

National College of Ireland
CA Submission Sheet – 2023/2024

Student Name: LUIS CARLOS SMITH MURGAS

Student ID: 23148721

Programme: Master of Science in Marketing **Year:** 2024

Module: Research Methods & Dissertation

Lecturer: _____

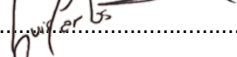
Submission Due Date: August 10th, 2024

CA Title: Dissertation: An investigation of the key motivations driving sport club membership in the Dublin LGBTQ+ Community in the last 5 years

Word Count: 15,862

I hereby certify that the information contained in this (my submission) is information pertaining to research I conducted for this project. All information other than my own contribution will be fully referenced and listed in the relevant bibliography section at the rear of the project.

ALL internet material must be referenced in the bibliography section. Students are encouraged to use the Harvard Referencing Standard supplied by the Library. To use other author's written or electronic work is illegal (plagiarism) and may result in disciplinary action. Students may be required to undergo a viva (oral examination) if there is suspicion about the validity of their submitted work.

Signature: 

Date: August 10th, 2024

PLEASE READ THE FOLLOWING INSTRUCTIONS:

1. Please attach a completed copy of this sheet to each project (including multiple copies).
2. Projects should be submitted to your Programme Coordinator.
3. **You must ensure that you retain a HARD COPY of ALL projects**, both for your own reference and in case a project is lost or mislaid. It is not sufficient to keep a copy on computer. Please do not bind projects or place in covers unless specifically requested.
4. You must ensure that all projects are submitted to your Programme Coordinator on or before the required submission date. **Late submissions will incur penalties.**
5. All projects must be submitted and passed in order to successfully complete the year. **Any project/assignment not submitted will be marked as a fail.**

Office Use Only	
Signature:	
Date:	
Penalty Applied (if applicable):	



AI Acknowledgement Supplement

[Research Methods & Dissertation]

[An investigation of the key motivations driving sport club membership in the Dublin LGBTQ+ Community in the last 5 years]

Your Name/Student Number	Course	Date
Luis Carlos Smith	Research Methods & Dissertation	August 10 th , 2024

This section is a supplement to the main assignment, to be used if AI was used in any capacity in the creation of your assignment; if you have queries about how to do this, please contact your lecturer. For an example of how to fill these sections out, please click [here](#).

AI Acknowledgment

This section acknowledges the AI tools that were utilized in the process of completing this assignment.

Tool Name	Brief Description	Link to tool
GPT	Used AI to generate ideas to do the structure	https://chatgpt.com/

Description of AI Usage

This section provides a more detailed description of how the AI tools were used in the assignment. It includes information about the prompts given to the AI tool, the responses received, and how these responses were utilized or modified in the assignment. **One table should be used for each tool used.**

GPT	
Was used to generate ideas about structure of Methodology and how to structure de literature review	
How to structure the literature review in base to LGBTQ sport clubs	Structuring a literature review for a thesis on LGBTQ sport clubs requires organizing the content in a way that provides a comprehensive understanding of the topic, identifies key themes, and highlights gaps in existing research.

Evidence of AI Usage

This section includes evidence of significant prompts and responses used or generated through the AI tool. It should provide a clear understanding of the extent to which the AI tool was used in the assignment. Evidence may be attached via screenshots or text.

Additional Evidence:

- **Purpose of the Review:** Explain the objective of the literature review and its relevance to your research on LGBTQ sport clubs.
- **Scope:** Define the scope of the review, including the key themes and topics covered.
- **Structure:** Outline the structure of the literature review.

2. Historical Context

- **Development of LGBTQ Sport Clubs:** Provide a historical overview of the formation and evolution of LGBTQ sport clubs.
- **Key Milestones:** Highlight significant events and milestones in the history of LGBTQ sport clubs.

3. Theoretical Framework

- **Relevant Theories:** Discuss theories related to gender, sexuality, and sports that underpin your research.
- **Application to LGBTQ Sport Clubs:** Explain how these theories apply to the study of LGBTQ sport clubs.

4. Social and Cultural Context

- **LGBTQ Inclusion in Sports:** Review literature ↓ on the broader context of LGBTQ inclusion in sports.

5. Formation and Functioning of LGBTQ Sport Clubs

- **Origins and Motivations:** Examine why LGBTQ sport clubs were formed and the motivations behind their establishment.
- **Organizational Structure:** Review how LGBTQ sport clubs are structured and managed.
- **Challenges and Opportunities:** Discuss the challenges faced by LGBTQ sport clubs and the opportunities they provide for members.

6. Community and Identity

- **Sense of Belonging:** Explore how LGBTQ sport clubs create a sense of community and belonging for their members.
- **Identity Formation:** Discuss the role of sport clubs in the identity formation of LGBTQ individuals.
- **Intersectionality:** Examine the intersection of various identities (e.g., race, gender, sexuality) within LGBTQ sport clubs.

7. Health and Well-being

- **Physical Health Benefits:** Review literature on the physical health benefits of participation in LGBTQ sport clubs.

Abstract

This study looks into the main reasons that have led to LGBTQ+ sports club membership in Dublin during the last five years. This study employs a qualitative approach, involving interviews with various members of the various clubs, to investigate the impact of social support, physical fitness, community, and inclusiveness on individuals' decisions to join these groups. The results show that the primary drivers are the need to widen one's social network and the need for a welcoming and inclusive environment where participants feel appreciated and accepted. The study also emphasizes how recent social and cultural shifts such as the growing acceptance of LGBTQ+ people in society and the advancement of societal attitudes have had a beneficial effect on participation rates. It also looks at the many ways that age, gender identity, and socioeconomic status affect these drives. The study comes to the conclusion that being a part of LGBTQ+ sports groups greatly enhances one's physical and mental health and encourages a more active and socially involved lifestyle. Future study should examine the long-term effects on professional growth and personal satisfaction, as well as the efficacy of inclusion initiatives. In order to create a welcoming environment for all participants, the study advises professionals to give priority to inclusive training, accessible participation alternatives, and focused outreach.

Submission of Thesis and Dissertation

National College of Ireland Research Students Declaration Form (Thesis/Author Declaration Form)

Name:

Luis Carlos Smith Murgas

Student Number:

23148721

Degree for which thesis is submitted:

Masters in Marketing

Title of Thesis:

An investigation of the key motivations driving sport club membership in the Dublin LGBTQ+ Community in the last 5 years

Date:

August 10th, 2024

Material submitted for award

A. I declare that this work submitted has been composed by myself.



B. I declare that all verbatim extracts contained in the thesis have been distinguished by quotation marks and the sources of information specifically acknowledged.



C. I agree to my thesis being deposited in the NCI Library online open access repository NORMA.



D. *Either* *I declare that no material contained in the thesis has been used in any other submission for an academic award.

~~*Or* *I declare that the following material contained in the thesis formed part of a submission for the award of~~

(State the award and the awarding body and list the material below)



Acknowledgments

My deepest thanks goes out to my friends and family first and foremost. Their unrelenting support has served as a constant reminder that even though we are far away, they are constantly on my mind, particularly to Eder Valencia, whose unwavering assistance and encouragement allowed me to feel like I had real support.

Dave Hurley is someone I would really like to thank for his amazing support and early interest in this project back when it was still in proposal form. His advice and systematic approach have been really helpful to me as I've navigated the dissertation process.

I also like to thank everyone who participated in the interviews for this study. Their expertise, dedication, and experience as well as their genuine and thoughtful contributions have been crucial in facilitating and augmenting the pleasure of this research.

Lastly, a particular thank you to Front Runners. Their feedback on numerous ideas to promote different sports groups, as well as their support in every race I have run with the club, has been greatly appreciated.

Table of Contents

AI Acknowledgement Supplement.....	2
Abstract.....	4
Submission of Thesis and Dissertation.....	5
Acknowledgments	6
Table of Contents	7
List of Figures.....	10
1. CHAPTER 1: INTRODUCTION TO THE THESIS AND RESEARCH TOPIC	11
1.1. Background to the Study.....	11
1.2. Gaps in the Literature	11
1.3. Academic Justification.....	12
1.4. Research Aims or Objectives.....	13
1.5. Research Question	14
1.6. Methods and Scope	14
1.7. Dissertation Structure	15
2. CHAPTER 2: LITERATURE REVIEW	17
2.1. Introduction.....	17
2.2. ERG Theory	18
2.2.1. Existence Needs.....	18
2.2.2. Relatedness Needs	19
2.2.3. Growth Needs	20
2.3. Motivations for Sport Club Membership	21
2.3.1. Motivations to Join Sport Clubs	21
2.3.2. Factors to Participate in Sports.....	22
2.3.3. How Motivations Align with Categories by ERG Theory	24
2.4. LGBTQ+ Community and Sport Participation	25
2.4.1. LGBTQ+ individuals' Participation in Sports.....	25
2.4.2. Barriers Faced by LGBTQ+ Individual in Accessing Sport Clubs	25
2.4.3. Role of LGBTQ+ Sports Clubs Addressing Challenges in Actual World	26
2.5. ERG Theory and LGBTQ+ Sport Club Membership	27



2.5.1.	ERG Theory in Motivation for LGBTQ+ Individual to Join Sport Clubs	27
2.5.2.	How Existence, Relatedness and Growth Needs May Drive Individual to Join Sport Clubs.....	28
2.5.2.1.	Existence Needs	28
2.5.2.2.	Relatedness Needs	29
2.5.2.3.	Growth Needs	29
2.5.3.	How The Theory Can Inform Strategies for Enhancing Motivation.....	30
2.6.	Conclusion	31
3.	CHAPTER 3: RESEARCH METHODOLOGY	32
3.1.	Introduction.....	32
3.2.	Research Aim and Objectives.....	33
3.3.	Research Philosophy.....	33
3.4.	Research Approach	35
3.5.	Research Strategy	36
3.6.	Methodological Choice.....	36
3.7.	Time Horizons	37
3.8.	Techniques and Procedures.....	37
3.8.1.	Qualitative Data Collection	38
3.8.2.	Qualitative Primary Data Collection	38
3.8.3.	Secondary Data Collection	39
3.8.4.	Population.....	39
3.9.	Ethical Consideration.....	40
3.10.	Limitations to Research.....	40
4.	CHAPTER 4: RESEARCH FINDING AND DISCUSSION	41
4.1.	Introduction.....	41
4.2.	Qualitative Research Findings	41
4.2.1.	Objective 1: To determine patterns of motivation for joining LGBTQ+ sports clubs	41
4.2.1.1.	Motivation to Join an LGBTQ+ Sport Club	41
4.2.1.2.	Support in a LGBTQ+ Sport Club	42
4.2.1.3.	Fitness Goals Inside Sport Clubs	43

4.2.1.4.	Opportunities and Expectations	43
4.2.2.	Objective 2: To understand how changes in politics, society, and culture may affect the reasons behind the LGBTQ+ community's actions.....	44
4.2.2.1.	LGBTQ+ Movements	44
4.2.2.2.	Important in Representation in Sports and Social Activities	45
4.2.2.3.	Changes in Motivations	46
4.2.3.	Objective 3: To look into the relationships between joining motivations and demographics including age, gender identity, race, and financial level.	46
4.2.3.1.	Motivations Evolved in Age	46
4.2.3.2.	Challenges or Benefits Related to Gender Identity within The Club	47
4.2.3.3.	Financial Barriers or Supports that Influenced Participations	47
4.2.4.	Objective 4: To comprehend the perceived effects of belonging to a sports club on one's physical and mental health	48
4.2.4.1.	Mental and Physical Health Benefits	48
4.2.4.2.	Changes Relate to Physical and Mental Health Related with Lifestyle.....	49
4.2.4.3.	Support Systems Helped in Personal Life Outside of the Club	50
4.2.5.	Objective 5: To examine the role of social and emotional support systems, club initiatives, mainstream media visibility, and specific influencing factors in promoting participation and retention of LGBTQ+ individuals in sport clubs in Dublin.	50
4.2.5.1.	Factors to Join Sport Clubs Being LGBTQ+.....	51
4.2.5.2.	Promotions of LGBTQ+ Sport Clubs	52
4.2.5.3.	Word to Mouth Marketing	53
4.3.	Study Limitations.....	54
5.	CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS	55
5.1.	Overview.....	55
5.2.	Inclusion and Community as Motivation.....	55
5.3.	Effect of Social and Cultural Changes.....	55
5.4.	Various Demographic Factors and Health Advantages	56
5.5.	Recommendations for future Research	56
5.6.	Recommendations for Professionals.....	56
	References	58
	Appendices	62



List of Figures

Figure 1: Alderfer's ERG Theory / Maslow's Hierarchy of Needs.....	17
Figure 2: Sport Participation in Europe, Menzel 2019	23
Figure 3: The research onion model by Saunders	32

1. CHAPTER 1: INTRODUCTION TO THE THESIS AND RESEARCH TOPIC

1.1. Background to the Study

In Dublin, the number of LGBT sports clubs have significantly increased during the past five years. This rise points to a more widespread trend in favor of inclusivity and community development. Apart from offering a secure setting for LGBTQ+ individuals to participate in sports like (Clark & Kosciw, 2022) comment on the article participation in sports has shown very positive effects on the youth's development, especially on LGBTQ+ new generation, and the lack of exposure to the LGBT experience in sports appears to be closely linked to ignorance about prejudice and issues relating to homosexuality (Stenger & Roulet, 2018). These groups function as vital support systems that cultivate a feeling of inclusivity and acceptance. In order to gain a better understanding of the ways in which social, cultural, and personal variables influence people's decisions to join and remain involved in LGBT sports clubs, this study examines the primary motivations for joining these groups.

