
ELI STUDENT VOICES

Volume 10, Issue 1

Spring, 2006

Traditional Food of Korean Holidays

HyeRan Moon (Lynn)

(1st Place)

R/W 51

Every nation has its special holidays to celebrate or appreciate something. Holidays have been a great pleasure of life for a long time because holidays give us a lot of things such as fun, relaxation, and so on. One of the biggest reasons that people look forward to holidays is the traditional food of holidays. Nowadays, it is not easy for modern people to eat the traditional food in their life, so holidays have become one of the days that we can eat the traditional food. There is a lot to eat on Korean holidays. Korea has several main holidays, and each holiday has its representative traditional food that includes the history, culture and life.

First of all, Seol, which is the lunar New Year's Day, is the most important Korean holiday, and Ttokkuk is the representative food of Seol. Ttokkuk is a kind of rice cake soup and includes a lot of ingredients such as beef, egg, and dumplings. Nowadays, we eat Ttokkuk any day of the year but in the past it was only on New Year's Day. Actually, eating Ttokkuk means you are getting one year older. Koreans do not count their ages on the basis of their birthdays but on the basis of New Year's Day. When you have a dish of Ttokkuk you are one year older.

Secondly, Chu-Suk is a kind of Korean version of Thanksgiving. Chu-Suk is August 15th of the lunar calendar, and now Chu-Suk is recognized as the two big holidays with Seol in Korea. There are a lot of traditional foods, but the most popular food is Song-Pyon. Song-Pyon is a certain type of rice cake called "Doughk," and is basically made from the rice powder. There is the option of adding color, and also there are many special types of stuffing in Song-Pyon which is beans, sugar, and honey. On the morning of Chu-Suk, people prepare a memorial service table which consists of new harvest vegetables, fruits, and Song-Pyon for their ancestors.

Finally, Jongwol-Deaborum is the first full moon day of the year. Koreans celebrate the day especially for driving away misfortune and evil, and there are various representative foods. People eat peanuts, walnuts, chestnuts etc. on arising early in the morning, and also they must eat as many nuts as the number of years they have lived. In the old days, there were many people suffering from facial skin disease with malnutrition because they did not have abundant food. The people believed that evil made these diseases, and they could protect them from the disease by eating this kind of foods that have hard rind because the evil spirits and demons become scared and run away at the sound of the loud cracking noises.

In conclusion, there are some main Korean holidays, which are Seol, Chu-Suk, Jongwol-Deaborum, and each representative food reflects Korean tradition. Holidays generally show the historic culture and life of the nation. Especially, the traditional foods of holidays have a peculiar color of the nation that is totally different from others countries. However, this kind of traditional food and custom is getting rarer or more simple these days. In my opinion, we can respect the sprit of the traditional holiday by keeping the custom and also traditional food of the holiday.

Citations

<http://www.ktnet.co.kr/enghome/culture/customs.html#1>

High Springs as a Tourist Destination in North Central Florida

(2nd Place)

Mario Klemmer

R/W 51

If you ask people from all over the world about attractive destinations in the United States, what do you think is the most common answer? I bet you will hear Hollywood, Beverly Hills, New York, Miami or Las Vegas. These cities are nice and interesting for travelers, but do these cities show the typical America? Maybe just a handful of people know about the beautiful and fantastic natural side of the United States. This is especially true of Florida, which is famous for the home of Mickey Mouse, the good weather, the unique atmosphere at South Beach, and maybe for some sports attractions like the tennis tournament in Key Biscayne. But, Florida has much more than these attractions – especially for people who enjoy nature. In the last few years, the Florida Travel Organizations have tried to push ecotourism to the foreground and make places more attractive for travelers (Meyer, Personal interview, 03/31/2006). I want to show travelers the other side of Florida, the areas around North Central Florida, places for naturalists. Specifically, I would like to talk about High Springs and some of the opportunities or activities for naturalists, some of the family activities, and some of the places divers can enjoy.

First of all, I want to introduce High Springs. It was voted the "friendliest small town" in Florida a few years ago (web page: Welcome to High Springs, Fl). High Springs and the other springs in North Central Florida are about one and a half hour north of Orlando and almost half an hour car drive from Gainesville. The small town High Springs has approximately 3,600 inhabitants, including the surrounding areas the population rises to about 9,000 inhabitants (from web page: Welcome to High Springs, Fl), which makes this area so placid.

As the consequence of the low population, the area has kept its fantastic nature and charm.

In the 17th century, before tourism discovered this area, it flourished with the tribe of Indians called Pateo-Indians and a large Spanish mission. In the late 19th century High Springs was well known as an important railroad center and for its phosphate mining. Now that the phosphate resources are almost gone, and trucks replaced the railroads, so tourism has become a very important business to High Springs (from web page: Welcome to High Springs, FL). The small downtown offers a lot of antique shops, and some restaurants as well as some nice places for travelers to stay. Furthermore there are six to eight parks located around High Springs, which offer many recreational opportunities.

This area is especially interesting for naturalists and families. Naturalists can see a whole different side of Florida when they walk or where they paddle in a canoe on one of the small rivers thru this fascinating environment. The unique flora and animals gives the travelers an untouched and peaceful impression. For example, tourists can see turtles, birds, and with luck manatees, who bear their calves in the beginning of the year in the springs. The local government has prepared wonderful paths where naturalists and nature can come together. Particularly I recommend a trip with the kayak or canoe on one of the clear tributaries from the Suwannee River. Especially during the week, without all the weekend travelers, visitors have the opportunity to enjoy the nature almost to themselves in totally seclusion.

Families also have the possibility to spend an unforgettable time with their children in this area. The parks offer an enormous number of activities. Tubing, a very fun activity, especially for children and adults, is just one opportunity to enjoy nature. Depending which of the six to eight parks you choose, a tubing tour can take up to three hours. Alternatively travelers can enjoy the day by swimming, bicycling, snorkeling, taking boat tours, doing sports activities like tennis or basketball, or just enjoying the wonderful nature by a nice BBQ. There is the possibility to rent all the accessories needed, for a low fee, in the parks or in a lot of stores right outside the parks. If you do not want to drive to the park every day you have the choice to rent small cottages or tents in the park. The prices vary from park to park, so I would recommend you call the park for information or inform yourself on the webpage of the park where you want to stay. Ginnie Springs Park is very well known in this part of Florida and is one of the biggest offering many opportunities for families for an exciting stay.

Furthermore, the area around High Springs has become a very popular and interesting destination for scuba divers; especially for cave divers. The springs boast the clearest diving water to be found in the world (DeLoach, p.84), which offers the divers a variety of large deepwater basins. A few springs should be briefly mentioned: Ichetucknee Springs, Blue Hole Spring, Devil's Eye Spring, Blue Springs-Santa Fe River and last but not least the famous Ginnie Spring. In these springs, which have all levels of difficulties, every diver, from amateur to professional, will find the right location for her or his level of experiences with cave diving, and he/she is able to

enjoy the unbelievable underwater world. It is a pleasure for the surrounding diving stores, where divers can rent tanks, diving accessories or book courses, to inform divers about important details like water deepness or level of difficulty. Also, a lot of web pages and diving guidebooks have useful information for interested people. I am not sure if the risk makes cave diving so interesting or just the diving experience itself but I bet that divers who visit this area and dive through these wonderful underwater caves will have eventful days.

In conclusion High Springs is a very attractive tourist destination in North Central Florida, which appeals especially to naturalists, families and cave divers. For each of these groups the area offers many opportunities to enjoy wonderful and relaxed days and to see Florida from less known natural side.

Works Cited

- Contact Ginnie Springs Outdoors. 31 March 2006
<<http://www.ginnespringsoutdoors.com/contact.html>>
.DeLoach, Ned. *Diving Guide to Underwater Florida*.
Jacksonville: New World Publications, 2000.
Meyer, Louisa. Department of Tourism, Recreation and Sport
Management, University of Florida. Personal
Interview, 31 March 2006
Welcome to High Springs, Florida. 31 March 2006
<<http://www.highsprings.com/>>.

Freedom in America

This is a group essay written by the students of R/W 30.

