

***2010 Arctic Winter Games:
Grande Prairie, Alberta, Canada
Personal, Social, and Community Benefits of Participation***

Prepared for and Supported by

Arctic Winter Games International Committee
NWT Municipal and Community Affairs
Northwest Territories, Yellowknife, Canada



***2010 Arctic Winter Games:
Personal, Social, and Community Benefits of Participation***

Prepared by

Dr. Samuel V. Lankford
World Leisure Professional Services (WPS)

Dr. Larry L. Neal
Pacific Northwest Area Representative
World Leisure Professional Services (WPS)

Courtney Bonwell
Research Assistant
University of Northern Iowa

Ashley Cunningham
Research Assistant
University of Northern Iowa

Samuel Walter
Research Assistant
University of Northern Iowa

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Acknowledgement for Their Support

The 2010 Arctic Winter Games Host Society

Team Alaska

Team Yukon

Team Northwest Territories

Team Nunavut

Team Alberta North

Team Nunavik

Team Greenland

Team Sapmi

Team Yamal

Damon Crossman, NWT

Shane Thompson, NWT

Chris Szabo, 1998-2002 Researcher



2010 Arctic Winter Games: Personal and Social Benefits of Participation

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Arctic Winter Games: A Study of the Personal, Social and Community Benefits of Participation

In 1970, Government Officials from Alaska, Yukon, Northwest Territories [NWT] and Federal Members of Parliament worked together to host the first Arctic Winter Games [AWG]. Further, contingents from Northern Alberta, Greenland, the Sapmi people of Northern Scandinavia and the Russian Province of Yamal now participate in the Games. The goal of the Games has remained the same over the years: to furnish the opportunity through sport, the social and cultural meeting of Northern peoples regardless of language, race, or creed.

The Games are held biennially usually during the month of March. Prior to the start of the Games, participating contingents will determine which athletes will be participating on their representative teams at the Games. Several teams have a selection process which is used to determine the composition of their teams for the Games. This process is conducted by holding regional trials and then territorial trials. The regional trials are normally held in November/December while the territorial trials are held in January, preceding the actual games.

The AWG is designed to include the promotion of traditional aboriginal games based upon survival in the north. There are three categories of sports that are included in the games: major sports, northern sports (Inuit games, Dene games, snowshoeing, dog mushing, Inuit wrestling), and emerging/potential sports. Overall, in 2010 there were more than 18 different sporting events. The Games offer a venue where developing athletes from across the north meet to enhance their athletic skills and to share their respective cultures.

The International Committee for the Arctic Winter Games promotes the following mission (role/purpose) in the Games:

- **Athletic Competition**: “To involve as many athletes as possible either in the Games themselves or in the team trials - and to provide a forum of competition for those other than elite athletes with competitive opportunities in the south.”
- **Cultural Exhibition & Social Interchange**: “To promote indigenous cultural activities and exhibitions, and to get different groups together.” To develop, amongst northern peoples, a geographic identity and to develop and maintain good relations.”

- **Spirit of Fair Play** “The fundamental purpose is to encourage maximum participation by all ages of youth, cultures and walks of life in a broad range of athletic activities. The Games are to exemplify the spirit of fair play during the Games week.”

In support of this three part mission; the Arctic Winter Games International

Committee [AWGIC] promotes the following values of:

- Cultural diversity awareness and understanding
- Fair play
- Access and equity
- Integrity
- Respect for self and others
- Partnerships
- Personal development
- Community enhancement

In support of this three-part mission, the Arctic Winter Games supports the development of competent certified coaches who play a key role in promoting these values and operating principles. The games allow both male and female participants to improve their skills and develop personal values and traits that enhance their self-esteem and thus their ability to have success in other aspects of their lives.

Overall, the findings of this study are very encouraging and give a strong rationale for the continued development, advancement, and support for the Arctic Winter Games. The results have been consistent with the aforementioned mission and values of the Games as established by the International Committee. This study is the fourth initial examination of the personal, social and community benefits of the Games. This research focused on the use of a questionnaire developed and tested in the 1998 Arctic Winter Games. Since then, this survey has been revised and updated on several occasions.

Importantly, the data is conclusive and provides a clear rationale for generating non-governmental organization (NGO), government and private support for future Arctic Winter Games. The Games do not take place in a vacuum. There appears to be very strong linkages to the need for community programs to support these young people prior to, during, and after the competitions. These programs are related to community development and social service issues as well as recreation and sport programs.

The Benefits of Participation are Hot in the Arctic Winter Games!

Background to the Study of Personal and Social Benefits

In 1969 three visionaries, Stuart Hodgson and James Smith, then Commissioners of Canada's Northwest Territories and Yukon, and Governor Wally Hickel of Alaska recognized the need for unique northern competitions and cultural exchanges amongst the youth of the north. One year later (1970), government officials from Yukon, Northwest Territories, Federal Members of the Canadian Parliament, and Alaska worked together to sponsor the first Arctic Winter Games in Yellowknife, NT, taking place over roughly one week. Today, contingents from Greenland, Sapmi of northern Scandinavia, and the Russian Province of Yamalia, and now participate in the games. The goal of the games has remained the same over the years: to furnish the opportunity through sport, the social and cultural meeting of Northern peoples regardless of language, race, or creed. The games are restricted to youth of the circumpolar region of the arctic. The success of the Arctic Winter Games over the years has in large part been due to the clarity, specificity, and importance of the mission and goals of the games.

The Games are held biennially during the month of March, switching to a new location each time the Games are held. The various participating contingents prepare for the Games often times in their own ways. For example, several teams will hold regional trials and then final territorial trials in order to determine the composition of their Arctic Winter Games team, whereas other regions may not hold any sort of qualifying events for the Games. The opportunity to compete in the Games means that athletes come representing a wide range of communities. In the NWT alone, athletes in the regional, territorial and final Arctic Winter Games represent over 40 hamlets, towns, villages and communities. Most of the participants come from isolated communities. For the 2010 games, over 100 hamlets, towns, villages and communities from the arctic region were represented.

One Northwest Territories athlete made the comment that "My favorite part is meeting other people from around the world. I wouldn't have that opportunity if it wasn't for the Games." 2010 Games.

The Games are designed to promote traditional aboriginal games, sports and cultural activities based upon survival in the north. There are three categories of sports that are included in the Games: sports with wide participation (e.g. hockey, volleyball, soccer, cross country skiing), traditional northern sports (Arctic Sports which include Inuit and Dene games such as Alaskan high kick, wrestling), and emerging/potential sports (such as snowboarding, table tennis etc.). In the 2010 Arctic Winter Games in Grande Prairie, Alberta, there were 18 different sporting events. The Games offer a venue where developing athletes from across the north meet to enhance their athletic skills, and to share their respective cultures.

One 17 year old athlete from Fort McMurray, Alberta believes that the AWGs are a, “great outlet for kids to make new friends and experience different sports that they might not see anywhere else.” 2010 Games.

The International Committee promotes the following mission (role/purpose) in the games: athletic competition, cultural exhibition, and social inter-change. In support of this three - part mission; the International committee promotes the following values of:

- cultural awareness and understanding
- fairplay
- access and equity
- integrity
- respect for self and others
- partnerships
- personal development
- community development

The Arctic Winter Games International Committee (AWGIC) provides for coaches who promote the values and operating principles. These games allow both male and females to improve their skills and develop personal values and traits that enhance their ability to succeed in life. These values, taken in their entirety, constitute rationale and basis for extensive support from government, NGO’s and businesses. Specifically, involvement in the games does suggest that a number of important social, personal and community benefits are realized.

The Chef de Mission of the Northwest Territories, a strong believer in the Arctic Winter Games States, “Arctic Winter Games is a flagship event in the Northwest Territories. This means so much to our communities. It exposes small community athletes to a bigger stage. Losing it would create a void we cannot have.” 2010 AWG

The findings of this study are very encouraging and show strong rationale for the continued development and advancement of the Games. The findings of our research support the above-mentioned mission and values of the Games as established by the International Committee. The findings of this report validate the benefits of the Arctic Winter Games as noted in the publication “Arctic Winter Games – The History and Organization.” As this study was the second examination of the personal, social and community benefits of the Games, this research focused on the continued use of a meaningful questionnaire and was distributed to all participants and a small number of coaches in attendance for the Grande Prairie Arctic Winter Games. This study was expanded to include the participants from all of the contingents, whereas the initial study, which was conducted over a six-year study period, collected data only from the contingents that could speak English and were from the Northwest Territories. Participants, for which English was not their primary language, were still given the opportunity to answer and respond to the questionnaire.

“I like that it teaches youth to work to achieve goals, and that there are winners and losers, but you can still be proud of yourself with either result,” states a badminton coach from Yukon, 2010 Games.

Importantly, the data provides a clear rationale for generating NGO, government and private support for the Arctic Winter Games. In addition, there appears to be very strong linkages to the need for community programs to support these young people prior to, during and after the competitions. These programs are related to community development and social service issues as well as recreation and sport programs. Specifically, that sport participation (training and competition) is a major feature in the lives of young people from all of the participating contingents at the Arctic Winter Games.

How the Study of Benefits of Participation Were Developed

Within the forty year history of the Games, this study provides a second comprehensive database to evaluate the programmatic goals and expected outcomes. The research focused on documenting the personal, social and community benefits of involvement for participants, volunteers, community leaders and coaches in the Arctic Winter Games and regional trials leading up to the Games.

Prior to the first round of research conducted in 1998, the lead researchers met with Canadian Northwest Territories (NWT) representatives for a weeklong workshop on survey development and research methods. Using nominal group techniques, the researchers helped the team develop a draft research instrument and field-tested the questionnaire. Further testing and modifications were completed during and after the regional trials in the NWT. A team of staff from Municipal and Community Affairs (MACA) and Sport North of NWT were also involved as researchers in the data collection process during the regionals, territorials, and final Arctic Winter Games.

The first round of research was completed in three phases for all the Games in 1998 (Yellowknife), 2000 (Yukon), and Iqaluit/Nuuk (2002). During phase one all participants who registered for the Regional Trials filled in a survey and returned it to their Regional Coordinator along with their completed registration form. In phase two a sample of the participants at the Territorial Trials filled in a survey related to their involvement at this level. Finally, phase three involved surveying a sample of the participants who competed in the actual Arctic Winter Games. For the present study of the 2010 games, data was collected only for the Arctic Winter Games finals competition.

In 2010, this study was conducted once again in to order examine the personal, social, and community benefits of the Games. Unlike the research conducted for several of the past Games, surveys were only distributed and collected for the Arctic Winter Games finals in Grande Prairie, Alberta. A total of 2,105 questionnaires were distributed between the nine different teams represented at the Arctic Winter Games. 924 questionnaires were returned upon the conclusion of the Arctic Winter Games representing athletes from the contingents of Alaska, Alberta North, Greenland, Northwest Territories, Nunavik, Nunavut, Yamel, and Yukon. The only contingent to not send back any questionnaires was Sapmi, due to some language barriers.

The Benefits are Abundant in the Arctic Winter Games!

Five distinct benefit segments emerged from the documentation of the benefits of participation in the Arctic Winter Games (see tables 1 through 5). The first set of personal, social and community benefit statements can be described as “Excitement, Challenges, and Positive Experiences.” Respondents overwhelmingly stated that participation in the Arctic Winter Games allows participation to have fun. The study findings also indicated that participation gives them an opportunity to enjoy sports; brings happy memories after the Games, and gives participants the chance for new adventures and excitement.

Table 1: Benefits Related to Excitement, Challenges and Positive Experiences

- Involvement gives opportunities to enjoy sports
- Involvement gives new adventures and excitement
- Involvement gives a chance to see other towns and places
- Involvement provides interesting experiences which I can tell my friends about
- Involvement brings happy memories after the Games
- Involvement provides youth with a physical challenge
- Involvement give youth a chance to compete with others
- Involvement helps youth learn more about sports
- Involvement is fun

The second set of personal, social and community benefits are described as “Enhancement of Self-Esteem and Growth in Personal Outlook.” Questions reflect perceptions of self, improvement through sport, and cultural experiences. Of the five sets of benefits, the responses on average were lower than any of the others with many respondents being neutral toward the questions. However, many participants did agree that the Arctic Winter Games helped them to develop their own leadership skills.

"I love it. It's great. This was definitely the highlight of the year. The youth have the experience of being on a team, working with others, and training to meet a goal. For myself, I get to meet people from all over the northern hemisphere," said one Alaskan Parent, 2010 Games.

Table 2: Benefit Statements Related to Enhanced Self-Esteem and Personal Outlook

Involvement helps youth to want to do better in school
Involvement makes the community a better place to live
Involvement brings family closer together
Involvement helps youth understand themselves
Involvement brings the community closer together
Involvement helps youth develop leadership skills

The third major set of benefits related to "Healthy, Challenging and Competitive Opportunities" for youth. Athletes overwhelmingly showed positive regard and attitudes toward healthy lifestyles and competition. Of particular interest is the improvement in physical fitness levels, skill development and competitive sports. The following puts these perceived improvements into perspective:

One Yukon athlete exclaimed, "I would say that it [the Games] helped push me to do things I couldn't or didn't think I could do." 2010 Games.

Table 3: Benefit Statements Related to Providing Healthy, Challenging and Competitive Opportunities for Youth:

Involvement challenges youth through sports
Involvement keeps youth physically fit
Involvement helps youth develop skills and abilities in sports
Involvement gets youth involved with other youth in sports

The fourth set of benefit statements addressed the “Sense of Belonging and Strengthening of Community Ties.” This set of questions represents awareness and appreciation of the community. In terms of being tied to their northern communities, many athletes made comments such as, “I think the Games help to preserve our northern sports and traditions by bringing people together and celebrating them.” It is also important to note the significance of this set of questions in that connections with community development exist. In summary, involvement not only in the final games, but in the training and trials process may be a powerful force to strengthening northern communities.

Table 4: Benefits Statements Related to Sense of Belonging and Strengthening of Community Ties:

- Involvement helps youth be a role model for others in the community
 - Involvement provides other role models to look up to
 - Involvement encourages communities to support youth who are involved
 - Involvement helps youth to see the emphasis placed on other youth
 - Involvement helps build excitement and involvement of the people in a community
 - Involvement helps youth control their free time
-

The final set of benefit statements identified include “Promoting Socialization and Strengthening Cultural Awareness.” Many positive outcomes were expressed. In terms of cultural awareness, promotion, and its importance, one parent at the figure skating competition said: “it is very high and important. This is what the Games are all about! It is all themed on this [the culture].” Another athlete displayed their enthusiasm by exclaiming “It makes me so proud to see our cultural presentations and those groups dance. They are amazing!” Participants, coaches, and spectators alike were all strongly aware of how important a role the Games play in strengthening the cultural awareness of everyone. Certainly, participants become aware of their neighbors and begin to accept differences due to these experiences. As one participant expressed, “The Games bring everyone together to understand and unite each other.”