This study shows how neighborhood-based events like Gay Pride, shifting societal perspectives, and the prominence of LGBTQ+ individuals in the media and in sports all influence these motives. This study also looks at the associations between these incentives and demographics like age, gender identity, and financial status to help understand the special advantages and difficulties these clubs provide for their members. Through an analysis of these facets, the research aims to underscore the significance of inclusive sports settings and provide suggestions for future initiatives that support and encourage athletes who identify as LGBT.

1.2. Gaps in the Literature

A research question that has not been sufficiently addressed is known as the research gap. For academics, identifying gaps in the literature within their fields of expertise can be difficult. Examining the research gap is one of the most difficult tasks for researchers who are just starting out or are in the early phases of their work (Farooq, 2017). In this case, there is a substantial void in the literature that notably discusses the reasons driving sports club participation within the LGBTQ+ population, especially in urban settings like Dublin, despite the rising amount of research on LGBTQ+ inclusion in diverse social contexts. The majority of research that has been done to date has concentrated on the obstacles that LGBTQ+



athletes experience, including homophobia, discrimination, and underrepresentation. Although the need for more inclusive settings has been highlighted by these research, they frequently skip over the reasons and encouraging elements that encourage LGBTQ+ individuals to look for and join supportive sports clubs.

Furthermore, not much study has been done on how current social and cultural shifts such as the greater media prominence of LGBTQ+ individuals and the progressive shift in societal attitudes have affected these motivations. Furthermore, there is still a need for sufficient research on the intersection of a number of demographic variables, gender identity, including age, and socioeconomic status, with the choice to join LGBTQ+ sports clubs. Historically, sports and athletic activities have been defended as inclusive environments because, among other things, they can encourage widespread involvement from all societal strata and spread beneficial ideals like unity and non-discrimination (Lundberg, et al., 2024), by offering a comprehensive understanding of the particular reasons why participants of Dublin's LGBTQ+ community are drawn to these clubs, how they interpret their experiences, and the larger implications for promoting inclusiveness in sports, this study seeks to close these gaps.

1.3. Academic Justification

This study's academic rationale, which is centered on the need to advance inclusivity and comprehension in the field of sport sociology, is complex and explains why it aims to identify the primary incentives behind sports club participation in Dublin's LGBTQ+ population. First off, by putting less attention on hurdles and prejudice and more on positive motives and characteristics that inspire the LGBTQ+ population to join sports groups, this study fills a significant vacuum in the literature by highlighting these variables. In order to create policies that support more welcoming and encouraging settings in sports, which can enhance the physical and mental health of LGBTQ+ individuals, it is imperative to comprehend these reasons.

Second, considering the increased societal acceptance and exposure of LGBTQ+ individuals in recent years, the research is pertinent and topical. Examining the effects of shifting public perceptions and cultural representations on LGBTQ+ people's choices and lived experiences is crucial, especially when it comes to community-based pursuits like sports. This study's focus on Dublin offers a useful case study of an urban setting going through a major societal

transition, providing lessons that can be extended to analogous situations in other cities across the globe.

Additionally, this study adds to a more thorough knowledge of diversity within the LGBTQ+ population itself by examining the intersections of age, gender identity, and socioeconomic status. Governments, athletic directors, and community activists can benefit from this nuanced approach by learning about the unique requirements and driving forces of various LGBTQ+ communities. This will enable them to develop more focused and successful inclusion programs.

In general, this study closes a large empty space in the literature and has applications for enhancing sports clubs' appeal and inclusivity, which will help advance the larger societal objectives of community cohesiveness, equality, and health.

1.4. Research Aims or Objectives

Every research endeavor is built upon its aims and objectives. They guarantee that you remain concentrated and on course during the procedure by giving the study that follows a defined direction and goal. Comprehending the correlation between research aims and goals is imperative for the triumph of any research endeavor, as they serve as your dependable guides that steer you towards study success (Thomas, 2023).

Research Objectives

- To determine patterns of motivation for joining LGBTQ+ sports clubs.
- To understand how changes in politics, society, and culture may affect the reasons behind the LGBTQ+ community's actions
- To look into the relationships between joining motivations and demographics including age, gender identity, race, and financial level.
- To comprehend the perceived effects of belonging to a sports club on one's physical and mental health
- To examine the role of social and emotional support systems, club initiatives, mainstream media visibility, and specific influencing factors in promoting participation and retention of LGBTQ+ individuals in sport clubs in Dublin.

1.5. Research Question

The foundation of sound research is a well-crafted research topic, which is essential for solving natural riddles and providing light on issues. The problem to be investigated is identified by the research topic, which also directs the approach. results in the formulation of a suitable hypothesis. As a result, the research question highlights the necessity for purposeful research while also attempting to investigate an area of concern's current uncertainty. A well-crafted research question facilitates the development of a coherent argument and a focused, contested thesis. Consequently, developing a strong research question is unquestionably one of the most important initial phases in the research process (Ratan, et al., 2019).

An investigation of the key motivations driving sport club membership in the Dublin LGBTQ+ Community in the last 5 years

1.6. Methods and Scope

In order to get more detailed information regarding the experiences and motives, a structured questionnaire was created and used in conjunction with the interview research approach in this study. After the questionnaire was designed, those who agreed to share their experiences joining LGBTQ+ sports clubs were chosen as participants. Following that, open-ended questions were utilized to examine the different motivational subjects.

Because the average time frame was 7 weeks, a non-probabilistic convenience sampling was used to gather a sample of 6 people. Second, since this article was written in the summer, a number of events had to be canceled because of travel or absence from the city.

The research objectives divided the questionnaire into five important themes, which were previously discussed, and the sample was requested to respond to them.

The purpose of this study is to examine why individuals joined LGBTQ+ sports groups in Dublin during the preceding five years. Because of national mobility, it is not possible to interview members of the sports clubs in the other cities. It also assesses the benefits of club membership for individuals' emotional and physical well-being, as well as the part these clubs play in fostering a sense of belonging and social support. However, the time these clubs spend on physical activity is left out in favor of bettering this goal. The study's extensive scope

guarantees a thorough comprehension of the motivations and experiences of LGBTQ+ individuals in Dublin sports groups.

1.7. Dissertation Structure

- Chapter 1: Introduction

The study's background provides a concise overview of the research issue, which is the primary reasons why members of the LGBTQ+ community in Dublin have joined sports clubs in the past five years. This section also covers the particular aims and objectives of the research, the extent of the technique, and the study's organization.

- Chapter 2: Literature Review

This chapter provides background information on the selected subject of study through a thorough analysis of the body of extant literature. Examines earlier research critically and the current controversy over the theory of motivations as the ERG hypothesis. He then looks at more general issues including the urge to exist, flourish, and fit in.

- Chapter 3: Research Methodology

Here, a convincing argument is made for the methodology that was selected, taking into account the overall objectives of the study, the most appropriate general research philosophy, and the final approaches and strategies that were selected, mostly in accordance with the established frameworks. Second, the onion research technique will be employed, which describes the procedures for gathering quantitative data, the analysis of that data, and any restrictions or ethical issues that may arise.

- Chapter 4: Findings and Discussions

The study's findings are examined in light of the prior bibliographic foundation, which included a synthesis of the ERG theory, as well as the various reasons people join LGBTQ+ sports clubs. A critical evaluation of the findings is also conducted, along with a discussion of the limitations of the questions this paper can address for further research.

- Chapter 5: Conclusion and Recommendations

In order to guide future research, the key findings and discussions are condensed and presented, together with any practical ramifications for prospective members of Dublin's many sports clubs.

2. CHAPTER 2: LITERATURE REVIEW

2.1. Introduction

Professionals have been more interested in understanding why individuals choose to join sports groups in recent years. They have investigated theoretical frameworks to take advantage of the data that impacts individuals' decisions to actively join and remain in sports organizations. Alderfer's ERG theory is one of the theoretical frameworks that we can use to look for this information.

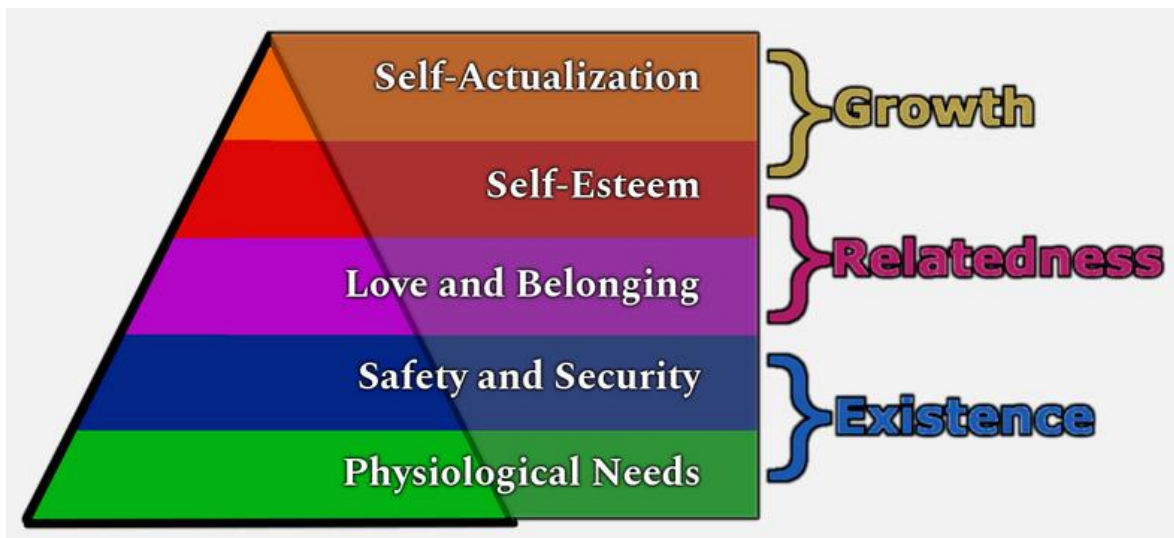


Figure 1: Alderfer's ERG Theory / Maslow's Hierarchy of Needs

According to this idea, which is based on Maslow's hierarchy of requirements, people are driven by three primary needs: the need to exist, the need for relationships, and the need to grow. This theory holds that humans strive to satiate their relationship needs which require social interaction and essential survival their growth needs which require personal development and their existence needs which require basic survival and physiological well-being. It is noteworthy to emphasize that the ERG theory posits that individuals can assign varying priorities to different needs at different times, which would fluctuate according on which needs are more or less significant (Caulton, 2012).

While it is true that this theory has primarily been used in businesses to understand employee motivations, its tenets hold promise for application in other contexts, such as the sports clubs where this study was conducted, to analyze people's impulses. especially when it comes to

the LGBTQ+ community's requirements for safety, ties to the outside world, and personal growth.

In this study of the literature, we investigate how to apply ERG theory to comprehend the reasons behind sports club participation in Dublin's LGBTQ+ population. Ireland's capital, Dublin, is home to a thriving LGBTQ+ community that is supported by a number of organizations and sports clubs (40 approx. in Ireland) that cater to the needs and interests of its members. Our goal in applying the ERG theory to these clubs' participation incentives is to provide insight into the intricate relationship that exists between social dynamics, individual needs, and community involvement.

Furthermore, this research aims to fill a vacuum in the literature by concentrating on the reasons for sports club membership in the LGBTQ+ community, a group that has historically had particular difficulties and obstacles when trying to join mainstream sports facilities. Understanding the reasons behind LGBTQ+ people's decision to join sports groups can help us devise plans for enhancing social support, fostering personal development, and improving inclusiveness in LGBTQ+ sports communities.

In the end, this review of the literature lays the groundwork for a deeper understanding of the primary motivations guiding sports club membership in Dublin's LGBTQ+ community by offering a thorough synthesis of the body of research on ERG theory, reasons for joining sports clubs, and LGBTQ+ sports participation. We hope that this investigation will provide insightful information that will benefit scholarly discussions as well as real-world initiatives to make sports more inclusive and empowering for all individuals.

2.2. ERG Theory

2.2.1. Existence Needs

There are many definitions and ideas about the necessity of existence, some of them are as follows when (Acquah, 2021) said among these are the need for fundamental material needs. It encompasses, in essence, a person's physiological and physical safety needs, on the other hand, material and physiological demands are included in existence needs. Water, food, clothing, housing, safety, and the need for physical love and affection are a few examples of need for existence (Botha & Venter, 2016), and (Yang, et al., 2011) mentioned on his article

that existing demands encompass material, physiological, and safety needs in many forms. The primary definition of safety needs is the avoidance of danger, fear, stress, anxiety, and other negative emotions. A person's pursuit of fulfillment at the vitality level, such as leisure, sleep, and exercise, is referred to as their physiological wants. Resources needed for a person's daily existence, such as food and clothing, are referred to as material needs.

In general, Maslow's demands for safety and physiology fall under this group. Maslow's initial two levels are correlated with the demands of existence. The basic necessities for the existence of materials, such as physiological and safety needs (such as food, water, air, clothing, security, physical, love, and affection), are what this group is in need of. These necessities primarily relate to the avoidance of fear, anxiety, threat, danger, and tension. The Theory of Motivation ERG states that this kind of motivation is the most significant and potent of all requirements (Elujekwute, 2021).

Fundamentally, our desire to meet our basic needs which are best understood by taking into account the fact that the majority of us work every day to provide our families and ourselves with a respectable and pleasant life drives our actions continually. Unconsciously, we decide to be this motivated to get the necessities of life (Elujekwute, 2021).

