

Towards Gender Equity in Sports: Insights into the Under-Representation of Women in Sports Leadership in Kenya

Andanje Mwisukha (Ph.D), Elijah Gitonga (Ph.D) and Peter Mwangi Wanderi(PhD)
Kenyatta University, Kenya
Email: mwisukha@yahoo.com

(Recibido: Junio 2010. Aprobado para Publicación: Julio 2010)

Abstract

The question of under-representation of women in various fields of sport, including leadership is a historical phenomenon that has received attention in the contemporary world. Consequently, measures to address this imbalance are continuously being explored. This includes determining the root causes of the phenomenon and possible intervention measures. This study therefore, investigated the social, economic, political and cultural factors that influence women's participation in sports leadership in Kenya on the basis of the perceptions of key stakeholders in sports in the country (n=180). Findings revealed that there was interplay of social, economic, political and cultural factors in determining either the under-representation or enhancement of women's representation in sports leadership which need to be addressed by policy-makers.

Hacia la Igualdad de Género en los Deportes: Una Visión Interna de la Baja Representación de las Mujeres en el Liderazgo Deportivo en Kenya

Resumen

El asunto de la baja representación de las mujeres en varias áreas del deporte, incluyendo el liderazgo, es un fenómeno histórico al que se le ha prestando atención en el mundo contemporáneo. En consecuencia, continuamente se estudian medidas para tratar este desbalance. Esto incluyen la determinación de las causas raíces del fenómeno y las posibles medidas de intervención. Por lo tanto, este estudio investigó los factores sociales, económicos, políticos y culturales que influyen la participación de las mujeres en el liderazgo deportivo en Kenia, basado en la percepción de participantes en las actividades deportivas del país (n= 180). Los resultados revelaron que había una conjunción de factores sociales, económicos, políticos y culturales en la determinación tanto de la baja representación como de la mejora de la representación de las mujeres en el liderazgo de los deportes, el cual debe ser tratado por quienes crean las políticas.

Introduction

Sport is one of the most popular activities across the modern world. It is appreciated and embraced among people of all ages, gender, abilities and races. The popularity of sport stems from its benefits, not only at an individual's level but also at national or societal level. Numerous scientific findings have shown that sport enhances physical fitness and health of participants. It is an important tool of bringing people together, providing opportunities for socialization, enhancing self-image and leadership training (Payne & Hahn, 2000). It is appreciated as a "crowd-puller", and hence, helps to enhance social integration and unity. The fact that sport is also one of the biggest economic industries in many countries of the world is without doubt (Mwisukha, Njororai & Onywera, 2003). In view of these benefits, there has been emphasis on 'Mass Sport' in many countries (Nyaga et al., 1998). Indeed, the United Nations International Charter on Physical Education and Sport which was proclaimed by UNESCO conference on 21st November 1978 emphasizes on access to sport and physical education as a fundamental human right (UNESCO, 1980). Any form of discrimination in sport on the basis of gender, ability, age or race is therefore unacceptable.

Controversy about the involvement of women in sport dates back to antiquity. Although the code of Hammurabi specifies that "all the people shall participate in exercise", there was no organized sport activities for women until the ancient Greek era. According to the great Greek Philosopher, Plato, "men and women should have the same sport of gymnastic training", but this has never been the case over the years (Wahome, 2000). Indeed, history has shown that women have continued to be discriminated and under-represented in matters of sport. The development of sport in Britain, for instance, hardly involved women at all before the First World War (Beashel & Taylor, 1992). During the revival of the Olympic Games, women were not represented in the inaugural Paris congress that organized the first modern Olympic Games of 1896, and were not given a chance to compete in the games. It was not until the 1920 Antwerp Olympic Games that women were officially allowed to participate only in a limited number of sports activities that included tennis, archery, figure skating and yachting. However, they were still excluded from participation in athletics and many other sports disciplines until they were formally allowed during the 1928 Olympics. It was also not until 1990 and 1991 that women's triple jump and

hammer were introduced respectively. In addition to the long time taken to officially allow women's participation in the Olympic Games, the number of female participants in the Games over the years has been miserably low compared to their male counterparts (Hargreaves, 1994).

It is also worth noting that women were denied administrative positions in the International Olympic Committee (IOC) for a long time. The first woman was appointed to the IOC in 1981, almost a century after the inaugural Modern Olympic Games in 1896. The sports scene in Africa is bedeviled with imbalance between male and female participants. Mazrui (1986) points out that man has dominated sport in Africa over the years. In Kenya, for instance, there are more male sports administrators than females in the various national sports organizations (See table 1 below).

Table 1: Number of Male and Female Sports Administrators in National Sports Organizations in Kenya:

Name of Sport Organization	Males		Females	
Soccer (KFF)	9	(90%)	1	(10%)
Athletics Kenya	10	(90.9%)	1	(9.1%)
N. Olympic Committee	10	(90.9%)	1	(9.1%)
Sports Council	10	(90.9%)	1	(9.1%)
Rugby Union	11	(100%)	0	(0%)
Handball Association	11	(84.6%)	2	(15.4%)
Basketball Federation	9	(100%)	0	(0%)
Volleyball Federation	10	(90.9%)	1	(9.1%)

Source: Njororai, Achola and Mwisukha (2003)

Statement of the Problem:

The under-representation of women in sport participation and leadership positions is an issue of major concern across the world. Mazrui (1986), however, highlights it as being most prevalent in African countries. The under-representation is reflected in their lower participation in sports, spectatorship and sports leadership (Njororai et al, 2003). Njororai et al (2003) reveals that Kenyan women are under-represented in sport administration at the national sports federations, universities and in the contingents of officials that accompany athletes to the World Sports Championships. It is, therefore, in the light of this situation that this study was designed to investigate the root causes of women's under-representation in sports leadership Kenya.

The Scope of the Study

The study addressed the extent to which socio-economic, political and cultural factors contributed to gender inequity in sports leadership. The economic variables that were investigated included financing of women for further training in sports and financial empowerment of women to enable them participate in sports politics and electioneering. The political factors included women's use of their own networks to help female friends and associates to get leadership positions, men's use of efficient "old boy" network to get jobs in sports, and sports policies that favor men over women. The social factors that were investigated centered on the extent of women's participation in sporting activities, availability of women role models in sports, availability of qualified women applicants in sports and women's interest in providing leadership in sports. The cultural factors that were studied included the influence of traditional beliefs that women cannot lead men, the belief that women are an inferior sex, belief that sports leadership is for men, women being denied leadership by men, women's lack of leadership skills and the influence of Western education and practices that favors men to women. The study also explored ways by which gender equity in sports leadership could be enhanced by addressing the four main factors of the study, that is, economic, social, cultural and political factors.

