

The role of the General Sports Authority in spreading ethical values in sports bodies in the State of Kuwait

***Dr/ Bader Ayed Al-otaibi**

Introduction:

The present time is characterized by rapid change and development that has invaded all different fields of life, and imposes a strong impact on society and its various systems, whether social, economic, or cultural. These changes are considered challenges that in turn were reflected in the value and moral system of society, and demonstrate the importance of ethics in rationalizing human behavior. Because it is necessarily linked to relationships with others, the lack of moral controls may lead to harming relationships with others, which requires the existence of standards that work to achieve a balance between conflicting interests for the good and happiness of everyone, and these standards are moral values. (11:75)

The concept of values and morals meet in a relationship that leads to their emergence in one concept, which is moral values, which is a philosophical concept consisting of standards of behavior, commitments, and principles that a person acquires and practices in word and deed, and they represent the common sense that brings together the members of a particular sect, group, group, or culture. Its members derive it from their faith, customs, traditions, and cultural, intellectual, and historical legacies, and it represents the frame of reference for judging a behavior by

accepting or rejecting it according to its conformity with or violation of those standards and principles. Or it is an organized model of moral values in a particular society, and this model consists of a set of principles that link the society to its religious and cultural identity and traditions. Moral values are characterized by being a dynamic, changing system dominated by mutual support and functionality. Morality is a system of values and laws that determine what is right, what is good, and what behavior should be. (2:45)

Moral values are viewed by some as a set of principles, ideals and morals that an individual receives and learns within the social environment in which he lives, and is considered a reference standard governing and directing the behavior of individuals and their dealings with others in the society to which they belong, in addition to being an explanation of what is right and what is wrong. Of actions, they are characterized by consistency and repetition, and most people agree to give them value and value in light of the principles and beliefs of society, and they differ from one society to another, just as they differ in society itself from one era to another, and from one social class to another, and it has its importance in creating a balanced personality intellectually, spiritually,

* Associate Professor at the College of Basic Education - Department of Physical Education and Sports – Kuwait.

psychologically and physically. And emotionally. (16: 330)

Sports are one of the important human activities. There is hardly any human society that is devoid of some form of sports and its role in consolidating values and its great ability to nurture, normalize and build a balanced social personality, not to mention the health effects that have been associated since ancient times with practicing sports and physical training. (5: 5)

Throughout its history, sport has been founded on the foundations of social values, and there is no doubt that the moral foundation in sport is one of the most important moral foundations and pillars on which sport has relied to support its human journey. Man created sport, applied his standards to it, and imbued it with his social human character. He is the one who established its rules and regulations, and of course this was taken from his standards, systems and social values, and in the Olympic Games - the highest levels and frameworks of sports competition in the world. Ethics, fair play, sportsmanship, brotherhood, and excellence; These are the value frameworks that formed the dominant feature of Olympic thought, and in essence they are values that express acceptable social morals. Which is considered within the framework of social needs that sport can make a major contribution to achieving. (5: 70)

Sports ethics in general are acquired behavior resulting from the environment surrounding the player from the beginning of his entry into the

sports field. Moral reference is one of the most important components upon which the proper construction of sports and athletes is carried out. Sports are based on a set of principles and values, the forefront of which are integrity, fair competition, and sports progress. It has become linked to the extent of the presence of values and morals in sports planning. Moral values are the standard for measuring the cultural progress of nations. In order to establish values in the sports field, attention must be paid to sports culture and its roots in all educational and sports institutions. (15:62)

Many parents in many Western countries encourage their sons and daughters to participate in individual and group sports activities because they are fully convinced that these organized sports activities meet some deeper needs that are not met by families and contemporary societies. Among these social needs are moral values, including (honesty - cooperation - Respect - order) and many other values. (15:63-64)

The sports club exercises a kind of control and guidance of sports not only in the field of motor or skill behavior, but also in its normative moral, psychological and social aspects and its civic education as well. The club is a model similar to the school that uses the same mechanisms and in which the coach replaces the teacher, and in it the club family is parallel to the school family. Although the period that an individual spends in the club is less than the period that an individual spends in school, the depth of the

club's influence in the process of socializing the athlete in particular is greater than any other community institution, because the organized play situations that we call training and competition are rich in many valuable experiences and interventions. Which makes competitiveness have a profound impact on the upbringing of the individual. (7: 175)

Research problem:

The weakness of adherence to moral values in many contemporary societies has led to the spread of many negative behaviors on the individual and society, including fanaticism, rioting, etc. Therefore, moral values are a basic pillar upon which society depends in its development and progress, and its unity and cohesion. The manifestations of disorder in societies Contemporary, it can be attributed to the lack of adherence to a consistent value system that determines the behavior and orientations of individuals. Through the role of the General Sports Authority, which works greatly in serving sports, athletes and society, its role is to provide a positive climate based on moral values in accordance with Law No. 97 of 2015, which is to create a healthy sports environment that prevents discrimination and intolerance of all kinds, and to develop the spirit of fair competition for the benefit of society. And spreading healthy habits, sports values and principles, highlighting the civilized face of the country and introducing it locally and internationally in the sports field. Therefore, the researcher believes that

spreading moral values is an inherent and main role of the General Authority for Sports in accordance with the law, and also its role in protecting young people and society as a whole. Therefore, the researcher is trying to develop mechanisms to spread Ethical values through the General Sports Authority in the State of Kuwait.

Purpose of the research:

The research aims to identify the role of the General Sports Authority in spreading moral values in sports bodies in the State of Kuwait

Research questions:

- What is the role of the General Sports Authority in spreading sportsmanship in stadiums?
- What is the role of the General Sports Authority in supporting competitive balance mechanisms?
- What is the role of the General Sports Authority in spreading sports culture?