2.2.2. Relatedness Needs

Interactions to the social environment are the focus of relatedness needs, which also include meaningful interpersonal interactions of a safety or esteem nature, love or belonging, and affiliation (Dinibutun, 2012). However, another definition states that individuals must uphold significant interpersonal connections. In order to satisfy these social and status desires which are in line with Maslow's social need people must engage with one another (Elujekwute, 2021).

What are the requirements for these relationships? All needs involving interpersonal interactions with others, including those with family, friends, coworkers, superiors, and subordinates, are included in the category of relationship needs. Alderfer highlights that creating intimate, warm, and genuine connections with people as well as expressing rage and animosity may both satisfy relationship requirements (Elujekwute, 2021).

This group of demands closely aligns with Maslow's hierarchy of needs for social needs and esteem needs involving external validation. The third and fourth levels of Maslow's hierarchy are jointly related to the relationship needs. The need to build and preserve interpersonal ties with family, friends, coworkers, and employers is the main focus of this needs category. This need encompasses the need to socialize, be acknowledged by others, and experience safety in social situations. A sense of belonging is the antidote to pain in any form, including loneliness, isolation, and distance. Most people desire to fit in and be accepted by a group (Elujekwute, 2021). Love offered to others and affection accepted from others are among the necessities of belonging. Simply put, respect is the perception of others' regard for oneself and one's popularity, social standing, importance, superiority, and compliments. A kind of necessity like this makes individuals appreciate their existence. On many levels, we are motivated to be welcomed into the company. Our behavior may be influenced by this socially driven urge for relationships. One could dedicate themselves to work in order to impress coworkers or create friends, or one could work extra hours in order to acquire designer clothes for their loved ones. Being a well-respected member of society is something that all humans strive for. These demands could also be viewed as self-esteem needs or the need to be perceived in a positive light by others, such as when you succeed in landing a new, prominent job. We are incessantly driven to enhance our sense of self-worth (Elujekwute, 2021).

2.2.3. Growth Needs

Growth requirements include self-actualization and self-esteem and are related to the development of potential (Dinibutun, 2012). This category is defined by (Elujekwute, 2021) as the innate desire for self-improvement. These comprise the traits found in self-realization and the intrinsic component of Maslow's esteem category. Alderfer placed the physiological and safety demands, which are lower-order wants, under the existence category. Alderfer classified Maslow's requirements for love and respect from others into the Relationship category. The requirements for self-realization and self-esteem were included in the growth category.

But to what is any of this relevant? The term "growth needs" describes a person's innate yearning to advance and realize their own potential. For instance, when a worker does a task

that requires more than just the complete application of his talents and abilities, his growth requirements are satisfied in the workplace. This ERG need category aligns with several of Maslow's self-realization needs related to his esteem needs. Maslow's fourth and fifth levels are correlated with growth needs. These demands relate to the satisfaction of the urges to be innovative, successful, and finish worthwhile projects in order to build and enhance a person's sense of self-worth via individual accomplishment (Elujekwute, 2021). These requirements relate to one's own growth. Furthermore, wants for self-realization and self-esteem are implied by the needs for growth. Self-productive consequences including the capacity to pursue, seek information, achieve, control, develop confidence, be autonomous, and feel competent are referred to as the desire for self-esteem. The term "self-realization" describes accomplishments of oneself, such as reaching one's objectives and maturing as a person. Activities that support our needs for change and self-improvement can satisfy our growth requirements. The author also gives the example of someone who decides to pursue a master's degree later in life in order to advance their knowledge and intellectual development. Examining ERG theory from the perspective of socioeconomic class structure is equally fascinating. A deeply committed poet, for instance, who has limited resources, is likely to appreciate the demands of development. Our relationship and existence needs are likely to be prioritized over growth demands by highly compensated executives (Elujekwute, 2021).

2.3. Motivations for Sport Club Membership

2.3.1. Motivations to Join Sport Clubs

In wealthy nations, increasing athletic and physical activity participation is a key health objective. Governments can accomplish this goal in part by building easily accessible venues where sports can be played (Deelen, et al., 2018). However, there is a big question as to what are the main motivations that lead people to join to sports clubs or organizations. Next, we are going to define motivation and we will examine these potential reasons of motivation and evaluate other writers' perspectives on this.

First of all, psychology regularly uses the concept of motivation in relation to sports and leisure activities. The Latin word "Mover" (with meaning "to make movement") is where the English word "motivation" first appeared. It can be characterized as an energy that shapes

and influences how people behave. In other words, motivation is what propels people to take action toward a goal. Taking into account the definitions that have been proposed for motivation, it is feasible to say that the notion of motivation is based on three main components (KAYA, et al., 2015).

With that in mind, let's look at the following scenarios. According to (Meganck, et al., 2015), motivation in health promotion in sports clubs is perfect for the future, and it's good to note that respondents agreed on the many justifications for including health promotion into their club's operations. There are still challenges to be solved, even though this outcome appears to be consistent with comparatively decreased support for barriers. It will take teamwork to raise sports groups' profile when it comes to health promotion. However, it was discovered that conventional sports club members were the ones that shared the majority of the social aims. It's interesting to note that participants in sports clubs demonstrated higher degrees of intrinsic (skill development and social affiliation) and extrinsic (recognition and social image) goals. Social ties with peers and/or coaches are the focal point of both social recognition and social affiliation goals, notwithstanding their differences. This has demonstrated the significance of these variables in determining participation in and persistence in organized sports (Deelen, et al., 2018).

After considering these reasons, we can say that, in general, people are driven to join sports teams for their health promotion and to have a sense of belonging to a group where they may socialize with others.

2.3.2. Factors to Participate in Sports

We can start by defining the word sport. Sport is a physically demanding and skill-based activity where teams or individuals compete against one another for entertainment (OxfordEnglishDictionary, 2024).

The global sports industry is made up of a number of complementary markets that, when brought together, have the power to have a significant impact on the world economy. In the sports industry, sports teams generated about 160 billion US dollars in revenue globally by 2023. (Statista, 2024). In the same year approximately 63.5% of adults in the UK who were

over 16 participated in sports on a regular basis, a little increase from the year before. In the UK, participation in sports has usually increased since 2000 (IBISWorld, 2023).

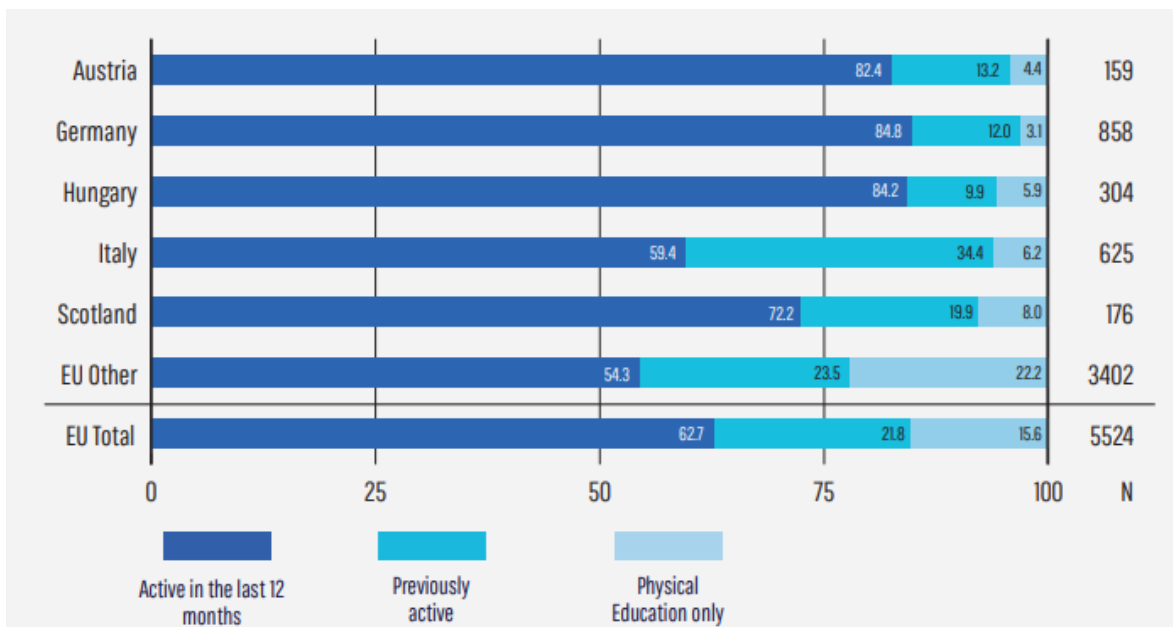


Figure 2: Sport Participation in Europe, Menzel 2019

Sports participation has been shown to improve some people's overall performance as well as their physical and emotional well-being. The advantages of sports participation for mental, psychological, and physical health have been extensively studied. When it comes to happiness, mental health, and physical health, people who play sports score higher than those who don't. A higher quality of life has also been associated with regular sports engagement. Nevertheless, in spite of all the established advantages, non-participants still lead increasingly sedentary lives, which are linked to a higher risk of obesity and chronic illnesses including diabetes and coronary heart disease (Somerset & Hoare, 2018).

According to a sports medicine article on mental health, while there are numerous advantages to becoming an athlete, the competitive environment itself might exacerbate or reveal some psychological issues in athletes. While some personality qualities have been linked to mental health concerns, they can also be beneficial for athletic success. Through its influence on pre-existing personality traits and mental health conditions, athletic culture can have an effect on psychological health and performance (Chang, et al., 2020). On the other side, (Fulton, et al., 2014) claims that recovering from a prior injury is another really minor reason for engaging

in sports. Every adult's attempt to live a healthy lifestyle increases activity levels and, with them, the chance of injury. Accidents both traumatic and non-traumatic are frequently the result of starting or increasing an activity. Patients frequently notice a decline in their functional ability following an injury.

2.3.3. How Motivations Align with Categories by ERG Theory

Whether it's sipping a glass of water to quench our thirst or reading a book to gain knowledge, motivation is what drives us to take action. It deals with the psychological, social, emotional, and biological factors that influence behavior. The word "motivation" is frequently used in daily speech to refer to the reasons behind someone's actions. The "whys" behind our actions, the wants or goals that propel us, are known as our motives. The internal condition known as motivation is what propels, stimulates, or steers behavior in the direction of objectives. We assume that a purpose exists based on the conduct we witness, rather than really observing one. Extrinsic and intrinsic are common terms used to characterize the many forms of motivation. Extrinsic motives are those that originate from outside of the person and frequently entail prizes like medals, cash, accolades, or public acclaim. Motivations that originate from within the person are known as intrinsic motivations. For example, someone may solve a challenging crossword puzzle only for the satisfaction of doing so (Goyal, 2015).

Now, how can we relate the various theories that discuss motivation to the problem of motivation? The relationship between people's performance and motivation is examined in the (Mansaray, 2019) article, which found that, in this case, people's motivation is crucial to achieving high performance in companies or sports teams.

It was disclosed in the same article that companies apply a number of motivating theories depending on the circumstances in which they wish to see great performance from their staff members. Since the goal of motivation is to persuade workers to perform, performance is the assessment of acknowledged tasks, objectives, goal lines, and reasonable expectations associated with a position or career in an organization, or, in the case of sports clubs, involvement or desire to join (Mansaray, 2019).

The ability to contextualize motivational theories within our living environments follows naturally. The theories provide motivating frameworks that can be used to improve

performance in both the professional and personal spheres. Despite their diversity, motivational theories address a broad range of issues and demands that individuals may find interesting. To ensure that motivated individuals work in businesses, it can be helpful to have a solid understanding of motivational theories and how to apply them correctly (Shikalepo, 2020).

2.4. LGBTQ+ Community and Sport Participation

2.4.1. LGBTQ+ individuals' Participation in Sports

While LGBTQ people have always existed, the fight for gay rights did not truly take off until the late 1800s. (Statista, 2024). However, the modern gay rights movement emerged in Europe in the second half of the 20th century, with many groups drawing inspiration from the American movement that had already emerged in the 1960s, with the Stonewall Riots of 1969 in New York serving as a major source of inspiration for many LGBTQ+ activists (Statista, 2024). The LGBTQ+ community in Europe has made significant contributions to politics, athletics, the arts, science, and other areas of life on the continent (Statista, 2024).

It has been demonstrated that sports participation promotes social skills, psychological health, and physical growth in individuals. In particular, better emotion regulation, a decline in hopelessness and suicidality, a reduction in depressive symptoms, and an increase in self-esteem are among the psychological advantages of sports. Furthermore, studies have shown a correlation between increased activities and a sense of belonging among athletes (Clark & Kosciw, 2020).

Physical exercise environments have been intrinsically hostile to LGBTQ+ participation for many years due to the upholding of policies and procedures that legitimize discrimination based on gender identity and sexual orientation. The absence of useful and doable recommendations has greatly impeded progress towards LGBTQ+ inclusion in physical activity (Herrick, et al., 2021).

2.4.2. Barriers Faced by LGBTQ+ Individual in Accessing Sport Clubs

Sport and physical activity are becoming a public health concern because of their potential biological and psychological advantages. Due to their generally weaker health than the overall population, these favorable outcomes may be especially significant for communities

at high risk of social isolation. People who identify as LGBTQ+ (lesbian, gay, bisexual, transgender, queer/questioning) face institutional violence and persecution, making them a socially marginalized group. While a wide range of identities are included in this broad LGBTQ+ word, in order to create more specific physical activity and sports regulations, hierarchies, variations, and shades of oppression that may have a varied impact on your practice of sports and physical activity cannot be ignored (Úbeda-Colomer & Gil-Quintana, 2020).