Review of Related Studies in Africa

History reveals that women are under-represented in all facets of sport as highlighted in a number of studies that have been conducted in Africa. For instance, Akinsanmi (1997) studied the barriers to female sports management and participation to selected Nigerian Colleges of education. The results of the study showed that inadequate funds, personnel, facilities, equipment, supplies and management of sport's supervision and coaching were some of the barriers to female sports management and participation. Although the above study does not directly tackle the issue of under-representation of women in sports leadership, it points out categorically that woman sporting activities are accorded meager financial allocations in comparison to the walloping financial resources allocated to men sporting programmes.

In another related study by Oloyede (1997) investigated on the psychological and social variables that militate against female participation in physical activity. A questionnaire was administered to a total of 150 randomly selected female students of colleges in Nigeria. On the basis of the findings, socio-economic status, religion, and culture and sex role orientation were some of the factors notably militating against female participation in physical activities. This study illuminates on factors that militate against female participation in physical activities at college level.

Eboh (1999) investigated the nature of institutional support or motivation provided for female students participating in university sports. A total of 355 university female student athletes from nine universities in Nigeria took part in the study. Incidentally, against the conventional expectations, the findings of the study revealed that both moral and material support was offered by higher institutions to promote female sport participation. Secondly, there was no significant difference revealed with respect to the opinion expressed among the respondents in the nature of institutional support provided for female students' participation in university sports. Although this study does not directly address the issue of women under-representation in sport leadership, it points out that for female participation in sport to continue unabated, then strategic measures have to be put in place.

Morakinyo and Olufolake (2005) studied the social factors that influence women's participation in sports in Ondo and Ekiti States of Nigeria. The five factors that were considered included educational systems, mass media, peer group influence, economic values and medical care. Results of the study revealed that the five factors had significant influence on female participation in sports in Ondo and Ekiti States of Nigeria. The study therefore, recommended that more athletic programmes should be designed specifically for women and also ensure that the responsibilities of administration and organization be taken up by women.

Kavuma (1995) studied the profiles and role performance of athletics coaches in Uganda. It was found that men were over-represented with a big percentage of 77.8% as opposed to the female coaches who constituted only 22.8% of the total coaches in Uganda. Two years later

Nsengiyunva (1997) surveyed coach education programs in selected sports associations in Uganda. It was not surprising that more men took part in the courses than women. However, the above two studies do not indicate the causes of the above state of affairs though they shed some light on under-representation of women in coaching.

Still in Uganda, the socio-cultural factors that affect the development of women's football in Uganda were studied by Ananura (2005). The study established that most of the women who played football had to overcome socio-cultural beliefs and negative attitudes, which militated against their participation in sports. It was therefore recommended that there is a need to encourage more participation of women in soccer and allow more women to participate in the management of the sport.

On the other hand, Munayi (2003) studied the coverage of women in sports by the Daily and Sunday Nation newspapers in Kenya. The study was done six months prior to the 2000 Olympic Games in Sydney. Findings showed that of the pages allocated to sports, women sports occupied only 20% of the space. Equally, only 20% of the pictures appear on these sport papers had women. However, the study did not take stock as what women were doing as they appeared in the photos. He attributed this sad situation to the fact that the number of women editors and reporters for the newspapers covered to be less than 10%. However, the study failed to show why women are under-represented in the media activities and the sporting sector at large.

Njororai *et al* (2003) reported that women are under-represented as participants in competitive and recreation sports, sports leadership and sport related academic fields. Indeed, staff teaching physical education and sport in Kenyan universities showed that men dominate with 80.4% compared to the women 19.6%. Similarly, the composition of the national sport organizations executive committees indicate that more men 91.9% than women 9.1% sit in those committees. Records of contingents of athletes and officials to the world athletic championships show a wider margin between men athletes (85.9%) in comparison to the female athletes (14.1%). For the officials, the marginalization of women is equally pathetic with 86.7% of the officials being men while women are 13.3%. Lastly, taking stock of the athletes who have taken part in Olympic

Games since 1956 to 1992 showed that 87.6% were men and 12.4% were women. Thus, the above study was an epitome of gender inequality in sports in Kenya. However, the study did not illuminate on the actual causes of women under-representation, more particularly in sports leadership.

It is apparent from the literature that gender imbalance in sport is quite pronounced. However, the studies reviewed only point out the causes in a casual and speculative manner. It is therefore imperative to investigate the causes of women under-representation in sports. Thus, this study was conducted to establish the social, cultural and political factors that militate against equal representation of women in the sport circles.

Methodology of the Study

The survey research design was used in this study. Women and men at various levels of sport leadership in Kenya were randomly selected as respondents. These included female and male sports officers, national teams' coaches, officials of national sports federations, officials of Kenya National Sports Council, National Olympic Committee of Kenya, games tutors at the universities, players of national teams and sports science students from universities (Refer to table 2. below).

Table 2: The Sample of Respondents

STRATA	MALE	FEMALE	TOTAL
National Team Player	16	28	44
Sports Federation Officials	24	6	30
Sports Science Students	17	9	26
Government Sports Officers	16	6	22
National Coaches	12	9	21
Games Tutors	10	10	20
Officials of Sports Council	7	4	11
Officials of National	6	--	6

Olympic Committee of Kenya			
TOTAL	108 (60%)	72 (40%)	180 (100%)

The instrument for data collection was direct contact questionnaire. The questionnaire composed of closed-ended items. The 5-point Likert scale questionnaire items were designed and validated by a team of experts in research methodology and sport sociology. The instrument had three sections, which sought to gather information on demographic data of the subjects (such as age, positional status and gender); the extent to which social, political, economic and cultural factors have led to gender inequity in sports leadership. The results after the test-retest method of establishing reliability yielded a correlation coefficient of 0.80, which was considered adequate for the study.