Research terms:

Moral values:

- A set of deeply-rooted cognitive, emotional, and behavioral beliefs and perceptions that an individual chooses freely after deep thought, and believes in them so firmly that they form a system of standards by which he judges things as good or bad, and by acceptance or rejection, and results in regular behavior characterized by consistency, repetition, and pride. (14:23)

- A system of rules that regulate social interactions and relationships between individuals within societies by drawing on concepts such as trust, justice, and rights. (20:149)

General Authority for Sports:

- It was established by Law No. 97 of 2015 and aims to expand the opportunities and basis for collective practice of sports and unleash the energies, capabilities and creativity of young people in sports aspects and care for them, in accordance with the highest international standards in the sports fields, and to encourage sports by providing technical and financial support to advance it, discover and develop youth sports skills, and create a healthy sports environment preventing discrimination and intolerance of all kinds, developing the spirit of fair competition for the benefit of society, nurturing the sports movement in the country and working to support and develop it, combating prohibited stimulants in sports fields, developing physical fitness, spreading sound healthy habits and sporting values and principles, and highlighting and publicizing the country's civilized face locally and internationally in the sports field. (12: Article 3)

Research Methodology:

The researcher used the descriptive method as it suits the nature of the research.

Research population and sample: The research community is represented in the following categories:

1. Employees of the General Sports Authority in the State of Kuwait.
 2. Members of the boards of directors of sports clubs in the State of Kuwait.
 3. Members of the boards of directors of youth centers in the State of Kuwait.
- The researcher obtained responses randomly.

Data collection tools:

Questionnaire form:

The researcher designed a questionnaire form and the questionnaire form was applied during the period from 10/3/2023 AD until 10/18/2023 AD. The researcher used the validity of the content "arbitrators", and it was also applied to a reconnaissance sample consisting of (23 individuals) from within the research community and from outside the basic sample. The researcher used the correlation coefficient between the phrases and their axes using the Pearson method.

**Table (1)
Description of the research sample**

	Research Community	Basic sample	Exploratory sample
1	Employees of the General Sports Authority in the State of Kuwait	65	12
2	Members of the boards of directors of sports clubs in the State of Kuwait	41	7
3	Members of the boards of directors of youth centers in the State of Kuwait	35	4
Total		141	23

Calculating the scientific coefficients for the questionnaire:

First: Honesty: The researcher calculated honesty through two methods:

A - The veracity of the content "arbitrators":

The form was presented to a group of (10) experts (Attachment 1) in order to seek their scientific opinion about the suitability of the axes and statements set for each axis, as well as the suitability of the proposed rating

scale, for the purpose of calculating the degree of their agreement on the statements (Attachment 2), and in this way the researcher verified the veracity of The content is in accordance with the opinions of experts, and this is evident from Table (2). The researcher was satisfied with the agreement rate of 70%. Three phrases were deleted, and the final form of the form represented three axes and 33 phrases (attachment 3).

Table (2)
Percentage of expert agreement for themes and phrases

First axis 100%		Second axis 100%		Third axis 100%	
	%		%		%
1	80%	1	90%	1	100%
2	100%	2	70%	2	100%
3	90%	3	100%	3	80%
4	90%	4	60%	4	90%
5	70%	5	80%	5	70%
6	100%	6	100%	6	90%
7	80%	7	90%	7	100%
8	100%	8	90%	8	60%
9	90%	9	80%	9	80%
10	100%	10	100%	10	90%
11	100%	11	80%	11	100%
		12	100%	12	90%

It is clear from Table (2) that the percentages of the axes and phrases ranged between (60% - 100%), and the percentage that the researcher was satisfied with was 70%, and phrase No.

(4) in the second axis and phrase No. (8) in the third axis received a percentage of 60%. This is a lower percentage than the percentage that the researcher was satisfied with.

Table (3)
Results of frequencies, percentages, K2 value, and odds ratio The order, the average value, and the prevailing direction of the response on the first axis (n=141)

	Statements	Strongly agree	agree	Neutral	disagree	Strongly disagree	Odds ratio	The order	The average	K2 value
1	Establishing an annual award in various sports called the Fair Play Award and the Sportsmanship Award for the best (player, team, audience).	117	24	0	0	0	96.60%	1	4.83	364.85
2	Holding conferences on the importance of fair play and sportsmanship in stadiums in the State of Kuwait.	102	27	12	0	0	92.77%	3	4.64	258.89
3	Contributing to the creation of media content concerned with presenting educational materials in sports media.	105	33	3	0	0	94.47%	2	4.72	288.89
4	Participating with the sports media in presenting a positive image of Kuwaiti sportswomen to the world through effective communication with foreign media.	54	51	36	0	0	82.55%	10	4.13	100.60
5	Respecting the privacy of individuals and the rights of others in all forms and contents of programs and services provided in the sports field.	93	36	12	0	0	91.49%	5	4.57	216.77

Follow Table (3)
Results of frequencies, percentages, K2 value, and odds ratio The order, the average value, and the prevailing direction of the response on the first axis (n=141)

	Statements	Strongly agree	agree	Neutral	disagree	Strongly disagree	Odds ratio	The order	The average	K2 value
6	Creating media content that contributes to individuals acquiring civilized behavior based on respect for others and the use of dialogue, which is a measure of civilized society.	93	42	6	0	0	92.34%	4	4.62	229.53
7	Distributing periodical magazines (annual, semi-annual) about the importance of fair play and sportsmanship in stadiums in the State of Kuwait.	78	24	15	15	9	80.85%	11	4.04	114.00
8	Establishing an observatory for sportsmanship and fair play affiliated with the General Sports Authority.	81	39	15	6	0	87.66%	9	4.38	154.85
9	Establishing mechanisms to participate in a media plan related to the ethical aspect of sports channels.	87	48	3	3	0	91.06%	6	4.55	209.74
10	Working to oblige various media institutions to be neutral and objective when it comes to analyzing and treating sports issues.	90	39	12	0	0	91.06%	6	4.55	205.28
11	Establishing sound scientific foundations for producing sports programs with purposeful content that are based on foundations aimed at creating sportsmanship among young people.	84	51	3	3	0	90.64%	8	4.53	202.09

