



香港大學
THE UNIVERSITY OF HONG KONG

Laidlaw Scholars Programme 2021-22

Research Proposal

Guidelines on how to prepare a research proposal:

- Identify a project of your choice and discuss the topic with your academic supervisor at HKU.
- Prepare a research proposal including the following details:

1. Title of research project:

The impact of sport entertainment industry on adults' (sport fans) engagement in physical activity

2. Research question:

Is watching sport entertainment actively/becoming a sport fan positively correlated to the physical activities (on adults)?
Does sport entertainment industry motivate adults (sport fans) to engage more in physical activities?

3. Summary of the work to be undertaken by the applicant (e.g., background information, location, history, context, limitation, methodology, and timeline)

Background:

As the number of sport entertainment fans keeps increasing, the sport entertainment industry is also expected to grow. Most of the sport fans were adults (around the ages 18-30 years old). Few studies have investigated the benefits of physical activities in preventing the complex diseases such as obesity. This study aims to determine the impact of sport entertainment industry on fans' engagement in sport and physical activity.

Location: The research can be conducted in Hong Kong, UK, or Indonesia.

Context:

The possible positive impact of sport entertainment industry in encouraging physical activity among adults (sport fans) due to its market growth

Limitation:

The result of this research might be biased as this research use the self-reported survey method, the sample taken might not represent society in general, and only focus on particular geographical area.

Methodology:

The study will take 100 participants who actively watch sport entertainment and become fans in the location that the research will be conducted. The participants will fill the survey and the survey will be concluded.

Timeline (rough):

June 2022: review previous related research and literature, design the detailed research methodology, propose survey questions, and consult with the supervisor

July 2022: find participants and collect the survey data, and consult with the supervisor

August 2022: examine data, conclude the result, and write report, and consult with the supervisor

4. Details of supervision arrangements (e.g., how are you going to conduct your research? Will focused group/survey be conducted? How often will you meet your supervisor? Is laboratory work required? Etc.)

The research will be based on survey conducted on 100 participants in the particular location. Each question in the survey will be answered by the participants on the scale basis (0-5). After the data collection, the data will be analyzed through normal distribution to determine the correlation. I will contact my supervisor and consult every 1-2 weeks.