The Statistical Package for Social Sciences (SPSS) programme for data processing was used to organize the data. Frequencies, percentages and means were used to describe the data along conceptual indexes. The t-test was used to measure whether there was a significant difference in the hypotheses relating to gender. On the other hand, the one-way ANOVA was used to measure the degree of significance difference in hypotheses relating to age and positional status of the respondents. The resulting significant differences after the one-way ANOVA were subjected to Post Hoc tests of Turkey Honestly Significant Difference (HSD) at 0.05 level of significance.

Findings and Discussion

Demographic Information of Respondents

The total number of respondents for the study was 180. These included 72 (40%) females and 108 (60%) males. The sample comprised of personnel in the sports organizations whose categories are shown in table 3 below.

Table 3: Distribution of Respondents based on their Positional Status

POSITIONAL STATUS	MALE		FEMALE		TOTAL	
	N	%	N	%	N	%
National Team Player	16	36.4	27	63.6	43	23.9

Sports Federation Officials	24	80	6	20	30	16.7
Sports Science Students	17	65.4	9	34.6	26	14.4
Government Sports Officers	16	72.7	6	23.7	22	12.2
National Coaches	12	57.1	9	42.9	21	11.7
Games Tutors	10	50	10	50	20	11.1
Officials of Sports Council	7	63.6	4	36.4	12	6.7
Officials of National Olympic Committee of Kenya	6	100	00	00	6	3.3
TOTAL	108	60	72	40	180	100

It is evident from table 3 above that in most of the various categories of the respondents, males outnumbered females. There were more National Players, 43 (24%), followed by Sports Federation Officials, 30 (17%) and the Sports Science Students, 26 (14%). The least in number were the National Officials of the National Olympic Committee of Kenya, 6 (3%), followed by officials of the Kenya National Sports Council, 12 (7%) and Games Tutors, 20 (11%). This distribution is not surprising because it reflects the normal sports scenario in Kenya. For example, the National Sports Council and the National Olympic Committee have only 13 and 11 members respectively. The low representation by women is consistent with their participation in national sports leadership where men dominate (Njororai et al, 2003) The age categories of the subjects are presented in Table 4 below.

Table 4: Age of the Respondents

AGE CATEGORY	MALE		FEMALE		TOTAL	
	N	%	N	%	N	%
20-25	29	48.3	31	51.7	60	33
26-30	11	61.1	7	38.9	18	10
31-35	11	55	9	45	20	11

36-40	14	53.8	12	46.2	26	14
41-45	24	68.6	11	31.4	35	19
46-50	8	88.9	1	11.1	9	5
Over 50	11	84.6	2	15.4	13	7
TOTAL	73	40.3	108	59.7	180	100

As shown in table 4 the respondents in the age bracket of 20-25 years were the majority, 60 (33%), followed by 35 (19%) in the age bracket of 41-45 and 26 (14%) in the 36 – 40 age. The least respondents were in the age category of 46-50 (5%), followed by the over 50-age category (13%) and then those in the 26-30 age category 18 (10%). Since the majority of the respondents were players as shown in table 4.1 above, it is likely that they constituted a majority of those who belonged to the age bracket of 20-25. This age bracket also is likely to have consisted of the majority of sports science students most of whom are young. The observation that the respondents over the age of 46 are the least compared to those under 46 years of age is a reflection that there are more Sports leaders in the older age brackets than in the lower ones. Indeed, McPherson et al (1989) observed that leadership positions in sport were generally given to individuals considerably older participants. This was probably the result of a normative belief that chronological age is equivalent to experience, wisdom and leadership ability.

Factors Influencing Gender Inequity in Sports Leadership

Economic Factors

The responses received with regard to the economic factors showed that inadequate financing of women to further training in sports was rated the highest (mean = 3.90) contributor to the under-representation of women in sports leadership, compared to lack of financial empowerment to enable them to participate in sports politics and electioneering (mean = 3.72). These responses on the basis of the respondents' gender showed that women had a higher mean of 4.09 than men with regard to their responses on economic factors that have led to the under-representation of women in sports leadership. This implied that women perceive themselves to be economically disadvantaged than men in meeting expenses involved in sports politics and electioneering.

The respondents' views on the economic factors contributing to the under-representation of women in sports leadership on the basis of their age categories show that respondents in the age category of 36-40 recorded the highest mean (4.25), followed by those in age category 31-35 (3.92) and then those in age category 41-45 (3.82). Respondents in the age group of 46-50 had the lowest mean (3.27), and those in the above 50 category followed with a mean of 3.53. This implies that the respondents in the age category of 36-40 attributed the under-representation of women in sport leadership to economic factors more than the rest in other age categories. This could be the reason probably because people in this age category are more politically aware of economic implications involved in sports leadership. This implies that respondents in all the age categories unanimously agreed that economic factor was among the main contributors of women's under-representation in sports leadership. This is consistent with the observations of Akinsanmi (1997) that women sporting activities, inclusive of leadership, is accorded inadequate funds. Similar findings were found by Morakinyo and Olufolaki (2005) among women in Ondo and Ekiti states of Nigeria.

The extent to which economic factors have led to the under-representation of women in sports leadership based on respondents' positional status indicated that the Coaches', Federation Officials' and Government Sports Officers' responses had the highest means than the rest. This implies that their views put a remarkable emphasis on the contribution of economic factors to the under-representation of women in sports leadership than the players, officials of NOCK, games tutors, officials of sports council and sports science students. In fact, the ANOVA test showed a significant difference between the means of the subjects' responses on the basis of their positional status. The Turkey HSD showed that the views of the sports officers, coaches and federation officials differed significantly from those of the NOCK officials, games tutors, officials of sports council and players. This state of affairs may be due to the fact that Government Sports Officers, Coaches and Federation Officials deal with issues relating to sports activities, events funding and recruitment of sports personnel. They are therefore, well placed to gauge the magnitude of the impact of economic factors on women's participation in sports leadership. Indeed, Coakley and Pacey (1997) opined that some of the economic disadvantages

of women participation in sports is replete with lower budgets as reflected in lower prize structure, fewer athletic scholarships and less access to commercial endorsements.