K2 value (4, 0.05) = 9.488

It is clear from Table (٧) that the responses of the research sample tended towards agreeing with all the statements of the first axis, the role of the General Sports Authority in spreading the sportsmanship in stadiums in the State of Kuwait, where the percentage ranged between (80.85% - 96.60%). The following figure shows the results of the likely response percentage. On the first axis, the following is a comment on the results:

Statement (1) Establishing an annual award in various sports called the Fair Play Award and the Sportsmanship Award for the best (player, team, audience). The statement received a percentage - relative importance - (96.60%), and the researcher believes that establishing an annual award for fair play and sportsmanship It works on the existence of competition between sports bodies and between players, teams, and the public in order to show the best behavior of each of them, and thus the competition becomes ethical as well, in addition to sports competition, which reflects positively on the state of stability in sports stadiums in the State of Kuwait, and this is consistent with the study of Gema and others. Year (2015 AD).

Statement (2) Holding conferences on the importance of fair play and sportsmanship in stadiums in the State of Kuwait. The statement received a percentage - relative importance - (92.77%). The researcher believes that holding press conferences works to attract media professionals

and introduce them to the activities of the General Sports Authority and its role in spreading the spirit. It also contributes to sports bodies sharing their ideas and proposals, as well as the problems they face and how to overcome them in the future. Therefore, these conferences are a media, scientific and cultural platform for spreading the sportsmanship in sports stadiums, and this It agrees with the study of Jitendra and Brijesh Kumar (2017 AD)

Statement (3) Contributing to the creation of media content concerned with presenting educational materials in sports media, and the phrase received a percentage - relative importance - (94.47%), and the researcher believes that the General Sports Authority may develop mechanisms to create educational content in sports media and also follow up on everything It comes from the media with regard to media content and its impact on moral values. Everything that comes from the sports media has an impact on young people, even sports commentary, as it affects all individuals. It may be a tool for construction if it is used in a constructive way, and it may be a tool for demolition if it is used in a negative way. This is consistent with the study of Bashir Karroum, Al-Taher Al-Nahwi (2016).

Statement (4) Participation with the sports media in presenting a positive image of Kuwaiti sportswomen to the world through effective communication with foreign media. The statement received a

percentage - relative importance - (82.55%), and the researcher believes that the Public Authority for Sports has an important role in highlighting Kuwaiti women's participation in sports and their achievements at the local, regional, continental and international levels, which reflects the extent of civilization and non-discrimination in the sports field in the State of Kuwait, in cooperation with all local and international media, and this is consistent with Amani Ali Muhammad's study in the year (2021 AD).

Statement (5) Respecting the privacy of individuals and the rights of others in all forms and contents of programs and services provided in the sports field. The statement received a percentage - relative importance - (91.49%), and the researcher believes that players, coaches, referees, administrators, and other elements of the sports system, each individual has his own privacy. This privacy must be taken into account, especially in the media that publish their news, pictures, and even the smallest details of their personal lives, and this may reflect negatively on their response and their dealings with the media. Therefore, controls and standards must be established for the extent to which the media respects the privacy of individuals and the rights of others. This is consistent with the study of Kong, Jiufeng, and Rong Liu. , Cong, Qu, Guofeng, Gao, Rong (2023 AD).

Statement (6): Creating media content that contributes to individuals acquiring civilized behavior based on

respect for others and the use of dialogue, which is a measure of civilized society. The statement received a percentage - relative importance - (92.34%), and the researcher believes that the General Sports Authority has a role in communicating with Media professionals from the Authority's Media Department develop ideas to create media content aimed at spreading sportsmanship and moral values. This content may be paid for by the General Sports Authority to ensure control over all elements of the content and the method of presenting it. This is consistent with the study of Iftikhar Mohi Muhammad in (2014 AD).

Statement (7): Distributing periodical magazines (annual, semi-annual) about the importance of fair play and sportsmanship in stadiums in the State of Kuwait. The statement received a percentage - relative importance - (80.85%), and the researcher believes that the print media has a major role in spreading sportsmanship. And moral values. The Media Department of the General Sports Authority may print and distribute periodic magazines to sports bodies that include the importance of clean play and sportsmanship in stadiums and include the most important achievements of the Authority in the sports, educational and moral fields and the names of the winners of the Fair Play and Sportsmanship Awards and honoring them, which contributes to spreading positive values in stadiums. Mathematical, and this is consistent

with the study of Jitendra Kumar, Brijesh Kumar (2017 AD)

Statement (8) Establishing an observatory for sportsmanship and fair play affiliated with the General Sports Authority. The statement received a percentage - relative importance - (87.66%). The researcher believes it is necessary to establish an observatory for sportsmanship and fair play that will be affiliated with the General Sports Authority and provide the necessary material and human technologies and capabilities to establish The observatory monitors and detects any violations of fair play and sportsmanship in Kuwaiti stadiums and takes the necessary measures in this regard so that it does not happen again. This is consistent with the study of Gema and others in 2015.

Statement (9) Establishing mechanisms to participate in a media plan related to the ethical aspect of sports channels. The statement received a percentage - relative importance - (91.06%). The researcher believes that sports media is part of the media in general in the State of Kuwait and that the basic plan that is being developed for the media In general, sports media emerges from it, so it is possible for the General Sports Authority to present some necessary proposals to establish moral values, including sportsmanship and fair play, within the framework of the sports media strategy in the State of Kuwait, and this is consistent with Amani Ali Muhammad's study in the year (2021 AD).