Introduction: (Chak Chan R/W 30 teacher)

In our class, we wrote about our first impressions of America. We discussed the differences between our cultures and the American culture, the changes in our personal lifestyles and what we like the most about America. Almost everybody agreed that America is a free country and that the Americans enjoy a lot more freedom than the people in many other countries do. Some of us went further to define what freedom is, some tried to identify the kind of freedom we are able to see in America, and many more tried to evaluate "American freedom." They had very different and contrasting thoughts about the issue. The following is their voice:

Everyone here in the United States of America has freedom for everything. They can choose a new president for every four years. They can wear anything without any problem. For example, the Saudi girls studying here can cover their heads with a veil without getting teased by other people. Everyone can believe in whatever he/she wants. Also, everyone has the freedom of speech. He/she can say anything without getting in trouble.
Ibrahim Habadi

Although I have been living in America for only three months, I can say for sure that the first thing that attracted my attention was the amount of freedom that the Americans enjoy.

I still remember, for example, my first day in JFK International Airport. I saw women and men wearing the kind of clothes that the people in Niger cannot wear. "This symbolizes freedom," said a girl who came from Niger with me. Personally, I was also surprised about the Americans' freedom of speech and political assembly. I say so because I came from Africa where governments have strict control over political gatherings. You can find in many African countries the same presidents for twenty or thirty years and the people can do nothing about it.

Ismael Yacouba

In my opinion, freedom is good for people, and people have a strong desire for freedom. America is a free country where I can do a lot of things that I can't do in my own country, Taiwan. For example, when I am in my class, I can go to the restroom by telling the teacher that I need to go, instead of really asking for permission to answer to nature's call. The kind of freedom the Americans have is wonderful. It makes you feel like a real person, not a prisoner in jail.

Wei-Hao Tseng

To me, freedom means equal access to opportunity. I think America is a country where all people can fulfill their own goals. The opportunities are of all and for all, meaning if I work hard I can get all the things I want within my reach. In this country, I can be poor, or rich, all depending on myself.

Ramon Padilla

Do I think the Americans use their freedom in a good way? I think so. If you go down to the street, you will see evidence. They can do whatever they want without bothering other people. They can choose to live a poor or rich life, in fast or slow paces, and with or without love. Also, they can decide their relations with their families, friends, the society, and even the government. I think everybody in this country knows how to use his/her freedom very well. They know the true meaning of freedom.

Omar Kutbi

I think the American people try to get more freedom than what they have already had. The American constitution guarantees many kinds of freedom. In my opinion, the American constitution is the best one in the world. However, the freedom that the Americans enjoy right now still cannot satisfy them.

Mohammed AlWaheeb

I think the kind of freedom in America is very good, even though some people may abuse the freedom they have, especially teenagers. The government has a good system to take control and let the people know the real meaning of freedom.

Amar Sharawi

Talking about freedom, I think the Americans are lucky to have so much. I also think that maybe with that much freedom, they are heading to trouble, especially for young people. Many of them use obscene languages, and some even do disgusting actions on TV. People under the age of 18 watch TV shows that they are not supposed to be watching. Freedom does no good when people do not respect themselves.

Aysegul Ayaslan

I don't think some Americans use their freedom in good ways. The true meaning of freedom is that you can do whatever you want to do by following the rules and staying within the laws. I think some Americans do not respect the rules and that is not a good use of freedom. Just yesterday when I was in my class, a housing inspector entered my room for inspection without my presence. It was my room and they needed to ask for my permission to enter it. This is such a brutal violation to my privacy.

Omar Farias

Everyone has the right to enjoy freedom and make decisions about his/her own life. America is considered one of the freest countries in the world. It allows freedom for almost everything: religion, lifestyle, education, etc. Because America has a lot of freedom, there may be side effects too. One of the examples for this is the behavior of some teenagers. Just because they are free, they are also careless about the choices they make, such as drunk driving and casual sex. Men and women, boys and girls can live together before getting married. As a result, marriage has become a joke.

Amani Habadi

I think most Americans use their freedom in a good way. Although they can do almost anything they want, most of them still remember to have respect to other people. How well a person uses his/her freedom depends on how he/she interprets the meaning of freedom. For those who miss the true meaning of freedom, we can see some real problems around them, such as excessive drinking and violence.

Amal Al-Abbad

How do I think about "American Freedom"? Do the Americans use their freedom in a good way? In fact, this is a confusing question. I think freedom of any kind in anywhere can both be positive and negative. It is positive if you use it to make contribution to your country and the people around you. In this sense, it doesn't matter if the kind of freedom is American or not. To be honest, I don't think I understand what "American Freedom" really is.

Ali Al-Deshan

I think this is a really important question. In my opinion, Americans do enjoy a lot of freedom, but many of them do not make the best use of their freedom for their best interests, given that they absolutely can. Many of them live just for today and do not think about tomorrow. I have a lot of friends in the United States. They work hard and earn money in this month and spend it all in the next month. All they want is to enjoy the moment. They don't care about plans for the future.

Mehdi Eshaghtayan

I think that the Americans use their freedom very well because they understand the notions of personal freedom and independence, which are the foundation of democracy. However, freedom itself is not complete. Freedom must come with responsibility. The two are like a pair of wings. Flying is impossible if one wing is missing. I think that the Americans know how to fulfill the responsibility that comes with freedom. After all, America is one of the leading democratic countries in the world.

Sang-Soo Yoo

The only consensus in our debate is that freedom is essential to our life, and that freedom must be used in a sensible way. When talking about freedom and America, the class split roughly into two groups, with one group holding positive impressions and the other negative. In the process of writing this essay, the two groups argued and challenged each other, while sometimes agreed on the same conclusions and helped clarify arguments. In addition to the debate, we enjoyed reading each other's paragraphs with a strong desire for enlightenment. By arguing back and forth, enlightenment we did have. Some issues became clearer, while some answers to certain questions brought only more questions. It has been a valuable learning process in which we learned about the concept of freedom, American culture, and how to express ourselves in writing. Our readers may find the arguments credible, insightful, provocative, impressionistic or immature, but they truly represent our voices.

*Sang-Soo Yoo, Omar Kutbi,
Wei-Hao Tseng, Amal Al-Abbad and Ismael Yacouba*

Chinese Valentine's Day (The Seventh Evening of July)

Chun-ting Huang (Katrina)
R/W 40

One of the most famous and romantic festivals in Taiwan is the Chinese Valentine's Day. It comes from a story of a good-looking but poor orphan living with his elder brother and sister-in-law. After his parents passed away, his brother inherited the house and the land. The boy only owned an old ox. He needed to work on the farm with the ox everyday. So he was called *Niulang* (cowherd). For a long time, Niulang worked very hard with the old ox, who became his best friend. His daily life was just like in a Cinderella story.

One day, the ox suddenly opened its mouth and started to talk. He told Niulang that the Heavenly Weaving Maid and her sisters were going to bathe in the river and he should go there and steal the clothes of the Weaving Maid, so that she would become his wife. Niulang followed the ox's words and hid himself at the river bank, waiting for the girls to bathe. When Niulang saw the girls went into the water, he rushed out and grabbed the Weaving Maid's clothes. After bathing, the other girls got dressed and returned to the Heaven, except for the Weaving Maid who could not find her clothes. Then Niulang came to her and said he would not return the clothes unless she was willing to be his wife. The Weaving Maid was shy but agreed to marry him. They lived happily ever after.

When the Emperor of Heaven knew about this, he was very angry and decided to separate them by forcing the Weaving Maid to move to Star Vega and Niulang to Star Altair. Magpies were moved by their true love and many of them formed a bridge for the couple to meet in the evening of the 7th day of the 7th lunar month, the day that the Emperor allowed them to meet once a year.

People say that it's hard to find a magpie on Chinese Valentine's Day, because all magpies fly away to make the bridge for the Weaving Maid and Cowherd. One piece of evidence is the feathers on the heads of the magpies, which are

much fewer after the Chinese Valentine's Day. If it rains the night before Chinese Valentine's Day, the rain represents the tears of the Weaving Maid and Cowherd.