In addition to all the points raised by the preceding author, we also need to consider if discrimination would actually be a significant obstacle to joining clubs or organizations. because we may encounter similar issues in the century we currently live in. However, addressing the marginalization and discrimination faced by LGBTQ+ (lesbian, gay, bisexual, transgender, questioning/queer, and sexually/gender diverse) individuals remains a low priority for sports organizations (Denison, et al., 2021).

However, (Hartmann-Tews & Menzel, 2022) believes that a sizable percentage of athletes who have gender and/or sexual disabilities still encounter obstacles and other issues when trying to join sports teams, and they are tacitly denied the benefits of athletics for their well-being. The diversity of LGBTQ people and their vulnerability to discrimination is one of the barriers mentioned, and the other has to do with the lack of connection between LGBTQ people's legal status in various nations and the homo- and trans-negativity that is seen and experienced in these nations' sports.

2.4.3. Role of LGBTQ+ Sports Clubs Addressing Challenges in Actual World

Governments and policy makers now place a high priority on sports participation. Apart from its advantages for physical well-being, it is frequently regarded as an exercise with a beneficial social integrative role. It is hardly unexpected that varied local and national governments have initiatives and regulations that support marginalized or underrepresented groups' involvement in sports. The main organizations that allow people to participate in sports in many countries are voluntary sports groups, many of which list demographic diversity as one of their core values (Spaaij, et al., 2020). But in these countries, long-standing activism for legal recognition has been led by LGBT communities. Although

homosexuality was not made legal until 1993, LGBT rights have gained more acceptance since then (Ceatha, et al., 2019).

The LGBT sports "movement" has created its own NGOs, such the European Gay and Lesbian Sports Federation, and international organizations, like the Gay Games, even if many LGBT sports organizations are still independent and run at the local level. Furthermore, a number of measures have been implemented by the major sports organizations to forbid discrimination and encourage LGBT participation (Lawley, 2019).

LGBT community sports organizations represent an alternative to mainstream LGBT sports initiatives in that they have developed as a "counter space" in response to the heteronormativity that dominates mainstream sports environments, rather than actively interacting with them. This makes them both a problematic example of ghettoization that upholds hegemonic standards and perpetuates the myth that LGBT people are outsiders in mainstream sports, or they may be considered as an example of a diversity project that really calls attention to the lack of diversity (Lawley, 2019). However, LGBT sport clubs are dynamic, contentious environments unto themselves. In this sense, it has been noted that LGBT sports organizations are shifting from "radical" strategies which take a queer stance to challenge heteronormativity to "liberal" strategies which lean toward the prevailing hegemonic norms of sports. This is demonstrated by the fact that clubs are becoming more competitive and affiliated with governing bodies. These trends of integration have also been noted in establishments that sprang from LGBT sports initiatives (Lawley, 2019).

2.5. ERG Theory and LGBTQ+ Sport Club Membership

2.5.1. ERG Theory in Motivation for LGBTQ+ Individual to Join Sport Clubs

For fear of prejudice or harassment in organizations or sports clubs, some members of the LGBT community, in particular, may choose to remain mute, leaving "unknown" and "missing" voices in their wake (McNulty, et al., 2017). For this reason, the ERG theory will be examined as a means of worldwide inspiration and a voice for the LGBT community.

The ERG concept is used in LGBT sports clubs and organizations to provide opportunities to enhance the culture among the members by giving them a voice mechanism that enables

their wants and concerns to be acknowledged. There are other variations of the ERG theory, such as formal-informal and/or social-organizational orientated (McNulty, et al., 2017).

Sports participation motivations might stem from the view of the organization's or sports clubs' organizational readiness, the activity's related special traits, or the sport's market reputation. These organizational elements have the power to persuade people to join these groups in a variety of ways (Aicher, 2015). Alternatively, social identities that offer people a feeling of security and belonging to a larger social group like the LGBTQ community would serve as another source of incentive. The LGBTQ community is one such setting (Aicher, 2015). The same author claims that supporting one's identity on a social level is another form of motivation. He discusses the reasons of going to several club or organization gatherings with friends in the same piece. This demonstrates how important it is to socialize and spend time with friends while deciding whether or not to engage in or join these clubs (Aicher, 2015).

2.5.2. How Existence, Relatedness and Growth Needs May Drive Individual to Join Sport Clubs

Sports clubs are a kind of membership organization where chances for both competitive and leisure sports participations are organized and provided mostly by volunteer members. These clubs have emerged as a focal point for accomplishing social policy objectives and are where people are most likely to participate in organized sport. It's critical to comprehend the systems and procedures that allow these organizations to carry out their missions that are focused on their members (Doherty, et al., 2014).

2.5.2.1. Existence Needs

Existence needs include all of the fundamental physiological and material requirements for life and physical health (Caulton, 2012). Within the context of sports clubs, physical fitness and health-related activities may satisfy members' basic needs. In recent years, physical activity, sports, and exercise have gained importance in relation to wellbeing. Prior research has consistently demonstrated that, among other things, physical exercise is favorably correlated with life satisfaction, happiness, and health-related quality of life. There are beneficial relationships between physical activity and wellbeing that hold true for people of

all ages, including children, adults, seniors, and students (Mutz, et al., 2020). Participating in sports can offer chances for exercise, which is crucial for preserving excellent health. The majority of sports revolve around physical exercise, which is the primary means of achieving the beneficial effects. Numerous negative consequences of sports have positive health effects as well, like delayed onset, decreased alcohol use, personal growth, and psychological development in both young and old people. Lastly, athletes engage in more physical activity later in life and can acquire information about fitness, nutrition, and health through sports (Malm, et al., 2019). In addition, people could join sports clubs in order to satisfy fundamental social needs like a sense of community and social interaction needs that are frequently satisfied by taking part in group activities.

2.5.2.2. Relatedness Needs

The need for social ties, personal relationships, and a sense of belonging are all considered relatedness demands (Caulton, 2012). Community sport clubs are a kind of membership organization that are mostly managed by volunteer members who plan and provide opportunities for involvement in both competitive and leisure sports. These clubs, which have grown to be focal points for accomplishing social policy goals, are where people are most likely to participate in organized sports (Doherty, et al., 2014). Through cooperation and exchange of experiences members can form deep connections with one another and have a sense of belonging to a group of like-minded people.

2.5.2.3. Growth Needs

Realizing one's potential, self-improvement, and personal development are the main goals of growth needs (Caulton, 2012). Sport groups give people the chance to push themselves, pick up new skills, and accomplish personal objectives. Engaging in sports clubs enables people to grow and develop, whether it's by learning a new skill, getting fitter, or competing at a higher level. Sport clubs' controlled environments and teammates' and coaches' comments encourage ongoing learning and development. However, communication is a key component of good coaching, and sports coaches are expected to be able to offer their athletes incisive yet helpful feedback. One of a sport coach's most significant duties is providing athletes and teams with the best feedback possible, as this helps them improve and perform better. The majority of the time, this communication is verbal, but it can also be transmitted visually or

by inciting introspective or critical thought (Nash, et al., 2017). Succeeding in sports can also fulfill people's growth requirements by boosting self-esteem and giving them a sense of accomplishment as the definition of physical fitness is the outcome of increased energy expenditure resulting from muscle motion in the body. It is well recognized that physical activity has a significant role in enhancing both physical efficiency and well-being (Ahmed, et al., 2016).

2.5.3. How The Theory Can Inform Strategies for Enhancing Motivation

Human needs can be divided into three categories, according to Alderfer's ERG theory: existence, relationship, and growth (Acquah, 2021). In reality, knowing this notion can help develop motivation-boosting tactics for a variety of situations.

According to (Salah, 2016) in his article, these techniques may include acknowledgment and advantages. The topic of rewards and their effects is becoming more and more popular. For effective incentive management, protocols, guidelines, and plans must be developed. In order to ensure that every member's contribution is recognized, certain procedures are necessary. The main objective of reward management is to fairly, equally, and consistently reward members based on their worth and involvement. The incentive system's goal is to boost members' drive to raise their performance and productivity levels in order to meet both personal and strategic objectives.

On the other hand, establishing a helpful environment could be another strategy. It has been determined that supportive social settings are crucial for empowering individuals. Several nations' departments of justice are now working on LGBT inclusion strategies to fight prejudice, encourage acceptance, and enhance the lives and wellbeing of LGBT persons. Although these tactics are commendable, it is acknowledged that legislative and political reforms do not eradicate homonegativity and transphobia. Consequently, it is acknowledged that more inclusive social contexts are essential for fostering LGBT wellbeing. With the creation of LGBT inclusion strategies by mainstream sports, such approaches have been used (Ceatha, et al., 2019).

2.6. Conclusion

As we wrap up this literary analysis, we have looked at how ERG theory may be applied to better understand the reasons why LGBTQ+ people in Dublin join community sports teams. It has been feasible to choose to provide the LGBTQ+ sports clubs with important information about the variables that can affect people's decisions by combining the concepts of Need, Existence, and Growth Relationship.

Our analysis has shown that while some people may be driven by the need for basic necessities, such access to inclusive and secure spaces, there are always other groups that are searching for a way to connect with one another through social groups and look for support in the community. Members of these clubs also find that the pursuit of skill development and personal development serves as a driving force.

The essential role that LGBTQ+ sports clubs play in addressing the obstacles that members of the community encounter when trying to join other sports groups is another aspect that we have identified. These groups encourage a sense of empowerment and belonging among their members in addition to offering support.

Sports clubs can better tailor their programs to fulfill the requirements of the LGBTQ+ community and those who wish to join in the future by understanding the relationship between needs and motivations. For engagement and involvement, all tactics aimed at enhancing social inclusion and support are crucial.

In order to better understand the challenges that stifle motivation in LGBTQ+ sports environments, future study should constantly consider the experiences and identities that may be experienced.

By using this theory, one may generally have a better understanding of the reasons why members of the LGBTQ+ community join sports groups and endeavor to create the most welcoming sports settings.

3. CHAPTER 3: RESEARCH METHODOLOGY

3.1. Introduction

This section of the research explains the study's design, data collection methods, sample tactics, methodology, and ethical issues in order to comprehend the reasons behind Dublin LGBTQ+ community members' involvement in sport clubs.

The 'onion' research methodologies put forth by (Saunders, et al., 2009) will be used in this chapter to attempt to address the research issues that we will be going into detail about above. We will talk about the research instrument, the philosophical justification for each method of research that was consulted, a broad overview of the selected sample, and the reasons the opposing approach was rejected. Although the study's research objectives could be satisfied by a number of different approaches, the applied methods are chosen after a careful assessment of the potential strategies and each one's advantages and disadvantages, as discussed in this chapter.

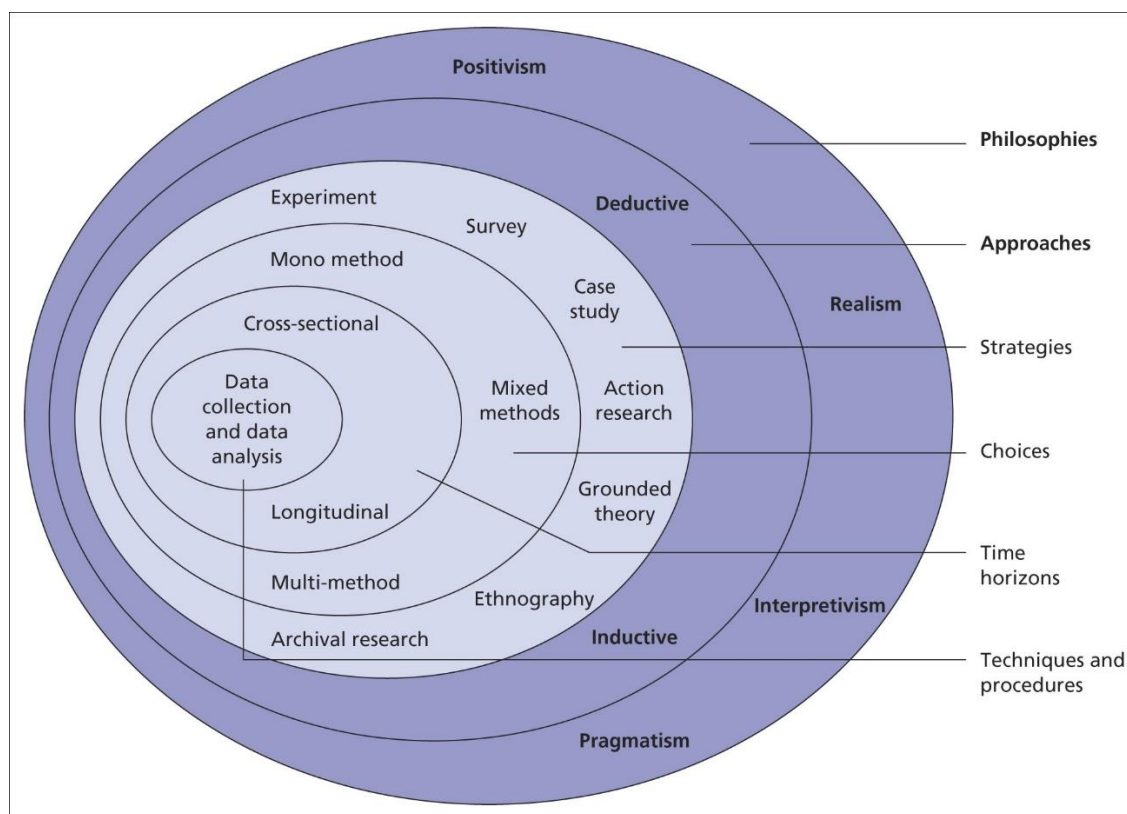


Figure 3: The research onion model by Saunders

3.2. Research Aim and Objectives

Exploring issues and coming up with answers by using scientific methods is the goal study. The main objective of research is to reveal the hidden and unidentified reality. (Pandey & Pandey, 2015).