Cultural Factors

The responses on the extent that cultural factors adversely affect women's participation in sports leadership showed that the traditional belief that women cannot lead men recorded the highest mean of 3.61, followed by the belief that sports leadership is only for men (mean = 3.26), belief that women are inferior sex (mean = 3.11) and the perception that women are denied leadership positions by men (mean = 3.02). The lowest rated was the idea of the influence of Western education and practices that favors men against women (mean = 2.44) and lack of leadership skills in women (mean = 1.70). Consequently they all perceived the cultural factor from a common angle because they embraced the same cultural values. These results are congruent with the findings of Oloyede (1997) and Ananura (2005) that cultural factors are a major deterrent to women participation in sports either at active levels or leadership. Therefore, it can be argued that cultural factors play a dominant role in women under-representation in sports leadership, especially in Africa, and Kenya, in particular. That is why Mazrui (1986) opined that women have always been under-privileged in sports participation in both the pre-colonial and post-colonial period. This implies that the officials of sports council do perceive cultural factors as contributing less to the under-representation of women in sports leadership. Since the Kenya National Sports Council is the umbrella management body of all sports federations and associations, it is surprising that they rated cultural factors as not being significant. This may be due to lack of gender issues awareness. It is therefore not surprising that all members of the KNSC executive are men, except for only one woman (Njororai et al, 2003).

According to Brown (1982) and Therberge (1985) women under-representation in sports leadership is attributed to cultural factors such as continued prejudices, taboos and stereotypes that lead to sport being viewed as a male preserve, and low standard gender role socialization processes that discourage females from sports. Mazrui (1986) avers that the demilitarization. This is due to the fact that most traditional sports in Africa had a warrior tradition where females

played a passive role. This was extended to the Western games where boys were more involved than girls.

Social Factors

The views of the respondents on social factors that influence women’s under-representation in sport leadership showed that low participation of women in sporting activities and lack of women role models in sports leadership were rated the highest (means = 3.88 and 3.75, respectively). On the other hand, the factor on lack of qualified women applicants was least rated (mean = 2.63), followed by women’s lack of interest in providing sports leadership (mean = 3.40). In order to determine whether the views of men and women respondents differed significantly, a t-test was computed as shown in table 5 below.

Table 5: t-Test on Social Factors in Women’s Under-representation of Women in Sports Leadership on the basis of Respondents’ Gender

GENDER	N	MEAN	SD	df	t	Sig.
Women	72	3.44	0.89	178	1.99	0.04
Men	108	3.70	0.83			

p<.05

Table 6 shows that there was a significant difference in the means of responses on social factors influencing the under-representation of women in sports leadership on the basis of the respondents’ gender. This implies that men perceive social factors as contributing to women’s under-representation in sports leadership than women themselves. This is supported by Coakley (1996) who asserts that more men than women perceive social factors as contributors to the phenomenon of women under-representation in sports leadership.

This difference in perception between the men and women respondents can be attributed to the fact that there are more men in leadership positions, which strategically places them in a better position to understand the social impediments to women’s representation in sports leadership. In fact, Coakley (1996) further asserts “because men are in positions of power than most women in

sports programs, their perceptions shapes whom they recruit, interview, hire and promote” (p. 219). However, the respondents, irrespective of their age were in agreement that social factors influenced the under-representation of women in sports leadership.

Equally the extent to which social factors contribute to women under-representation in sports leadership on the basis of respondents’ positional status , were categorical that social factors contribute to the under-representation of women in sports leadership. Due to the fact that all these respondents are actively involved in sporting activities, then they agree unanimously that social factors contribute to under-representation of women in sports leadership. This is buttressed by the findings of Oloyede (1997) that both psychological and sociological factors hinder women from occupying leadership positions in Nigeria. Thus, the African culture still bars women from attaining positions in sporting activities.

Political Factors

The views of the respondents on political issues that contribute to women’s under-representation in sports leadership showed that women’s failure to use their own network to help female friends and associates to get jobs and men's use of an efficient "old boy" network to get jobs rated equally highest (i.e. both had a mean of 3.45). However, the factor on sports policies favoring men than women was rated lowest (mean = 3.37). This implies that women view political factors as contributing to women’s under-representation in sports leadership than men. Indeed, even in theory and practice fewer women involve themselves in politics, a reason as to why they viewed political issues to be outstanding in their under-representation in sports leadership. There is a lot of politics in sports circles that tend to keep them away. Indeed, Coakley (1996) was categorical that women under-representation in sports is caused by the lack of power in gender relations and the strength of “old boy” networks, failure of women to apply for job vacancies in athletics and lack of female personnel to coach and administrate athletics.

The respondents’ views on the extent to which political factors contribute to under-representation of women in sports leadership on the basis of their age categories are analyzed using the ANOVA as shown in table 6 below.

Table 6: ANOVA on Political Factors and Under-representation of Women in Sports Leadership on the Basis of the Respondents' Age Categories

ANOVA Descriptive

AGE CATEGORY	N	Mean	Std. Deviation
20-25	59	3.36	0.96
26-30	18	2.97	0.86
31-35	20	3.35	0.68
36-40	26	3.47	0.90
41-45	35	3.62	0.97
46-50	9	3.51	0.89
Over 50	13	3.79	0.75
TOTAL	180		

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Political	Between Groups	7.36	6	1.22	1.50	0.18
	Within Groups	141.51	173	0.81		
	Total	148.88	179			

p>.05

Table 7 shows that respondents in the age category of over 50 years had the highest rating (mean = 3.79), followed by those in age category 41-45 (mean = 3.62) and then age category 46-50 (3.51). Conversely, respondents in the age category 26-30 had the least rating (mean = 2.97), followed by the ones in age group 31-35 (3.35). This implies that the older one is, the more

likely to embrace politics because he/she understands political machinery involved in sports. However, the ANOVA test showed that there is no significant difference in the means of the responses based on the age categories of the respondents. Although there were variations in the means of the responses, the respondents irrespective of their age were in agreement that political factor contributes to the under-representation of women in sports leadership. According to McPherson *et al* (1989) political considerations influence policy making, the recruitment of new members, promotion to executive positions and evaluation of performances in sports organizations. This emphasizes the need for more female representation in leadership so as to influence decisions.