Obesity: A Growing World

Byungjoon Chung (J)
R/W 60

One day, I saw a man on TV who had lain down on his bed and had not moved for a long time. In fact, he could not move his body out of the bed by himself. He was very big and obese. In addition, I have seen many obese people who seem to have problems walking since I came to the U.S. They eat McDonald's Big Mac and Coca-Cola, which are one cause of their obesity. However, this is not only a problem in the U.S. but also a big issue over the world. Asian countries including Japan, whose people are known for health and longevity, have been suffering from obesity recently. Moreover, I watched news of South Korea, which showed obesity problem among juveniles.

As people might think, diet is the most accountable cause of obesity. Asian diet used to consist of less meat than Americans. For example, Koreans used not to consume meat as much as Americans did. The people in the small Asian country had eaten rice and vegetables instead. After the Korean War, however, the people started following American diet style as the U.S. has become the most influential country in Korea and the world. Young people in the world are getting used to eating and enjoying fast foods such as McDonald's, Burger King, Wendy's, and so on. Also, soda, which contains much sugar, causes obesity. According to *Super Size Me*, a film directed by Morgan Spurlock (2004), soda such as coke is a more harmful aspect to human health because soda has not only lots of calories but also lots of sugar; for example, a 16 fl oz cup Coca-Cola in McDonald's has 150 calories and 40g sugar, which is a recommended maximum amount of daily sugar consumption, and the more serious problem is that people drink more than one small cup of coke.

Another cause of obesity is lack of exercise. People should burn the calories that they consume by exercise in order to keep healthy and prevent fat and obesity. However, people do not move and exercise as much as before as transportation is developing and people do not any longer have to walk a long distance if they do not want to. They even drive when they go to buy a bottle of water in front of their houses. Also, they only sit on their chairs and do their job, which has mostly happened in industrialized countries. Besides, people have started moving to urban areas from rural areas to find jobs and machines have replaced human roles in workplaces. Thus, people do not need to sweat for their jobs in many professions and must do something else to burn what they eat. As a result, they cannot help getting fat if they do not go to a gym and work out.

Although diet and lack of exercise are certain causes of obesity, there is a cause which includes those causes. Lifestyle is the one which we cannot ignore. Industrialization has had an effect on not only the workplace but also the home. It has

brought convenience out in human life so that people can live with less physical difficulty. Also, it has changed our leisure style, especially juveniles' and children's leisure. When I was little, children used to play in a playground at a school or ride a bicycle, which is more active than what present children do. In Korea, children stay at their home, play video game, and enjoy outdoor sports less and less. Their physical constitutions are getting better; however, their physical strengths are getting weaker compared to the past. Although they are taller and bigger than previous generations, they are weaker and have an obesity problem.

Obesity is now the most serious health problems, followed by smoking which people might consider more serious than obesity. It causes other health problems, such as diabetes and heart disease, and economic loss because obese people have a higher chance to be absent from their jobs and to spend more money for their health care. It would be an unnecessary cost if they were not obese. The total economic cost attributable to obesity was estimated at \$99 billion in the U.S. in 1995 (Wolf & Colditz, 1998). The cost is approximately the annual government budget in South Korea.

In fact, obesity must be prevented no matter how huge the economic cost of obesity is because obesity is directly relevant to our 'health.' Also, people had better concentrate on its prevention instead of its treatment, which is less effective and more expensive than the prevention. The best way we can prevent obesity is education in school.

Reference:

Wolf, A.M. & Colditz, G. (1998). Current estimates of the economic cost of obesity in the United States. *Obesity Research*. 1998 Mar. 6 (2):173-5

Obesity: Is it a Problem in Saudi Arabia?

Ibrahim AlKhars

R/W 60

Obesity has become one of the most used terms worldwide. It is a term used to indicate an excessive deposition of fat in the body. In health care practice, they use Body Mass Index (BMI), which has been found to correlate with the degree of body fat, as an indicator to measure obesity. If the BMI is more than thirty, then the person is considered obese. Some people may be under the impression that obesity is simply a shape-up or appearance issue. This is not true! Obesity is considered as one of the most common diseases and the most frequent cause of preventable death after smoking.

Data collected from around the world shows that there has been a rapid increase in the prevalence of obesity in the past 10-15 years. Some people may think that obesity tends to be more common in highly developed countries and upper-class societies where there is a sedentary lifestyle with minimal dependence on exercise. This is not true! Obesity is becoming a major problem in the developing countries too. A typical example is Saudi Arabia.

Statistics released from the Ministry of Health in Saudi Arabia showed that "obesity affects 51% of Saudi women and

45% of men, as well as 29% of teenage girls and 36% of boys." According to research conducted by the Ministry of Health in Saudi Arabia, "More than three million children, or one out of five, in the Kingdom, suffer from obesity." It said, "Obesity and its associated health risks are one of the most common nutritional diseases at present" (Hammond, 2006, ¶ 2). This is higher than what has been reported in the USA (28% in males and 33% in females) (Hellmich, 2005, ¶ 2), the UK (46% and 32% in males and females), and Italy (21% and 24% in males and females), (Ellen, 2003, ¶ 4) but lower than Australia (63% in males and 47% in females) (Adrian, 2003, p. 427). Other research confirms that overweight children "are more prone to a number of serious chronic illnesses, especially heart disease, with the number of at risk children, currently reaching 61% in Saudi Arabia" (Alsharq Alawsat, 2005, ¶ 1).

There are many causes of obesity in the Saudi Arabian society which are pretty similar to those in other countries. Economic development in Saudi Arabia during the last 30 years, with advancements in technology and improved living standards, has changed nutritional and lifestyle habits with more energy intake. For example, American style fast food restaurants become a common restaurant and a model of the modern life in Saudi Arabia. On the other hand, lifestyle is becoming more and more sedentary and energy expenditure is reduced. The imbalance caused by increased energy intake and reduced energy expenditure leaves its effect in the form of obesity.

Another factor is genetics. Genetics also contributed to the development of obesity. Many studies proved that the probability that a child born from obese parent will tend to be obese much more than a child from a non-obese parent. Also, studies indicated that "obese children have a higher risk of being obese adults" (El-Hazmi, 1997, p. 204).

Obesity has adverse effects on health in both young and old individuals and it has been shown that "obese individuals have an increased overall mortality rate compared to the normal weight population." Studies have shown that "compared to normal weight population, the mortality rate is increased with an increase in Body Mass Index (BMI)" (Calle, 1999, p. 1098). Obesity is also associated with increased risk of hyperlipidemia, cardiovascular disease, hypertension, cerebral and peripheral vascular disease, biliary tract disease, osteoarthritis, gout, cancers of the gastrointestinal tract, uterus and ovary, and diseases of the female reproductive tract.

Obesity is not only causing a harmful effect on people but also to the economy. In the United States, statistics showed that "the cost of obesity management alone is approximately \$100 billion annually, of which approximately \$52 billion are from the direct costs of health care." This represents about 5.7% of all US health expenditure. If we look to the indirect cost, statistics showed that the cost of lost productivity due to obesity is approximately \$3.9 billion, while another \$33 billion is annually spent on other weight reduction products and services (UK Obesity Statistics, 2004, p. 3).

The best solution to control and prevent obesity is educating the community. A well-designed educational program must be designed to increase the information about obesity, its harmful effects and measures to prevent it. This program ought

to be comprehensive, concentrating on children as well as parents. Such programs should be evaluated to ensure their efficacy in reducing the prevalence of overweight and obesity in the population.

Finally, obesity is not a unique problem to a specific country. Obesity is a global problem that is increasing rapidly around the world. Therefore there should be cooperative efforts between all countries to control and prevent this problem.