The purpose of this study is to clarify the main motivations behind LGBTQ+ individuals joining sports organizations. This study explores the reasons why people must participate in and practice a particular sport, with the goal of better understanding and promoting these clubs within the LGBT community. It is predicated on the idea that all of the members of these sports clubs are LGBTQ+ and that the clubs are only meant for the community.

To address this, the following research goals have been set:

- To determine patterns of motivation for joining LGBTQ+ sports clubs
- To comprehend the potential impact of political, social, and cultural shifts on the motivations of the LGBTQ+ community
- To investigate the ways in which demographics such as age, gender identity, race, and socioeconomic status interact with reasons for joining
- To comprehend the perceived effects of belonging to a sports club on one's physical and mental health.
- To examine the role of social and emotional support systems, club initiatives, mainstream media visibility, and specific influencing factors in promoting participation and retention of LGBTQ+ individuals in sport clubs in Dublin.

3.3. Research Philosophy

It establishes the foundation of research by outlining the ontological nature of reality, its epistemological nature, the sources of knowledge or facts, and the axiology of values, beliefs, and research ethics (Saunders, et al., 2009). However, (Melnikovas, 2018) notes in her essay that in order to address the question of the scientific foundation of upcoming research, it is crucial to first emphasize the fundamental research methods. A particular philosophical theory serves as the foundation for a traditional research methodology, which also includes research strategies and methodologies. From a historical perspective, the philosophy of

scientific research can be divided into two classic or dominating schools: positivist and interpretativist, and two more contemporary schools, pragmatism and critical realist.

- Positivism: It primarily represents the natural scientist's philosophical stance. Based on objectivist assumptions, ontology holds that only observation and empirical data are "credible" because things, or atomistic occurrences, existent outside of social actors are observed. By looking for patterns in events, which are founded in causality, law, and functional relationships, knowledge can be acquired.
- Interpretativism: A method founded on the subjectivist ontological tenets that entities are composed of discourse, and that the only way to study an existent or socially produced reality is by using social creations like awareness or language. Since reality is socially constructed and ever-changing, knowledge and facts are arbitrary and subjective.
- Pragmatism: Predicted on the idea that, when conducting research, positivist and interpretativist stances can be modified to suit the needs of a certain study issue.
- On the basis of two ontological presumptions, critical realism 1) Real entities comprise the world; 2) real entities are not actual, but rather the sensations and images we experience from them. Learning comes from the discovery of generative mechanisms.

For this research we will be choosing an interpretativist ontology for the LGBTQ+ members of these groups, as we will study the preferences and motivations of the members in many sports clubs in Dublin. It follows that we will choose EMIC epistemology, as we would be conducting our research in collaboration with the members.

Conversely, the method that was rejected were positivist because, as (Melnikovas, 2018) indicates in his paper, this theory primarily reflects the natural scientist's philosophical stance. Ontology, which is based on objectivist assumptions, maintains that only observation and empirical data are "credible" because they allow us to observe things that is, atomistic events that exist outside of social actors. This approach can be compared to interpretativism, which emphasizes participant detachment, and is therefore subject to scientific scrutiny. Furthermore, positivism is linked to a quantitative research methodology and value-free

research, whereas interpretativism is associated with a qualitative research methodology and values-based research, all of which are relevant to the study we will be doing.

3.4. Research Approach

It usually comprises of the following, which may have been suggested at a lower level in the research philosophy: deduction: research starts with a preexisting theory, develops a question or hypothesis, and then obtains data to confirm or disprove the idea; induction: in order to establish a hypothesis in research, observation and data collection come before description and analysis; abduction: following the observation of an empirical phenomenon, research is done to generate the most accurate estimate or conclusion possible given the facts already available. The deductive strategy is used to analyze theoretical tests that already exist, whereas the inductive approach is typically used to develop a theory or in fields with little research on the subject. The adductive strategy usually starts with a surprising fact and moves through induction and deduction to identify the most likely explanation (Saunders, et al., 2009).

Since the research will begin with a theory or hypothesis, from which data will be gathered through interviews and subsequently validated or rejected. We used a deductive technique in the research theory, based the analysis on existing theories in this case, institutional theory. Whether a topic catches something significant in connection to the overall investigation determines its key. Using the research questions, an initial list of a priori categories was created in accordance with earlier studies to fully understand the data (Azungah, 2018).

Generally speaking, we reject the inductive research that claims, based on (Saunders, et al., 2009), that we can have specific theories about the cases seen in the interviews with the LGBTQ+ community or groups inside Dublin sports clubs, which cannot be generalized to decisions about membership in those groups. We are also rejecting the inductive method because, given the length of time required to conduct this kind of research, it leaves greater space for interpretations of the data, which creates some ambiguity.

3.5. Research Strategy

Experiment, survey, archival research, case study, ethnography, action research, grounded theory, and narrative research are (Saunders, et al., 2009) recommended approaches for conducting research.

A generic form known as the research plan aids the researcher in selecting the primary data collection methods, or combinations of methods, needed to address the research question and achieve the objectives. Exploratory and normative research method groups can be identified after quantitative and qualitative research methods have been identified. While normative methods work to construct the desired or undesirable future and create the means or sequence of events to get there, exploratory approaches analyze multiple futures and potential developments (Melnikovas, 2018). All of these categories of techniques can be applied to futures studies to accomplish certain research objectives: characterize the precise patterns of future development and what the future will look like; suggest a course of action to reach a desired future; investigate the potential course of future events. As a result, it is possible to distinguish between the three primary research strategies: exploratory, non-mative (prescriptive), and descriptive (Melnikovas, 2018).

As for the strategies, we will use a case study where we interview a number of people who have the characteristic of being a part of LGBTQ+ sports groups in Dublin.

Considering that this is a qualitative approach and we won't be doing surveys, which are typically connected with the deductive method, we will be rejecting the other theories as previously said (Saunders, et al., 2009). In a similar vein, since ethnography is a method that requires both active engagement and immersion observation in order to comprehend the cultural phenomena under investigation, we are rejecting it. While it is true that it offers a profound understanding of social interactions and cultural customs, conducting the research takes a lot of time, and the researcher's presence may have an impact on participant behavior (Saunders, et al., 2009).

3.6. Methodological Choice

The terms "research choice with reference" refer to both quantitative and qualitative research methodologies, as well as straightforward or intricate combinations of the two or the

application of mono-methods. While qualitative approaches include gathering a lot of descriptive data, qualitative research methods work with numbers and mathematical procedures. The use of multiple methods undermines the use of both qualitative and quantitative methods, even though the research is based on them. The other methods are auxiliary or complementary. The mono method is used when the research focuses on the collection of quantitative or qualitative data. Mixed methods are quantitative and qualitative methods used within the same research in order to achieve different goals and compensate for the limitations of using a single method (Melnikovas, 2018).

For our study example, we have chosen to use a qualitative research methodology known as the "mono method". This means that in order to find out more about the experiences and goals of the LGBTQ+ sports groups in Dublin, we will conduct interviews with their members.

However, as the multiple method and mixed method involve both qualitative and quantitative research and would complicate the study, we will reject them. This is because they are used for numerous data collection techniques and analysis procedures (Melnikovas, 2018).

3.7. Time Horizons

In futures studies, the term "time horizons" typically refers to periods of study or a chronological horizon with varying amplitude. However, they also differentiate between static observations of a future point in time, which are typically connected to normative tactics like alternate time horizons. Typically, "static" or "final state" scenarios are constructed using this point of view (Melnikovas, 2018).

We will choose a transversal temporal horizon in this instance since we will be conducting this study at a specific time and gathering samples from different LGBTQ+ members of sports groups through interviews.

3.8. Techniques and Procedures

The last layer of the research onion, which consists of methodologies and processes, advances the research design toward data collection and analysis step by step. We will split this section into three sections below: qualitative data collecting, population, and qualitative data analysis

(Melnikovas, 2018). All of the aforementioned options dictate the type of fundamental data collection and analysis techniques, which will help answer the study question.

3.8.1. Qualitative Data Collection

An extended research may lead to an information overload and an approach that is not laser-focused, which might make it difficult. As a result, it's wise to start with a few research questions. Developing a suitable study question or questions will result in the following effects: It offers guidelines for searching the literature, designing research, determining what information should be gathered and from where, analyzing data, and writing. Furthermore, it facilitates the researcher's proximity to the subject of investigation, preventing needless circuits. A list of the most crucial questions should be made, as there can be more interesting ones than there are answers for (Graue, 2015). An excellent topic for study is unambiguous and easily explorable. It relates to both the other research issues and the theory. It should also contribute to knowledge and be neither overly wide nor too limited. Choosing the appropriate research question or questions is only one stage in the qualitative research process (Graue, 2015).

However, (Mazhar, et al., 2021) says that after defining the study problem and laying out the research design/plan, the onus of data collecting begins. There are two primary methods for gathering data regarding specific situations, issues, or any other occurrence. Sometimes the necessary information is already available and only needs to be retrieved. The investigator would have to choose which data gathering strategy to use after deciding what kind of data he would use for his study. By definition, data collection is the process of gathering, assessing, and deriving valid knowledge for study through the application of standard, verified techniques. On the basis of the information gathered, a researcher can evaluate the hypothesis. Regardless of the research field, gathering data is virtually always the most important stage in the research process (Mazhar, et al., 2021).

3.8.2. Qualitative Primary Data Collection

First-time, unique, and fresh data collection is referred to as primary data (Mazhar, et al., 2021). In experimental research, primary data are gathered during experimentation; however, in descriptive type research and surveys (such as sample or census surveys), primary data are

obtained through direct communication with respondents or observation (Mazhar, et al., 2021).

Primary research methods come in a variety of forms, each with their own advantages that can be combined to great effect (Mazhar, et al., 2021). Conversely, individual interviews are a highly helpful method for the researcher to get information about attitudes, opinions, activities, and behaviors.

For the interview method to be used effectively, interviewers must be carefully chosen, trained, and maintained up to date. They must maintain critical practical expertise and applied understanding in addition to being sincere, honest, hardworking, and unbiased. Actually, conducting interviews is a skill governed by established scientific ethics. Oral-verbal stimuli are presented, and replies are given in terms of oral-verbal responses (Mazhar, et al., 2021).

3.8.3. Secondary Data Collection

Data that have already been gathered and statistically processed by another party are referred to as secondary data (Mazhar, et al., 2021). To finish the analysis of the data gathered from the main research derived from the interviews, we will be adding information from additional writers to this study.

3.8.4. Population

Six semi-structured interviews were carried out by the researcher. The interviewees are involved in LGBTQ+ sports clubs in Dublin and are well-known for their expertise of the issue and regular participation in the particular sports of their groups. The participants granted permission for the interviews to be videotaped with the understanding that they would remain anonymous. The interviews were done one-on-one.

To safeguard the interviewees' data, all of their personal information has been removed. Within the findings and discussion chapter, the author will primarily refer to each of them as the Interviewee.

The interviews were conducted by the researcher, who also took charge of data collecting, recording, and transcription. OTTER was used to conduct the interviews. After every interview was taped, the data was decoded and analyzed using transcripts.

3.9. Ethical Consideration

Any research project must prioritize the protection of human subjects by implementing the relevant ethical principles. Because a qualitative study is in-depth, ethical issues are especially relevant in this type of research. When conducting in-person interviews with a vulnerable set of participants, ethical concerns become increasingly prominent. During the interview, they could feel anxious as they communicate their emotions (Mohd Arifin, 2018).

The following requirements must be met in order to get permission (Mohd Arifin, 2018):

- It must be freely supplied (voluntarily), the subjects must comprehend the nature of the request
- The parties concerned must be competent to grant consent. Accordingly, consenting to a research study requires that participants be fully informed about the study,
- Be able to comprehend the material, and have the discretion to accept or reject the offer of participation. The participants' permission to take part in this study was only acquired following a comprehensive explanation of the methodology.

Every interview was done one-on-one, in a quiet, private room at the participant's house or the corresponding clinic, away from outsiders (Mohd Arifin, 2018). The author carried out a thorough ethical evaluation prior to beginning this study, detailing the procedures that would be followed to guarantee that study participants are handled ethically and with the proper duty of care. This ethics form was turned in to NCI (National College of Ireland).

3.10. Limitations to Research

It should be noted that due to the small sample size and non-probabilistic sampling method, it is not feasible to generalize the results to all LGBTQ+ athletes. The interview method will be used to choose study participants by self-selection. The thoughts, attitudes, and lifestyles of the LGBTQ+ population within Dublin's sports clubs might not be properly reflected in these elections.

4. CHAPTER 4: RESEARCH FINDING AND DISCUSSION

4.1. Introduction

As we saw earlier in the chapter on literary revision, the literature shows how people might assign various priorities or different requirements at different periods (Caulton, 2012). Deeper participant views and a grounded theory of knowledge on the subject of attention were obtained through the use of the inductive technique in this study. Finding out the respondents' opinions on the research topic " An investigation of the key motivations driving sport club membership in the Dublin LGBTQ+ Community in the last 5 years " was the aim of the objectives. Any similarities between the data collection for this study and the existing literature are intended to be highlighted in this section. The participant receives information regarding the potential motivation and support that various sports clubs may offer to the LGBTQ+ community through the data analysis of the sample that was completed.