The respondents' views on the extent to which political factors contribute to the under-representation of women in sports leadership on the basis of their positional status are analyzed using the ANOVA as shown in table 7 below.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Political	Between Groups	10.79	7	1.54	1.91	0.07
	Within Groups	137.18	170	0.80		
	Total	147.97	177			

p>.5

Table 7 above shows that the rating of the extent to which political factors have contributed to under-representation of women in sports leadership was high among games tutors with a mean of 3.88, followed by government sports officers (mean = 3.75). The least rating came from the officials of NOCK (2.86). However, the ANOVA showed no significant difference in the means of the responses. Therefore, the respondents based on their positional status are in agreement that political factors contribute to the under-representation of women in sports leadership. These findings bring out the need for more gender sensitization among the sports political leadership. It is surprising that National Olympic-Kenya (NOCK), which is a national umbrella body, has

members who feel that politics do not play a significant role with regard to women participation. The irony is that NOCK has only one woman on its executive of 11 people (Njororai et al, 2003). This situation is similar to Nigeria where Ikulayo (2003) asserts that Nigerian sports organizations at best have only two or one woman member serving in the national executive comprising 11 to 18 board members.

Summary of Descriptive on Economic, Cultural, Social and Political Factors in the Under-representation of Women in Sports Leadership

Table 8: Descriptive for Economic, Cultural, Social and Political Factors

Factors	N	Mean	Std. Deviation
Economic	180	3.80	1.05
Social	180	3.59	0.86
Political	180	3.43	0.91
Cultural	180	2.85	0.77
Valid N (list wise)	180		

In consideration of the four main factors and the extent to which they contribute to under-representation of women in sports leadership, it is apparent from table 8, above that the economic factors received higher rating (mean = 3.80), followed by social factors (3.59), then political factors (3.43), and last, the cultural factors (2.85). Hence, based on these means it is evident that the economic factors stand out to be the main impediment to women's representation in sport leadership. Cultural influences in this case have the least but significant effect. This is in agreement with the findings of Akinsanmi (1997) that inadequate provision of funds is a barrier to female sports management and participation.

Enhancement of Gender Equity in Sports Leadership

The responses on what measures should be taken to enhance gender equity in sports leadership was analyzed under this section. The factors that were addressed were economic, cultural, social and political.

Responses on Economic Factors

Economic factors to which the respondents provided their views included equal financing of women and men, to further opportunities in sports training and financial empowerment of women during sports electioneering. The responses from the subjects indicated that equal financing of women and men to further opportunities in sports training ranked the highest (mean = 4.44), compared to financial empowerment of women during sports electioneering, which had a mean of 3.92. These findings suggest that women are not accorded adequate opportunities for further training that is necessary for them to take up leadership positions. Further scrutiny shows that the women's responses had a higher mean (4.34) than men's (mean = 4.06) with regard to the extent to which economic factors can help in enhancing gender equity in sports leadership. Indeed, the t-test showed a significant difference in the means of the responses of women and men respondents.. This implies that women are more concerned with the need for economic empowerment so as to enable them secure more leadership positions in sports (Coakley, 1996). In this case, they need equal financing to enable them to further their opportunities in sports training, and to meet expenses of the electioneering process in sports. The extent to which economic factors would enhance gender equity in sports leadership based on the respondents' age categories is showed that ,the respondents in the age category of 36-40 had the highest mean (4.34), followed by 31-35 and 41-45 who both had the mean of 4.22. On the other hand, respondents in the age category of 50 and above had the lowest mean of 3.80, followed by 46-50 with a mean of 4.00. This implies that by age 50, most people have accumulated wealth and may not perceive financial factors to be a serious problem, among other aspects, in the enhancement of gender equity in sports leadership. This could be the possible reason for the low mean of the responses received from the older age bracket than those from the relatively younger age brackets.. Thus, the respondents irrespective of their age were in agreement that economic empowerment of women would enhance gender equity in sports leadership. Indeed, irrespective of the respondents' positional status; they were in agreement that economic empowerment of

women would enhance gender equity in sports leadership. Indeed, Lopiano (1991) opined that in order to empower women, there is need to package and promote women's sport as revenue producers so that more financial incentives are provided to increase participation opportunities for them.

Responses on Cultural Factors

The responses received on cultural activities and the extent to which they can promote gender equity in sports leadership showed that the traditional beliefs, myths and stereotypes, which militate against women participation in sport, do not play a significant role in women sports socialization. The responses on this had a very high mean of 4.37. To find out whether the means of the responses differed between men and women respondents, the t-test did not show any significant differences. However women respondents recorded a higher mean (4.50) than men (4.28). This implies that women respondents felt that if cultural factors are addressed, then this could lead to enhancement of gender balance in sports leadership. Therefore, both men and women are in agreement that cultural factors need to be addressed to promote gender balance in sports leadership. This is also supported by Lopiano (1991). In order to promote gender equity, confronting discriminatory practices in organizations and advocacy for women athletes, coaches and administrators should be a priority in all sports organizations.

The respondents' views on the extent to which cultural factors can bring about gender balance in sports leadership based on their age categories indicated that respondents from age category of 36-40 recorded a relatively high mean (4.57), followed by those in age category of 20-25 (mean = 4.47), and then respondents from the age bracket of 31-35 who recorded a mean of 4.45. However, the ANOVA test showed that there was no significant difference in the means of the respondents regarding cultural factors and gender equity in sports leadership on the basis of their age differences. It then follows that, respondents, despite their age differences almost equally agreed that cultural factors need to be addressed in order to bring about gender balance in sports leadership. In a similar version, Lopiano (1991) insisted that there is need to create a supportive work climate for women and establish policies to eliminate sexual harassment if women have to be leaders in sports.

Responses on Social Factors

The views of respondents regarding social factors and their contribution towards gender equity in sports leadership indicated that adequate media coverage for outstanding female performances and early exposure of girls to sporting activities by significant others should be encouraged (the means were 4.48 and 4.46, respectively). The responses on the factor of effective use of "old girl" networks to recruit female coaches and leaders had a lower mean of 3.55. In order to establish whether the means of the responses differed significantly between men and women, the t-test was calculated as shown in table 9 below.

