to connect with the investigators of Brazil, aiming to develop a reliable data collection instrument that considers the Brazilian context; moreover, the implementation of a pilot study in the city of Aracaju involving 1,200 subjects.

3.1.2. Topics and issues addressed:

Toward an ontologic approach, we understand the active participant as a subject that practices at least one sport as a game, leisure and/or competitive. This variable is critical to know indepth the sports consumer that utilizes the sports system, as well as those who do not. Therefore, the basic content, topics and issues must be collected from the subject that adheres or not, and those issues might be:

a) What is the profile and how many subjects play sports in Brazil?

b) What are the sports modalities and what is the frequency in which subject play such sports?

c) In what conditons is this sport practiced?

d) What is the purpose of such sports practice and what are the rationale or reason behind this practice?

e) Under what guidelines is this sports offered or this physical activity? What is the level of education of these instructors?

f) In which sporting structure do sujects practice sports or engages in physical activity?

g) What is the profile and how many subjects do not participate in sports?

h) What are the reasons and constraints to lead subjects not to engage in physical activity or not to adhere in sports participation?

I) Who are and how many subjects that once played sports and abandoned it? What reasons to such drop out?

j) What are the new sporting practices or new sporting modalities that have been played?

k) Those who practice or not, any sport, engage in any other physical activity? Which ones? In what conditions, frequency and motivation? How many and what are their profile?

l) What are the programs and initiatives existing in the sport area and physical activity in which participation is promoted by the public sector?

3.1.3. Describing the subject sample

Based upon concrete conditions, it is recommended:

a) That the data collection will happen every two years, with a probability stratified sample, that will allow to know the information at the state and federal level, depicting results with 2% error (aproximately 2,500 surveys/interviews per state);

b) That data evolve around gender, age, educational level, geographic location, family size, occupation, ethnic status, marital status, anthropometric data of the interviewee;

c) Discriminate the sample by: gender, age, geographic location (river sites, beaches, mountains); urban size (small, medium and large), according to IBGE division or categorization;

d) Implement reports of data along with geoprocessing through thematic mapping;

e) Implement a data-base with statistic data about sports fundamental variables;

f) To narrow down an inclusion policy based on this methodology with application on the agenda of statistical institutes of the state governments, adopting as a standard the premisse if participants practice sports or not.

4- CONCLUSION

The utilization of a standardized method to collect informations about those who participate, adhere or not into an active life style or embraces systematic sports practice is the critical issue here. Thus, this study approaches sports diagnosis breaking down the concept of sports from its generic form into its particular identity. It approaches the notion of sports in its dialectics, ontology and essence capturing its evolution in time and space, which will serve at an evaluation, measurement and assessment tool to pin point the level of development of this given sport system. Thus, mapping out public policies and private initiatives that defines micro and macro strutures of sports participation in Brazil. Finally, it is concluded that the participant, active or not, it an essential element but not the solely one, in this analysis. Thus, further analysis is needed to study to other elements/ variables of this diagnozed Brazilian sports system represented by those who play it at large with valid and reliable research.

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SPORT DIAGNOSIS IN BRAZIL: INDEPTH ANALYSES.

ABSTRACT

This article depicts preliminar analysis upon the based and control variables that are fundamental pre-requisites for a comprehensive diagonsis of the Brazilian sports system. In order to successful collect valid and reliable data it seems necessary to develop rigorous procedures of observation and effective instruments of investigation towards a continuous monitoring process, which is based on the European model (COMPASS). The central elements focus of this analysis deal with the notion of the object (sports participation) and the development of instruments that will elicit an indepth understanding of its reality, concepts, contexts in dynamic reality and not as a static or unidimensional phenomena. Variables are conclusively suggested as well as models for standardized data collection about sports systems, its implications, contraints, contradictions, controversies and overcomings. In sum, the authors suggest the analyses of subject that participate or not of sports and that adhere or not in physical activity as a blue print of universality in movement culture and adoption of sports as a fundamental human right.

KEY WORDS: Public Policy. Sports Systems, Determinant Analysis.

DIAGNOSTIC DU SPORT AU BRÉSIL: ELEMENTS POUR ENQUÊTER

RESUME

Cet article présente une analyse préliminaire sur quelle base et quels sont les éléments (variables) sont fondamentales pour le diagnostic de sport national au Brésil. En conséquence, nous avons utilisé une méthode de recherche qui nous permettra de recueillir des données qui devront être traités selon une logique d'exposition. Nous insistons sur la méthode de recherche les éléments essentiels qui nous permettent, par approximations successives à l'objet, il sait dans son mouvement réel et non pas comme quelque chose de statique et monolithique. En conclusion, nous présentons les éléments (variables) brésilienne du système sportif essentiel, qu'il convient d'étudier et d'identifier et de répondre à toutes les connexions et le sport national de montrer la réalité de ce système, de ses contradictions et des dépassements. En particulier, nous présentons une méthodologie de collecte de données sur le sujet ou de ne pas pratiquer une activité sportive et physique, à des contradictions déterminer la sensibilité et les obstacles qui se présentent à des pratiques de sports universels.

MOTS-CLÉ: Politique Publique, Système de Sports, de Collecte de Données.

DIAGNÓSTICO DEL DEPORTE EN BRASIL: ELEMENTOS QUE INVESTIGAN

RESUMEN

Este artículo hace un análisis preliminar sobre las bases y elementos (variables) fundamentales a considerar para realizar un diagnóstico del deporte en Brasil. Para ello, utilizamos un método de investigación que nos permitirá reunir datos que deben ser tratados según una 'lógica de exposición'. De este método, destacamos los elementos centrales que nos permiten, por sucesivas aproximaciones al objeto, conocerlo en su movimiento real y no como algo estático e monolítico. Cómo se podrá observar, la metodología de recolección de datos sobre el sujeto que practica o no deporte permite conocer las contradicciones y entrabes que se presentan para la universalización de las diferentes prácticas deportivas. A modo de conclusión, destacamos los elementos (variables) esenciales del sistema deportivo brasileño que deberán ser investigados y que permiten identificar y conocer la totalidad y los nexos del sistema deportivo nacional señalando su realidad, contradicciones y superaciones.

PALABRAS CLAVES: Politicas Publicas, Sistema Deportivo, Recogida de Datos.

DIAGNÓSTICO DO ESPORTE NO BRASIL: ELEMENTOS A INVESTIGAR

RESUMO

Este artigo realiza uma análise preliminar sobre em que bases e quais elementos (variáveis) são fundamentais para realização do diagnóstico nacional do esporte no Brasil. Nesse sentido, lançamos mão de um método de investigação que nos permitirá reunir dados que terão que ser tratados segundo uma lógica de exposição. Destacamos do método de investigação os elementos centrais que nos permitem, por sucessivas aproximações ao objeto, conhece-lo no seu movimento real e não como algo estático e monolítico. Como conclusão apresentamos os elementos (variáveis) essenciais do sistema esportivo brasileiro, que deverão ser investigados e que permitem identificar e conhecer a totalidade e os nexos do sistema nacional do esporte apontando a realidade desse sistema, suas contradições e superações. Em particular apresentamos uma metodologia de coleta de dados sobre o sujeito que prática ou não esporte e atividade física, que permita conhecer contradições e os entraves que se apresentam para a para a universalização das praticas esportivas.

PALAVRA CHAVES: Politicas Públicas, Sistema Esportivo, Coleta de Dados.