References:

- Adrian J Cameron, Timothy A Welborn, etl (2003). *MJA*; 178 (9): 427-432. Retrieved March 25, 2006 from http://www.mja.com.au/public/issues/178_09_050503/cam10689_fm.html
- An epidemic of obesity myth*. Retrieved March 25, 2006 from <http://usgovinfo.about.com/od/healthcare/a/cdcbadstats.htm>
- Calle EE, Thun MJ, et al (1999). Body-Mass Index and Mortality in a Prospective Cohort of U.S. Adults. *N Engl J Med*; Oct 7;341(15):1097-105. Retrieved March 25, 2006 from <http://content.nejm.org/cgi/content/abstract/341/15/1097>
- El-Hazmi M, Wasy A (1997). Prevalence of Obesity in the Saudi Population. *Ann Saudi Med*;17(3):302-306. Retrieved March 25, 2006 from <http://www.kfshrc.edu.sa/annals/173/96-177.html>
- Ellen Hale (2003). Junk food super-sizing Europeans. *USA Today.com*. Retrieved March 25, 2006 from http://www.usatoday.com/news/health/2003-11-17-europeans-obese_x.htm
- Hammond Andrew (2006). *Saudi wants to trim waists of overweight population*. Retrieved March 25, 2006 from <http://www.khilafah.com/home/category.php?DocumntID=13013&TagID=2>
- Hellmich Nanci (2005), Health spending soars for obesity. *USA Today.com*. Retrieved March 25, 2006 from http://www.usatoday.com/news/health/2005-06-26-health-spending-obesity_x.htm
- Obesity Epidemic Spreading in Saudi Arabia: 61% of children at risk of heart disease. *Alsharq Alawsat Newspaper*, 23/06/2005. Retrieved March 25, 2006 from <http://aawsat.com/english/news.asp?id=547§ion=1>
- UK Obesity Statistics, Trends in Overweight and Obesity (2005). Retrieved March 25, 2006 from <http://www.annecollins.com/obesity/uk-obesity-statistics.html>

American Fast Food

Jorge Roman

R/W 51

Fast food chains bring advantages to Americans by generating many jobs. Some of the direct jobs are represented by people who work in restaurants making food and serving customers. Fast food also generates indirect jobs, such as the

people who work in farms, the manufacturing companies, and the transportation services. Eric Schlooser says, in his book *Fast Food Nation*, that one of every eight workers in the United States has been employed by fast food chains (Eco Books). Therefore these restaurants represent a very important part of the US economy.

On the other hand, fast food provides many disadvantages to the American people. While people need to eat food in order to fuel their bodies because food provides the energy that humans need, and this energy is consumed during physical activities. There has to exist a balance between the total of energy eaten and energy expended. Experts in nutrition suggest two thousand calories diet per day for an adult.

However, a Big Mac, a very popular sandwich at McDonalds, with big fries and a big soda contains almost one thousand four hundred calories (FATCALORIES.COM), so one meal almost covers a person's daily needs. It is not only the Big Mac, fast food of every chain contains a lot of calories. The United States has become the nation with more people with overweight on the world. Obesity has been linked to many diseases like diabetes, prostate and colon cancer, insulin resistance, heart diseases, and many more (Supersize Me). However, people seem to ignore all these facts when eating fast food.

In conclusion, people have to get knowledge and know the facts about the advantages and disadvantages of fast food. Restaurants generate jobs but their food destroys American's health. Many measures must be taken to prevent a bigger problem. But these measures have to consider both sides of the coin to ensure a positive solution for everyone.

Dragon Boat Festival

Yi-Chia Su

R/W 41

We have many festivals in Taiwan. Chinese New Year, the Moon Festival, and the Dragon Boat Festival are three important festivals. Dragon Boat Festival is on the fifth day of the fifth lunar month. It's on May thirty-first this year. Maybe you would wonder why we choose the dragon. We were an agriculture country and the dragon stands for the rain, so we use it for a favorable weather. There are some special meanings about it, and it's my favorite holiday. Thus, I want to introduce the history, and the traditional activities.

We celebrate the day to remember a poet who loved his country very much, and his name was Chu Yuan. His king wanted to be related with another country, Chin, by marriage, but he told the king that was a trick. However, the king and other ministers didn't believe it, so Qu Yuan was sent to the border. Then, the king continued the wedding and was killed by the Chin. Chu Yuan was very sad when he knew the news, and he jumped into the Mi Low River. People were moved by this, so they named the day he died Dragon Boat Festival.

The first tradition is eating rice dumplings. In the past, because people don't want the fish to eat Chu Yuan's body, they put the rice into bamboo tubes and threw them into the river. Nowadays, we eat rice dumplings. We wrap rice in two

bamboo leaves. Most people don't make it by themselves anymore, but they just buy it in a store.

The second tradition is the dragon boat race. The reason is that ancient people wanted to find Chu Yuan's body. It has become a team race now and more and more foreigners like it. There are at least 8 to 10 people who row a boat and a drummer who inspires contestants. Which boat can catch the flag first is the winner. Because we don't want the ghost in the river to bother us, we would have a ceremony before the race begins.

The third tradition is hanging "Artemisia indica". It will become hotter after the day and there are infectious illnesses. The herbs can cure illnesses, so people hang it on the door to stay healthy.

The fourth tradition is drinking Xiong Huang Wine. Xiong Huang Wine is a healthy drink and people believe that it can keep the evil spirit away from us. There is a story about a man who married a white snake. He did not know it until the snake drank the Xiong Huang Wine. For this reason, children wear sachets and the adults drink wine during these days.

The fifth tradition is drinking the well water at noon. The noon on the day is important. People believe that the well water at that time can cure illness. Furthermore, if you can make an egg or a coin stands up straight, you will have a good luck next year.

Chinese have many festivals and holidays. Some of them really have interesting stories. These stories exist in both Taiwan and China and the way people celebrate is the same. I think we just have different flavor of food.

Popular Destinations in Europe

Jung Ju Lee (Ju)

R/W 51

When people travel to foreign countries, they make their own memory about the country. Most people want to visit Europe, because there are a lot of beautiful spots where they can make their own sweet memories. Before I visited Europe, I didn't know the reason why people wanted to go there. When I visited Europe in the summer in 2004, it was a really wonderful experience. I have visited eight countries in Europe and seen a lot of famous places. I was deeply impressed by Rome, Prague, and Paris.

At first, everybody has heard about Rome, even though they have never been there. Fontana Di Trevi has a legend that whoever drinks its water, or throws a coin in the fountain, will return to Rome ("Fontana Di"). I did not drink the water, but I threw a coin. So, I hope someday I will go to Rome again. And the Pantheon is also a famous temple in Rome. There is a hole at the ceiling, but a scientific structure prevents it from rain and provides lights inside of the pantheon. I can't imagine how the ancient people can make a marvelous structure.

Second, Prague was the first city in my trip, but I did not have any information about it. At that time it was not a famous city. But nowadays it is a very famous city in Korea because since that time, the Korean airline has been serving a

direct line between Korea and Prague. So, people can go to Prague easier than before. There are two places I recommend—Prague Castle and Golden Lane. Prague Castle is the largest ancient castle in the world (570 m long, on average 128 m wide, area 7.28 hectares) ("Prague Castle and Hradcany"). At night, lights on the castle can be seen from the Charles Bridge. It is very beautiful. I cannot express its beauty. There are many colorful small houses in the Golden Lane. In the 18th and 10th centuries they were occupied by squatters, later it was the home of the writer Franz Kafka (house 22) and the Nobel-Laureate poet Jaroslav. Most of them are souvenir shops today ("Prague Castle and Hradcany").

Third, I believe that most people want to go to Paris. I heard from many people that Paris is the most romantic city in the world. I completely agree with them. When I was in the Eiffel Tower at night I decided that I must fall in love with somebody or I must come again with somebody I love. And the Seine River is the most beautiful river I have ever seen. I took a pleasure boat which has a second floor. Every traveler sang their country's song, some couples hugged and kissed each other, and some people drank beer or wine. It was exactly "romantic Paris" itself.

In conclusion, I thought if I were one of them who live in these cities, I would not understand its value. Most people tend to want to have what they don't have. Probably, to visit popular destinations makes people realize what they have already had but they have not known it was presents for their life.

Going to the Dentist in America—A Cultural Experience

Yi-Chia Su (Doris)

R/W 41

What do you think about going to the dentist? I think it can be frightening...