Statement (10) Work to oblige various media institutions to be neutral and objective towards analyzing and treating sports issues. The statement received a percentage - relative importance - (91.06%), and the researcher believes that the General Authority for Sports has an important supervisory and oversight role over sports bodies and therefore in the absence of objectivity. In dealing with sporting events in relation to sports bodies, there may be some cases that lead to crowd excitement and thus the emergence of some bad behavioral traits such as fanaticism and stadium hooliganism. Therefore, the General Sports Authority must have a role in communicating with the sports media so that there is no defect in dealing with or analyzing the issues. Sports, in coordination with the Media Department of the General Sports Authority, and this is consistent with the study of Iftikhar Mohy Muhammad in (2014 AD).

Statement (11) laying sound scientific foundations for producing sports programs with purposeful contents that are based on foundations aimed at creating sportsmanship among young people. The phrase received a percentage - relative importance - (90.64%), and the researcher believes that the General Authority for Sports may lay down some foundations. Scientific research in cooperation with the sports media through research, seminars, and conferences held by the General Sports Authority in the form of recommendations for sports media, and

that these researches and conferences be joint with the General Sports Authority, media professionals, sports bodies, teams, coaches, and also the

public. This is consistent with the study of Jitendra Kumar, Brijesh Kumar. Year (2017 AD).

Table (4)
Results of frequencies, percentages, K2 value, and odds ratio The order, the average value, and the dominant direction of the response on the second axis (n=141)

	Statements	Strongly agree	agree	neutral	disagree	Strongly disagree	Odds ratio	The order	The average	K2 value
1	Establishing a code of sports conduct that includes dealing honestly and fairly with oneself and others and how to express opinions and feelings frankly and respectfully.	87	42	9	3	0	90.21%	3	4.51	193.15
2	Inviting experts in psychology, sociology, education, and sports media professionals to formulate accurate perceptions of youth culture and inform them in a way that is compatible with their local environment.	66	42	33	0	0	84.68%	11	4.23	114.64
3	Establishing economic entities affiliated with the General Sports Authority to provide financial and logistical support to sports bodies according to clear and announced mechanisms and controls.	96	21	18	6	0	89.36%	8	4.47	214.24

FollowTable (4)
Results of frequencies, percentages, K2 value, and odds ratio The order, the average value, and the dominant direction of the response on the second axis (n=141)

	Statements	Strongly agree	agree	neutral	disagree	Strongly disagree	Odds ratio	The order	The average	K2 value
4	Establishing mechanisms to monitor organizational and ethical behavior internally and externally, balanced with local and international legislation.	93	30	15	3	0	90.21%	3	4.51	205.91
5	The existence of plans to improve performance and manage emergency crises in sports federations and review them by the General Sports Authority.	87	45	3	6	0	90.21%	3	4.51	200.81
6	Focusing on the actual needs of beneficiaries to achieve competitiveness does not conflict with moral values.	75	51	12	3	0	88.09%	9	4.40	156.13
7	Establishing a special department in the General Sports Authority to communicate with sports bodies regarding the ethics of using modern technologies in the sports field.	90	33	18	0	0	90.21%	3	4.51	196.34

Follow Table (4)
Results of frequencies, percentages, K2 value, and odds ratio The order, the average value, and the dominant direction of the response on the second axis (n=141)

	Statements	Strongly agree	agree	neutral	disagree	Strongly disagree	Odds ratio	The order	The average	K2 value
8	Holding scientific competitions on the best method to guide the behavior of young people in the sports field.	81	51	9	0	0	90.21%	3	4.51	186.77
9	Establishing mechanisms for organizing competitions in all sports federations in a way that allows for fairness in competition.	99	36	3	3	0	92.77%	1	4.64	253.15
10	Establishing a fixed system for resolving disputes and combating doping within sports bodies under the auspices of the General Sports Authority.	105	18	15	3	0	91.91%	2	4.60	269.74
11	Paying attention to the rules of fair play and financial control of sports bodies in accordance with specific legislation from the General Sports Authority.	93	30	6	6	6	88.09%	9	4.40	201.45

K2 value (4, 0.05) = 9.488

It is clear from Table (4) that the responses of the research sample tended towards agreeing with all the statements of the second axis, the role

of the General Sports Authority in supporting competitive balance mechanisms, as the percentage ranged between (84.68% - 92.77%). The

following figure shows the results of the weighted percentage of the response on the second axis. Below is a comment on the results:

The statement (1) Establishing a code of sports conduct that includes dealing honestly and fairly with oneself and others and how to express opinions and feelings openly and respectfully. The phrase received a percentage - relative importance - (90.21%), and the researcher believes that the code of conduct is a set of unified rules and values for all individuals. The sports system in the State of Kuwait guarantees honest and fair dealing between all members of the system and how to deal with them in the correct manner. The code must include punitive measures in the event of violating these rules. This is consistent with the study of Abu Bakr Al-Siddiq Tayyoub and others in (2020 AD).

Statement (2) Inviting experts in psychology, sociology, education, and sports media professionals to formulate accurate perceptions of youth culture and inform them in a way that is compatible with their local environment. The statement received a percentage - relative importance - (84.68%), and the researcher believes that the General Authority for Sports has a role in inviting scholars to study the problems. Various administrative or technical problems, or studying behavior or phenomena, is an important role in order to ensure the proper provision of services and overcome negative phenomena in all fields. Seeking the assistance of

experts and academics from physical education to study these problems through research teams, which contributes to formulating accurate perceptions of culture. In order for young people to interact with their surrounding environment in a proper manner, this is consistent with the study of Kazem Habib Abbas and Muhammad Rahim Faeel in (2015 AD).