Table 5: Benefit Statements Related to Promoting Socialization and Cultural Awareness

Involvement provides for better understanding of other cultures
Involvement provides opportunities for cultural experiences
Involvement helps youth take pride in their own culture
Involvement helps youth interact with different cultures
Involvement helps youth learn something new about someone else
Involvement helps youth meet new people and make new friends
Involvement helps youth develop pride in being “northern”

“We need to keep having these Arctic Winter Games. It helps us remember who we are,” said one Alaskan athlete when asked how the Games preserve the unique northern sports and traditions. 2010 Games.

Summary

It is encouraging to see that the goals of the Arctic Winter Games are being realized, possibly exceeded in some cases. The spirit of play, competition, inclusion, development and understanding of other people were realized through participation in the games. Furthermore, there appears to be significant community benefits related to the concept of community development, sense of community and building healthy lifestyles.

The findings also support personal benefits (youth development), social and cultural benefits (leadership, mentoring, understanding, and increased socialization), economic benefits (health and fitness improvement, contributions by volunteers), and environmental benefits (development of facilities and areas for sport).

Respondents clearly indicated that the training, trials and competition have provided significant opportunities to get to know other cultures and ways of life. Importantly, they experienced cultural and social interchange situations unlike any in their past or possibly in their future. When asked to express this in their own words, the following comments were recorded about the arctic winter games and their experiences:

Pride Regarding One's Culture

- Shows our pride. Different cultures collide.
- I think that there is a certain pride and focus on the northern sports and it makes the people proud.
- It helps build and cement the pride that goes with being from the Arctic. We are unique and we should celebrate that with other youth.
- I think that there is a certain pride and focus on the northern sports and it makes people proud.

The Importance of the Games with Regards to Preserving Culture

- By exciting folks about these games and traditions and making it something important for folks.
- They help preserve it by keeping kids excited in past and ancient traditions.
- Only one way to keep things alive. By doing it.
- I'll show other people who want to play, so that it will keep going.

The Games Teach Others about Traditions and Culture

- I love learning about other cultures and teaching my friends about it.
- It gives you a chance to show people from other places your traditions.
- By teaching people and spectators about culture.
- We get to show off our traditions to others.
- The Games help by letting people practice them.
- Since it is the youth performing the cultural contingents, it teaches the youth traditional dance and singing.
- They show them to new people with open minds who could take them up.

Overall, positive outcomes were expressed for building excitement and involvement of people in the community; supporting athletes; involvement of all communities; having pride in being Northern; making new friends; and interacting with and understanding other cultures. Importantly, the respondents indicated that the cultural program aspect of the Games were very important, and that their involvement with the games do significantly increase their desire to become involved in other community events in their village.

Being able to confirm the benefits of participation provides opportunities to develop additional training programs, coaching programs, and events for communities. Obviously, this documentation allows an opportunity to fund raise and support activities for sport and cultural activities for youth in the north. The following quote emodies the spirit of play, sport and culture in the north:

“AWG has taught me to do my best. I’ve learned that the Games only last so long, but memories last forever” – Anonymous, 2010 Games

Study Objectives and Primary Research Questions

Within the 40-year history of the Arctic Winter Games, this study has provided a second comprehensive database concerning the personal, social, and community benefits of participation in the games. The research has focused on:

- documenting the personal, social, and community benefits of involvement for the participants in the Arctic Winter Games finals;
- validating the mission statement and values established for the Games;
- identifying the personal and social benefits for male and female athletes;
- identifying and understanding the cultural interchange experiences of the participants;
- documenting the opportunities of community development, confidence and pride;
- validating the notion of friendly competition while sharing cultural values;
- estimating the social impact the games have on promoting northern unity and cultural understanding; and
- gathering personal input from athletes for future use by the AWGIC.

Methodology

Historical Background of Methodology

In 1998, during the first phase of this study, the researchers met with Canadian Northwest Territories representatives for a weeklong workshop on survey development and research methods. Using nominal group techniques, the researchers helped the team develop a draft research instrument and they field-tested the questionnaire. Further tests and modifications were completed during and after the regional trials in the NWT. A team of staff from MACA and Sport North of NWT were also involved as researchers in the data collection process during the regional trial, territorial trial, and final Arctic Winter Games. Without this dedication and support, the large sample (n = 1189) would have been impossible. Athletes, business people, coaches, community leaders, officials, and volunteers were asked to participate in the study. The data in this report reflect their perceptions. However, the primary objective of this research was on discovering the personal and social benefits of athletes. Therefore, the majority of the surveys were completed by this group.

The second phase of research was completed in three components leading up to the 2000 Arctic Winter Games in Whitehorse, Yukon.

- Phase One: a sample of participants who registered for the regional trials filled in a survey and returned it to their regional coordinator.
- Phase Two: a sample of participants at the territorial trials completed a survey, which was related to their participation.
- Phase Three: a sample of AWG participants, who competed at Whitehorse in March, 2000, was obtained.

Present 2010 Study Methodology

After an eight year hiatus regarding the research on the benefits of the Arctic Winter Games, in 2010 another round of research was conducted. Unlike in previous years, data for this research was only collected at the Arctic Winter Games finals in Grande Prairie, Alberta. In 2010, the questionnaire used in the past studies was reformatted in order to be more user friendly and update with questions regarding the spending habits of athletes while participating in the Arctic Winter Games. Approximately 2000 Questionnaires were

distributed to athletes representing all of the different contingents in attendance for the Games. A sample of 924 questionnaires were collected following the conclusion of the 2010 Arctic Winter Games. Respondents comprised of 192 from Yukon, 191 from Alberta North, 140 from Alaska, 134 from the Northwest Territories, 116 from Nunavut, 84 from Greenland, 39 from Yamel, and 28 from Nunavik. Though distributed to them, there were no responses received from Sapmi.

The testing and validating of competition and involvement among all the athletes, and not just elite athletes, was of great importance to this study. A series of questions were developed around the following goal, derived from the AWGIC's guidelines:

- The goal of athletic competition for Arctic Winter Games, as well as the regional and territorial trials, is **to involve as many athletes as possible and provide a forum of northern sport competition** for those other than elite athletes.

A series of questions relative to the competitiveness of the games, developmental skills, learning about sports, and challenges of competition are addressed in the following graphs. It is important to note the relationships to competition when viewing these findings. Although some minor differences exist, there appear to be tendencies when viewing the data by gender and ethnic background.

Questions were developed using information from Sport North staff, Municipal and Community Affairs staff, interviews with coaches and athletes, the literature on sport and competition and pre-testing the items. Importantly, the following information on competition should be viewed within the broader context of competition, diverse sport and young athletes. It is apparent that the personal and community benefits derived from competition in the training and games are positive. Furthermore, the goal of the AWGIC seems to be supported in lieu of these findings.

For the Grande Prairie study females made up 53.9% of the sample while males made up 46.1% of the sample. Respondents indicated that 43.2% have participated in previous regional, territorial or Arctic Winter Games in the past, while 56.8% indicated this was their first year of competition. The ethnic background for the athletes consisted of: 1.1% Dene; 5.1% Inuit; 6.1% Inuvialuit; 23.9% Metis; while 63.7% considered themselves to be Non Aboriginal. Athletes indicated those that motivated them to become involved in the games were coaches (40.3%); parents and relatives (46.1%); friends (45.2%); other athletes (55.1%); previous participants (29.8%); recreation leaders (11%); teachers (14.8%); and other motivators (8.1%).

Organization of the Report

This report addresses the main themes of Arctic Winter Games: 1) to provide a forum of northern sport competition; 2) to promote cultural activities and exhibitions; 3) to develop a sense of being northern; and 4) to encourage fair play and promote participation among all walks of life in a broad range of activities. A series of questions were developed around these themes. The following sections describe the findings to the above themes in tabular and graphic form. More specifically, comparisons were made between male and female athletes that participated in the games. Furthermore, comparisons between means of the athletes for the 1998, 2000, 2002, and 2010 Arctic Winter Games were made. These comparisons are intended to highlight the fact that participation in any or all of these athletic events promotes personal and social well-being.

The AWGIC goals were used as a means to organize the questionnaire and subsequent report. The analysis of the findings from Grande Prairie revealed the following personal and social benefits of participants. It is significant, and should be noted that these benefit dimensions were also found in the 1998, 2000, and 2002 Arctic Winter Games social benefits studies.

- Excitement, challenges and positive personal experiences.
- Enhanced self-esteem and growth in personal outlook.
- Providing healthy, challenging and competitive opportunities for youth.
- Sense of belonging and strengthening of community ties.
- Promoting socialization and strengthening cultural awareness.

In addition to a series of questions that revealed the dimensions above, a number of questions identified demographic characteristics of the population being studied. These questions and findings are addressed in detail below. The data representing the personal and social benefits were analyzed using factor analysis. This analysis allowed the researchers to better understand the dimensions of personal and social benefits of participants.

Personal and Social Benefits of Participants

This part of the report details the findings with regard to athletic competition. In particular, the personal and social benefits of participation in the Arctic Winter Games are reported. Of interest here is the way in which the benefit statements are organized, or structured, via the responses from the athletes and other groups. The first section discusses “excitement, challenges and positive personal experiences.” Section two addresses “enhanced self-esteem and growth in personal outlook.” Section three describes “providing healthy, challenging and competitive opportunities for youth.” The fourth section reports on the “sense of belonging and strengthening of community ties.” Lastly, section five discusses “promotion of socialization and strengthening cultural awareness.”

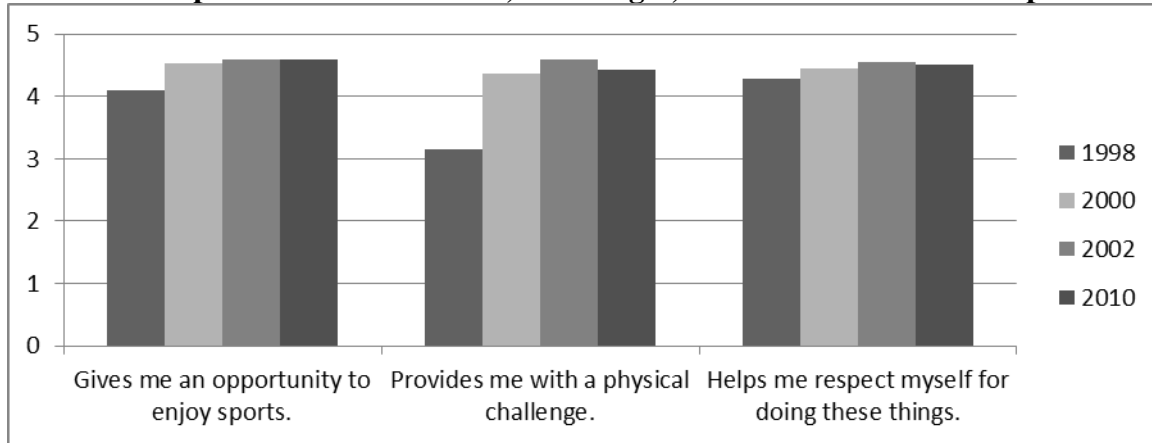
Section 1: Excitement, Challenges and Positive Personal Experiences

This dimension of personal and social benefits consists of 11 questions (eigen value =13.124, alpha = .847) and is interpreted as “Excitement, Challenge and Positive Personal Experiences.” This dimension contains items that reflect a participants' ability to enjoy sports and competition, meet new people, benefit from good health through training, and experience adventure. Male and female comparisons are made in Table 1(see below).

In regards to the participants' views on excitement, challenges faced, and positive personal experiences of the Arctic Winter Games, the outcomes were predominately positive (see below). Respondents overwhelmingly stated that participation in the Arctic Winter Games allows participants to have fun. The data also indicated that the Arctic Winter Games gives them an opportunity to enjoy sports; brings happy memories afterwards; and gives athletes the chance for new adventures and excitement. The pattern of male and female athlete findings was nearly even in the distribution of scores, however the female athletes consistently rated the items more positively than the male athletes. Some significant differences existing among the following items: *AWGs allow me to have fun, gives me a chance to see other towns/places, and provides interesting experiences which I can tell my friends about afterwards.* For these items, female athletes expressed more positive outcomes than male athletes did in each category except for the opinion that training and competition would keep students healthy.

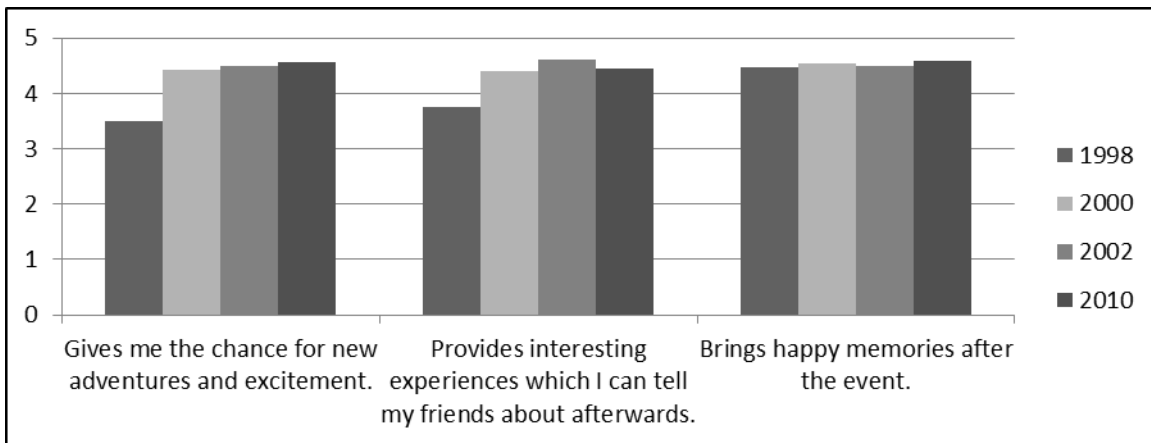
For comparisons between the past four Arctic Winter Games results (see table 1 comparisons), there were areas which had more positive responses compared to previous years and others with more negative responses. Females have generally always had a tendency to respond more positively than males in these categories. Between the different years themselves, mean scores differed significantly amongst the following areas: *Gives me a chance to see other towns/places and provides me with a physical challenge.* The most consistent mean scores is in regards to athletes having fun which has had a score of either 4.70 or 4.71 over the last four studies.