4.2. Qualitative Research Findings

The framework for gathering data that is backed by the theory of multiple authors that were previously presented was developed by the queries that were put forth. The results of this study showed that a significant portion of the LGBTQ+ community's interviewees are driven to join sports groups in order to feel comfortable in a familiar setting and, conversely, to be able to participate in or practice sports without worrying about being criticized.

4.2.1. Objective 1: To determine patterns of motivation for joining LGBTQ+ sports clubs

In this section, we will provide an analysis and description of the data gathered about the LGBTQ+ community's reasons for joining sports groups. in addition to a few chances and requirements that participants in sports clubs have.

4.2.1.1. Motivation to Join an LGBTQ+ Sport Club

Every interviewee who took part in the study shared the interest of joining LGBTQ+ sports clubs, and as a result, they were motivated to join various kinds of clubs depending on the sport in question. It should be noted that all participants (100% of them) agreed that the primary reason for joining is to feel safe and accepted in an LGBTQ club.

Some respondents expressed that, as members of the LGBTQ+ community who have always had a passion for sports, they feel safer at the club because they can continue to play their sport without fear: *"I was always involved in sports in school and as I got older I missed that sense of competition. When choosing a club to join, I wanted to feel more of a part of my own community so having the opportunity to join an LGBT club was ideal"* (IV2). They said that they don't worry about being criticized since they are confident in their sexuality when asked how they felt about other people's opinions: *"I wanted to join a club that was inclusive and where I would feel more connected and less concerned about the opinions of other members in relation to my own sexuality"* (IV3). Thus, it is consistent with the findings of (Meganck, et al., 2015), who write that one of the reasons LGBTQ+ athletes join sports organizations is to help them overcome current barriers to inclusivity.

It has been shown that in order to promote the safety and well-being of the LGBTQ+ community, a safe space is necessary for them to play sports without interference (Ceatha, et al., 2019). *"My original driving force was the need to locate a welcoming and encouraging atmosphere where I could play sports without worrying about being treated unfairly. I desired to live in a place where people valued who I was."* (IV4).

4.2.1.2. Support in a LGBTQ+ Sport Club

Sports participation has been demonstrated to enhance social skills, psychological well-being, and physical development in individuals; for this reason, a person's decision to join a sports club is influenced by their feeling of community (Clark & Kosciw, 2020), *"A sense of belonging and acceptance were definitely driving forces in my decision to choose an LGBT inclusive club"* (IV1).

We wanted to know how important it is to be a part of the LGBTQ+ community for this portion of the interview, thus the respondents were thrilled to be a part of elite clubs where they could use their athletic abilities without worrying about being criticized for their sexual orientation, *"I feel the visibility of LGBT clubs holds special importance in the community in general, particularly for LGBT youth and feeling part of a club where you are valued for your abilities and not potentially judged for your sexuality is very important"* (IV2).

However, as this interviewee notes, there are still problems to be resolved: *“The sense of community was incredibly important. Knowing that I would be surrounded by like-minded individuals who share similar experiences and challenges made the decision to join much easier”* (IV4). Even while this outcome appears to be consistent with a relatively reduced support for barriers, there are still problems to be handled. Raising the profile of sports groups in relation to health promotion will require collaboration (Deelen, et al., 2018).

4.2.1.3. Fitness Goals Inside Sport Clubs

Researching fitness objectives within sports clubs can provide a number of insightful and advantageous outcomes for both the groups and their members.

The researcher wanted to know if their decision to join the sports club was influenced by their physical fitness or their desire to develop their athletic ability during this portion of the interview.

According to the article from (Mutz, et al., 2020), physical activity, sport, and exercise have become more significant in terms of well-being, life satisfaction, happiness, and health-related quality of life because they can meet members' basic needs in the context of sports clubs, as some of them comment: *“Physical fitness played a huge role in my motivation to join the club. I’m a very health-conscious person, so combining that sense of my own community with improving my level of fitness was important to me”* (IV1). regarding with Mutz in the same article: *“Physical fitness and athletic improvement were significant factors. I was keen on improving my health and fitness while also being part of a team where I felt comfortable and accepted”* (IV4).

4.2.1.4. Opportunities and Expectations

It is acknowledged in the paper written by (Ceatha, et al., 2019) that fostering LGBTQ+ well-being requires more inclusive social environments. As evidenced: *“The social aspect of being part of the club is great, we all meet regularly outside of training and I have made lots of new friends so that has been a big bonus and something I would say to other people who are curious about joining an LGBT club”* (IV1) remark, mainstream sports have developed LGBT inclusion policies.

Note that Maslow identified three basic human wants: the need to exist, the need for relationships, and the need to grow, that drive human behavior. These needs are discussed in the literature study (Caulton, 2012), *“The social and networking opportunities were appealing. I was interested in meeting new people, making friends, and building a support network within the LGBTQ+ community”* (IV4). According to this idea, people work to satiate their needs for relationships, which call for social engagement and fundamental survival, their needs for growth, which call for personal development, and their needs for existence, which call for basic survival and physiological well-being (Caulton, 2012). and also confirmed the point of *“A couple of my workmates were part of The Cavaliers before I joined myself and along with the obvious physical benefits of being part of a sports club in general, I feel it has definitely improved my working relationships with these workmates. I also really enjoy the social aspect of the club, especially travelling around for tournaments and getting to meet lots of different people from the various clubs”*

4.2.2. Objective 2: To understand how changes in politics, society, and culture may affect the reasons behind the LGBTQ+ community's actions

This section aims to comprehend how the LGBTQ+ community in Dublin may be motivated differently as a result of political, social, and cultural shifts. This section tries to understand how these elements determine the motivations and actions of LGBTQ+ persons by looking into how shifting political attitudes affect LGBTQ+ rights, exploring changing social attitudes and norms, and analyzing cultural practices. In addition to evaluating how these changes affect identity and well-being, this thorough approach will yield important data for scholarly study and public policy.

4.2.2.1. LGBTQ+ Movements

The motivation to join or remain in sports clubs is influenced by social movements like Gay Pride or protests for LGBTQ+ rights. In this section, the interviewees view the LGBTQ+ community's visibility in sports as crucial because it can play a significant role in their decision to join such clubs *“ I believe it's very important to have LGBT visibility in sports and that was definitely a strong consideration for me when joining and also continuing to remain as part of the club”* (IV1).

Many of the factors that led to the campaigns for LGBTQ+ rights happened around the end of the 1800s, when there was a significant upsurge in the struggle for LGBT rights, as we noted in the literature study. Nonetheless, many groups drew inspiration from the American movement that had started to take shape in the 1960s, and many LGBTQ+ activists drew inspiration from the Stonewall riots in New York in 1969 (Statista, 2024). *“Social movements like Pride and the fight for LGBTQ+ rights reinforce my motivation to stay involved. These movements highlight the importance of visibility and solidarity, reminding me of the significance of supporting and being part of an inclusive space”* (IV4). *“Pride is so important for the visibility of the community in general and to remind people of the struggles that we have had to get this point. If being part of an LGBT club supports the movement in general, then it can only be a good thing I feel”* (IV3).

4.2.2.2. Important in Representation in Sports and Social Activities

For some of the individuals interviewed, it was made clear to them that the media's portrayal of a number of LGBTQ+ celebrities possesses a great deal of influence because, when they watch these celebrities engage in the sport they love, it inspires them to be able to join and play in sports organizations. However, for other people they do not influence this whole point. *“Personally, I wouldn't say that this influenced my decision, but the more representation of LGBT people in the media, the better I feel”* (IV1).

Everyone believe that media organizations will act as a channel for mediated cultural contact and, eventually, socialization among young people, so that in this way they will serve as an example for future generations, given the evidence that the media transmits much greater amounts of images of lesbians and gays than ever before (Ayoub & Jeremiah, 2016). *“Yes I think the more people see LGBT representation in the media the more comfortable they feel getting involved with LGBT clubs. This certainly counteracts a lot of the negativity you see on social media as well. We could do with a lot more LGBT representation in soccer, especially in the premier league. This starts at grass roots level though with local clubs and LGBT clubs definitely have their part to play in that also”* (IV3).

4.2.2.3. Changes in Motivations

All of the respondents emphasize that although their original reasons for joining the LGBT club, finding a safe place and taking pleasure in the activities, remain strong, their roles and perspectives have improved with time. They credit this shift to the improvement in societal perceptions of the LGBT community, which has allowed them to be more at ease and open. As a result of their development, they are now ambassadors for the club, pushing for membership and inclusiveness while serving as a platform for increased support and representation. *“I feel I have become more of an ambassador for LGBT clubs and in particular LGBT soccer clubs as my tenure in the club has increased and this probably has a lot to do with positive changes in societal attitudes also, which has meant I have been more comfortable doing so”* (IV3).

4.2.3. Objective 3: To look into the relationships between joining motivations and demographics including age, gender identity, race, and financial level.

In order to better understand diverse experiences, highlight intersectionality, and spot patterns and trends in the reasons of various groups, it is important to look into the ways that demographic information such as age, gender identity, race, and socioeconomic status interacts with the reasons that people join LGBT clubs. This can help to inform efforts to establish more welcoming and encouraging workplaces by shedding light on how people's motivations for joining are shaped by their different identities and experiences. Furthermore, it will aid in the advancement of representation by recognizing marginalized groups and comprehending the obstacles that impede their involvement, consequently cultivating a more hospitable and reachable community.

4.2.3.1. Motivations Evolved in Age

The age of the respondents as a whole is a defining factor in why they join and remain in sports clubs, *“The Sparrows are a very welcoming club regardless of your particular sexuality or gender identity and this extends to members of any age also. Being in my early 30’s you do feel a sense of hesitation in joining any club but the encouragement there from day one meant my concerns dissipated pretty quickly”* (IV1). Although there were first reservations about joining because of age, the friendly atmosphere of the clubs soon allayed

worries. While some initially wanted to fit in and be accepted, as time has gone on, preserving cardiovascular health and fitness has become a major motivator. The study by (Molanorouzi, et al., 2015) emphasizes how crucial age, gender, and kind of activity are in determining why people engage in physical activity. It is an essential initial step toward determining the disparities in reasons for engaging in different activities and how those reasons relate to an adult's behavior about physical activity. Furthermore, there is gratitude for the chance to guide newer members, indicating a change in focus toward individual health advantages and community involvement.

4.2.3.2. Challenges or Benefits Related to Gender Identity within The Club

It is evident from the interviewees' responses that gender identification can have a variety of effects on sports involvement. Gender identification may not have a big impact on CIS individuals' decision to join sports clubs. Nonetheless, trans individuals' gender identification can be a major factor in their decision-making, according to the viewpoints of the persons they spoke with: *"I think it is important for women, whether CIS or not, to get involved in some kind of sport if they are interested in doing so. As a CIS woman myself I can only imagine the challenges faced by trans women in sport, it is certainly worrying to watch the news and see how they are treated by sports bodies and spoken about on social media. This is what makes LGBT teams and the visibility they provide all the more important"* (IV1), as they look for welcoming settings where they feel comfortable and welcomed. This emphasizes the significance of LGBTQ+ sports teams, which provide visibility and a safe haven for those who would encounter difficulties and discrimination in more conventional sports environments. Regardless of gender identity, the existence of these inclusive teams is essential to promoting a feeling of belonging and community among all players.

4.2.3.3. Financial Barriers or Supports that Influenced Participations

The answers for this section indicated that some of the sports clubs face significant financial challenges, as they do not receive government support and rely heavily on donations and contributions from team members. Members are expected to make annual donations to maintain the equipment and cover travel and accommodation costs for tournaments, which can be a barrier for some people. Despite these pressures, the team values the benefits of participation and is willing to make sacrifices. They also seek funding through sponsorships

and have applied for government grants to alleviate some of these financial burdens. In addition, socioeconomic status may affect participation, but efforts are made to offer variable fees or financial assistance to ensure that the club remains inclusive and accessible to all members, regardless of their economic background. However, for those who were interviewed, having to cover all of the costs associated with international travel out of their own pocket in order to compete is already a problem that they have to consider multiple times because, as interviewer 5 stated, they must weigh the cost of living against the necessity of being able to afford all associated with travel: *“Therefore, you must provide for your own needs by paying for necessities like food, rent, and maybe a car. This implies that you need to be very careful about what you can afford. There can be pressure to keep up with people at times since you don't want to be left behind. Given that it will impact your budget for the upcoming few months, it might undoubtedly become a financial strain. You need to use caution when making purchases”* (IV5).

4.2.4. Objective 4: To comprehend the perceived effects of belonging to a sports club on one's physical and mental health

It is anticipated that data will be gathered on a number of important topics, such as a decreased risk of chronic illnesses, enhanced fitness, and greater physical activity, in order to comprehend the perceived benefits of sports club membership on both physical and mental health. Significant advantages for mental health include less stress levels, happier moods, more self-esteem, and a stronger feeling of community. Furthermore, social interactions including broader connections and support systems as well as the growth of cooperative abilities are vital.