I used to refuse to see a dentist unless my teeth hurt very very much. However, I changed the way I think about dentists after I saw Dr. Patty Webb here in Gainesville. Dr. Webb was my second dentist in Florida. She is so nice and she has many good dental assistants working for her. Also, all of the dental assistants are women! When I went to her office for the first time, I immediately had a warm feeling because all of the people who work there are very welcoming. The people at "Dr. Patty's" always smile and talk with every patient. It is like being at home, not just a dentist's office. They didn't mind that my English was not great, and we communicated with the help of my electronic translator. I felt like a curious child while I was at Dr. Patty's office. While I was there, I asked the staff to explain things to me whenever I heard new vocabulary words or sentences that I didn't understand. They seemed to think I was "cute" when I had questions for them, although I don't think I said or did anything interesting!

Everyone there taught me different things and after talking to me, then they would tell each other about what they told me. They even liked to tap me on the head in a friendly way. It was a very interesting experience!

Unfortunately, not every dentist in Gainesville is as good as Dr. Patty. The first dentist I went to, for example, was not very nice to me and I did not feel warm and welcome there. He became impatient with me when I could not tell him which tooth hurt. I kept thinking to myself that if I knew what the problem was, I would not have come to see this dentist! He told me: "I am not sure what's wrong, but it should be XXX or XXX." I didn't understand what the two words meant that he used. I thought that maybe they were proper nouns. I expected that he would explain further for me, like other people do. Unfortunately, he ended up calling the ELI office and telling Barbara that I didn't understand English and had no idea about what was wrong with my teeth. I only talked to this dentist for less than 10 minutes. I felt sad and angry! He refused to have a conversation with me just because I did not know those two words he used!!! Not only that but his attitude was bad too! Although he said "thank you very much" to me, I don't think he meant it. It made me think of a question on my teacher Todd's telephone homework: "Was your language confidence hurt?" The answer to that was yes, very, very much!

However, this story ends well because I am very happy that I have a good dentist now. I really like Dr. Patty. I will miss the ladies at Dr. Patty's office when I leave Gainesville!

How to Recover from Losing Faith in Ourselves

Tohouegnon Christian Ahihou

R/W 41

There are many kinds of pains a human being can suffer from. Some of them are physical while some are psychological. For example, "losing trust in oneself" is a psychological pain. But what are its symptoms? How can we treat it?

Sometimes in our life, we all have sorrows and our life feels empty. Then we need someone else to lead us. We need someone to take our hands for we are in darkest hours. But, it is not always enough to be satisfied even if everybody is taking care of us. In fact, the presence of other people around us is not sufficient to solve all the problems we are having at this right moment. Even though there are a lot of people around us, we still feel lonely and we never stop asking ourselves if we are in the right place. We're bored by everything taking place where we are. In addition, no matter the friendship people can offer us, nothing is quite enough to make us feel better. When something like that happens in someone's life, it is no doubt that this person is suffering from losing the ability to trust himself. So, by definition, the feeling of emptiness we have is when we fail to believe in ourselves. We think that we are not strong enough to face neither the present nor the future. All we think is that everything is going to be against us and we start living in a definitive fear of everything. It is like we will fail any project we start. The problem becomes overwhelming when we begin asking ourselves if our life is still necessary for us or for anything else. We begin wondering if we still deserve to live and then thinking about how to leave life.

But before this critical time of losing complete faith in oneself, the solution is always possible. In fact, this solution is so easy to find that it appears very difficult at the end if we don't pay attention. It is just to return to ourselves because the lost trust doesn't go anywhere else; it's hidden somewhere in us. The only important thing is that it's less strong than our fear about everything at the moment we're enduring the pain. So, the only thing for us to do, is to make it stronger than the fear and there is no doubt that we shall be healed.

Eventually, losing faith in oneself is very harmful for a human being. But as it's a psychological pain, its solution is psychological too. So, there is no need of medicine to cure it.

Students in R/W 41 wrote poetry! The first poem is Western style. The other poems are "haiku." Haiku is an unrhymed poem of Japanese origin. They usually have three lines with 5, 7, and 5 syllables. Count the syllables in each line.

My Dream

Juan David Ochoa

I love who you are,
 I love each of your details,
 I love all of you.
 If you are a dream,
 I do not want to wake up
 Or ever let go.

Music

Kaoru Tokushima

I'm falling in love
 Can you guess who it might be?
 Why, it is music!

Sunrise

Adriana Alvarez

Beautiful sunrise
 lights up my life every day
 perfect beginning.

Cookies

Adriana Alvarez

Delicious cookies
 perfectly sized for the heart
 but not for my jeans.

Love I

Soo-Hwan Byeon (David)

Room of sun beams shine
Darkness share in this moment
Sweet whispers are there

Love II

Soo-Hwan Byeon (David)

One part in my heart
Amazing, richness, bliss song
Sprouting verdant bud

Lovers

Hatem Alhazmi

She is the moon light
But I'm a bird, she's a fish
So we'll never meet

Special Section

These last five pages include two journal articles written by one student in R/W 60, Shinya Nagatomi. Shinya is studying Sport Management. Though he used the same topics (Heroes and Male/Female Psychological Differences) as other students in R/W 60, he chose to use this professional journal style. This is the style used by graduate students and professors.

The Characteristics of Sport Heroes and Their Impact on People and Society

Shinya Nagatomi (Tomi)
R/W 60

Demographic Differences in Sport Hero Choice

How many heroes do you have? Who's your sport hero? These answers depend on not only whether a person is interested in sports or not, but also their age, gender, race and so on (Wann et al., 2001). According to Harris's (1986) study, children who are too young don't have heroes as adults commonly regard them. In addition, people who are from 17 to 22 years old have more heroes than any other age. In short, the number of heroes is increasing to a zenith in the late teens and early twenties, and then decreasing slowly. In fact, 13 percent of a thousand children who are from 6 to 14 years of age in the U.S. answers "athlete" to the question, "Of all the people you know about, who are the top three you look up to most?" (Wallis, 1999). About 80 percent of them responded "parents." These studies show that if age of people is different, the number of heroes is also different.

There are also differences in gender. For example, 100 percent of boys chooses "male" figures as their hero while 83 percent of girls does the same (Wann et al., 2001; see also Harris, 1994). Moreover, the Sasakawa Sport Foundation (SSF)

conducts the research of sport life in Japan every other year. According to SSF (2004), in the top ten of sport heroes in Japan, on the one hand, men choose all male heroes (e.g., Ichiro; MLB player, Matsui; MLB player, Kiyohara; Nippon Professional Baseball player and so on). On the other hand, women select two female athletes (Takahashi; Gold medalist at Marathon in 2000 Olympic games, and Tani; Gold medalist at Judo in 2004 Olympic games) in the top ten. Therefore, who is a hero and how many heroes are different among ages and between male and female.

The differences of heroes' choice of people are not only age and gender, but also race. For instance, according to Vander Velden (1986), three-quarters of white college students and two-thirds of black ones selected sport heroes whose race matched their own. Moreover, black athletes didn't appoint a single white figure as an exemplar (Wann et al., 2001; see also Castine & Roberts, 1974). In addition to them, all black college students (participants) regard Mike Tyson, who offended rape, as innocent even after watching his movie "Mike Tyson," which described his negligence and his problems with women (Wann et al., 2001; see also Eisenman, 1994). This result shows that people have a kind of bias to judge heroes who are same race. Therefore, it depends on their race or cultures how to choose sport heroes and evaluate them. Following these results, people have a variety of angles to select sports heroes in different age, gender, and race.

Qualities of Sport Heroes

However, these figures have common qualities to make themselves heroes for people. Heroes of the sportworld stand for success to people who follow them (Wann et al., 2001). For example, Sadaharu Oh, Japanese baseball hero, hit 868 homeruns, which is the world record, in Japanese professional baseball and won the first world championship in World Baseball Classic as a Japanese team manager in 2006. Seattle Mariners baseball player, Ichiro Suzuki, also is a hero. He established the historical record of the number of hits, 262, in one regular season in MLB and also 210 in Nippon Professional Baseball (NPB). In fact, when people watch sports, they pay attention to athletes' physical skill (e.g., Trail & James, 2001), which is the "well-executed performance" of the team (Fink, Trail, & Anderson, 2002) and physical attractiveness (aesthetic; e.g., McDonald, Milne, & Hong, 2002; Wann, 1995), which is "sex appeal" of an individual player (Fink, Trail, & Anderson, 2002). In addition, when a sport team or a hero (player) is succeeding (e.g., the team is winning a lot of contests, the player in this team is showing excellent performance, and so forth), the number of spectators in the stadium increases more than usual (Baade & Tiehen, 1992; Wann et al., 2001; Zhang et al., 1995). In other words, people are inclined to watch heroes' distinguished skill and performance and want it. As a consequence, sport heroes should have legendary history which general people cannot achieve and remarkable abilities in their field.