Table 1.1 Comparisons of Excitement, Challenges, and Positive Personal Experiences



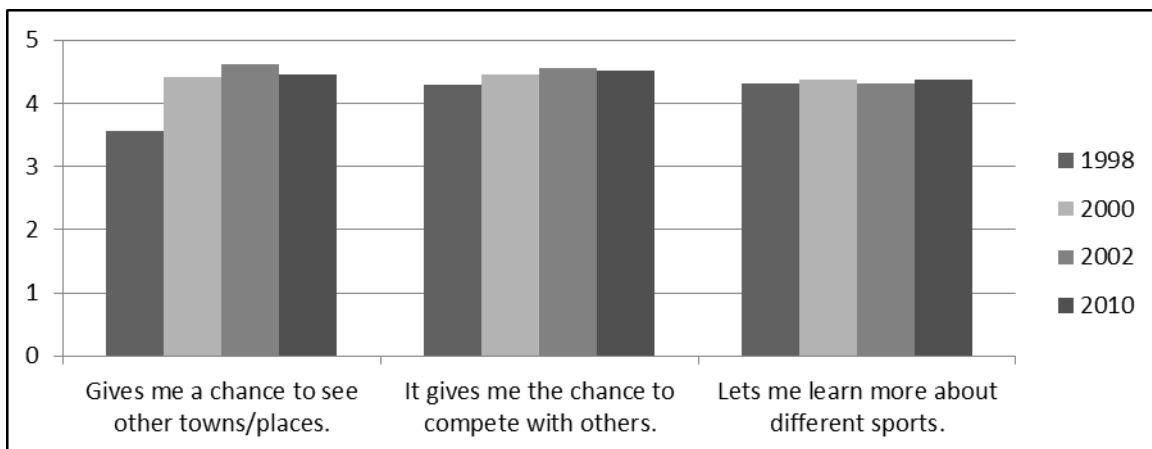
Scale: 1 = Strongly Disagree, 5 = Strongly Agree

Table 1.2 Comparisons of Excitement, Challenges, and Positive Personal Experiences



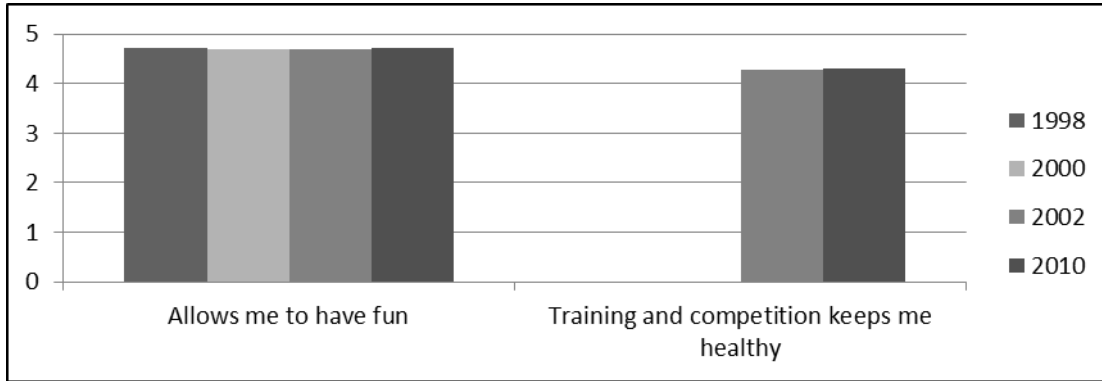
Scale: 1 = Strongly Disagree, 5 = Strongly Agree

Table 1.3 Comparisons of Excitement, Challenges, and Positive Personal Experiences



Scale: 1 = Strongly Disagree, 5 = Strongly Agree

Table 1.4 Comparisons of Excitement, Challenges, and Positive Personal Experiences



Scale: 1 = Strongly Disagree, 5 = Strongly Agree

Table 1.5: Excitement, Challenges, and Positive Personal Experiences

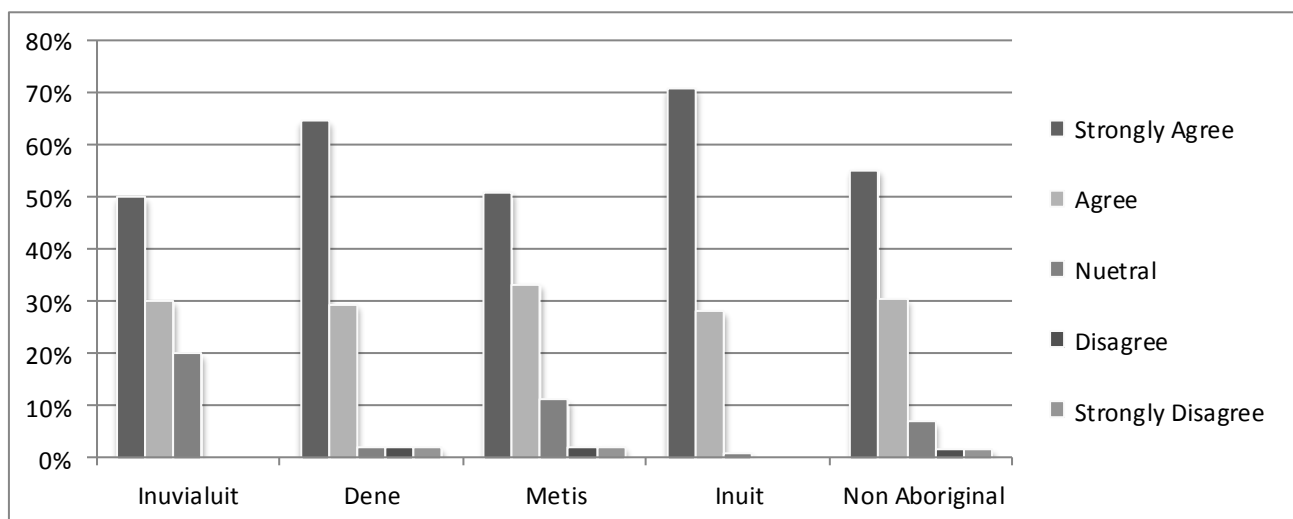
[N=924]

	<i>Strongly Agree (%)</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>	2010 AWG Mean	2002 AWG Mean	2000 AWG Mean	1998 AWG Mean
<i>Gives me an opportunity to enjoy sports</i>									
Male	59.0	36.3	3.7	0.2	0.7	4.53	4.53		
Female	70.1	26.1	3.6	0.2	0.0	4.66	4.67		
Total Sample	65.0	30.8	3.7	0.2	0.3	4.60	4.59	4.53	4.10
<i>Gives me the chance for new adventures and excitement</i>									
Male	58.1	36.5	4.7	0.2	0.5	4.51	4.42		
Female	67.0	28.3	4.2	0.4	0.0	4.62	4.64		
Total Sample	62.9	32.1	4.5	0.3	0.2	4.57	4.50	4.42	3.50
<i>Gives me a chance to see other towns/places</i>									
Male	56.4	31.9	6.9	1.7	3.0	4.37	4.54		
Female	63.2	27.5	7.2	1.5	0.6	4.51	4.70		
Total Sample	60.1	29.5	7.1	1.6	1.7	4.45	4.61	4.41	3.57
<i>Provides interesting experiences which I can tell my friends about afterwards</i>									
Male	56.7	36.1	5.7	1.0	0.5	4.48	4.44		
Female	67.4	28.4	4.1	0.2	0.0	4.63	4.62		
Total Sample	62.5	31.9	4.8	0.6	0.2	4.56	4.57	4.46	3.76
<i>Brings happy memories after the Event</i>									
Male	57.0	36.3	6.4	0.0	0.2	4.50	4.44		
Female	67.9	28.7	3.2	0.2	0.0	4.54	4.57		
Total Sample	62.9	32.2	4.7	0.1	0.1	4.58	4.50	4.53	4.48

<i>Provides me with a physical challenge</i>									
Male	54.3	34.3	9.6	0.7	1.0	4.40	4.54		
Female	57.1	31.6	10.0	0.9	0.4	4.44	4.69		
Total Sample	55.8	32.8	9.8	0.8	0.7	4.42	4.60	4.36	3.15
<i>Helps me respect myself for doing these things</i>									
Male	49.8	39.9	9.2	0.5	0.7	4.37	4.27		
Female	51.3	38.3	9.1	1.3	0.0	4.40	4.38		
Total Sample	50.6	39.0	9.2	0.9	0.3	4.39	4.31	4.28	4.29
<i>It gives me the chance to compete with others</i>									
Male	57.1	36.0	4.0	2.5	0.5	4.47	4.52		
Female	64.7	27.2	6.6	0.9	0.6	4.54	4.59		
Total Sample	61.1	31.3	5.4	1.6	0.6	4.51	4.55	4.45	4.29
<i>Lets youth learn more about different sports</i>									
Male	48.2	40.0	9.8	1.5	0.5	4.34	4.32		
Female	50.6	41.0	7.6	0.6	0.2	4.41	4.32		
Total Sample	49.5	40.5	8.6	1.0	0.3	4.38	4.32	4.38	4.31
<i>To Have Fun</i>									
Male	70.1	28.1	1.7	0.0	0.0	4.38	4.66		
Female	75.5	23.1	1.3	0.2	0.0	4.74	4.76		
Total Sample	73.0	25.4	1.5	0.1	0.0	4.71	4.70	4.7	4.71
<i>Training and competition keeps me healthy</i>									
Male	49.4	39.3	9.8	0.7	0.7	4.36	4.29		
Female	46.1	36.3	14.4	3.0	0.2	4.25	4.28		
Total Sample	47.6	37.7	12.3	1.9	0.5	4.31	4.29		

Source: 2010 Grande Prairie Arctic Winter Games: Personal, Social, and Community Benefits of Participation

Table 1.6 – “The AWGs give me a chance to see other towns and places.”



Source: 2010 Grande Prairie Arctic Winter Games: Personal, Social, and Community Benefits of Participation

Comparisons by Ethnicity for All Participants

*Participants [N=924]

(Inuvialuit=51, Dene=10, Metis=199, Inuit=43, Non Aboriginal=531, Missing=85)

Table 1.7. Factor 1. “Excitement, Challenges and Positive Experiences”.

	(ANOVA for Means)							
	<i>Strongly Agree(%)</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>	Mean	Sig.	
<i>Gives me opportunity to enjoy sports</i>							.570	
Inuvialuit	60.0	20.0	20.0	0.0	0.0	4.40		
Dene	68.6	25.5	3.9	2.0	0.0	4.61		
Metis	56.8	38.6	4.5	0.0	0.0	4.52		
Inuit	66.7	30.8	2.6	0.0	0.0	4.64		
Non Aboriginal	64.1	31.9	3.6	0.2	0.2	4.60		
<i>Gives me the chance for new adventures and excitement</i>							.056	
Inuvialuit	33.3	33.3	33.3	0.0	0.0	4.00		
Dene	70.6	25.5	3.9	0.0	0.0	4.67		
Metis	64.4	31.1	4.4	0.0	0.0	4.60		
Inuit	58.7	38.8	2.0	0.5	0.0	4.56		
Non Aboriginal	62.9	32.6	4.7	0.4	0.1	4.56		
<i>Gives me a chance to see other towns/places</i>							.000*	
Inuvialuit	50.0	30.0	20.0	0.0	0.0	4.30		
Dene	64.7	29.4	2.0	2.0	2.0	4.53		
Metis	51.1	33.3	11.1	2.2	2.2	4.29		
Inuit	70.9	28.1	1.0	0.0	0.0	4.70		
Non Aboriginal	55.3	30.4	7.0	1.7	1.6	4.35		
<i>Provides interesting experiences which I can tell my friends afterwards</i>							.945	
Inuvialuit	55.6	33.3	11.1	0.0	0.0	4.44		
Dene	63.3	32.7	4.1	0.0	0.0	4.59		
Metis	57.8	37.8	4.4	0.0	0.0	4.53		
Inuit	63.9	30.9	4.7	0.5	0.0	4.58		
Non Aboriginal	62.2	32.3	4.6	0.8	0.2	4.56		
<i>Brings happy memories after Games</i>							.003**	
Inuvialuit	30.0	60.0	10.0	0.0	0.0	4.20		
Dene	62.7	31.4	5.9	0.0	0.0	4.57		
Metis	60.0	33.3	6.7	0.0	0.0	4.53		
Inuit	72.4	26.0	1.5	0.0	0.0	4.71		
Non Aboriginal	60.2	33.7	5.7	0.2	0.2	4.54		
<i>Provides youth with a physical challenge</i>							.168	
Inuvialuit	22.2	55.6	22.2	0.0	0.0	4.00		
Dene	64.7	29.4	5.9	0.0	0.0	4.59		
Metis	51.1	42.2	6.7	0.0	0.0	4.44		
Inuit	49.5	38.5	10.9	1.0	0.0	4.36		
Non Aboriginal	56.8	31.4	9.8	0.9	0.9	4.42		

(Table 1.6. Continued.)

	<i>Strongly Agree(%)</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>	Mean	Sig.
<i>Helps me respect myself for doing these things</i>							.652
Inuvialuit	40.0	40.0	20.0	0.0	0.0	4.20	
Dene	52.9	37.3	9.8	0.0	0.0	4.43	
Metis	48.9	35.6	8.9	6.7	0.0	4.27	
Inuit	58.2	37.6	4.1	0.0	0.0	4.54	
Non Aboriginal	47.4	39.8	11.6	1.0	0.2	4.33	
<i>It gives youth the chance to compete with others</i>							.002***
Inuvialuit	30.0	40.0	30.0	0.0	0.0	4.00	
Dene	68.6	25.5	3.9	2.0	0.0	4.61	
Metis	54.5	40.9	4.5	0.0	0.0	4.50	
Inuit	51.5	40.2	4.1	3.1	1.0	4.38	
Non Aboriginal	64.9	29.1	4.6	1.0	0.4	4.47	
<i>Lets youth learn more about sports</i>							.729
Inuvialuit	40.0	40.0	20.0	0.0	0.0	4.20	
Dene	60.8	29.4	3.9	5.9	0.0	4.45	
Metis	57.8	28.9	13.3	0.0	0.0	4.44	
Inuit	50.5	41.4	7.1	0.5	0.5	4.41	
Non Aboriginal	47.7	42.6	8.5	0.8	0.4	4.37	
<i>To have fun</i>							.184
Inuvialuit	60.0	30.0	10.0	0.0	0.0	4.50	
Dene	84.3	13.7	2.0	0.0	0.0	4.82	
Metis	77.8	22.2	0.0	0.0	0.0	4.78	
Inuit	73.2	26.3	0.5	0.0	0.0	4.73	
Non Aboriginal	71.3	27.2	1.3	0.2	0.0	4.70	
<i>Training and competition keeps me healthy</i>							0.364
Inuvialuit	50.0	20.0	30.0	0.0	0.0	4.20	
Dene	41.2	41.2	15.7	2.0	0.0	4.22	
Metis	52.3	40.9	4.5	2.3	0.0	4.43	
Inuit	41.4	43.9	11.6	3.0	0.0	4.24	
Non Aboriginal	50.2	35.6	12.4	1.0	0.8	4.34	

Source: 2010 Grande Prairie Arctic Winter Games: Personal, Social, and Community Benefits of Participation

* For “Gives me a chance to see other towns/places”, Inuit significantly differs from Metis and Non Aboriginal.