Statement (3) Establishing economic entities affiliated with the General Sports Authority to provide material and logistical support to sports bodies according to clear and announced mechanisms and controls. The phrase received a percentage - relative importance - (89.36%), and the researcher believes that the General Sports Authority's role has become extended and expanded day after day. Including providing financial support to various sports bodies, thus increasing the financial burden on the state. Therefore, it is possible for the General Sports Authority to establish several projects or economic entities that contribute to increasing financial income, employing the workforce, and providing job opportunities, and thus this is reflected in providing financial and logistical support to sports bodies without any expense. Additional burdens on the state, and this is consistent with the study of Jitendra and Brijesh Kumar (2017).

Statement (4) Establishing mechanisms to monitor organizational and ethical behavior internally and externally that are balanced with local and international legislation. The

statement received a percentage - relative importance - (90.21%), and the researcher believes that the General Authority has an important role in controlling organizational behavior within sports bodies and that also in a way Balanced, as sports bodies that violate the Olympic Charter are not dissolved except in cases of proven financial corruption, and regulation in sports bodies, especially federations on the technical side, goes back to the Olympic Committee. Therefore, legal rules must be established that guarantee good organizational performance and do not violate international legislation. This is consistent with Kong's study. Liu, Cong, Qu, Guofeng, Gao, Rong (2023 AD).

Statement (5) The existence of plans to improve performance and manage emergency crises in sports federations and their review by the General Sports Authority. The statement received a percentage - relative importance - (90.21%), and the researcher believes that plans to improve performance, risk management plans, and crisis management must be among the basic plans. For sports bodies, including sports federations, they must be reviewed by the General Sports Authority and the existence of these plans must be linked to financial support. This is consistent with the study of Bashir Karroum and Al-Taher Al-Nahwi in (2016 AD).

Statement (6): Focusing on the actual needs of the beneficiaries to achieve competitiveness does not

conflict with moral values. The statement received a percentage - relative importance - (88.09%). The researcher believes that attention to the material aspect has become the main element for the continuation of sports activity in any sports body, but it must Balance between material needs and moral aspects. Therefore, attention must be paid to developing competitive capabilities and the actual needs of the beneficiaries and the moral aspects so that the material does not overpower the moral aspect, so moral values, fair competition, and integrity in the sports field collapse. This is consistent with the study of Samia Izian and Haiba Garmash, in a study in the year (2022 AD).

Statement (7) Establishing a special department in the General Sports Authority to communicate with sports bodies regarding the ethics of using modern technologies in the sports field. The phrase received a percentage - relative importance - (90.21%), and the researcher believes that the current dealing with sports bodies is to communicate with beneficiaries, whether internally. Or externally, it is done through social media, which is often done without oversight over it. Therefore, a department must be created that is affiliated with the Information or Technology Department in the General Sports Authority. Its role is supervisory so that no information is published that conflicts with integrity, transparency, and ethical values, and that this article be placed in the Code of Conduct. Above mentioned, this is consistent

with Amani Ali Muhammad's study in the year (2021 AD).

Statement (8) Holding scientific competitions on the optimal method to guide the behavior of youth and youth in the sports field. The statement received a percentage - relative importance - (90.21%). The researcher believes that the General Sports Authority could adopt the idea of youth and youth participating in creativity and innovation in Revealing negative phenomena and bad behavior and how to address it through holding scientific competitions in which all young people participate and which are held periodically and have material and moral prizes that are presented by the General Sports Authority. This is consistent with the study of Iftikhar Mohi Muhammad in (2014 AD).

Statement (9) Establishing mechanisms for organizing competitions in all sports federations in a way that allows for fairness in competition. The statement received a percentage - relative importance - (92.77%). The researcher believes that competitive balance requires the application of justice in sports competitions and one of the most important rules for applying justice in the field. Athletes need to establish mechanisms to organize competitions in all sports federations and monitor these mechanisms because disruption of competitive balance increases negative phenomena, including intolerance and sports hooliganism. This is consistent with the study of Jitendra and Brijesh Kumar in (2017 AD).

Statement (10) establishing a fixed system for resolving disputes and combating doping within sports bodies under the auspices of the General Sports Authority. The statement received a percentage - relative importance - (91.91%), and the researcher believes that dispute resolution is one of the means of implementing justice in the sports field, and it can be done Mechanisms for resolving disputes and combating doping within sports bodies through committees that are specifically appointed with clear rules and conditions for their members, and the General Sports Authority ensures the implementation of these conditions and rules. This is consistent with the study of Liu, Cong, Qu, Guofeng, Gao, Rong in general. (2023 AD).

Statement (11): Attention to the rules of fair play and financial control over sports bodies in accordance with specific legislation from the General Sports Authority. The statement received a percentage - relative importance - (88.09%), and the researcher believes that attention to the rules of fair play, especially with regard to the financial aspect, has become a basic condition. In international sports federations, especially FIFA, in order to ensure that there is no financial deficit in sports clubs, it must therefore be applied to all sports bodies in accordance with specific legislation that is developed in cooperation with the Kuwait Olympic Committee to ensure mechanisms for financial control over sports bodies that guarantee integrity, transparency

and justice in the sports field, and this others (2015).
is consistent with Study by Gema and

Table (5)
Results of frequencies, percentages, K2 value, and odds ratio
The order, the average value, and the dominant direction of the response on the
third axis (n=141)

	Statements	Strongly agree	agree	neutral	Disagree	Strongly disagree	Odds ratio	The order	The average	K2 value
1	The General Sports Authority established programs to enable everyone to acquire a sports culture to develop the desire to develop and shine in a civilized manner.	96	33	12	0	0	91.91%	1	4.60	229.53
2	Establishing mechanisms to monitor behavior modification towards (compliance with laws - dealing with others - preserving the environment).	81	30	12	12	6	83.83%	11	4.19	135.06
3	Establishing mechanisms for the participation of Kuwaiti youth in combating violence and rioting in stadiums from their point of view.	78	57	3	3	0	89.79%	5	4.49	190.60
4	Consolidating collective action and forming partnerships based on solidarity and cooperation between sports bodies.	87	39	9	6	0	89.36%	6	4.47	185.49