In relation with it, people have motivations to watch or support specific team or heroes (players) in sports, such as vicarious achievement (Fink, Trail, & Anderson, 2002; Funk, Ridinger, & Moorman, 2003; James, Kolbe, & Trail, 2002; Mahony et al., 2002; Trail, Anderson, & Fink, 2000; Trail,

Fink, & Anderson, 2003; Trail & James, 2001). Vicarious achievement is defined as “the need for social prestige, self-esteem and sense of empowerment that an individual can receive from their association with a successful team” (Fink, Trail, & Anderson, 2002, p.198). Because people cannot play baseball with, for example, Ichiro, Sosa, Rodriguez (MLB players) and so on, when they identify with them as heroes, they can experience the triumph and enhance their self-esteem through their heroes’ achievement. In more technical terms, these tendencies could be explained by BIRG (Basking in Reflected Glory) (Cialdini et al., 1976; End et al., 2003) and CORF (Cutting off Reflected Failure) (Snyder, Lassegard, & Ford, 1986; Campbell, Jr., Aiken, & Kent, 2004). The BIRG phenomenon is defined as “people appear to feel that they can share in the glory of a successful other with whom they are in some way associated” (Cialdini et al., 1976, p.366). In contrast to the BIRG phenomenon, the CORF phenomenon is defined as “a means of decreasing one’s association with unsuccessful others” (Snyder, Lassegard, & Ford, 1986, p.382). To illustrate, according to Cialdini et al.’s (1976) study in college football, on the one hand, when this college team beat other team in Saturday game, students in this college say “we” won. On the other hand, when lost, they say “they” lost. Students change the personal pronoun depending on whether the team won or lost. To put it another way, they tend to connect with winner or successful person, the BIRG phenomenon, while they are apt to put the loser team far away, the CORF phenomenon. Why do they do differently? Because they are controlling their self-concept and trying to keep or enhance it. To wear their sport heroes’ replica uniform, for example, they can show the connection and commitment with this hero toward other people. As a consequence, sport heroes should be succeeding to satisfy people’s self-concept and desires.

People also regard sports heroes as a role model. Wann et al. (2001; see also Barney, 1985) suggested that heroes must show moral prominence in all aspects of their life, such as acting with honesty, humility, generosity, sportsmanship, and self-control. Funk, Mahony, and Ridinger (2002) and Funk, Ridinger, and Moorman (2003) suggested that the positive role model of the players, especially for young people (boys and girls), in some specific teams is important for people to watch their teams’ contests and support them. In addition, a role model of sport heroes has educational meanings. In other words, when teachers and parents of children teach them principal, manner, attitude toward others to live in their society, they can just say “look like a Rudy,” who had been making great efforts, had not given up, to be a Notre Dame football player and could achieve his dream finally (see the movie “RUDY”, 1993; Ruettiger, 1995). He taught us if you don’t give up and keep doing hard, dreams will come true. Moreover, Magic Johnson, who was one of the great NBA players, also has the ability of a good role model for people and impact on a lot of people (Wann et al., 2001). In 1991, he confessed to the public that he had a HIV infection. This announcement impacted the attitudes and behaviors of people. For instance, after the announcement, people were more likely to search for more information about AIDS, be anxious about interacting with an AIDS sufferer, and talk about it with their friends in the

future (Wann et al., 2001; see also Kalichman & Hunter, 1992; Zimit et al., 1993). Therefore, sport heroes should be good role models to impact people and their lives. In this angle, even though, for example, Mike Tyson, who committed rape, Denis Rodman, who is a skillful NBA player but whose attitude and behavior is so bad (speech in public, clothes, plethora of tattoos and so on), and Jose Camseco, who made 40 homeruns and 40 steals at once in one regular season, but used steroids which were banned in MLB, made great history in each field, they couldn’t be heroes because they lack of morals which mean a good role model for people.

The Functions of Sport Heroes

In addition to qualities of sport heroes, sport heroes are not all of the same type, nor do they perform the same functions (Wann et al., 2001). Their research examined the functions of heroes. They said mainly that the functions could be divided into five categories, such as leadership function, idealized social order, interpersonal involvement, fitness motivation, and economic function (Wann et al., 2001). First, sport heroes could serve in some form of leadership capacity. For example, Magic Johnson must have been an effective spokesperson for people in AIDS campaign (Wann et al., 2001). Sport heroes should have the ability to lead people and society. Second, sport heroes have the idealized social order, which is to keep the “status quo” or to make new norms or behavior (Wann et al., 2001). For instance, Hideo Nomo, who is a Japanese pioneer to play baseball in MLB, broke the concept that Japanese baseball players could not play baseball in MLB. He also made a successful track to play in MLB. Sport heroes need to possess the ability to achieve difficult tasks. Third, sport heroes are largely in the public territory (Wann et al., 2001). In other words, people can make some new communities or keep existent ones. To illustrate, the fan club of specific sport players which is made by people who admire them is a good example for it. Through sport heroes, people can build a society in which people have a common evaluation, their heroes. Subsequently, sport heroes have the ability to let people, especially their fans, take part in sport and exercise activities (Wann et al., 2001). They are likely to engage in, for instance, fitness activities because fitness magazines on their heroes recommend doing it and actually heroes are doing. Finally, team owners and sport marketers already know that if their team has a celebrity or a star player (hero), the value of the team can increase (Wann et al., 2001). In fact, people have one of the angles to evaluate this team through heroes’ (players’) existence in this team (Fujimoto, Nagatomi, & Matsuoka, 2004; Funk et al., 2001; Gladden & Funk, 2001; Kwon, Trail, & Anderson, 2005; Ross & James, 2003). Moreover, as mentioned, there is a relation between heroes, who are performing very well, and the attendance in the stadium. Following their suggestions, sport heroes could make scads of money for their team, for society (e.g., tax) and sometimes for people when gambling. For the above-mentioned reasons, sport heroes have many specific functions for people and their society.

Conclusion

To sum up, sport heroes have many different characteristics for different people. First, people have various

reasons to regard sport athletes as their heroes among different ages, genders, and races. Second, people tend to seek sport heroes who have legendary records and excellent skills and aesthetics in their field. Sport heroes should also be successful players (i.e., winning) because people want to connect with a successful person to keep or raise their self-concept. Besides, sport heroes are a role model for people, especially children. Therefore, they need to behave accordingly. Finally, sport heroes serve several important societal functions. Sport heroes need to be leaders to improve society as well as have a great energy to make scads of people happy.