** For “Brings happy memories after Games”, Inuit significantly differs from Non Aboriginal.

*** For “It gives youth the chance to compete with others”, Inuit significantly differs from Non Aboriginal.

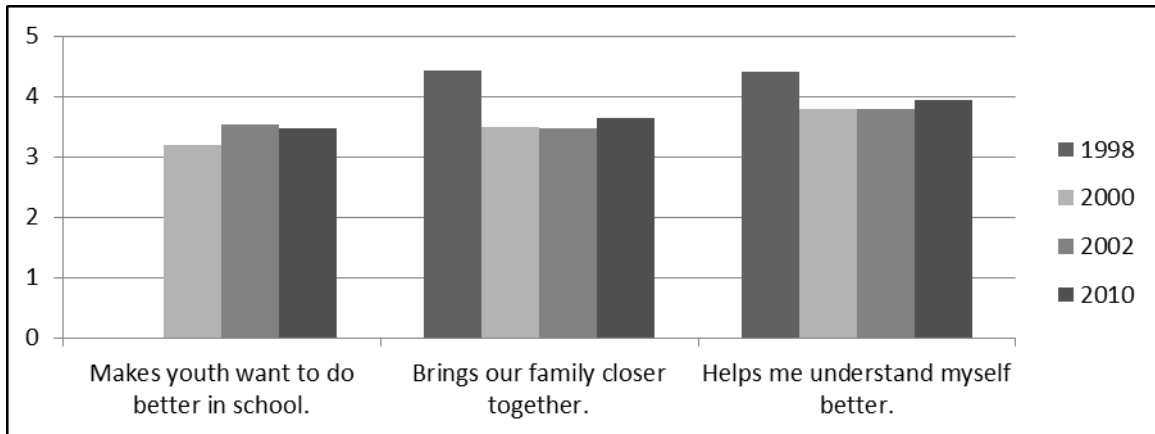
Section 2: Enhanced Self-Esteem and Growth in Personal Outlook

This dimension of personal and social benefits consists of 6 questions (eigenvalue = 2.594, alpha = .892) and is interpreted as “Enhanced Self Esteem and Personal Outlook.” This dimension contains items that represent the participants’ perceptions of self, and improvement, through diverse sport and cultural experiences.

When compared to the other four dimensions, respondents expressed relatively less of a positive attitude toward the dimension of enhanced self-esteem and growth in personal outlook. The mean scores of items in this dimension were all less than four, except for the item that: *these games help me to develop my own leadership skills*. The data suggested that the majority of respondents were either in agreeance or neutral on the following items: *AWG’s makes youth want to do better in school, involvement in these games make my community closer together, makes my community a better place to live, and brings families closer together*. The item that was rated the highest in this dimension by respondents was: *AWG’s help me develop my own leadership skills*.

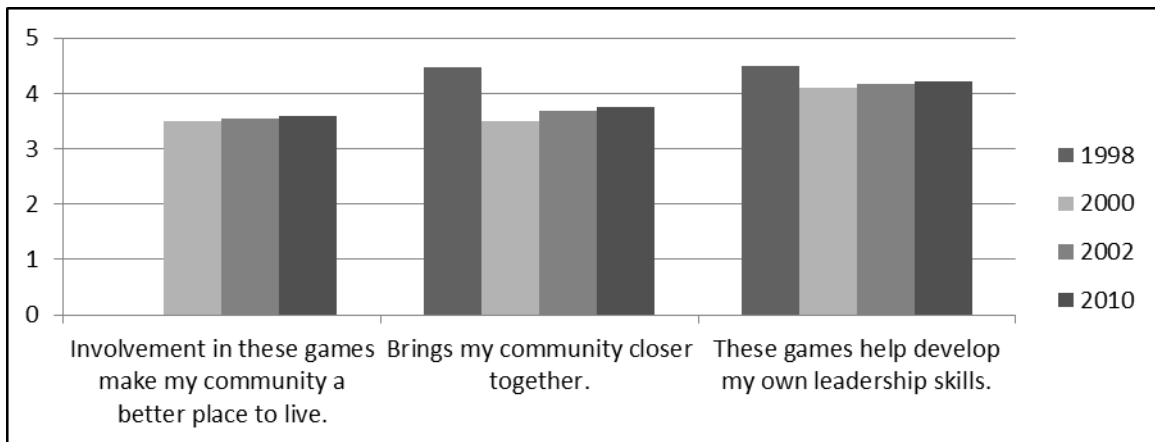
For the comparisons between athletes from the last three AWGs results (see table 2 comparisons), there were significant differences in items on *these games: help me understand myself better, and bring my family closer together*. Within this AWGs study between males and females, significant differences in responses were found in the following categories: *Makes me want to do better in school, the games my community a better place to live, and the games bring my family closer together*. For all of the items in this dimension, female athletes had the tendency to generally have a slightly more negative attitude towards the items than the male athletes. One of the best examples of this was the item *brings my family closer together*, which was rated a 3.70 by the males athletes and 3.58 by the female athletes. There was however an increase in the average scores of both the males and females responses in every category, except for one which remained the same as the previous year’s.

Table 2.1 Comparisons of Enhancement in Self Esteem and Growth in Personal Outlook



Scale: 1 = Strongly Disagree, 5 = Strongly Agree

Table 2.2 Comparisons of Enhancement in Self Esteem and Growth in Personal Outlook



Scale: 1 = Strongly Disagree, 5 = Strongly Agree

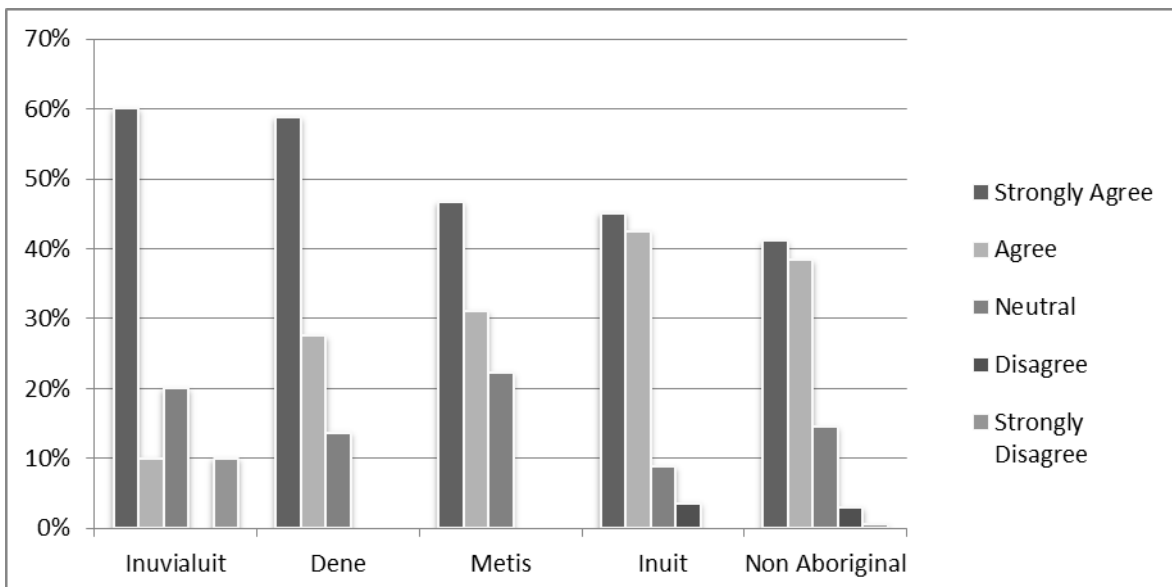
Table 2.3: Enhanced Self-Esteem and Growth in Personal Outlook

[N=924]

	<i>Strongly Agree (%)</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>	2010 AWG Mean	2002 AWG Mean	2000 AWG Mean	1998 AWG Mean
<i>Makes youth want to do better in school</i>									
Males	26.2	24.9	31.4	8.5	9.0	3.51	3.48		
Females	22.9	22.2	33.9	14.7	6.3	3.41	3.41		
Total Sample	24.4	23.5	32.8	11.8	7.5	3.47	3.54	3.20	
<i>Involvement in these games make my community a better place to live</i>									
Males	25.1	30.3	32.3	8.2	4.2	3.64	3.63		
Females	23.1	23.1	40.2	11.5	2.1	3.53	3.41		
Total Sample	24.0	26.4	36.5	10.0	3.1	3.58	3.54	3.50	
<i>Brings our family closer together</i>									
Males	28.2	28.0	33.2	6.7	4.0	3.70	3.56		
Females	21.2	29.9	36.3	11.1	1.5	3.58	3.35		
Total Sample	24.4	29.0	34.9	9.1	2.6	3.64	3.48	3.50	4.43
<i>Helps me to understand myself better</i>									
Males	33.4	38.9	20.8	4.7	2.2	3.97	3.83		
Females	32.2	33.0	26.9	7.5	0.4	3.89	3.75		
Total Sample	32.8	35.7	24.1	6.2	1.3	3.94	3.80	3.80	4.40
<i>Brings my community closer together</i>									
Males	26.4	36.8	29.4	4.4	3.0	3.79	3.76		
Females	26.1	29.7	35.5	7.9	0.9	3.72	3.57		
Total Sample	26.2	33.0	32.6	6.3	1.8	3.75	3.69	3.50	4.48
<i>These games help develop my own leadership skills</i>									
Males	46.3	36.0	13.5	2.8	1.5	4.23	4.17		
Females	42.6	38.3	15.7	3.4	0.0	4.20	4.14		
Total Sample	44.3	37.2	14.7	3.1	0.7	4.21	4.16	4.10	4.49

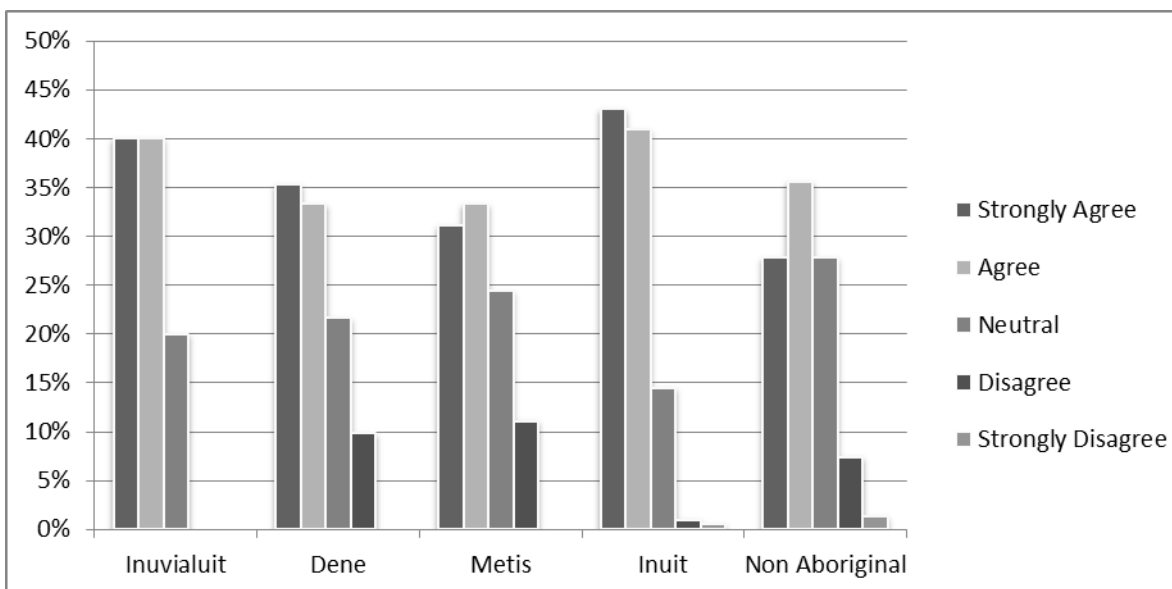
Source: 2010 Grande Prairie Arctic Winter Games: Personal, Social, and Community Benefits of Participation

Table 2.4 – “The AWGs help me to develop my own leadership skills.”



Source: 2010 Grande Prairie Arctic Winter Games: Personal, Social, and Community Benefits of Participation

Table 2.5 – “The AWGs help me to understand myself better.”



Source: 2010 Grande Prairie Arctic Winter Games: Personal, Social, and Community Benefits of Participation

Table 2.6. Factor 2. “Enhanced Self-Esteem and Personal Outlook”.