4.2.4.1. Mental and Physical Health Benefits

Members in this profession often highlight the benefits that a person's physical and mental health might receive from joining a sports club. Many claim that as a result of their engagement, their level of fitness and general well-being have increased dramatically: *“I think it's important to push myself both physically and intellectually. I'm preparing myself for future pursuits and enhancing my mental strength by pushing my boundaries and responding to different circumstances. Playing sports and other physical activities helps me now and in the future. It also builds a healthy lifestyle that may help me avoid diseases. I*

consider it an investment in my wellbeing, both now and in the future” (IV6). In addition to the tangible benefits, the club's sense of community and belonging has been essential in supporting mental health. Many people have reported that their motivation, emotional resilience, and mood have improved since they joined. For this reason, according to studies, playing sports can enhance a person's overall performance as well as their physical and mental well-being (Somerset & Hoare, 2018). Those who participate in sports have higher enjoyment, mental and physical health, and overall health than non-participants.

The interviewees explain how being a part of the team can help them overcome times when they're depressed and discover fresh inspiration. In addition to promoting regular physical activity, this encouraging communal atmosphere also helps members feel more united and supportive of one another, all of which enhance mental health. These sports clubs serve as excellent examples of how active engagement and community involvement may result in holistic health benefits by giving people a place to contribute, connect, and grow on a physical and emotional level.

4.2.4.2. Changes Relate to Physical and Mental Health Related with Lifestyle

The members' answers demonstrate the many advantages of being a part of their own sports groups and how involvement has improved a variety of facets of their lives: *“I've noticed a noticeable increase in my social engagements over the last few years. My social circle has grown as a result of my participation in numerous networks and organizations, which has also led to new chances and invites to events and activities. Being a part of Emerald Warriors has been a good experience. Nonetheless, it's critical to keep money in mind and avoid taking on more than one can handle. My social circle has expanded, and with it, the importance of being thrifty and aware of my spending patterns”* (IV5). For instance, a lot of people have found that they have become more outgoing and willing to venture outside of their comfort zones, and they directly attribute this growth to their involvement in the club. Their social circles within the club have grown as a result of their improved friendliness, which has also led to deeper relationships with friends and family outside of it. Club membership is also linked to a significant increase in confidence, which has positive knock-on effects both at home and at work, enabling members to take on problems with renewed enthusiasm and optimism. Some people have reported feeling more energized, which they attribute to leading

a healthy lifestyle through club activities and being able to engage in active pursuits and spend quality time with their loved ones. All in all, these comments highlight the ways in which sports organizations act as stimulants for individual growth, encouraging not only physical health but also social interaction, self-assurance, and a livelier approach to life.

4.2.4.3. Support Systems Helped in Personal Life Outside of the Club

The answers emphasize how important the club environment's support networks and sense of community are. Community sport clubs are a kind of membership organization that are mostly managed by volunteer members who plan and provide opportunities for involvement in both competitive and leisure sports (Doherty, et al., 2014). Members frequently stress how important it is to be a part of a close-knit community that offers assistance outside of club events. In addition to improving their time at the club, this support system offers them sincere emotional support and motivation in their private life. With the creation of messaging apps such as WhatsApp groups, members have more chances to stay in touch and ask for help when they need it, which fortifies friendships and widens social networks. In addition, the club's programs like social gatherings and peer mentorship are also important in fostering a sense of camaraderie and togetherness among participants. All things considered, these components highlight the ways in which sports clubs function as critical hubs for developing deep connections and offering crucial support systems, in addition to being locations for physical exercise.

4.2.5. Objective 5: To examine the role of social and emotional support systems, club initiatives, mainstream media visibility, and specific influencing factors in promoting participation and retention of LGBTQ+ individuals in sport clubs in Dublin.

It is anticipated to acquire insights on several fronts by examining the function of social and emotional support systems, club efforts, mainstream media presence, and specific influencing factors in boosting LGBTQ+ engagement and retention in Dublin sports clubs. These include being aware of how inclusion rules and awareness campaigns guarantee safety and acceptance, as well as how peer support and mentorship within clubs create a friendly atmosphere. Furthermore, to look into how media portrayals and favorable coverage of LGBTQ+ athletes affect participation and lessen stigma. It will be critical to identify

facilitators like helpful leadership and easily accessible services, as well as obstacles like discrimination and a lack of facilities. Further insights into the efficacy of these programs and the overall influence on LGBTQ+ involvement in sports will be obtained through personal testimonies and case studies.

4.2.5.1. Factors to Join Sport Clubs Being LGBTQ+

All of the comments point to the important role that Pride-related activities and other LGBTQ+ efforts play in encouraging involvement in sports groups. In competitive sports, pride is a good feeling that can greatly increase domination and success. Positive emotions broaden a person's repertoire of thoughts and actions, motivating them to experiment, pick up new skills, and work toward becoming better. Over time, this aids in the development of their resilience and internal resources. Pride is more closely linked to success and a readiness to take on obstacles than other good feelings like wonder, joy, optimism, and appreciation. Empirical data indicates that a sense of pride can enhance task performance and inspire individuals to take on challenging assignments (Kondo, et al., 2022).

These gathering places, like the Pride Run and the soon-to-be LGBTQ+ and non-binary sports day, are essential for bringing the community's various members together and promoting a sense of belonging. These kind of events not only honor LGBTQ+ identities but also aggressively promote participation in sports and community activities among people who might feel unsure or excluded. People searching for a supportive environment find LGBTQ+ sports groups especially appealing because of their inclusive climate, which tends to have fewer instances of toxic masculinity than some non-LGBTQ+ sports contexts.

Furthermore, a more accepting culture within the sport has been greatly aided by the growing social acceptability and the popularity of LGBTQ+ events. Major events featuring LGBTQ+ athletes serve as powerful role models for the community and encourage more people to join. These activities and events emphasize how crucial it is for clubs to have inclusive rules that guarantee every member feels respected and safe. Generally, there is a synergistic effect on LGBTQ+ involvement and retention in sports clubs from the combination of positive portrayal of LGBTQ+ athletes, inclusive club policy, and community building events. This strategy not only enhances the emotional and physical well-being of participants, but it also fortifies the LGBTQ+ community's sense of overall solidarity and community.

4.2.5.2. Promotions of LGBTQ+ Sport Clubs

Together, the solutions offer a thorough strategy for increasing LGBT sports groups' visibility and involvement through a range of tactical approaches. Securing further government funds is a crucial recommendation, since it may be utilized to employ marketing companies or social media managers. This would make it possible for clubs to use traditional media and social media more skillfully, reaching a wider range of audiences across age ranges and promoting increased community involvement.

Furthermore, the club's sponsorship of neighborhood events in the Dublin region is emphasized as an essential strategy for raising its profile. Members can promote their clubs and help charitable causes by actively taking part in community service projects and charity events, including bag packing at the grocery store. This two-pronged strategy helps the club become more visible while simultaneously fortifying its links to the neighborhood.

Outreach in the form of education is another essential component noted. Talks in colleges and high schools would be crucial in informing the next generation of adults about the significance and presence of LGBT sports clubs. By engaging with a younger audience and outlining the advantages of joining these groups, these discussions may function as a spark to boost membership, *“I think having talks in secondary schools and colleges would help with educating young adults about the existence and importance of LGBT clubs and would hopefully be a driver in increasing the numbers of those joining”* (IV3).

Additionally, a number of targeted tactics are suggested to increase involvement even more. These include inclusive marketing strategies that emphasize the friendly and encouraging atmosphere of LGBT sports clubs, outreach initiatives created specially to establish connections with prospective new members, and collaborations with academic institutions to cultivate long-term relationships. Additionally, hosting open house events is advised as a powerful means of showcasing the club's atmosphere and culture and providing prospective members with a firsthand look at the welcoming and encouraging group they may become a part of.

The reach and influence of LGBT sports groups can be greatly increased by putting these methods into practice. A more welcoming and active sports community can be created by

combining improved marketing, community involvement, educational outreach, and inclusive programming. This will increase the engagement and retention of LGBT individuals in sports groups. This comprehensive strategy enriches the community's general fabric by promoting understanding, acceptance, and solidarity in addition to encouraging physical activity and social engagement.

4.2.5.3. Word to Mouth Marketing

Online word-of-mouth has become a popular and essential source of information for consumers with the rise of e-commerce websites (like Amazon) and online social media platforms (like Facebook, X, and Instagram). Numerous studies that examine vast volumes of social media and e-commerce data have confirmed the value of word-of-mouth marketing: customer discussion influences product preferences, purchase decisions, and ultimately, a company's financial performance. The importance of word-of-mouth marketing is also widely recognized by brands and marketers. For instance, most marketing experts (61%) think that word-of-mouth promotion is the most effective kind of advertising. (Chen & Yuan, 2020).

The reactions emphasize the significant benefits of joining LGBTQ+ sports groups and provide strong and enthusiastic support for doing so. A member highlights the life-changing and enriching experience of joining the club by fervently describing it as one of the best decisions he has ever made: *“Absolutely do it – You won’t regret it. It has literally been one of the best decisions I ever made”* (IV1). Another participant emphasizes the club's approachable and welcoming atmosphere, urging prospective new members to get in touch with any questions or issues they may have. They advise going to a game as a spectator to feel the vibe and the friendships, guaranteeing that the event will be enjoyable and highly recommended: *“If you want to join The Blues and you have any concerns about joining, just reach out to one of the members or our secretary, we are a friendly bunch and can answer any questions you have. Come to a match as a spectator and see what’s involved. It’s a lot of fun and I’d highly recommend it”* (IV2).

Furthermore, the clubs are characterized as dynamic communities made up of individuals from all over the world. This diversity is viewed as a positive, strengthening the friendly, supportive environment where people are appreciated and new connections are quickly made.

Clubs' inclusive culture makes sure that newcomers are welcomed and encouraged for being who they are, which can be very comforting for people who might be hesitant to join.

The replies also show that LGBTQ+ sports groups have benefits beyond physical training. Beyond the playing field, they offer a feeling of camaraderie and belonging. In addition to encouraging increased physical fitness, the encouraging atmosphere also promotes personal development and a stronger sense of self. Clubs are portrayed as settings where individuals can take advantage of the health benefits of regular exercise and social interaction while feeling comfortable being who they are.

The testimonies taken as a whole indicate that becoming a member of an LGBTQ+ sports club can be a fulfilling and advantageous experience. It provides a special blend of mental, social, and physical advantages, fostering a community of support that values individuality and promotes growth. It is recommended that prospective members take the risk, ask questions, and experience firsthand the wonderful effects that joining such a group may have on their lives.

4.3. Study Limitations

Even while the statistics consistently show similarities between the respondents and the body of existing literature, we should recognize that because of the qualitative character of the research approach and time limits, the results may not be totally definitive. A larger sample size and a more thorough statistical analysis could have been possible with more time. The primary research design and inductive method were largely dependent on participant expertise and involvement, particularly with relation to mindfulness and the perspectives of those who might be subjected to prejudice because they identify as LGBTQ+. The primary objective of the author's analysis was to make a contribution to the current discourse surrounding the reasons for LGBTQ+ individuals' membership in sports groups. By filling in the highlighted research gaps, this study intends to encourage additional organizations to support these clubs more widely and to serve as a model for future research. However, the sample size was deemed sufficient by the author for this investigation.

5. CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS

5.1. Overview

LGBTQ+ sports groups in Dublin offer essential and secure environments where participants may engage in sports activities without worrying about facing prejudice due to their gender identity or sexual orientation (Ceatha, et al., 2019). Joining is frequently motivated by the need for support systems that value and celebrate variety, as well as the need for a sense of belonging and community within one's identification group. While it is acknowledged that exposure through social movements like Pride and cultural developments toward increased LGBTQ+ representation in the media is important, members' experiences still rely heavily on their relationships with one another and their sense of community inside the club. These groups greatly enhance mental health by promoting friendships, providing emotional support networks, and favorably influencing general lifestyle and confidence (Somerset & Hoare, 2018). They also encourage physical fitness and athletic progress. Future expansion strategies include raising awareness, removing financial obstacles, and carrying on with local and national advocacy for inclusive sporting environments.

5.2. Inclusion and Community as Motivation

The main reason people join sports clubs in Dublin is the desire for an accepting and inclusive environment where people may feel valued and accepted regardless of their gender identity or sexual orientation. The participants' emotional and physical well-being is greatly enhanced by this sense of belonging, which also makes it easier for them to make new acquaintances and build social networks.(Clark & Kosciw, 2020).

5.3. Effect of Social and Cultural Changes

Individuals' decisions to join and stay involved in these clubs have been positively influenced by recent cultural and social shifts, such as the greater visibility of LGBTQ+ people in the media as influencers in sports and progressive improvements in social attitudes surrounding being openly homosexual. Individuals' decisions to join and stay involved in these clubs have been positively influenced by recent cultural and social shifts, such as the greater visibility of LGBTQ+ people in the media as influencers in sports and progressive improvements in social attitudes surrounding being openly homosexual. Through encouraging increased

engagement and creating a supportive climate within the sports community, these reforms have reinforced the significance of solidarity, visibility, and the ongoing struggle for community rights (Somerset & Hoare, 2018). Through encouraging increased engagement and creating a supportive climate within the sports community, these reforms have reinforced the significance of solidarity, visibility, and the ongoing struggle for community rights.

5.4. Various Demographic Factors and Health Advantages

The study emphasizes the different ways that age, gender identity, and financial background affect why people join sports clubs, also (Herrick, et al., 2021) comments in his article that even physical environments influence these decisions.. It demonstrates that senior members frequently appreciate the advantages to their physical health and the chance to set an example for subsequent generations, while younger members may seek for social relationships and acceptance. Engaging in LGBTQ+ sports groups generally results in notable enhancements to one's physical and mental well-being, encouraging members to lead more active and socially involved lives.