Follow Table (5)
Results of frequencies, percentages, K2 value, and odds ratio
The order, the average value, and the dominant direction of the response on the
third axis (n=141)

	Statements	Strongly agree	agree	neutral	Disagree	Strongly disagree	Odds ratio	The order	The average	K2 value
5	Developing sports and cultural programs that contribute to the development of the individual with regard to self-discipline, social control, and compliance with orders and values.	84	48	6	3	0	90.21%	4	4.51	192.51
6	The General Sports Authority established cultural sports programs to further link physical activity with mental and emotional activity.	75	36	30	0	0	86.36%	8	4.32	136.43
7	Interest in sports culture contributes to awakening the aesthetic sense in youth and its cultural and moral role.	90	42	9	0	0	91.49%	2	4.57	211.66
8	Focusing on the role of sports culture in avoiding wrong habits and behaviors while practicing physical activity.	81	54	6	0	0	90.64%	3	4.53	196.34

Follow Table (5)
Results of frequencies, percentages, K2 value, and odds ratio
The order, the average value, and the dominant direction of the response on the
third axis (n=141)

	Statements	Strongly agree	agree	neutral	Disagree	Strongly disagree	Odds ratio	The order	The average	K2 value
9	Developing programs to shape the personality of the individual and the group through numerous cultural situations and through continuous social and sports interaction.	72	45	24	0	0	86.81%	7	4.34	135.06
10	Raising awareness of the importance of activating cognitive frameworks and arousing interest in expanding the circle of human knowledge related to sports.	69	39	33	0	0	85.11%	10	4.26	120.38
11	Encouraging and developing sports culture by all means and capabilities in a way that suits the needs of young people because of its great and effective role in reducing psychological stress.	66	51	24	0	0	85.96%	9	4.30	126.13

K2 value (4, 0.05) = 9.488

It is clear from Table (5) that the responses of the research sample tended towards agreeing with all the statements of the third axis, the role of the General Sports Authority in spreading sports culture, as the percentage ranged between (83.83% - 91.91%). The following figure shows the results of the weighted percentage of the response on the third axis, Below is a comment on the results:

Statement (1) The General Sports Authority establishes programs to enable everyone to acquire a sports culture to develop the desire to develop and shine in a civilized manner. The statement received a percentage - relative importance - (91.91%), and the researcher believes that the General Sports Authority has a role in establishing many programs. Cultural, sports and recreational, therefore, consideration must be given to transferring the country's cultural heritage and displaying it through practicing sports and focusing on the progress and civilization of the people through the sports culture programs on which the General Sports Authority is based. This is consistent with the study of Iftikhar Mohi Muhammad in (2014 AD).

Statement (2) Establishing mechanisms to monitor behavior modification towards (compliance with laws - dealing with others - preserving the environment), and the statement

received a percentage - relative importance- (83.83%), and the researcher believes that sports culture is the sum of ideas, beliefs, customs, traditions and trends. Values, methods of thinking and work, patterns of behavior, and all the means that are built upon them in the lives of individuals. Culture represents the power of shaping a person's personality, that is, his pattern of behavior, levels of ambition, and social awareness. Sports culture is considered a bright and rich cultural and civilizational aspect, so the General Sports Authority must contribute to establishing programs that work to Activating general cognitive frameworks and arousing interest in expanding the circle of human knowledge related to sports, and this is consistent with the study of Abu Bakr Al-Siddiq Tayoub and others in (2020 AD).

Statement (3) Establishing mechanisms for the participation of Kuwaiti youth in combating violence and rioting in stadiums from their point of view, and the statement received a percentage - relative importance - (89.79%), and the researcher believes that expanding the circle of cultural participation, especially that related to the point of view of Kuwaiti youth on some phenomena Negativity, including violence and playground hooliganism, is that they have more contact with

their peers at this age stage in all places such as school, university, playground, or places of worship. Therefore, they have the ability to understand the nature of the daily problems that face them or face their peers, and their participation in developing solutions puts them in charge and makes them feel that they are a part. From society and that their opinion has value and therefore the solutions they propose are closer to implementation, and this is consistent with the study of Bashir Karroum, Al-Tahir Al-Nahwi (2016 AD).

Statement (4) Consolidating work collectively and forming partnerships based on solidarity and cooperation between sports bodies. The phrase received a percentage - relative importance - (89.36%). The researcher believes that the General Sports Authority does not work on islands isolated from sports bodies, but rather interacts with them. It affects and is affected by it, so the work is done in the form of community partnerships based on the advancement of society as a whole and the opinion of the sports bodies is considered a feedback to the General Authority for Sports about its role in society, including, for example, community participation when preparing the latest sports law or regulations issued by the state, it is done by During the participation of all sports bodies, it emerges in the form of

collective work aimed at development and progress, and this is consistent with the study of Jitendra and Brijesh Kumar in (2017 AD).

Statement (5) Develop sports and cultural programs that contribute to the development of the individual with regard to self-discipline, social control, and compliance with orders and values. The statement received a percentage - relative importance - (90.21%), and the researcher believes that the General Authority for Sports can, through the experiences within it or the expertise The academy that you use is to develop sports programs that contribute to the promotional and sports interests and trends being based on correct and well-established knowledge bases. Culture provides the individual with knowledge, ways of thinking, methods of work, different patterns of behavior, beliefs, ways of expressing feelings, and the values of self-discipline, social control, and compliance with orders and values. Through these programs, an entire generation of young people is prepared with a greater ability to bear responsibility towards themselves and towards their country, and this is consistent with Study by Amr Mostafa Al-Sayeh, year 2021.