	Strongly Agree(%)	Agree	Neutral	Disagree	Strongly Disagree	Mean	Sig.
Makes youth want to do better in school							.000*
Inuvialuit	30.0	30.0	40.0	0.0	0.0	3.90	
Dene	37.3	21.6	29.4	9.8	2.0	3.82	
Metis	22.2	17.8	44.4	11.1	4.4	3.42	
Inuit	40.4	33.2	20.7	3.6	2.1	4.06	
Non Aboriginal	18.0	19.6	36.2	15.7	10.5	3.19	
Involvement in these games make my community a better place to live							.001**
Inuvialuit	40.0	20.0	40.0	0.0	0.0	4.00	
Dene	26.0	22.0	40.0	12.0	0.0	3.62	
Metis	26.7	22.2	42.2	8.9	0.0	3.67	
Inuit	30.2	32.8	29.2	6.2	1.6	3.84	
Non Aboriginal	21.1	24.8	38.7	11.4	4.0	3.48	
Brings our family closer together							.002***
Inuvialuit	30.0	30.0	40.0	0.0	0.0	4.00	
Dene	37.3	21.6	29.4	9.8	2.0	3.78	
Metis	22.2	17.8	44.4	11.1	4.4	3.64	
Inuit	40.4	33.2	20.7	3.6	2.1	3.85	
Non Aboriginal	18.0	19.6	36.2	15.7	10.5	3.53	
Helps me to understand myself better							.000****
Inuvialuit	40.0	40.0	20.0	0.0	0.0	4.20	
Dene	35.3	33.3	21.6	9.8	0.0	3.94	
Metis	31.1	33.3	24.4	11.1	0.0	3.84	
Inuit	43.0	40.9	14.5	1.0	0.5	4.25	
Non Aboriginal	27.8	35.6	27.8	7.4	1.3	3.81	
Brings my community closer together							.211
Inuvialuit	40.0	10.0	50.0	0.0	0.0	3.90	
Dene	29.4	17.6	51.0	2.0	0.0	3.75	
Metis	31.1	31.1	28.9	8.9	0.0	3.84	
Inuit	25.4	42.0	28.5	3.6	0.5	3.88	
Non Aboriginal	23.2	32.8	33.0	7.2	2.5	3.70	
These games help develop my own leadership skills							.116
Inuvialuit	60.0	10.0	20.0	0.0	10.0	4.10	
Dene	58.8	27.5	13.7	0.0	0.0	4.45	
Metis	46.7	31.1	22.2	0.0	0.0	4.24	
Inuit	45.1	42.5	8.8	3.6	0.0	4.29	
Non Aboriginal	41.1	38.4	14.5	2.9	0.5	4.17	

Source: 2010 Grande Prairie Arctic Winter Games: Personal, Social, and Community Benefits of Participation

*For “Makes youth want to do better in school”, Dene significantly differs from Non Aboriginal and Inuit significantly differs from Metis and Non Aboriginal.

** For “Involvement in these Games make my community a better place to live”, Inuit significantly differs from Non Aboriginal.

*** For “Brings our family closer together”, Inuit significantly differs from Non Aboriginal.

**** For “Helps me to understand myself better”, Inuit significantly differs from Non Aboriginal.

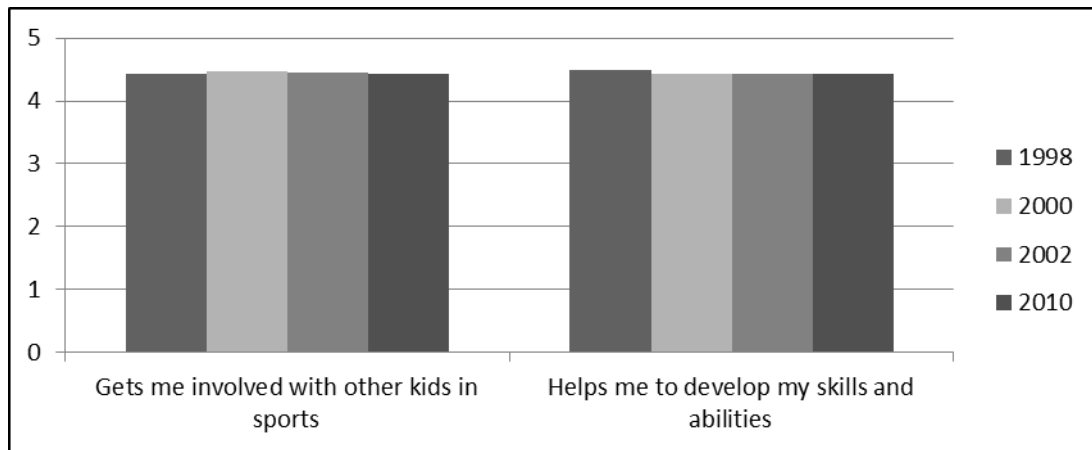
Section 3: Providing Healthy, Challenging and Competitive Opportunities for Youth

This dimension of personal and social benefits consists of four questions (eigenvalue = 2.098, alpha = .894) and is interpreted as “Providing Healthy, Challenging and Competitive Opportunities for Youth.” This dimension represents the participant’s development of skills, improvement of fitness levels, and understanding of their sport in the competitive environment. Male and female comparisons are made in the table (see table 3).

Respondents showed very strong positive attitudes toward providing healthy, challenging, and competitive opportunities for youth. In fact, the mean scores were relatively high for all of the items and all fell between the scores of 4.3 and 4.49. Males had a tendency to view more positively than females the items: *Helps me to develop my skills and abilities* and *Keeps me healthy and physically fit*. Females however viewed the following items more positively than males: *Gets me involved with other kids in sports* and *Challenges me in sports*. The pattern of male athletes’ and female athletes’ findings were relatively close in the distribution scores. Only for the items of *helps me to develop my skills and abilities* and *keeps me healthy and physically fit*, were the scores a little more dispersed, but not overly so.

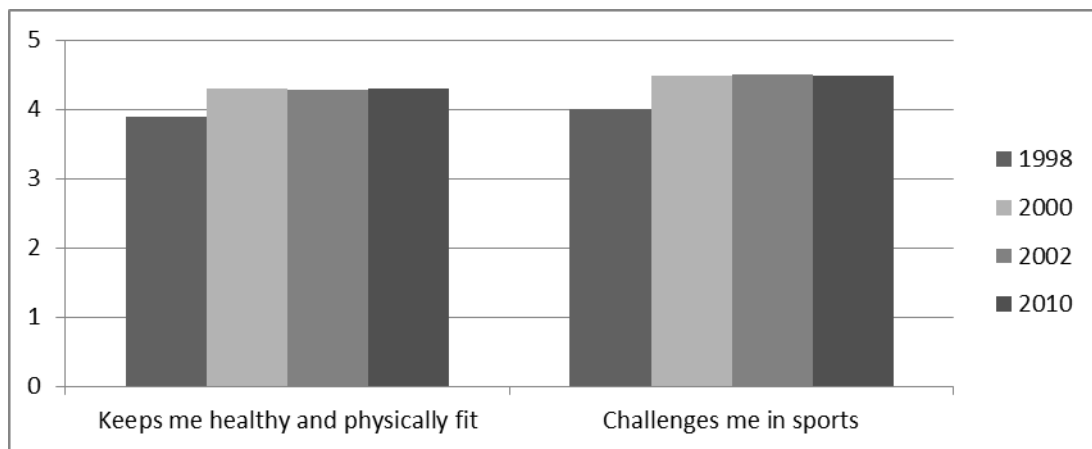
In comparing the mean scores of athletes of these past games in Grande Prairie to the previous three times this study was conducted, there has either been a relatively large increase from the first year, or the scores have remained nearly the same every study. For the categories: *gets me involved with other kids in sports* and *helps me to develop my skills and abilities*, each year the mean scores have all been within .07 of the other three years. Now for the items: *keeps me healthy and physically fit* and *challenges me in sports*, a large increase can be seen from the first study to the second study, where those scores have steadily remained in the following studies.

Table 3.1 Comparisons of Providing Healthy, Challenging, and Competitive Opportunities for Youth



Scale: 1 = Strongly Disagree, 5 = Strongly Agree

Table 3.2 Comparisons of Providing Healthy, Challenging, and Competitive Opportunities for Youth



Scale: 1 = Strongly Disagree, 5 = Strongly Agree

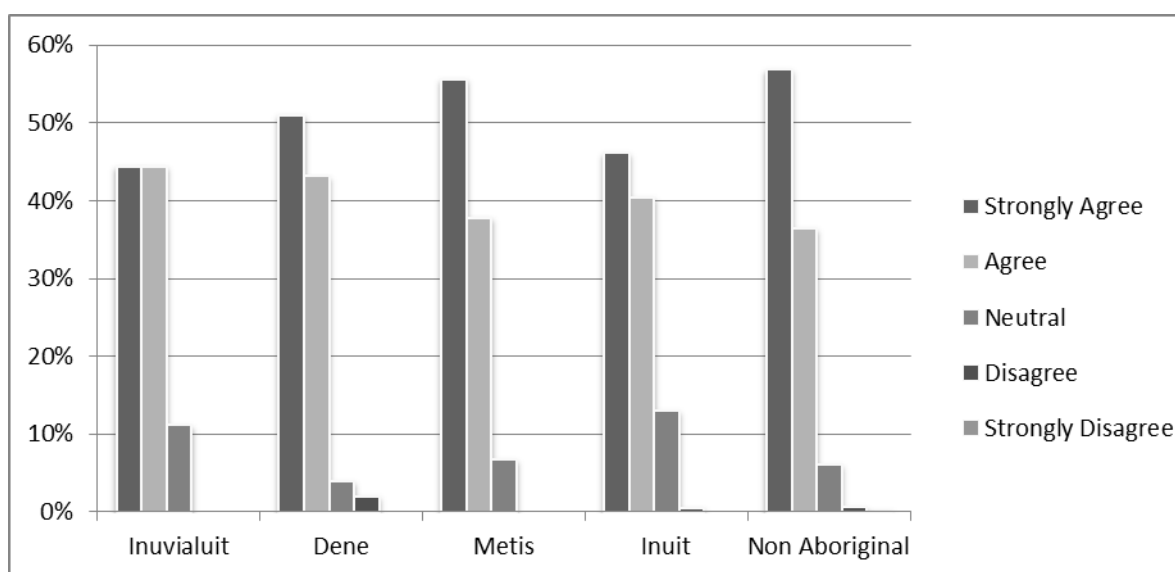
Table 3.3: Providing Healthy, Challenging, and Competitive Opportunities for Youth

[N=924]

	<i>Strongly Agree (%)</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>	2010 AWG Mean	2002 AWG Mean	2000 AWG Mean	1998 AWG Mean
<i>Gets me involved with other kids in sports</i>									
Males	52.1	41.0	6.4	0.2	0.2	4.44	4.42		
Females	54.7	35.7	8.7	0.9	0.0	4.44	4.50		
Total Sample	53.5	38.2	7.7	0.6	0.1	4.44	4.45	4.48	4.42
<i>Helps me to develop my skills and abilities</i>									
Males	55.4	35.2	7.9	1.0	0.5	4.44	4.42		
Females	49.9	40.0	9.7	0.4	0.0	4.39	4.46		
Total Sample	52.4	37.8	8.9	0.7	0.2	4.42	4.43	4.42	4.49
<i>Keeps me healthy and physically fit</i>									
Males	49.4	39.3	9.8	0.7	0.7	4.36	4.29		
Females	46.1	36.3	14.4	3.0	0.2	4.25	4.28		
Total Sample	47.6	37.7	12.3	1.9	0.5	4.30	4.28	4.29	3.90
<i>Challenges me in sports</i>									
Males	59.0	35.3	3.5	1.0	1.2	4.50	4.53		
Females	61.3	27.2	10.9	0.4	0.2	4.49	4.49		
Total Sample	60.2	31.0	7.5	0.7	0.7	4.49	4.51	4.48	4.01

Source: 2010 Grande Prairie Arctic Winter Games: Personal, Social, and Community Benefits of Participation

Table 3.4 – “The AWGs get me involved with other kids in sports.”



Source: 2010 Grande Prairie Arctic Winter Games: Personal and Social Benefits of Participation

Table 3.5. Factor 3. “Providing Healthy, Challenging and Competitive Opportunities for Youth”.

	<i>Strongly Agree(%)</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>	Mean	Sig.
<i>Challenges youth in sports</i>							.173
Inuvialuit	30.0	40.0	30.0	0.0	0.0	4.00	
Dene	58.3	22.9	18.8	0.0	0.0	4.40	
Metis	62.2	26.7	8.9	2.2	0.0	4.49	
Inuit	58.5	35.4	4.6	1.5	0.0	4.51	
Non Aboriginal	61.5	30.9	6.5	0.2	1.0	4.52	
<i>Keeps youth physically fit</i>							.364
Inuvialuit	50.0	20.0	30.0	0.0	0.0	4.20	
Dene	41.2	41.2	15.7	2.0	0.0	4.22	
Metis	52.3	40.9	4.5	2.3	0.0	4.43	
Inuit	41.4	43.9	11.6	3.0	0.0	4.24	
Non Aboriginal	50.2	38.1	12.2	1.6	0.5	4.34	
<i>Helps me develop my skills and abilities</i>							.007*
Inuvialuit	10.0	40.0	50.0	0.0	0.0	3.60	
Dene	52.0	34.0	14.0	0.0	0.0	4.38	
Metis	55.6	37.8	4.4	2.2	0.0	4.47	
Inuit	51.3	41.5	6.2	1.0	0.0	4.43	
Non Aboriginal	52.6	37.4	9.3	0.4	0.4	4.41	
<i>Gets youth involved with other kids in sports</i>							.051
Inuvialuit	44.4	44.4	11.1	0.0	0.0	4.33	
Dene	51.0	43.1	3.9	2.0	0.0	4.43	
Metis	55.6	37.8	6.7	0.0	0.0	4.49	
Inuit	46.1	40.4	13.0	0.5	0.0	4.32	
Non Aboriginal	56.8	36.4	6.1	0.6	0.2	4.49	

Source: 2010 Grande Prairie Arctic Winter Games: Personal, Social, and Community Benefits of Participation

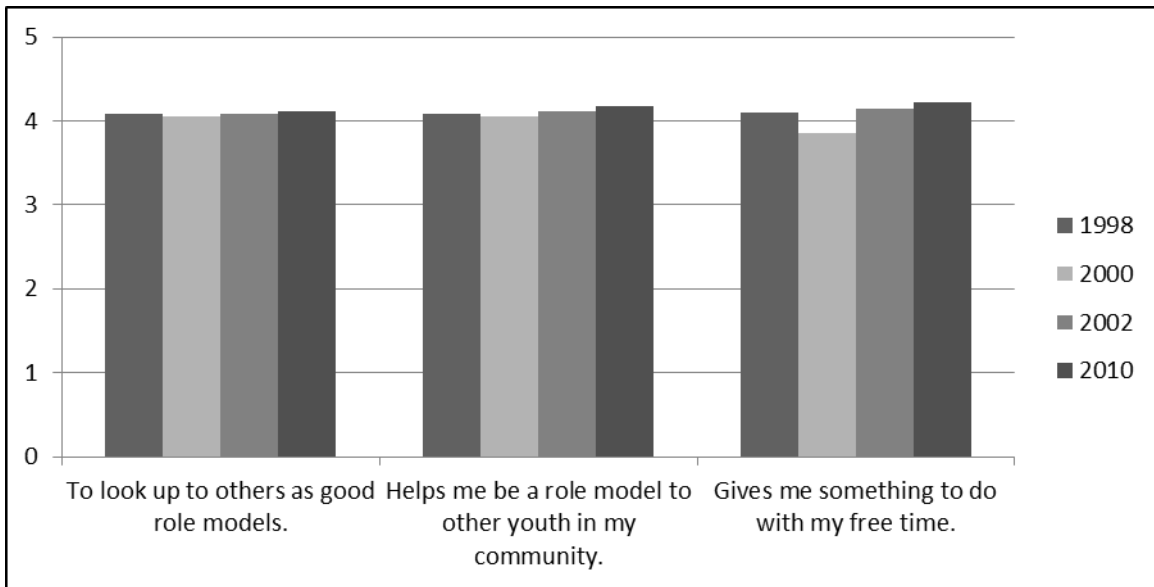
* For “Helps me develop my skills and abilities”, Inuvialuit significantly differs from Dene, Metis, Inuit, and Non Aboriginal.