Table 9: t-Test on Social Factors and Enhancement of Gender Equity in Sports Leadership on the Basis of the Respondents' Gender

GENDER	N	MEAN	SD	df	t	Sig.
Women	72	4.20	0.72	179	0.66	0.50
Men	108	4.13	0.61			

p>.05

From table 9 above it is clear that women respondents recorded a slightly higher mean (4.20) than men (4.13). This implies that women feel that if the social factors are addressed, then this could lead to enhancement of gender equity in sports leadership. Despite these slight differences in the views on social factors between men and women, there was no significant difference between the means as indicated by the t-test. Thus both men and women agree that social factors need to be addressed so as to bring about gender equity in sports leadership.

Morakinyo and Olufolake (2005) emphasize on the role of the mass media in influencing women's participation in sports; their findings seem to agree with those of the current study that adequate media coverage of women and their sports activities is necessary in enhancing their participation in sports. However, Lopiano (1991) was equivocal that organizations should use women's hiring networks when looking for coaches and administrators, be an advocate and a watchdog and insist on fair and open employment practices. Beyond that, Coakley (1996)

suggested that for gender equity to surface, it is important to recruit women athletes into coaching and establish internships and other programs to recruit and train women to enter jobs at all levels of sports management and participation.

The extent to which social factors can enhance gender equity in sports leadership as per the respondents' age categories showed that respondents from age group 41-45 recorded the highest mean (4.31), followed by those in age category 20-25 (4.23). On the other hand, those in age category of 50 and above recorded lowest mean of 3.84, followed by those in age category of 26-30 (3.88) and 46-50 (3.88). Nevertheless, there was no significant difference in the means of the responses with regard to the extent to which social factors would contribute to gender balance in sports leadership on the basis of respondents' age categories. This implies that across the age categories of the respondents, they agreed that social factors need to be addressed so as to enhance gender equity in sports leadership. The extent to which social factors will enhance gender equity in sports leadership as per respondents' positional status did not elicit any significant differences. This implies that across all the positional status, the respondents unanimously agreed that the social factors need to be addressed in order to enhance gender equity in sports leadership.

Responses on Political Factors

The respondents identified two most important political factors to be addressed in promoting gender equity in sports leadership. These were elimination of corruption, favoritism in appointments and elections of sports leaders, and having legislative policies that support women participation in sports. These factors had means of 4.35 and 4.31, respectively. Likewise, the political factor on the use of women sport hiring networks to look for coaches and administrators to sport organizations was also rated relatively high.

Table 10: t-Test on Political Factors and Enhancement of Gender Equity in Sports Leadership on the Basis of the Respondents' Gender

GENDER	N	MEAN	SD	df	t	Sig.
Women	72	4.26	0.57	179	2.51	0.01

Men	108	4.01	0.69			
-----	-----	------	------	--	--	--

p<.05

From table 10 above, it can be seen that women had a slightly higher mean (4.26) than men (4.01) with regard to the extent to which political factors can contribute to gender equity in sports leadership. In fact, the t-test indicated that this difference is significant. This implies that women are more critical to the need for political empowerment so as to be able to secure more leadership positions in sports. That is why Lopiano (1991) argued that gender equity in sports could be achieved through strategic political organization and pressure. She called for the development of grassroots organizations to systematically support and publicize girls and women's sports programs. According to Ikulayo (2003), deliberate efforts must be made to increase the number of women in advisory policy and decision-making levels. This has to be taken up by the political establishment at national, regional and institutional levels if gender equity has to be realized in sports.

The extent to which political factors would enhance gender equity in sports leadership based on respondents' age categories did not differ significantly. Therefore, despite age differences, the respondents were of the view that political factors need to be addressed if gender equity in sports leadership has to be attained. Some of these political factors border on objecting to policies that would result in a decrease in women's sports participation or participation opportunities. This has to be a combination of public relations, political lobbying, pressure, education and advocacy (Coakley, 1996).

Respondents' views regarding political factors in addressing gender equity in sports leadership on the basis of their positional status showed that both the games tutors and federation officials recorded the highest means of 4.31 and 4.24, respectively regarding the extent to which political factors should be addressed so as to enhance gender equity in sports leadership. The relatively lower means were recorded by officials of sports council (3.90) and the coaches (3.91). This implies that across all the positional status studied the respondents were of the view that political factors need to be considered in order to bring about gender equity in sports leadership. Lopiano

(1991) was categorical that in order for equity to be prevalent, sports organizations should publicly recognize the achievements of female athletes and their sponsors. Other people will then begin to see value of women's sports and join efforts to achieve equity.

Summary of Descriptive on Economic, Cultural, Social and Political Factors in the Enhancement of Gender Equity in Sports Leadership

Table 11: Descriptive for Economic, Cultural, Social and Political Factors

	N	Mean	Std. Deviation
Cultural	180	4.37	0.97
Economic	180	4.18	0.84
Social	180	4.16	0.66
Political	180	4.11	0.65
Valid N (list wise)	180		

From table 11 above, it is evident that out of the four main factors (i.e. Cultural, Economic, Social and Political), the cultural factors were rated highest (mean = 4.37) in terms of the extent to which, if well addressed, they will contribute to gender equity in sports leadership. The least rated under this case were the political factors (mean = 4.11). Therefore, if cultural factors are addressed, this may enhance gender equity in sports. This is supported by assertions of Mazrui (1986), Oloyede (1997) and Eboh (1999) that women under-representation in sports is as a result of cultural factors that are repugnant to sports development in Africa.

Summary of Findings, Conclusions and Recommendations

Economic Impediments to Women's Participation in Sports Leadership

Inadequate financing of women to further training in sports rated the highest economic factor that contributes to the under-representation of women in sports leadership. This was followed by lack of financial empowerment of women to enable them participate in sports politics and electioneering. However the responses on economic factors varied significantly based on gender

and positional status of the respondents. Women were more candid that economic factors hinder their participation in sports leadership.

Cultural Factors that have Contributed to the Under-representation of Women in Sports Leadership

The belief that women cannot lead men was rated as the highest cultural factor contributing to the under-representation of women in sports leadership. However, the idea that the influence of Western education and practices favors men than women was not considered a serious cultural factor contributing to the low participation of women in sports leadership. The influence of cultural factors on the under-representation of women in sports leadership did not differ based on the gender and positional status of the respondents. However the responses differed due to age of the respondents. Respondents belonging to the age category of 41-45 years rated highly the influence of cultural factors on women under-representation in sports leadership.

