



Analysis of Public Opinion in Japan and the Singapore on Issues of Fairness and Integrity in Sport



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0. Executive Summary

According to the surveys conducted on fairness and integrity in sport in Japan and Singapore, Japanese and Singaporean respondents had similar values of assessing fairness in sport. The most heavily weighed values are good sport ethics and equal conditions for athletes. The next heavily weighed value was different between the two countries. They were values of relationship with other humans (Japan) and your own beliefs (Singapore).

What actions go against the fairness of sport was also perceived similar among the two countries. Taking illegal substances (doping), whether you know the opponents had done the same or not, is considered by far the most unfair act in sport by respondents in both countries. The results from the analysis lead us to believe that doping poses a strong perception of unfairness in sport regardless of nationality, race, culture, gender, age or level of participation in sport.

Furthermore, when the respondents were specifically asked for their opinion on doping, results from both countries showed that doping is perceived as an act against the spirit of fair play in sport.

The differences in perception between the two countries were found when the respondents were asked for opinions on more general context of sport. More Japanese respondents found promoting health and developing strong body as important values in sport, whereas Singaporean respondents found more values in fair play/sportsmanship and teamwork/friendship. For Japanese respondents, this result was consistent to what they most commonly expressed as their motives to play sport, which are health/fitness and need for more exercise. On the other hand, the results from Singaporean respondents showed differences in their values in sport and motives to play sport; fair play/sportsmanship and teamwork/friendship were the most strongly supported values in sport, while the most commonly expressed motives to play sport were health/fitness and need for more exercise. Japanese respondents seem to perceive values in sport through the lens of 'player' from their own experience of performing physical activities, while Singaporean respondents are likely to perceive values in sport from lenses other than their own experience of sport participation.

Difference between the two countries were also found in expectations for top national athletes. Japanese respondents gave the most weight to performance whereas Singaporean respondents gave the most weight to respect for justice and

fair play as important requirements for top athletes. This result implies that athletes, who represent the country to play 'sport' are expected to have qualities to meet the most important values in sport perceive by respondents in respective countries. In both countries, top national athletes are likely portrait as someone, who demonstrate the values in sport for the people in the country they represent.

Further analysis was conducted to compare opinions of respondents between 'supporter of fair play and sportsmanship' (who identified fair play and sportsmanship as one of the values in sport) and the rest of respondents. Consistent to the earlier finding, there was nearly twice as much ratio of 'supporter of fair play and sportsmanship' among Singaporean respondents than that of Japanese respondents. The result showed not only that 'supporter of fair play and sportsmanship' perceived different topics in sport more unfair than the rest of respondents, more of them also identified respect for justice and fair play as one the requirements for top athletes. The analysis implies that respondents, who identified fair play and sportsmanship as one the important values in sport have higher standard for 'fairness' and expectations for top athletes to respect justice and fair play.