5.5. Recommendations for future Research

Subsequent studies ought to investigate the enduring effects of being a member of an LGBTQ+ sports club on individuals' general life contentment and career advancement. Furthermore, comparing the experiences and goals of LGBTQ+ individuals in rural and metropolitan environments, like Dublin, could provide light on the disparities in geography and culture within the community. Finding the best methods for fostering diversity and acceptance in athletic settings can also be aided by researching the success of particular inclusion programs and policies within these groups. Lastly, longitudinal studies that monitor participants over an extended period of time would provide a more profound comprehension of the ways in which ongoing membership in LGBTQ+ sports clubs impact individual development, health outcomes, and community involvement.

5.6. Recommendations for Professionals

It should be a top priority for professionals, like as coaches and administrators, to establish and uphold welcoming and encouraging work environments that actively foster diversity and acceptance while working with LGBTQ+ sports groups. This entails putting in place

thorough inclusion training programs for all employees and members, making sure that participation options are accessible and affordable to accommodate a range of socioeconomic contexts, and creating focused outreach campaigns to involve marginalized LGBTQ+ communities. Furthermore, promoting alliances with nearby companies, educational institutions, and civic associations can raise awareness of and increase support for LGBTQ+ sports teams. Professionals may make a substantial difference in the empowerment and well-being of LGBTQ+ individuals in the sports community by implementing these tactics.

References

- Acquah, A., 2021. LITERATURE REVIEW ON THEORIES MOTIVATION. *EPRA International Journal of Economic and Business Review*, 9(5).
- Ahmed, M. y otros, 2016. The adolescent age transition and the impact of physical activity on perceptions of success, self-esteem and well-being. *Journal of Physical Education and Sport*.
- Aicher, T. J., 2015. Individuals' Motivation to Participate in Sport Tourism: A Self-Determination Theory Perspective. *International Journal of Sport Management, Recreation & Tourism*.
- Ayoub, P. M. & Jeremiah, G., 2016. Getting the Message Out: Media Context and Global Changes in Attitudes Toward Homosexuality. *Comparative Political Studies*, 50(8), pp. 1023-1150.
- Azungah, T., 2018. Qualitative research: deductive and inductive approaches to data analysis. *Qualitative Research Journal*.
- Botha, A. & Venter, J., 2016. THE EFFECT OF LIFE STAGES ON NEEDS SATISFIED BY CREDIT USED, ACCORDING TO ALDERFER'S EXISTENCE RELATEDNESS GROWTH THEORY. *Risk Governance & Control: Financial Markets & Institutions*.
- Caulton, J., 2012. The Development and Use of the Theory of ERG: A literature review. *Emerging Leadership Journeys*.
- Ceatha, N. y otros, 2019. The Power of Recognition: A Qualitative Study of Social Connectedness and Wellbeing through LGBT Sporting, Creative and Social Groups in Ireland. *Int. J. Environ. Res. Public Health*.
- Ceatha, N. y otros, 2019. The Power of Recognition: A Qualitative Study of Social Connectedness and Wellbeing through LGBT Sporting, Creative and Social Groups in Ireland.
- Chang, C. y otros, 2020. Mental Health Issues and Psychological Factors in Athletes: Detection, Management, Effect on Performance, and Prevention: American Medical Society for Sports Medicine Position Statement. *Clinical Journal of Sport Medicine*.
- Chen, Z. & Yuan, M., 2020. Psychology of word of mouth marketing. *Current Opinion in Psychology*, Volumen 31, pp. 7-10.
- Clark, C. & Kosciw, J., 2022. Engaged or excluded: LGBT youth's participation in school sports and their relationship to psychological well-being. 59(1).
- Clark, C. & Kosciw, J. G., 2020. Engaged or excluded: LGBTQ youth's participation in school sports and their relationship to psychological well-being.
- Deelen, I., Ettema, D. & Kamphuis, C. B. M., 2018. Sports participation in sport clubs, gyms or public spaces: How users of different sports settings differ in their motivations, goals, and sports frequency. *RESEARCH ARTICLE*.

- Denison, E., Bevan, N. & Jeanes, R., 2021. Reviewing evidence of LGBTQ+ discrimination and exclusion in Sport. *SPORT MANAGEMENT REVIEW*.
- Dinibutun, S., 2012. Work Motivation: Theoretical Framework. *Journal on GSTF Business Review*.
- Doherty, A., Misener, K. & Cuskelly, G., 2014. Toward a Multidimensional Framework of Capacity in Community Sport Clubs. *SAGE Publications*, Volumen 43.
- Doherty, A., Misener, K. & Cuskelly, G., 2014. Toward a Multidimensional Framework of Capacity in Community Sport Clubs. *Nonprofit and Voluntary Sector Quarterly*, 43(2).
- Elujekwute, E. C., 2021. THE RELEVANCE OF CLAYTON PAUL ALDERFERS' EXISTENCE, RELATEDNESS, GROWTH THEORY TO THE EDUCATIONAL MANAGEMENT. *Sapientia Global Journal of Arts, Humanities and Development Studies*.
- Farooq, R., 2017. A Framework for Identifying Research Gap in Social Sciences: Evidence from the Past. *Journal of Management Research*, 16(4).
- Fulton, J. y otros, 2014. INJURY RISK IS ALTERED BY PREVIOUS INJURY: A SYSTEMATIC REVIEW OF THE LITERATURE AND PRESENTATION OF CAUSATIVE NEUROMUSCULAR FACTORS. *International journal of sports physical therapy*.
- Goyal, P., 2015. Motivation: Concept, theories and practical implications.. *International Research Journal of Commerce Arts and Science*.
- Graue, C., 2015. QUALITATIVE DATA ANALYSIS. *International Journal of Sales, Retailing & Marketing*.
- Hartmann-Tews, I. & Menzel, T. a. B. B., 2022. Experiences of LGBTQ individuals in sport in Europe: The impact of societal, organisational, and individual factors.
- Herrick, S. S. C., Baum, T. & Duncan, L. R., 2021. Recommendations from LGBTQ+ adults for increased inclusion within physical activity: a qualitative content analysis.
- IBISWorld, 2023. *Share of people participating in sport in the United Kingdom from 2000 to 2023*. [En línea] Available at: <https://www.statista.com/statistics/1291497/sports-participation-rate-uk/>
- KAYA, S., KABAKÇI, A. C. & DOĞAN, A. A., 2015. Differences in Motivation for Participating Sport Activities According to Sport Branches. *International Journal of Science Culture and Sport*.
- Kondo, M., Tsuchiya, H. & Takayuki, S., 2022. The Structure of Trait Pride in Sports: Focusing on Emotional Episodes of University Student-Athletes.
- Lawley, S., 2019. Spaces and laces: insights from LGBT initiatives in sporting institutions. *Journal of Organizational Change Management*.

- Lundberg, E., Björner, E. & Törngren, S. O., 2024. Communicating inclusiveness through major sporting events: development and application of a framework. *Scandinavian Journal of Hospitality and Tourism*.
- Malm, C., Jakobsson, J. & Isaksson, A., 2019. Physical Activity and Sports—Real Health Benefits: A Review with Insight into the Public Health of Sweden. *Sports*.
- Mansaray, H., 2019. The role of human resource management in employee motivation and performance-An overview. *Budapest International Research and Critics Institute (BIRCI)*.
- Mazhar, S. A., Anjum, R., Anwar, A. I. & Khan, A. A., 2021. Methods of Data Collection: A Fundamental Tool of Research. *Journal of Integrated Community Health*.
- McNulty, Y. y otros, 2017. Employee voice mechanisms for lesbian, gay, bisexual and transgender expatriation: the role of Employee-Resource Groups (ERGs) and allies. *The International Journal of Human Resource Management*, 29(5).
- Meganck, J., Scheerder, J., Thibaut, E. & Seghers, J., 2015. Youth sports clubs' potential as health-promoting setting: Profiles, motives and barriers. *Health Education Journal*, 74(5), pp. 507-637.
- Melnikova, A., 2018. Towards an Explicit Research Methodology: Adapting Research Onion Model for Futures Studies.
- Mohd Arifin, S. R., 2018. Ethical Considerations in Qualitative Study. *INTERNATIONAL JOURNAL OF CARE SCHOLARS*.
- Molanorouzi, K., Khoo, S. & Morris, T., 2015. Motives for adult participation in physical activity: type of activity, age, and gender. 15(66).
- Mutz, M., Reimers, A. K. & Demetriou, Y., 2020. Leisure Time Sports Activities and Life Satisfaction: Deeper Insights Based on a Representative Survey from Germany. *Applied Research in Quality of Life*.
- Nash, C., Sproule, J. & Horton, P., 2017. Feedback for coaches: Who coaches the coach?. *International Journal of Sports Science & Coaching*, 12(1), pp. 5-147.
- OxfordEnglishDictionary, 2024. *sport* (n.1), *sense* 1.1.a. [En línea] Available at: <https://doi.org/10.1093/OED/8960808174>.
- Pandey, P. & Pandey, M. M., 2015. *RESEARCH METHODOLOGY: TOOLS AND TECHNIQUES*. s.l.:s.n.
- Ratan, S. K., Anand, T. & Ratan, J., 2019. Formulation of Research Question – Stepwise Approach. *Journal of Indian Association of Pediatric Surgeons*.
- Salah, M., 2016. The Influence of Rewards on Employees Performance. *British Journal of Economics, Management & Trade*.
- Saunders, M., Lewis, P. & Thornhill, A., 2009. *Research Methods for Business Students*. s.l.:s.n.
- Saunders, M., Lewis, P. & Thornhill, A., 2009. *Research Methods for Business Students*. s.l.:s.n.

- Shikalepo, E. E., 2020. The role of human resource management in employee motivation and performance-An overview. *International Journal of Research and Innovation in Social Science (IJRISS)*.
- Somerset, S. & Hoare, D. J., 2018. Barriers to voluntary participation in sport for children: a systematic review. *Research article*, 18(47).
- Spaaij, R., Knoppers, A. & Jeanes, R., 2020. “We want more diversity but...”: Resisting diversity in recreational sports clubs. *Sport Management Review*.
- Statista, 2024. *LGBTQ+ Europe - Statistics & Facts*. [En línea] Available at: <https://www.statista.com/topics/10868/lgbtq-europe/#topicOverview>
- Statista, 2024. *Statista Research Department*. [En línea] Available at: <https://www.statista.com/topics/8468/global-sports-market/#topicOverview>
- Stenger, S. & Roulet, T. J., 2018. Pride Against Prejudice? The Stakes of Concealment and Disclosure of a Stigmatized Identity for Gay and Lesbian Auditors. *Work, Employment and Society*, 32(2).
- Thomas, R., 2023. *Research Aims and Objectives: The dynamic duo for successful research*. [En línea] Available at: <https://www.enago.com/academy/research-aims-and-objectives/#:~:text=Essentially%2C%20aims%20provide%20the%20overall,accomplish%20the%20overall%20research%20goals>.
- Úbeda-Colomer, J. & Gil-Quintana, J., 2020. Development and validation of the Barriers to Physical Activity and Sport Questionnaire for lesbian, gay, bisexual, transgender and queer/questioning persons.
- Yang, C., Hwang, M. & Chen, Y., 2011. An empirical study of the existence, relatedness and growth (ERG) theory in consumer's selection of mobile value-added services. *African Journal of Business Management*.

Appendices

Interview Questions:

- To determine patterns of motivation for joining LGBTQ+ sports clubs:
 1. What initially motivated you to join an LGBTQ+ sports club
 2. How important was the sense of community in your decision to join?
 3. What role did physical fitness or athletic improvement play in your decision?
 4. Were there any social or networking opportunities that attracted you to join the club?

- To comprehend the potential impact of political, social, and cultural shifts on the motivations of the LGBTQ+ community:
 1. In what ways do social movements, such as Pride or fighting for LGBTQ+ rights, affect your motivation to join or remain in the club?
 2. Have cultural changes, like increased representation of LGBTQ+ individuals in media, influenced your decision to join?
 3. Do you feel that your motivations for joining have changed over time with shifts in societal attitudes toward LGBTQ+ individuals?

- To investigate the ways in which demographics such as age, gender identity, race, and socioeconomic status interact with reasons for joining:
 1. How has your age influenced your reasons for joining and staying in the LGBTQ+ sports club?
 2. In what ways does your gender identity play a role in your decision to join an LGBTQ+ sports club?
 3. What role does socioeconomic status play in your ability to participate in the LGBTQ+ sports club?

- To comprehend the perceived effects of belonging to a sports club on one's physical and mental health:
 1. How has joining an LGBTQ+ sports club impacted your physical and/or mental health?
 2. Have you noticed any changes in your overall lifestyle since joining the sports club?
 3. Can you discuss any social or emotional support systems within the club that have impacted your health?

- To examine the role of social and emotional support systems, club initiatives, mainstream media visibility, and specific influencing factors in promoting participation and retention of LGBTQ+ individuals in sport clubs in Dublin.
 1. What specific factors or events do you believe have influenced LGBTQ+ individuals to join sport clubs in Dublin during this time period?
 2. What innovative strategies or ideas do you believe could be implemented to further promote LGBTQ+ sport clubs in Dublin (or name of the club) and attract a diverse range of members?
 3. Lastly, what advice would you give to LGBTQ+ individuals who are considering joining a sport club in Dublin (or name of the club) based on your own experiences and observations?