Statement (6) The General Sports Authority establishes cultural sports programs to increase the link between physical activity and mental and emotional activity. The phrase received

a percentage - relative importance - (86.38%). The researcher believes that the General Sports Authority has a major role in creating cultural sports programs that work to increase... Integration and connection between physical activity and mental and emotional activity. Practicing motor activities increases the ability of young people to learn, through its effects on mental abilities, and also better control of behavior, and this is consistent with the study of Samia Ezian and Haiba Garmash in a study in the year (2022 AD).

Statement (7): Interest in sports culture contributes to awakening the aesthetic sense in youth and youth and its cultural and moral role. The phrase received a percentage - relative importance - (91.49%), and the researcher believes that sports culture contributes to appreciating the human body from an aesthetic and biological perspective, and sports is a field It is fertile for the development of the individual's aesthetic moral philosophy. The aesthetic movement that sports movements enjoy, the interest in the aesthetic morality of movement included in sports laws, and the beautiful scenes that sports matches provide that attract spectators from the audience and players. All of these reasons have made sport one of the most important ways through which the individual acquires morals. Moral

ethics is a reality that takes its dimensions as an element that has originality, importance, and care similar to other elements. The sense of beauty must be developed and cultivated in the soul of the individual, and we must work to instill, recommend, and educate the aesthetic ethical philosophy in the individual to transmit it to his family and then his environment to reach society, and thus the matter of human existence and civilization is upright. And so that human thought is straightened in its view of its past, its aspiration to its future, and its appreciation of its present and reality, and this is consistent with the study of Liu, Cong, Qu, Guofeng, Gao, Rong (2023 AD).

Statement (8) focuses on the role of sports culture in avoiding wrong habits and behaviors while practicing physical activity. The statement received a percentage - relative importance - (90.64%), and the researcher believes that the General Sports Authority has a major role in spreading sports throughout the country and providing... All financial and human means. Therefore, spreading sports culture is an integral part of the Authority's tasks. Many studies have indicated that those who practice sports are less likely to practice some unhealthy habits, such as smoking or drug abuse, and have more opportunity to continue studying,

achieve academic excellence, and reach the highest levels of sports. And the academy, and this is consistent with the study of Samia Ezian and Haiba Garmash in a study in the year (2022 AD).

Statement (9) Develop programs to shape the personality of the individual and the group through numerous cultural attitudes and through continuous social-sport interaction. The statement received a percentage - relative importance - (86.81%), and the researcher believes that the programs that are developed by the General Sports Authority in order to... Spreading sports culture must be based primarily on raising individuals, educating them athletically, and teaching them socially and athletically acceptable behavior, as well as indoctrinating them with sports knowledge and beliefs that constitute their cultural and civilizational environment toward sports, developing sound social trends and upright behavior, giving them self-confidence, and developing sportsmanship. This is consistent with Kong's study. Liu, Cong, Qu, Guofeng, Gao, Rong (2023 AD).

Statement (10) raises awareness of the importance of activating cognitive frameworks and arousing interest in expanding the circle of human knowledge related to sports. The phrase received a percentage -

relative importance - (85.11%), and the researcher believes that the civilization of societies can be identified by knowing the means that those societies use in Facing leisure time and that there is a close relationship between society's culture and the levels of participation in sporting activities prevailing in society and the degree of raising awareness and interest in sporting culture has a role in making the individual feel his responsibility towards others and towards society with its values and concepts, and this is consistent with the study of Bashir Karroum, Al-Taher Al-Nahwi in (2016 AD).

Statement (11) Encouraging and developing sports culture by all means and capabilities in a way that suits the needs of young people because of its great and effective role in reducing psychological tension. The phrase received a percentage - relative importance - (85.96%), and the researcher believes that the interest in spreading sports culture It contributes significantly to increasing the number of people practicing sports activity and thus directly and indirectly affects the contribution to relieving psychological tension, discharging emotions, depleting excess energy, satisfying psychological needs, social adaptation, and self-realization, refining souls, correcting behavior, and preparing a healthy, balanced personality that

combines the strength of the mind, the strength of the spirit and the body. Sports culture has an influential and effective role in spreading and consolidating the principles of sportsmanship among players, as well as spreading awareness, blocking undesirable behavior, and emphasizing their psychological and social compatibility on the other hand. It is also an important means of deepening the citizen's connection to his homeland and his reality, and this is consistent with the study of Gema et al. and others in 2015 AD.

Conclusions:

-Conclusions for the First Axis: The role of the General Sports Authority in spreading sportsmanship in stadiums.

- The importance of establishing an annual award for fair play and sportsmanship that creates competition between sports bodies and between players, teams and the public in order to demonstrate the best behavior of each of them.
- The absence of periodical magazines (annual, semi-annual) about the importance of fair play and sportsmanship in stadiums in the State of Kuwait.
- The absence of an observatory for sportsmanship and fair play affiliated with the General Sports Authority.
- Lack of interest in seeking the help of academics to develop sound scientific

foundations for producing sports programs with purposeful content that are based on principles aimed at creating sportsmanship among young people.

- The importance of respecting the privacy of individuals and the rights of others in all forms and contents of programs and services provided in the sports field.
- Lack of interest in holding conferences on the importance of fair play and sportsmanship in stadiums in the State of Kuwait.

Conclusions for the Second Axis:

- Clarity of the importance of monitoring the existence of plans to improve performance and manage emergency crises in sports federations and review them by the General Sports Authority.
- Lack of interest in establishing economic entities affiliated with the General Sports Authority to provide financial and logistical support to sports bodies according to clear and announced mechanisms and controls.
- The lack of a special administration in the General Sports Authority to communicate with sports bodies regarding the ethics of using modern technologies in the sports field.
- The importance of establishing mechanisms for organizing competitions in all sports federations in a way that allows for fairness in competition.

- The importance of establishing a fixed system for resolving disputes and combating doping within sports bodies under the auspices of the General Sports Authority.