Social Factors and the Under-representation of Women in Sports Leadership

Low participation of women in sporting activities and lack of women role models in sports leadership were rated as the highest social factors that are an impediment to women's involvement in sports leadership. On the other hand, the least rated social factor was women's lack of interest in providing sports leadership. However the rating of the response did not differ based on the respondents age and positional status. There was significant difference in the means of responses on the extent to which social factors prevent women from securing leadership positions in sports on the basis of the respondents' gender. The men's rating on the influence of social factors on women's under-representation in sports leadership was higher than those of the women respondents.

Political Factors and the Under-representation of Women in Sports Leadership

The political factor on women's failure to use their own networks to help their fellow women friends and associates to get jobs ranked the highest in contributing to the under-representation of women in sports leadership. Equally ranked high was the men's use of efficient "Old boy" networks to get jobs as being one of the political factors that overtake the chances of women

participation in sports leadership. However, the political factor that was least rated was on the sports policies that favors men against women.

There was significant difference in the means of the responses of the respondents based on their gender on the role of political factors in denying women leadership positions in sports. The women respondents put more emphasis on the negative effects that political factors have contributed to the under-representation of women in sports leadership than the male respondents..

Summary of Findings on the Extent to which Economic, Social, Political and Cultural Factors can Enhance Gender Equity in Sports Leadership

1. Economic Factors and Enhancement of Gender Equity in Sports

Equal financing of women and men to further opportunities in sports training ranked the highest economic factor that will help enhance the involvement of women in sports leadership. However, financial empowerment of women during sports electioneering ranked the least. There was significant difference in responses of the men and women respondents with regard to the extent to which economic factors would enhance gender equity in sports leadership. The rating of women was higher than that of men with regard to the role of economic factors in enhancing women's leadership in sports but the ratings did not differ based on the respondents' age and positional status.

2. Cultural Factors and Enhancement of Gender Equity in Sports Leadership

- (i) There was no significant difference in the responses of men and women respondents with regard to the extent to which cultural factors will enhance women's involvement in sports leadership. In this case both men and women indicated support to the fact that addressing cultural factors would enhance gender equity in sports leadership.
- (ii) There was no significant difference in the responses on the basis of age categories of the respondents regarding the extent to which cultural factors would promote gender equity in sports leadership. Based on the high means recorded across the age categories, it is evident that the respondents were in agreement that cultural factors had a lot of bearing in enhancing gender equity in sports leadership

(iii) There was no significant difference in the responses on the basis of the positional status of the respondents to the extent to which cultural factors would enhance gender equity in sports leadership. Owing to the high mean of responses across the positional status, the respondents indicated that cultural factors are supposed to be addressed in order to enhance women's representation in sports leadership.

3. Social Factors and Enhancement of Gender Equity in Sports Leadership

(i) Out of the various social factors that were important in promoting women's opportunities for sports leadership, the need for adequate media coverage for outstanding female athletes rated highest. However, the one that rated least was the use of "old girl" network to recruit female sports leaders. These social factors did not attract any differences between respondents' age, gender and positional status. The consensus was that there was need for addressing social factors as the way of promoting women's representation in sports leadership.

4. Political Factors and Enhancement of Gender Equity in Sports Leadership

The need to eliminate corruption, favoritism in appointments and elections of sports leaders was rated the highest political factor that should be addressed so as to enhance women's representation in sports leadership. The political factor that was rated least is the use of women's sport hiring networks to look for coaches and administrators in sports organizations. There was a significant difference in the responses of the men and women respondents with regard to the extent to which the political factors would promote women's leadership in sports. The rating of women on this factor was higher than that of men. However respondents concurred on the need to address political factors so as to enhance women's participation in sports leadership.

Out of all the four factors, the cultural factors rated high in terms of enhancing the representation of women in sports leadership. The least rated were the political factors. This suggests that if all cultural factors that prevent women from getting involved in sports leadership are addressed, then the rest of the economic, political and social factors would also be sorted out.

Conclusions of the Study

- (i) Inadequate financing of women to further training in sports is the key economic factor that contributes to the under-representation of women in sports leadership
- (ii) More women than men were in agreement with Government Sports Officers, National team Coaches and Officials of Federations that economic factors played a big role in denying women leadership positions in sports.
- (iii) The belief that women cannot lead men was singled out as the main cultural factor that denied women leadership positions in sport.
- (iv) Age is a significant factor in the sports personnel's perception of the extent to which cultural factors undermine women's participation in sports. Whereas the older ones blame the under-representation on cultural factors, the younger ones perceive it otherwise.
- (v) Low women participation in sports and lack of role models are the major social factors that lead to women under-representation in sports leadership.
- (vi) Gender is a determinant in the way sports personnel view social factors as impediments to women participation in sports leadership. More men perceive social factors as the key to the under-representation of women in sports leadership than women.
- (vii) Women's failure to use their own networks to help their fellow friends and associates stands out as a political factor that leads to the under-representation of women in sports leadership
- (viii) Women emphasized so much on the political factors than men as impediments to their leadership in sports.
- (ix) Of all the four main factors investigated, economic factors stood out as the main cause of women under-representation in sports leadership

In terms of enhancement of women's participation in sports leadership:

- (i) Equal financing of men and women to further opportunities of training in sports is a crucial economic factor that will help to enhance women leadership positions in sports.
- (ii) Gender is also a significant factor with regard to how economic factors can enhance women leadership in sports. In this case, more women were categorical that they needed financial support than men.
- (iii) Regardless of gender, age and positional status, cultural factor is pointed out as the main significant factor that if addressed will contribute to gender equity in sports leadership.