References

- Baade, R.A. and Tiehen, L.J. (1990) An analysis of major league baseball attendance, 1969-1987. *Journal of Sport and Social Issues* 14 (1): 14-32.
- Barney, R.K. (1985) The hailed, the haloed, and the hallowed: Sport heroes and their qualities An analysis and hypothetical model for their commemoration. In Muller, N. and Ruhl, J. (Eds.), *Sport history* (pp. 88-103). Niederhausen, Germany: Schors-Verlag.
- Campbell, Jr., R.M., Aiken, D. and Kent, A. (2004) Beyond BIRGing and CORFing: Continuing the exploration of fan behavior. *Sport Marketing Quarterly*, 13 (2): 151-157.
- Castine, S.C. and Roberts, G.C. (1974) Modeling in the socialization process of the black athlete. *International Review of Sport Sociology*, 9, 59-74.
- Cialdini, R.B., Borden, R.J., Thorne, A., Walker, M.R., Freeman, S. and Sloan, L.R. (1976) Basking in reflected glory: Three (football) field studies. *Journal of Personality and Social Psychology* 34 (3): 366-375.
- Eastman, R. (1994) College students say Mike Tyson innocent of rape. *Psychological Reports*, 74, 1049-1050.
- End, C.M., Dietz-Uhler, B., Demakakos, N., Grantz, M., and Biviano, J. (2003) Perceptions of sport fans who BIRG. *International Sports Journal Winter*: 139-149.
- Fink, J.S., Trail, G.T. and Anderson, D.F. (2002) An examination of team identification: Which motives are most salient to its existence? *International Sports Journal Summer*: 195-207.
- Fujimoto, J., Nagatomi, S. and Matsuoka, H. (2004) Comparing team brand associations of professional sport teams. 2004 Sport Marketing Association Conference. Memphis, TN, November, 2004.
- Funk, D.C., Mahony, D.F. and Ridinger, L.L. (2002) Characterizing consumer motivation as individual difference factors: Augmenting the sport interest inventory (SII) to explain level of spectator support. *Sport Marketing Quarterly*, 11 (1): 33-43.
- Funk, D.C., Mahony, D.F., Nakazawa, M. and Hirakawa, S. (2001) Development of the sport interest inventory (SII): Implications for measuring unique consumer motives at team sporting events. *International Journal of Sports Marketing & Sponsorship* September/October: 291-316.
- Funk, D.C., Ridinger, L.L. and Moorman, A.M. (2003) Understanding consumer support: Extending the Sport Interest Inventory (SII) to examine individual differences among women's professional sport consumer. *Sport Management Review*, 6, 1-31.
- Gladden, J.M. and Funk, D.C. (2001) Understanding brand loyalty in professional sport: Examining the link between brand associations and brand loyalty. *International Journal of Sport Marketing & Sponsorship* March/April: 67-94.
- Harris, J.C. (1986) Athletic exemplars in context: General exemplar selection patterns in relation to sex, race, and age. *Quest*, 38: 95-115.
- Harris, J.C. (1994) *Athletes and the American hero dilemma*. Champaign, IL: Human Kinetics.
- James J.D., Kolbe, R.H. and Trail, G.T. (2002) Psychological connection to a new sport team: Building or maintaining the consumer base? *Sport Marketing Quarterly* 11 (4): 215-225.
- Kalichman, S.C. and Hunter, T.L. (1992) The disclosure of celebrity HIV infection: Its effects on public attitudes. *American Journal of Public Health*, 82: 1374-1376.
- Kwon, H.H., Trail, G.T., and Anderson, D.F. (2005) Are multiple points of attachment necessary to predict cognitive, affective, conative, or behavioral loyalty? *Sport Management Review*, 8: 255-270.
- Mahony, D.F., Nakazawa, M., Funk, D.C., James, J.D., and Gladden, J.M. (2002) Motivational factors influencing the behavior of J. League spectators. *Sport Management Review*, 5: 1-24.
- McDonald, M.A., Milne, G.R. and Hong, J. (2002) Motivational factors for evaluating sport spectator and participant markets. *Sport Marketing Quarterly* 11 (2): 100-111.
- Ross, D.S. and James, J.D. (2003) Re-thinking brand equity in sport: Empirical evidence of an inappropriate model. 2003 Sport Marketing Association Conference. Gainesville, Florida, November, 2003.
- Ruettiger, R. (1995) *Rudy's insight: For winning in life*. WRS Publishing.
- Sasakawa Sport Foundation (SSF) (2004) The research of sport life in 2004 from http://www.ssf.or.jp/dat/ld_04.pdf (in Japanese)
- Snyder, C.R., Lassegard, M.A. and Ford, C.E. (1986) Distancing after group success and failure: Basking in reflected glory and cutting off reflected failure. *Journal of Personality and Social Psychology* 51 (2): 382-388.
- Trail, G.T. and James, J.D. (2001) The motivation scale for sport consumption: Assessment of the scale's psychometric properties. *Journal of Sport Behavior* 24 (1): 108-127.
- Trail, G.T., Anderson, D.F., and Fink, J.S. (2000) A theoretical model of sport spectator consumption behavior. *International Journal of Sport Management* 1: 154-180.
- Trail, G.T., Fink, J.S., and Anderson, D.F. (2003) Sport spectator consumption behavior. *Sport Marketing Quarterly* 12 (1): 8-17.
- Vander Velden, L. (1986) Heroes and bad winners: Cultural differences. In Vander Velden and Humphrey, J.H. (Eds.) *Psychology and sociology of sport* (pp. 205-220). New York: AMS Press.
- Wallis, C. (1999, July 5) The kids are alright. *Time*: 26-28.

- Wann, D.L. (1995) Preliminary validation of the sport fan motivation scale. *Journal of Sport & Social Issues* 4: 377-396.
- Wann, D.L., Melnick, M.J., Russell, G.W. and Pease, D.G. (2001) *Sport fans. The psychology and social impact of spectators*. Routledge: New York.
- Zhang, J.J., Pease, D.G., Hui, S.C. and Michaud, T.J. (1995) Variables affecting the spectator decision to attend NBA games. *Sport Marketing Quarterly* 4 (4): 29-39.
- Zimet, G.D., Lazebnic, R., DiClemente, R.J., Anglin, T.M., Williams, P., and Ellick, E.M. (1993) The relationship of Magic Johnson's announcement of HIV infection to the AIDS attitudes of junior high school students. *The Journal of Sex Research*, 38: 129-134.

The Difference in Sport Spectator Behavior between Males and Females

Shinya Nagatomi (Tomi)
R/W 60

General Introduction

We can find a lot of differences between male and female in our lives. For example, in general, men work outside and women work domestic duties. We realized that this is a kind of role model of both men and women. It can be thought that men had been hunting and women had been gathering seeds near their home and cooking them in some specific eras and this tradition has been continuing nowadays. For another example, while women like shopping, men dislike shopping and generally it irritates them (The Alligator, 2002, Dec.11; The Gainesville Sun, 2003, April 2). According to The Gainesville Sun (2003, April 2), most of the men find Christmas shopping stresses them, so they don't like shopping. It has been hard to understand and explain human behavior in both men and women.

Sport Industry

In sport management and sport marketing fields, researchers have been challenged to recognize gender differences and distinguish between them. According to Meek (1997), the sport industry ranked among the top 25 industries in the U.S. in 1995. It is estimated that this figure is 151.9 billion dollars. This is higher than some industries, such as electrical equipment (138.5 billion) and industrial machinery and equipment (123.3 billion) (Chelladurai, 2005). Moreover, in North America (both the U.S. and Canada), the number of spectators who watch college sports or join sport activity is 200 billion a year, cumulatively (Howard & Crompton, 2004). These data indicate that there are a lot of people involved in sports. However, the ratio of people who watch or join sports is different between male and female. According to Shank's (2002) "Who goes to Races," the number of male spectators is higher than female ones in CART, NASCAR, and NHRA. Moreover, the percent of male spectators in professional baseball is 63.9% while the percent of female ones is 36.1% in Japan (Nagatomi, 2005). These research studies show that there are different spectators in different sports. Abraham Lincoln said, "You can please all of the people some of the time and

some of the people all of the time but you can't please all of the people all of the time." In short, it is impossible to satisfy both male and female all at once. We need to realize that there are a slew of differences between men and women and there are many reasons to behave differently.

The Impact of the Socialization Agents

How are they becoming sport fans? One of the reasons is that there are the different impacts of the socialization agents. Wann et al. (2001) defined socialization as "the process of learning to live in and understand a culture or subculture by internalizing its values, beliefs, attitudes, and norms" (p.24). In other words, people are becoming sport fans through their culture and people surrounding them. According to McPherson's (1976) study, there are four different agents: parents, peers and friends, schools, and community, to influence his/her becoming a sport fan. He also found that while male participants were most influenced by peers and friends (M=6.02, a 8-point response format), female participants were most affected by schools (M=5.04, a 8-point response format). Among these agents, male was more strongly influenced than female. In addition, parents, both father and mother, have a different impact toward the participants. Father is considerably more influential than mother. As a whole, male has a bigger impact on people to be a fan than female. These results also show that sports are the exemplar of boys more than girls (Wann et al., 2001; see also Russell & McClusky, 1985). They showed the relative size of exemplar categories. This indicated that 16.2% of boys recognized sports as their exemplars; in contrast, 5.7% of female did as their exemplar. Even though the number of participants in sports has been increasing in school and college because of the law of equal opportunity (e.g., Title IV^{*1}), there are different socialization agents which impact different gender and sport is recognized as male more than female.