Section 4: Sense of Belonging and Strengthening of Community Ties

This dimension of personal and social benefits consists of 6 questions (eigenvalue = 1.411, alpha = .807) and is interpreted as “Sense of Belonging and Strengthening of Community Ties.” This dimension represents the respondents’ awareness and appreciation of the community and their place within the community." Male and female comparisons are made in the table (see table 4 Comparisons).

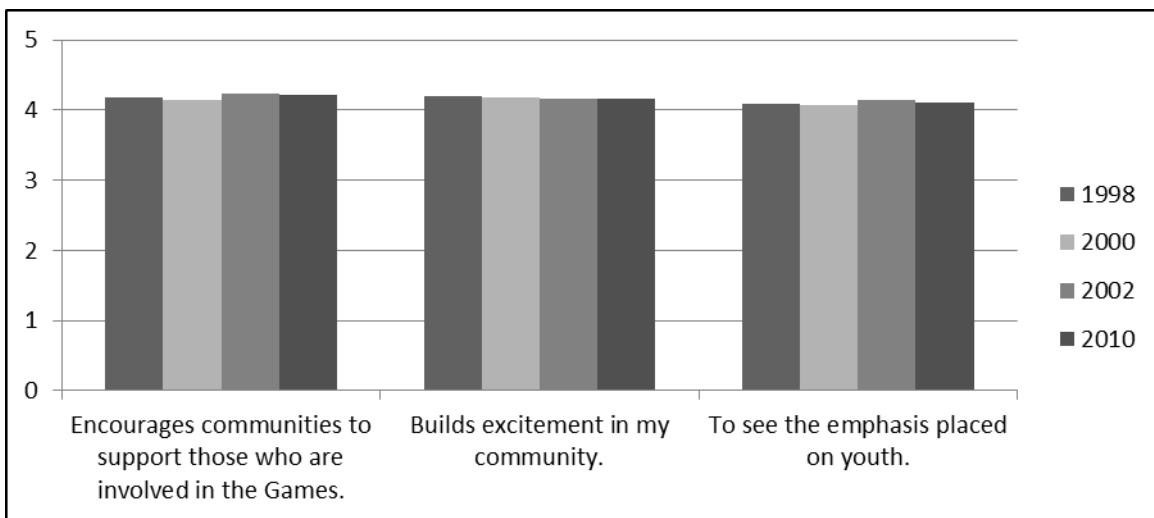
A majority of respondents agreed or strongly agreed with items in this dimension. The data showed that the distribution of scores is concentrated on “agreement” for most items. One exception is for the item: *gives me something to do with my free time*. The majority of respondents answer with “strongly agree.” For male athlete and female athlete comparisons, significant differences exist regarding the following items: *helps me be a role model to other youth in my community* and *gives me something to do with my free time*. For these items, female athletes showed more positive attitudes than male athletes did in each item except for: *to look up to others as good role models*.

Table 4.1 Comparisons of Sense of Belonging and Strengthening of Community Ties



Scale: 1 = Strongly Disagree, 5 = Strongly Agree

Table 4.2 Comparisons of Sense of Belonging and Strengthening of Community Ties



Scale: 1 = Strongly Disagree, 5 = Strongly Agree

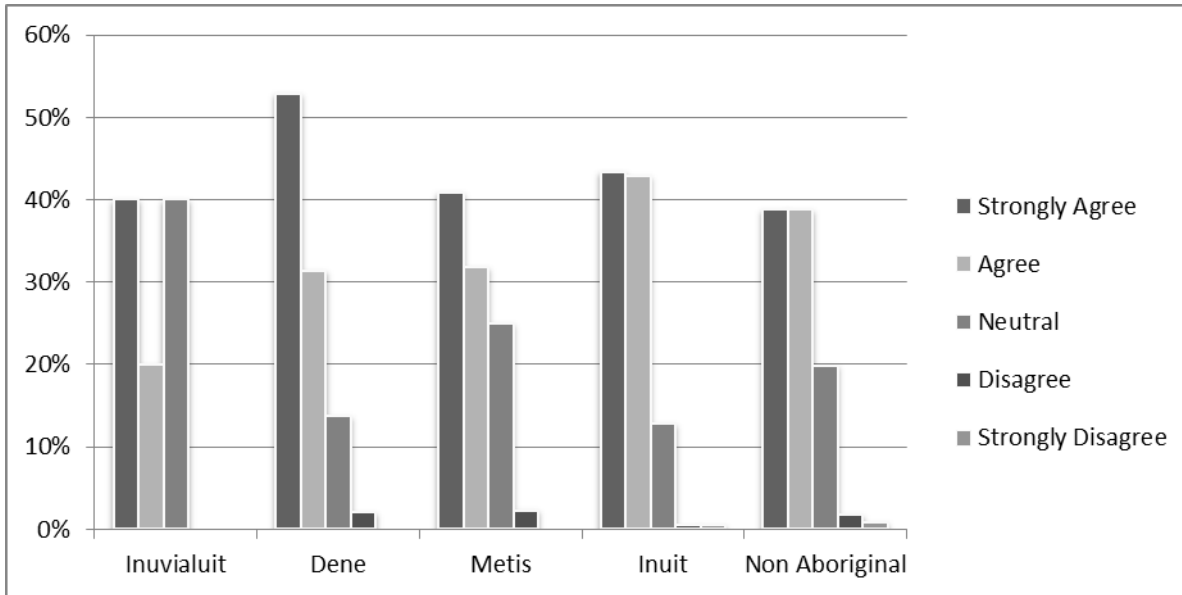
Table 4.3: Sense of belonging and Strengthening of Community Ties

[N=924]

	<i>Strongly Agree (%)</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>	2010 AWG Mean	2002 AWG Mean	2000 AWG Mean	1998 AWG Mean
<i>To look up to others as good role models</i>									
Male	35.1	43.5	17.5	2.5	1.5	4.08	4.06		
Female	34.7	45.5	18.4	1.3	0.2	4.13	4.13		
Total Sample	34.9	44.5	18.4	1.3	0.2	4.11	4.09	4.06	4.08
<i>Helps me be a role model to other youth in my community</i>									
Male	37.4	40.8	18.6	2.2	1.0	4.11	4.06		
Female	43.2	37.6	17.9	1.1	0.2	4.23	4.18		
Total Sample	40.5	39.1	18.2	1.6	0.6	4.17	4.11	4.05	4.09
<i>Encourages communities to support those who are involved in the Games</i>									
Male	37.2	48.0	12.1	2.2	0.5	4.19	4.19		
Female	39.4	43.2	15.7	1.7	0.0	4.20	4.30		
Total Sample	38.4	45.4	14.0	1.9	0.2	4.21	4.24	4.15	4.18
<i>Builds excitement in my community</i>									
Male	35.6	49.4	12.0	2.0	1.0	4.17	4.15		
Female	37.3	44.0	15.7	2.5	0.4	4.15	4.21		
Total Sample	36.5	46.5	14.0	2.3	0.7	4.17	4.17	4.18	4.20
<i>To see the emphasis placed on youth</i>									
Male	29.1	53.9	16.0	0.7	0.2	4.11	4.14		
Female	30.8	50.7	17.6	0.6	0.2	4.11	4.16		
Total Sample	30.0	52.2	16.8	0.7	0.2	4.11	4.14	4.08	4.09
<i>Gives me something to do with my free time</i>									
Male	40.5	37.5	15.3	5.4	1.2	4.11	4.16		
Female	48.0	36.1	13.2	2.3	0.4	4.29	4.14		
Total Sample	44.5	36.8	14.2	3.8	0.8	4.22	4.15	3.85	4.10

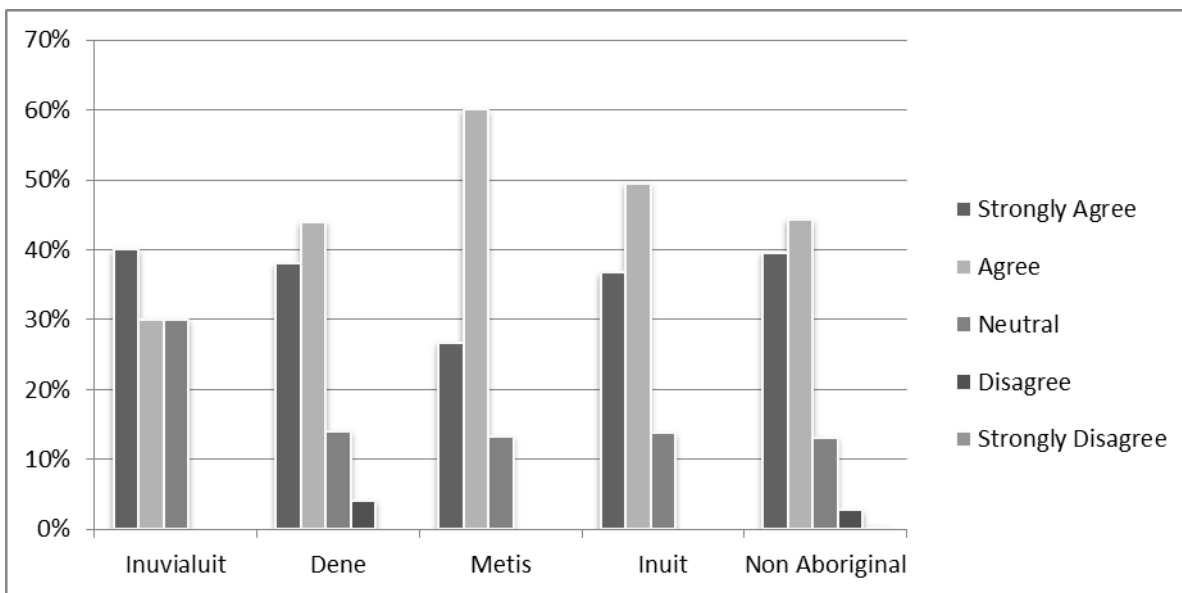
Source: 2010 Grande Prairie Arctic Winter Games: Personal, Social, and Community Benefits of Participation

Table 4.4 – “The AWGs help me to be a role model to other youth in my community.”



Source: 2010 Grande Prairie Arctic Winter Games: Personal, Social, and Community Benefits of Participation

Table 4.5 – “The AWGs encourage communities to support residents who are involved in the Games.”



Source: 2010 Grande Prairie Arctic Winter Games: Personal, Social, and Community Benefits of Participation

Table 4.6. Factor 4. “Sense of Belonging and Strengthening of Community Ties”.

(ANOVA for Means)

	<i>Strongly Agree(%)</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>	<i>Mean</i>	<i>Sig.</i>
<i>Builds excitement and involvement of the people in my community</i>							.610
Inuvialuit	40.0	40.0	20.0	0.0	0.0	4.20	
Dene	43.1	33.3	19.6	3.9	0.0	4.16	
Metis	35.6	46.7	13.3	4.4	0.0	4.13	
Inuit	37.9	55.6	6.1	0.0	0.5	4.30	
Non Aboriginal	35.4	46.2	14.5	2.0	0.7	4.16	
<i>To look up to others as good role models</i>							.000*
Inuvialuit	20.0	30.0	50.0	0.0	0.0	3.70	
Dene	41.2	43.1	15.7	0.0	0.0	4.25	
Metis	33.3	35.6	26.7	4.4	0.0	3.98	
Inuit	41.2	52.6	5.7	0.5	0.0	4.35	
Non Aboriginal	31.4	43.3	21.9	2.3	1.1	4.02	
<i>Helps me to act as a role model to other youth in my community</i>							.101
Inuvialuit	40.0	20.0	40.0	0.0	0.0	4.00	
Dene	52.9	31.4	13.7	2.0	0.0	4.35	
Metis	40.9	31.8	25.0	2.3	0.0	4.11	
Inuit	43.4	42.9	12.8	0.5	0.5	4.28	
Non Aboriginal	38.8	38.8	19.9	1.7	0.8	4.13	
<i>Encourages communities to support residents who are involved in Games</i>							.916
Inuvialuit	40.0	30.0	30.0	0.0	0.0	4.10	
Dene	38.0	44.0	14.0	4.0	0.0	4.16	
Metis	26.7	60.0	13.3	0.0	0.0	4.13	
Inuit	36.7	49.5	13.8	0.0	0.0	4.23	
Non Aboriginal	39.6	44.3	13.1	2.7	0.4	4.20	
<i>To see the emphasis placed on youth</i>							.401
Inuvialuit	30.0	50.0	20.0	0.0	0.0	4.10	
Dene	25.2	51.0	21.6	2.0	0.0	4.00	
Metis	26.7	5.5	6.6	0.0	0.0	4.07	
Inuit	27.4	64.7	7.4	0.5	0.0	4.19	
Non Aboriginal	31.1	52.9	16.5	0.7	0.2	4.11	
<i>Gives youth something to do in free time</i>							.577
Inuvialuit	60.0	30.0	10.0	0.0	0.0	4.50	
Dene	47.1	37.3	15.7	0.0	0.0	4.31	
Metis	47.7	31.8	18.2	2.3	0.0	4.25	
Inuit	40.6	38.6	15.7	5.1	0.0	4.15	
Non Aboriginal	44.6	36.4	14.1	3.6	1.3	4.19	

Source: 2010 Grande Prairie Arctic Winter Games: Personal, Social, and Community Benefits of Participation

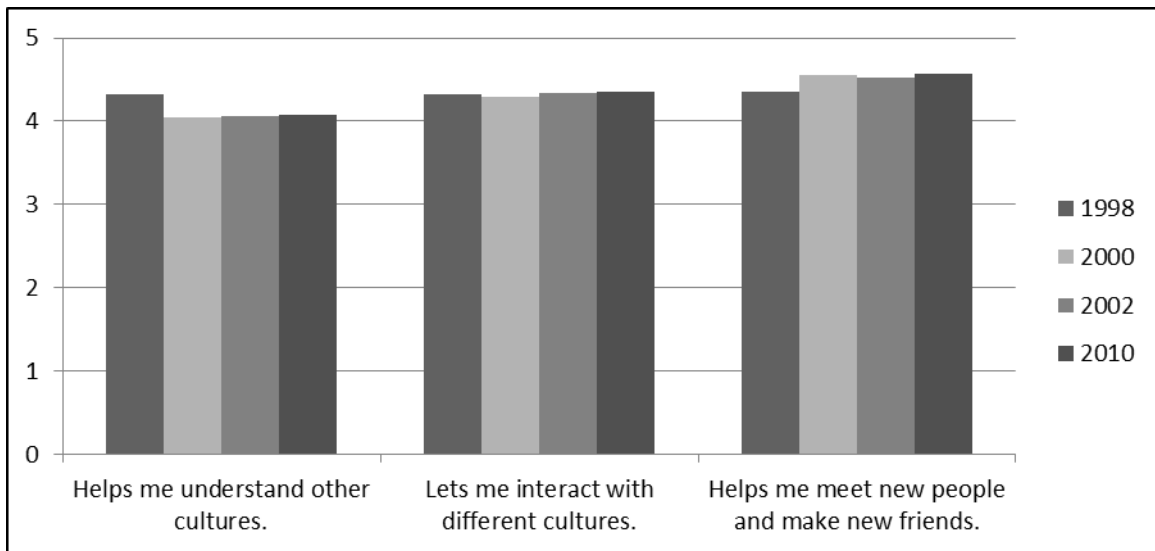
* For “To look up to others as good role models”, Inuit significantly differs from Metis and Non Aboriginal.