- (iv) The need for adequate media coverage of outstanding female athletes is a key social factor that can enhance women's participation in sports leadership. This social factor is agreed upon across gender, age and positional status
- (v) The need to eliminate corruption, favoritism in appointments and in the elections of sports leaders is the key political factor that needs to be addressed in order to enhance women representation in sports leadership. Women emphasized more on the political factors than men.
- (vi) Of the four main factors investigated, cultural factors are the key to being addressed so as to enhance the participation of women in sports leadership.
- (vii)

The following recommendations for policy implementation are suggested:

- (i) The Ministry of Sports and Gender, commercial organizations and sponsors of sports activities should adequately finance further training of Kenyan women in sports
- (ii) The Kenya Institute of Education (KIE) should come up with a curriculum that dispenses the cultural stereotypes that militate against women's leadership opportunities in sports
- (iii) Institutions of learning, including universities and other tertiary institutions should embrace the teaching of Physical Education (PE) and Sports to all young people irrespective of gender. This includes socializing the girl-child into sports from an early age.
- (iv) The Ministry of Sports and Gender should come up with affirmative action that guarantees women access to sports activities, selection to international competitions and provision of leadership.
- (v) Various sports federations and organizations should review their constitutions to give higher percentage representation of women in their ranks
- (vi) The media should be used as a valuable tool of educating the public of the importance of sports to all irrespective of gender and giving more coverage and exposure of female athletes to attract more women to sports
- (vii) Sound financial management practices should be formulated and enforced by the various sports organizations to ensure equal allocation of funds to both women and men's sports activities. The Kenya Anti-Corruption Unit should monitor and investigate any cases of corruption and misappropriation of funds in sports organizations.

- (viii) Educational and gender organizations should take the lead in creating awareness on the need for gender equity in sports participation and leadership.

References

- Akinsanmi, T. (1997) Barriers to female sports management and participation: The experience in related Nigerian colleges of education. In V.C. Igbanugo (Ed) *The female and physical activity: Proceedings of the 11th annual conference of Nigerian association of sports science and medicine (NASSM)* Ibadan, Stirlig-Horden, 100-109.
- Ananura, K.E. (2005) Socio-cultural factors that affect the development of women football in Uganda. A paper presented at 6th biennial scientific conference of the Association for Health, Physical Education, Recreation, Sport and Dance (AFAHPER-SD) held at Kenyatta University, Nairobi (Kenya) 9th – 11th November, 2005.
- Beashel, P. and Taylor, J. (1992). *Sport Examined*. Walton-on-Thames Survey. Macmillan Education Ltd.
- Coakley, J. (1996). *Sport in Society: - Issues and Controversies*. St. Louis, The C.V Mosby Company.
- Coakley, J.J. and Pacey, P.L.(1997). The Distribution of Athletics Scholarships among Women in Intercollegiate Sports. In *Sports and the Sociological Imagination: Refereed Proceedings of the 3rd Annual Conference of the North American Society for the Sociology of Sports*, Toronto, Ontario, Canada, 228-241.
- Eboh, T.L (1999) Instrumental support for female sports participation in selected Nigerian Universities. In V. Igbanuga (Ed) *Multi-dimensional approach to youth soccer*. Lagos, Stirlig-Horden publishers, pp. 64-68.
- Hargreaves, J. (1994). *Sporting Females: Critical Issues in the History and Sociology of Women's Sports*. London. Routledge.
- Ikulayo, P.B.(2003). *The Mind in the Body: Sports Psychology as a Cornerstone to Sports Achievements and Greatness*. Lagos, University of Lagos Press.
- Kavuma, L. (1995). *Profiles and Role Performance of Athletics Coaches in Uganda*. Unpublished B. Ed Dissertation Report. Kampala Institute of Teacher Education, Kyambogo, Makerere University, Kampala.
- Lopiano, D. (1991) Preservation at the coaching: America's coaches conference, United States Olympic training center, Colorado Springs C.O.
- Mazrui, A.A. (1986). *The Africans: A Triple Heritage*. London, BBC Publications.

- McPherson, Curtis, J.E. & Loy, J.W. (1989) *The social significance of sport: An introduction to the sociology of sport*. Champaign Illinois, Human Kinetics Books.
- Morakinyo, E.O. & Olufolake, F.O. (2005) Social factors and female participation in sports in Ondo and Ekiti states of Nigeria. A paper presented at 6th biennial scientific conference of the Association for Health, Physical Education, Recreation, Sport and Dance (AFAHPER-SD) held at Kenyatta University, Nairobi (Kenya) 9th – 11th November, 2005.
- Munayi,S. (2003). The Media and Women Participation in the Olympics: The Case of Sydney 2000. *East African Journal of Physical Education, Sports Sciences Leisure and Recreation Management*, 1,2: 94-99.
- Mwisukha, A., Njororai, W.W.S and Onywera, V. (2003). Contributions of Sports Towards National Development in Kenya. *East Africa Journal of Physical Education Sports Science, Leisure and Recreation Management*, Vol. 1 Issue 2, September 2003, pp73-93.
- Njororai, W.W.S., Achola, P.W. and Mwisukha, A. (2003). Dimystifying Ideology of Masculinity in Kenyan Sports. *East African Journal of Physical Education*, Vol.1 Issue 2 September 2003, pp.82-93.
- Nsengiyunva, B. (1997). A Survey of Coach Education Programmes in Selected National Sports Associations in Uganda. Un published B.Ed Dissertatation. Kampala Institute of Teacher Education, Kyambogo, Makerere University. Kampala.
- Nyaga, J.K., Njororai, W.W.S., Asembo, K.M. and Munayi, S.P. (1998). TOWARDS Mss Sport in Kenyan Universities. Proceedings of Seminar on Sports in the Kenyan Universities held at Egerton University, Kenya. Pp69-80.
- Oloyede, R.O. (1997) Psychosocial variables militating against female participation in physical activity. In V.C. Igbanugo (Ed) *The female and physical activity: Proceedings of the 11th annual conference of Nigerian association of sports science and medicine (NASSM)* Ibadan, Stirlig-Horden, 100-109.
- Payne, W.A. and Hahn, D.B. (2000). *Understanding Your Health*. Dubuque. Boston Burr Ridge.
- Therberge, N. (1985) The construction of gender in sport: Women, coaching and the naturalization of differences. *Social Problems* 40, 3:401-413.
- UNESCO (1980). International Character of Physical Education and Sport. *The Journal of Physical Education and Recreation*. September, 1980, pp.22-23.
- Wahome, E.N. (2000). Historical Perspectives of Women's Participation in sport. In: Amusa, L.O and Toriola, A.L (eds): *Sport, Exercise and Health*. Proceedings of the Third

Scientific Congress of the Africa Association of Health, Physical Education, Recreation, Sport and Dance. (AFAHPER-SD) held in September 11th – 15th, 1997 in Nairobi Kenya, pp16-20.