Spectator Motives

After people are interested in sports and become a sport fan by the different socialization agents, people start to watch sports. A lot of research has been conducted in sport spectator motives (e.g., Funk et al., 2001; McDonald, Milne, & Hong, 2002; Trail & James, 2001; Wann, 1995). They indicated that there are a lot of motivations to watch sports and there are a variety of motivations among different demographics. Motivation is defined as "an internal force that directs behavior toward the fulfillment of needs" (Shank, 2002, p.596). In gender, there are a lot of differences between male and female. Wann (1995) and Wann, Schrader, and Wilson (1999) suggested that male spectators are more likely than female ones to seek the excitement and arousal, feeling self-esteem through the winning of the cheering team, and enjoy sport performance. Differently from this, female spectators are more likely to spend a lot more time with their family than male. In connection with this, Wann et al. (2001) indicated that while male spectators tend to prefer to watch combative sports (e.g., boxing, football, hockey, and so on), female ones tend to watch sports which are aesthetic, such as figure skating and gymnastics. Following this research, both male and female have different motivations to watch sports.

Evaluation Differences (Sportscape and Team Brand Associations)

In relation to the motivations to watch sports, there are a lot of differences to evaluate sports or teams. For instance, there are sportscape (sport venue) evaluation and team brand associations. Sportscape refers to “the physical surroundings of the stadium that affect spectators’ desire to stay at the stadium and ultimately return to the stadium” (Shank, 2002, p.199). Trail, Anderson, and Fink (2002) set six criteria (cleanliness of venue, parking, audio experience, restrooms, concessions, and staff) to evaluate team’s venue and they found that female regards 4 of 6 criteria (cleanliness of venue, audio experience, restrooms, and staff) as important more than male ($p < .05$). It is important to female spectators for the venue to be kept clean and convenient more than male.

In addition, both male spectators and female ones have different angles to evaluate their favorite sports or teams as a brand. Aaker (1991) defined brand association as “anything ‘linked’ in memory to a brand.” In sport team’s concept, team brand associations are the thoughts distributed to a brand when we see team’s name or logo, see a related visual, listen to a team’s song, and so on (e.g., brand mark, team history, team play characteristics, rivalry, and so forth) (Ross & James, 2004). For an example of the differences between male and female in this point, Robinson and Trail (2005) suggested that spectators evaluate a team with seven points of attachment (player, team, coach, community, sport, university, and level) and female spectators look on the team as player and sport ($p < .05$) more strongly than male when they evaluate the team. Moreover, Fujimoto, Nagatomi, and Matsuoka’s (2005) research used a paper and pencil free-thought listing procedure (technique) to demonstrate how spectators regard a team. They asked spectators in the stadium, “When you think of (team name), what words come to your mind first?” After the content analysis, they found that while 59.2% of female participants associated team with team players more than male ones (39.2%), 50.6% of male participants remember the team as team performance (e.g., aggressive, defensive, team strategy, and so forth) more than female ones (25.0%). Following these suggestions, male spectators are likely to evaluate the team as results and performance of the team, or sport itself. In contrast, females are likely to worry about not sport itself, but venue of team and other entertainments.

Conclusion

In conclusion, there are some differences between male and female in sport spectator behavior. First, people have different socialization agents and these impacts are different between male and female. Second, though people who watch sports have a variety of motivations to watch sports, there are different motivations in different genders. Finally, when spectators watch sport or specific team contests, they have different criteria to evaluate teams or games between male and female. People, especially sport marketers and researchers, should realize the differences both male and female, satisfy each demand, and supply benefits for them effectively.

*1 This law was passed in 1972 in the U.S. This states “no person in the U.S. shall, on the basis of sex, be excluded

from participation, be denied the benefit of, or be subjected to discrimination under any education program or activity receiving Federal financial assistance” (Shank, 2002, p.82). This law impacts on increasing the number of women’s sports participations dramatically (Shank, 2002).

References

- Aaker, D.A. (1991) *Managing brand equity*. The Free Press, New York.
- Chelladurai, P. (2005) *Managing organizations for sport and physical activity* (2nd Ed). Holcomb Hathaway, Publishers, Inc.
- Fujimoto, J., Nagatomi, S., and Matsuoka, H. (2005) *The brand associations of a Professional Sport Team: Comparing the different market segments of spectators*. 20th North American Society for Sport Management. Regina, Canada, 2005.
- Funk, D.C., Mahony, D.F., Nakazawa, M. and Hirakawa, S. (2001) *Development of the sport interest inventory (SII): Implications for measuring unique consumer motives at team sporting events*. *International Journal of Sports Marketing & Sponsorship* September/October: 291-316.
- Howard, D.J. and Crompton, J.L. (2004) *Financing sport* (2nd Ed.). Fitness Information Technology, Inc.
- McDonald, M.A., Milne, G.R. and Hong, J. (2002) *Motivational factors for evaluating sport spectator and participant markets*. *Sport Marketing Quarterly* 11 (2): 100-111.
- McPherson, B.D. (1976) *Socialization into the role of sport consumer: A theory and casual model*. *Canadian Review of Sociology and Anthropology* 13: 165-177.
- Meek, A. (1997) *An estimate of the size and supported economic activity of the sport industry in the United States*. *Sport Marketing Quarterly*, 6 (4):15-21.
- Nagatomi, S. (2005) *The attitude formation process of spectators toward a professional baseball team*. Unpublished Master Dissertation, Osaka University of Health and Sport Sciences, Osaka. (in Japanese)
- Robinson, M.J., and Trail, G.T. (2005) *Relationship among spectator gender, motives, points of attachment, and sport preference*. *Journal of Sport Management*, 19, 58-80.
- Ross, D.S. and James, J.D. (2004) *Development of the TBAS: A scale to measure brand associations in professional sport*. Sport Marketing Association Conference. Memphis, Tennessee, 2004.
- Russell, G.W., and McClusky, M.G. (1985) *The exemplar of adolescents: Their influence and quality*. Paper presented at the meeting of the Banff Annual Seminar in Cognitive Science, Banff, Alberta, Canada.
- Shank, M.D. (2002) *Sport Marketing* (2nd Ed.). Prentice Hall: Upper Saddle River.
- The Alligator (2002, Dec.11) *Men reveal shopping strategies*. The Gainesville Sun (2003, April 2) *Shopping too tough for men*.
- Trail, G.T. and James, J.D. (2001) *The motivation scale for sport consumption: Assessment of the scale’s psychometric properties*. *Journal of Sport Behavior* 24 (1): 108-127.

- Trail, G.T., Anderson, D.F. and Fink, J.S. (2002) Examination of gender differences in importance of and satisfaction with venue factors at intercollegiate basketball games. *International Sports Journal* winter: 51-64.
- Wann, D.L. (1995) Preliminary validation of the sport fan motivation scale. *Journal of Sport & Social Issues* 4: 377-396.
- Wann, D.L., Melnick, M.J., Russell, G.W. and Pease, D.G. (2001) *Sport fans. The psychology and social impact of spectators.* Routledge: New York.
- Wann, D.L., Schrader, M.P., and Wilson, A.M. (1999) Sport fan motivation: Questionnaire validation, comparisons by sport, and relationship to athletic motivation. *Journal of Sport Behavior*, 22, 114-139.

Thanks from the Editor

Thank you students for sharing your writing with everyone. I hope you enjoy reading your fellow students' essays, paragraphs, and poems. Also thanks to Megan Forbes and the HUB for arranging the gift certificates, to Todd Allen for publicizing this issue of Student Voices, to the Reading/Writing instructors for supporting their students in their writing, to Deborah Neuzil for co-editing this issue, and to Deborah Neuzil, Helena Cong, Chris Sabatelli, Karen Eberly, and Todd Allen for reading and evaluating the entries.

Thanks everyone!

Steve Flocks



English Language Institute
PO Box 117051
315 Norman Hall
Gainesville, FL 32611-7051, USA
Phone: (352) 392-3354
Fax: (352) 392-3744
Email: StudyEnglish@eli.ufl.edu
Webpage: www.eli.ufl.edu