Section 5: Promoting Socialization and Strengthening Cultural Awareness

This dimension of personal and social benefits consists of 7 questions (eigen value = 1.056, alpha = .817) and is titled “Promotion of Socialization and Strengthening Cultural Awareness.” This dimension represents participants’ appreciation and understanding of different cultures from actual experiences, and the joy which comes from the many and varied interactions. Male and female comparisons are made in the table (see Table 5).

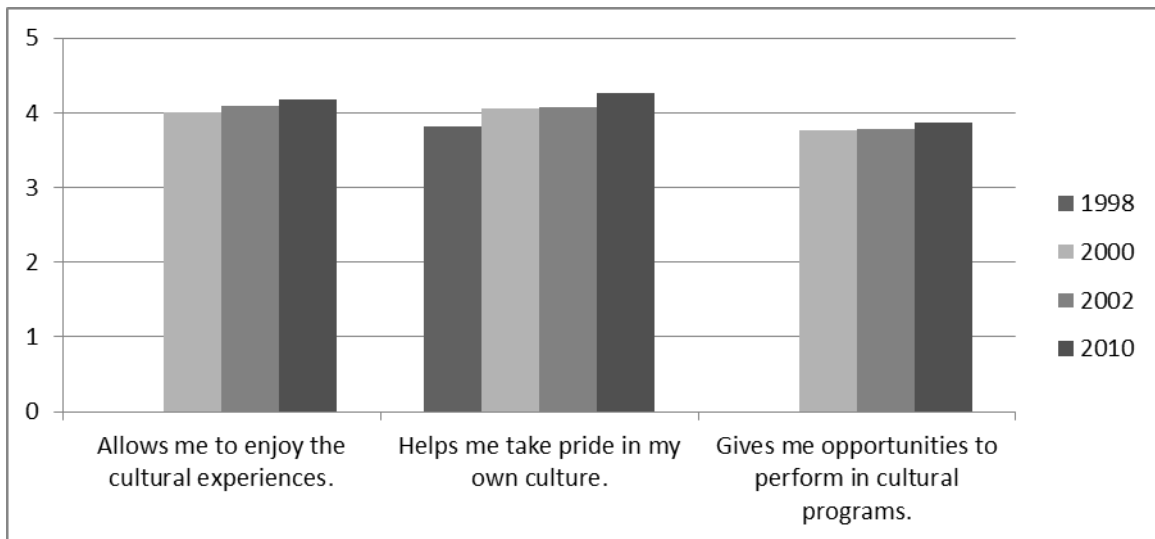
Overall, positive outcomes were expressed regarding the items of this dimension: promotion of socialization and strengthening cultural awareness. Respondents vastly agreed to the item *helps me meet new people and make new friends, lets me interact with different cultures, gives me opportunity to find out something new about someone else, and helps me take pride in my own culture.* On the other hand, the distributions in scores were relatively spread out on the items of: *helps me understand other cultures, and gives me opportunities to perform in the AWG cultural programs,* and in fact, the means score of the later item was slightly lower than 4. It was observed that while sport and cultural events were prevalent, the athletes either could not, or decided on other things to do rather than participate in or observe the cultural events, which is consistent with these findings. For comparisons between male athletes and female athletes, there were not any noticeably significant differences between them regarding the items. Overall on these items, there were more female athletes who showed positive attitude than male athletes. The only exceptions were for the items of: *lets me interact with different cultures and gives me opportunities to perform in cultural programs.*

Table 5.1 Comparisons of the Promotion of Socialization and Strengthening Cultural Awareness



Scale: 1 = Strongly Disagree, 5 = Strongly Agree

Table 5.2 Comparisons of the Promotion of Socialization and Strengthening Cultural Awareness



Scale: 1 = Strongly Disagree, 5 = Strongly Agree

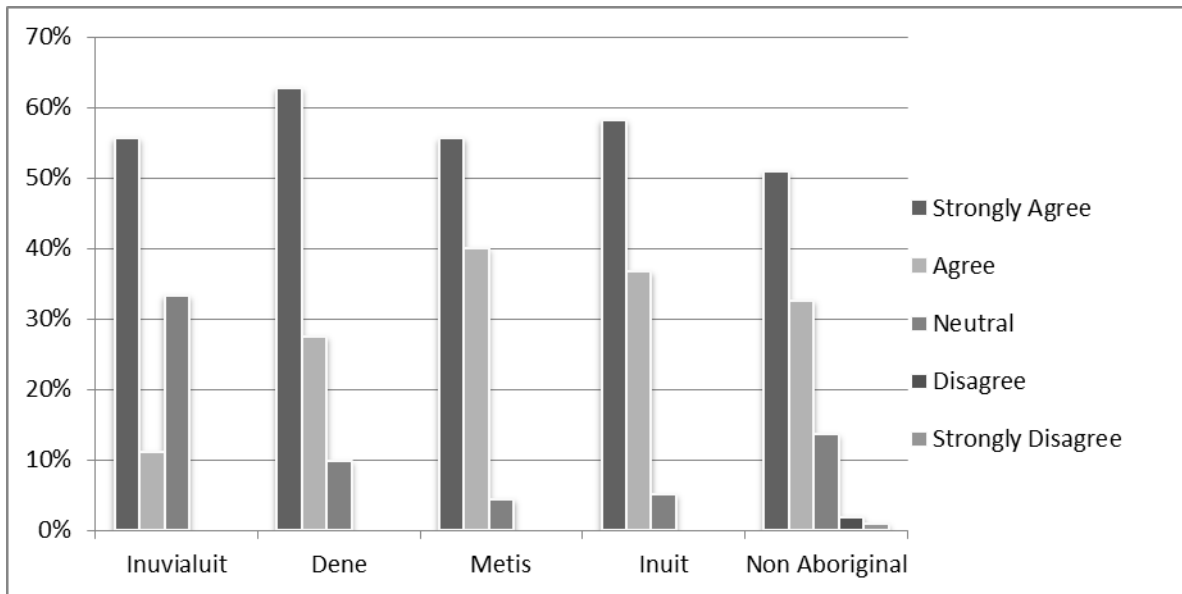
Table 5.3: Promotion of Socialization and Strengthening Cultural Awareness

[N=924]

	<i>Strongly Agree (%)</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>	2010 AWG Mean	2002 AWG Mean	2000 AWG Mean	1998 AWG Mean
<i>Helps me understand other cultures</i>									
Males	35.6	38.1	22.4	3.2	0.7	4.05	4.02		
Females	37.1	37.7	22.7	1.9	0.6	4.09	4.10		
Total Sample	36.4	37.9	22.6	2.5	0.7	4.08	4.06	4.05	4.33
<i>Gives me the opportunity to find out something new about someone else</i>									
Males	43.3	45.8	10.6	0.0	0.2	4.32	4.30		
Females	50.4	36.1	13.0	0.4	0.0	4.37	4.41		
Total Sample	47.2	40.6	11.9	0.2	0.1	4.35	4.35	4.28	4.10
<i>Allows me to enjoy the cultural experiences</i>									
Males	39.6	38.6	18.3	2.0	1.5	4.13	4.06		
Females	41.4	38.0	18.4	2.1	0.2	4.18	4.14		
Total Sample	40.5	38.3	18.3	2.1	0.8	4.17	4.09	4.01	
<i>Helps me take pride in my own culture</i>									
Males	44.9	35.8	16.8	2.0	0.5	4.23	4.06		
Females	48.5	32.4	17.2	1.9	0.0	4.28	4.11		
Total Sample	46.9	33.9	17.0	1.9	0.2	4.27	4.08	4.05	3.81
<i>Lets me interact with different cultures</i>									
Males	51.5	36.2	11.1	0.7	0.5	4.37	4.28		
Females	49.8	36.9	12.0	1.3	0.0	4.35	4.42		
Total Sample	50.6	36.6	11.6	1.0	0.2	4.36	4.34	4.30	4.33
<i>Helps me meet new people and make new friends</i>									
Males	62.5	31.1	6.1	0.2	0.0	4.56	4.47		
Females	65.1	27.7	6.3	0.8	0.0	4.57	4.58		
Total Sample	63.9	29.3	6.2	0.6	0.0	4.57	4.52	4.56	4.36
<i>Gives me opportunities to perform in cultural programs</i>									
Males	31.1	38.8	24.4	4.0	1.7	3.94	3.77		
Females	26.9	36.6	27.8	7.6	1.1	3.81	3.80		
Total Sample	28.8	37.6	26.2	5.9	1.4	3.87	3.79	3.77	

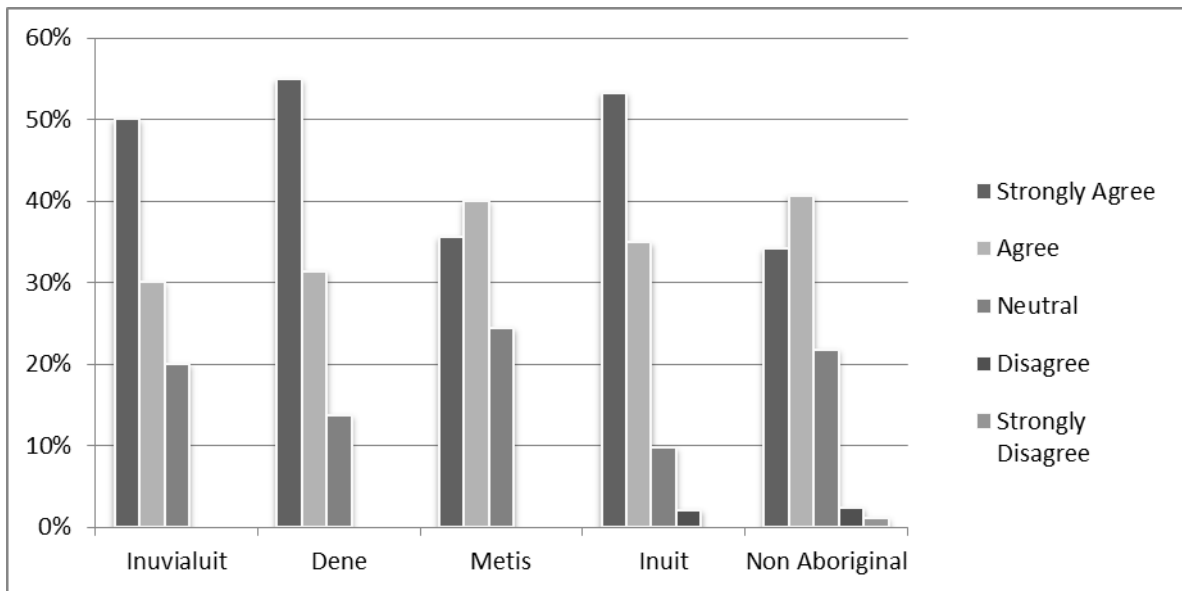
Source: 2010 Grande Prairie Arctic Winter Games: Personal, Social, and Community Benefits of Participation

Table 5.4 – “The AWGs develop pride in being ‘Northern’.”



Source: 2010 Grande Prairie Arctic Winter Games: Personal, Social, and Community Benefits of Participation

Table 5.5 – “The AWGs help me take pride in my own culture.”



Source: 2010 Grande Prairie Arctic Winter Games: Personal, Social, and Community Benefits of Participation

Table 5.6. Factor 5. “Promoting Socialization and Cultural Awareness”.

(ANOVA for Means)

	<i>Strongly Agree(%)</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>	Mean	Sig.
<i>Provides for better understanding of other cultures</i>							.001*
Inuvialuit	40.0	30.0	20.0	10.0	0.0	4.00	
Dene	49.0	27.5	23.5	0.0	0.0	4.25	
Metis	26.7	37.8	33.3	2.2	0.0	3.89	
Inuit	43.1	41.6	13.2	1.0	1.0	4.25	
Non Aboriginal	32.9	37.4	25.9	3.0	0.8	3.99	
<i>Gives me the opportunity to find out something new about someone else</i>							.246
Inuvialuit	30.0	30.0	40.0	0.0	0.0	4.45	
Dene	52.9	39.2	7.8	0.0	0.0	4.40	
Metis	48.9	42.2	8.9	0.0	0.0	4.34	
Inuit	45.4	43.3	11.3	0.0	0.0	4.34	
Non Aboriginal	47.9	38.9	12.6	0.4	0.2	4.34	
<i>Allows me to enjoy the cultural experiences</i>							.000**
Inuvialuit	50.0	30.0	20.0	0.0	0.0	4.30	
Dene	54.9	31.4	13.7	0.0	0.0	4.41	
Metis	35.6	40.0	24.4	0.0	0.0	4.11	
Inuit	53.3	34.9	9.7	2.1	0.0	4.39	
Non Aboriginal	34.1	40.7	21.8	2.3	1.1	4.04	
<i>Helps me take pride in my culture</i>							.000***
Inuvialuit	40.0	40.0	20.0	0.0	0.0	4.20	
Dene	66.7	19.6	13.7	0.0	0.0	4.53	
Metis	42.2	44.4	13.3	0.0	0.0	4.29	
Inuit	61.2	32.1	5.6	1.0	0.0	4.54	
Non Aboriginal	39.4	34.9	22.5	2.8	0.4	4.10	
<i>Lets me interact with different cultures</i>							.908
Inuvialuit	33.3	55.6	11.1	0.0	0.0	4.22	
Dene	54.9	35.3	7.8	2.0	0.0	4.43	
Metis	46.7	37.8	15.6	0.0	0.0	4.31	
Inuit	50.0	39.2	9.3	1.5	0.0	4.38	
Non Aboriginal	51.5	35.0	12.4	0.8	0.4	4.36	

Source: 2010 Grande Prairie Arctic Winter Games: Personal, Social, and Community Benefits of Participation

(Table 5.4. Continued.)

