

**SOCIAL IMPACT OF SPORT
ISSUES & VALUES**

EQUALITY

(gender, race, sexual orientation, social economic, access)

VALUES

(role models, cheating, violence, athlete & coach behavior)

PERSONAL GROWTH & DEVELOPMENT

NATIONALISM

POLITICS

FUNDING

SPORT AS BUSINESS

MEDIA

SOCIAL CHANGE

WHY WE PLAY

WHY WE WATCH

HEALTH & WELLNESS