Conclusions for the Third Axis:

- Lack of interest in establishing mechanisms to monitor behavior modification towards (compliance with laws - dealing with others - preserving the environment).

- The importance of Kuwaiti youth sharing their thoughts and opinions in combating violence and rioting in stadiums, from their point of view.

- Lack of interest in creating cultural sports programs to further link physical activity with mental and emotional activity.

- Lack of interest in raising awareness of the importance of revitalizing cognitive frameworks and arousing interest in expanding the circle of human knowledge related to sports.

- The importance of encouraging and developing sports culture by all means and capabilities in a way that suits the needs of young people because of its great and effective role in reducing psychological stress.

- Interest in sports culture contributes to awakening the aesthetic sense in youth and its cultural and moral role.

Recommendations:

- Participate with the sports media in presenting a positive image of Kuwaiti sportswomen to the world through

effective communication with foreign media.

- Creating media content that contributes to individuals acquiring civilized behavior based on respect for others and the use of dialogue, which is a measure of civilized society.

Obliging various media institutions to be neutral and objective when analyzing and dealing with sports issues.

Establishing rules of fair play and financial oversight of sports bodies in accordance with specific legislation from the General Sports Authority.

- Focus on the actual needs of beneficiaries to achieve competitiveness and do not conflict with moral values.

- Establishing a code of sports conduct that includes dealing honestly and fairly with oneself and others and how to express opinions and feelings frankly and respectfully.

- Formulating programs to shape the personality of the individual and the group through numerous cultural situations and through continuous social and sports interaction.

- The General Sports Authority established programs to enable everyone to acquire a sports culture to develop the desire to develop and shine in a civilized manner.

- Consolidating collective action and forming partnerships based on

solidarity and cooperation between sports bodies.

References list:

1- Abu Bakr Al-Siddiq Tayyub, and others: The importance of practicing extracurricular sports physical activities in developing some moral values (tolerance - honesty - respect) among middle school students from the point of view of teachers, published scientific research, Journal of the Sports System, University of Djelfa, Algeria, 2020 AD

2- Ahmed Battah: Contemporary Issues in Educational Administration, Amman: Dar Al-Shorouk, 2006 AD

3- Amani Ali Mohamed: The reality of moral values among Assiut University students in the digital age, a field study, published scientific research, Educational Journal for Adult Education - Faculty of Education - Assiut University, 2021 AD.

4- Amin Al-Kholi: Sports and Society, World of Knowledge, Kuwait, 1996 AD. P5

5- Amr Mustafa Al-Sayeh: The role of team sports courses in achieving some moral values among second-year students at the Faculty of Physical Education - Beni Suf University, published scientific research, Journal of Sports Science Applications, Faculty of Physical Education - Abu Qir - Alexandria University, 2021.

6- Bashir Krom, Al-Taher Al-Nahwi: The role of practicing physical

and sports activities in developing moral values, a published scientific research, Journal of Sports Creativity, University of Mohamed Boudiaf, M'sila, Algeria, 2016

7- Biron, L., Rumbold, B., & Faden, R.: Social Value Judgments in Healthcare: A Philosophical Critique. Journal of Health Organization and Management, 2012

8- Fawzia Diab: Social values and customs, Dar Al-Kitab Al-Arabi for Publishing, Cairo, 1996.

9- Gema Ortega Vila, Javier Durán González, Jorge Franco Martín, Javier Giménez Fuentes-Guerra, Pedro Jesús Jiménez Martín, Concepción Jiménez Sánchez, Manuel Abad Robles and María José Camacho-Miñano: Moral development in sports at school age: Towards a fair play behaviors typology expressed in the White Card (Tarjeta Blanca) programme, Movement & Sport Sciences – Science & Motricité, Spain, 2015

10- Iftikhar Mohie Mohamed: Ethical behavior and its relationship to moral flexibility and beyond moral knowledge among university students, published doctoral dissertation, Faculty of Education, Al-Mustansiriya University, Iraq, 2015 AD.

11- Jitendra Kumar, and Brijesh Kumar : Development of Moral Values through Sports & Games, International Journal of Research in Engineering, IT and Social Sciences,

ISSN 2250-0588, Impact Factor: 6.452, Volume 07 Issue 09, September 2017,

12- Kazem Habib Abbas, Muhammad Rahim Fail: The role of physical education curricula in developing moral values among middle and secondary school students in Basra Governorate from the point of view of teachers, published scientific research, Faculty of Physical Education and Sports Sciences, University of Basra, 2015.

13- Khair El-Din Ali Awis, Issam Al-Hilali: Sports Sociology, Dar Al-Fikr Al-Arabi, Cairo, 1997

14- Law No. 97 of 2015: Law No. 97 of (2015): to establish the General Authority for Sports, State of Kuwait.

15- Liu, Cong, Qu, Guofeng, Gao, Rong: Defining sports moral character and clarifying its related concepts, , Frontiers in Sports and Active Living, College of P. E and Sports, Beijing Normal University, Beijing, China,

Type Conceptual Analysis Published 17 February 2023

16- Majid Al-Jallad, Teaching Values, Amman: Dar Al-Masirah, 2007.

17- Mansour Mandour: Sports and Ethics: Dar Al-Nakheel for Publishing and Distribution, Cairo, 2017.

18- Oladipo, S.:" Moral Education of the Child: Whose Responsibility ", Journal of Soc Sci , Vol . 20, No.2, 2009

19- Samia Izian, Wahiba Qarmash: The importance of sports activity in developing the moral values of school sports practitioners from the point of view of physical education and sports teachers, a published scientific research, Al-Bayda University Journal, a special issue on the research of the third scientific conference of Al-Bayda University, Algeria, 2022

20- Shawqi Ahmed Muhammad: Business Ethics, Cairo, 2015. 41-45