	<i>Strongly Agree(%)</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>	Mean	Sig.
<i>Helps me meet new people and make new friends</i>							.143
Inuvialuit	60.0	20.0	20.0	0.0	0.0	4.40	
Dene	74.5	7.2	23.5	2.0	0.0	4.73	
Metis	60.0	33.3	6.7	0.0	0.0	4.53	
Inuit	67.2	27.8	5.1	0.0	0.0	4.62	
Non Aboriginal	61.6	31.3	6.2	0.9	0.0	4.53	
<i>Gives me opportunities to perform in the AWG cultural programs</i>							.004****
Inuvialuit	20.0	60.0	20.0	0.0	0.0	4.00	
Dene	43.1	35.3	17.6	3.9	0.0	4.18	
Metis	22.2	37.8	40.0	0.0	0.0	3.82	
Inuit	31.3	44.6	17.9	5.6	0.5	4.01	
Non Aboriginal	26.0	35.9	29.6	6.5	2.1	3.77	
<i>Develops pride in being "Northern"</i>							.004
Inuvialuit	55.6	11.1	33.3	0.0	0.0	4.22	
Dene	62.7	27.5	9.8	0.0	0.0	4.53	
Metis	55.6	40.0	4.4	0.0	0.0	4.51	
Inuit	58.2	36.7	5.1	0.0	0.0	4.53	
Non Aboriginal	50.9	32.6	13.6	1.9	0.9	4.31	

Source: 2010 Grande Prairie Arctic Winter Games: Personal, Social, and Community Benefits of Participation

* For “Provides for better understanding of other cultures”, Inuit significantly differs from Non Aboriginal.

** For “Allows me to enjoy the cultural experiences”, Non Aboriginal significantly differs from Dene and Inuit.

*** For “Helps me take pride in my culture”, Non Aboriginal significantly differs from Dene and Inuit.

**** For “Gives me opportunities to perform in the AWG cultural programs”, Non Aboriginal significantly differs from Dene and Inuit.

***** For “Develops pride in being “Northern”, Inuit significantly differs from Non Aboriginal.

Summary of the Report

Overall, the findings generated by this study were very positive and correlated with previous research conducted regarding the Arctic Winter Games. The Games continue to be a positive influence for the athletes, their families, and for the communities from which they come from. Data shows that the Arctic Winter Games, in relation to youth development, have an impact within the following areas.

- Promoting Physical Fitness
- Encouraging Community and Civic Pride
- Promoting Socialization
- Promoting Decision Making
- Promoting Cultural Understanding Amongst the Different Athletes
- Enhancing Family Cohesion
- Promoting Positive Role Models

The goals of the Arctic Winter Games with regards to the spirit of fair play, competition, inclusion, development, and understanding of other people are clearly being realized throughout participation within the Games.

As a whole, the findings for the study show that the Games enhance self-esteem and promote growth in personal outlooks, promote socialization and cultural awareness, promote positive experiences and personal benefits, provide healthy and social opportunities, and promote a sense of belonging and strengthens community ties.

APPENDIX A:

Factor Structure of Personal and Social Benefits

Factor 1. “Excitement, Challenges and Positive Experiences”

Table A-1. Factor 1 Loadings [N=924], Alpha=.8915

<i>Items</i>	<i>Factor 1 Coefficients</i>	<i>Factor 2 Coefficients</i>	<i>Factor 3 Coefficients</i>	<i>Factor 4 Coefficients</i>	<i>Factor 5 Coefficients</i>
<i>Provides interesting experiences which I can tell my friends afterwards</i>	0.778	-0.238	-0.430	0.384	0.417
<i>Gives me the chance for new adventures and excitement</i>	0.770	-0.249	-0.455	0.434	0.409
<i>Gives me opportunity to enjoy sports</i>	0.768	-0.272	-0.326	0.464	0.307
<i>Brings happy memories after Games</i>	0.746	-0.293	-0.389	0.357	0.404
<i>To have fun</i>	0.656	-0.138	-0.388	0.427	0.410
<i>Helps me respect myself for doing these things</i>	0.632	-0.565	-0.449	0.445	0.365
<i>Gives me a chance to see other towns/places</i>	0.594	-0.316	-0.312	0.252	0.281

Source: 2010 Grande Prairie Arctic Winter Games: Personal, Social, and Community Benefits of Participation

Factor 2. “Enhanced Self-Esteem and Growth in Personal Outlook”

Table A-2. Factor 2 Loadings [N=924], Alpha=.892

<i>Items</i>	<i>Factor 1 Coefficients</i>	<i>Factor 2 Coefficients</i>	<i>Factor 3 Coefficients</i>	<i>Factor 4 Coefficients</i>	<i>Factor 5 Coefficients</i>
<i>Brings our family closer together</i>	0.305	-0.818	-0.351	0.305	0.370
<i>Involvement in these games make my community a better place to live</i>	0.227	-0.813	-0.404	0.202	0.474
<i>Being involved helps my family be more active</i>	0.253	-0.796	-0.323	0.291	0.371
<i>Makes youth want to do better in school</i>	0.267	-0.781	-0.361	0.215	0.369
<i>Helps me to understand myself better</i>	0.442	-0.769	-0.323	0.291	0.371
<i>Brings my community closer together</i>	0.209	-0.720	-0.375	0.295	0.557
<i>Helps me understand different cultures</i>	0.464	-0.568	-0.455	0.475	0.474

Source: 2010 Grande Prairie Arctic Winter Games: Personal, Social, and Community Benefits of Participation

Factor 3. “Providing Healthy, Challenging and Competitive Opportunities for Youth”

Table A-3. Factor 3 Loadings [N=924], Alpha=.894

<i>Items</i>	<i>Factor 1 Coefficients</i>	<i>Factor 2 Coefficients</i>	<i>Factor 3 Coefficients</i>	<i>Factor 4 Coefficients</i>	<i>Factor 5 Coefficients</i>
<i>Helps me understand other cultures</i>	0.298	-0.436	-0.832	0.332	0.429
<i>Allows me to enjoy the cultural experiences</i>	0.371	-0.402	-0.826	0.290	0.395
<i>Lets me interact with different cultures</i>	0.321	-0.170	-0.787	0.315	0.345
<i>Gives opportunities to perform in cultural programs</i>	0.213	-0.390	-0.787	0.261	0.466
<i>Lets me learn something new about someone else</i>	0.435	-0.243	-0.757	0.295	0.448
<i>Helps me take pride in my culture</i>	0.394	-0.408	-0.747	0.211	0.480
<i>Lets me meet new people and make new friends</i>	0.515	-0.192	-0.691	0.295	0.393
<i>Lets youth learn about different sports</i>	0.524	-0.366	-0.609	0.442	0.391
<i>Lets me be involved with other kids in sports</i>	0.417	-0.055	-0.511	0.460	0.460

Source: 2010 Grande Prairie Arctic Winter Games: Personal, Social, and Community Benefits of Participation

Factor 4. “Sense of Belonging and Strengthening of Community Ties”

Table 4-1. Factor 4 Loadings [N=924], Alpha=.807

<i>Items</i>	<i>Factor 1 Coefficients</i>	<i>Factor 2 Coefficients</i>	<i>Factor 3 Coefficients</i>	<i>Factor 4 Coefficients</i>	<i>Factor 5 Coefficients</i>
<i>Challenges me in sports</i>	0.363	-0.172	-0.296	0.808	0.356
<i>Helps me develop my skills and abilities</i>	0.298	-0.213	-0.373	0.776	0.416
<i>Helps to keep my healthy and physically fit</i>	0.338	-0.261	-0.300	0.741	0.401
<i>Provides me a physical challenge</i>	0.477	-0.333	-0.283	0.736	0.276
<i>Gives me a chance to compete with others</i>	0.597	-0.209	-0.260	0.642	0.353

Source: 2010 Grande Prairie Arctic Winter Games: Personal, Social, and Community Benefits of Participation

Factor 5. “ Promoting Socialization and Strengthening Cultural Awareness”

Table A-5. Factor 5 Loadings [N=924],Alpha=.817

<i>Items</i>	<i>Factor 1 Coefficients</i>	<i>Factor 2 Coefficients</i>	<i>Factor 3 Coefficients</i>	<i>Factor 4 Coefficients</i>	<i>Factor 5 Coefficients</i>
<i>Encourages communities to support those in the Games</i>	0.335	-0.422	-0.427	0.411	0.792
<i>Builds excitement in my community</i>	0.251	-0.414	-0.353	0.423	0.738
<i>Helps me to be a role model to other youth</i>	0.341	-0.340	-0.462	0.339	0.689
<i>The Games are something to do in my free time</i>	0.351	-0.197	-0.335	0.282	0.637
<i>Allows me to see the emphasis the Games place on youth</i>	0.420	-0.487	-0.465	0.332	0.631
<i>Allows me to look up to others as good role models</i>	0.502	-0.474	-0.443	0.310	0.586
<i>Gives me pride in being "Northern"</i>	0.376	-0.353	-0.482	0.357	0.551

Source: 2010 Grande Prairie Arctic Winter Games: Personal, Social, and Community Benefits of Participation

APPENDIX B:

A Comparison Between Past and New AWG Participants

Table B-1: Excitement, Challenges, and Positive Personal Experiences

[N=924]

	<i>Strongly Agree (%)</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>	2010 AWG Mean	Sig.
<i>Gives me an opportunity to enjoy sports</i>							.014
Yes	67.7	29.1	2.7	0.3	0.3	4.64	
No	62.4	32.5	4.4	0.2	0.4	4.56	
Total Sample	65.0	30.8	3.7	0.2	0.3	4.60	
<i>Gives me the chance for new adventures and excitement</i>							.229
Yes	60.2	34.5	4.5	0.5	0.3	4.54	
No	63.8	31.3	4.5	0.2	0.2	4.58	
Total Sample	62.9	32.1	4.5	0.3	0.2	4.57	
<i>Gives me a chance to see other towns/places</i>							.000
Yes	65.0	29.4	4.0	1.1	0.5	4.57	
No	55.8	30.2	9.3	2.0	2.6	4.34	
Total Sample	60.1	29.5	7.1	1.6	1.7	4.45	
<i>Provides interesting experiences which I can tell my friends about afterwards</i>							.026
Yes	60.2	32.7	6.0	0.8	0.3	4.52	
No	63.7	31.6	4.1	0.4	0.2	4.58	
Total Sample	62.5	31.9	4.8	0.6	0.2	4.56	
<i>Brings happy memories after the Event</i>							.819
Yes	62.3	32.6	5.1	0.0	0.0	4.57	
No	63.0	31.9	4.6	0.2	0.2	4.57	
Total Sample	62.9	32.2	4.7	0.1	0.1	4.58	
<i>Provides me with a physical challenge</i>							.651
Yes	57.7	30.7	10.2	0.0	1.3	4.43	
No	53.3	35.1	9.9	1.4	0.2	4.40	
Total Sample	55.8	32.8	9.8	0.8	0.7	4.42	
<i>Helps me respect myself for doing these things</i>							.883
Yes	49.7	39.8	9.4	0.5	0.5	4.38	
No	50.0	39.2	9.3	1.2	0.2	4.38	
Total Sample	50.6	39.0	9.2	0.9	0.3	4.39	
<i>It gives me the chance to compete with others</i>							.211
Yes	62.0	31.0	5.7	0.8	0.5	4.53	
No	59.5	32.5	5.3	2.0	0.6	4.48	
Total Sample	61.1	31.3	5.4	1.6	0.6	4.51	

Lets youth learn more about different sports							.983
Yes	49.5	41.0	8.0	1.1	0.5	4.38	
No	48.6	40.9	9.3	1.0	0.2	4.37	
Total Sample	49.5	40.5	8.6	1.0	0.3	4.38	
To Have Fun							.155
Yes	70.5	28.2	1.3	0.0	0.0	4.69	
No	74.1	24.2	1.4	0.2	0.0	4.72	
Total Sample	73.0	25.4	1.5	0.1	0.0	4.71	
Training and competition keeps me healthy							.570
Yes	46.9	37.0	13.9	1.6	0.5	4.28	
No	47.7	38.5	11.4	2.0	0.4	4.31	
Total Sample	47.6	37.7	12.3	1.9	0.5	4.31	4.29

Source: 2010 Grande Prairie Arctic Winter Games: Personal, Social, and Community Benefits of Participation

Table B-2: Enhanced Self-Esteem and Growth in Personal Outlook

[N=924]

	<i>Strongly Agree (%)</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>	2010 AWG Mean	Sig.
<i>Makes youth want to do better in school</i>							.900
Yes	25.1	22.9	33.3	11.3	7.4	3.47	
No	24.2	23.4	32.4	12.2	7.7	3.44	
Total Sample	24.4	23.5	32.8	11.8	7.5	3.47	
<i>Involvement in these games make my community a better place to live</i>							.622
Yes	24.0	28.0	35.6	9.2	3.2	3.60	
No	24.2	24.8	37.3	10.6	3.1	3.57	
Total Sample	24.0	26.4	36.5	10.0	3.1	3.58	
<i>Brings our family closer together</i>							.857
Yes	24.1	27.3	37.8	7.8	3.0	3.62	
No	23.6	30.7	33.5	10.0	2.2	3.63	
Total Sample	24.4	29.0	34.9	9.1	2.6	3.64	
<i>Helps me to understand myself better</i>							.637
Yes	34.0	34.2	24.3	6.5	1.1	3.94	
No	30.9	37.4	24.4	5.9	1.4	3.90	
Total Sample	32.8	35.7	24.1	6.2	1.3	3.94	
<i>Brings my community closer together</i>							.965
Yes	27.0	31.3	35.0	4.9	1.9	3.77	
No	24.2	35.4	31.1	7.5	1.8	3.73	
Total Sample	26.2	33.0	32.6	6.3	1.8	3.75	
<i>These games help develop my own leadership skills</i>							.433
Yes	44.6	38.9	13.2	2.2	1.1	4.24	
No	42.7	36.5	16.5	3.9	0.4	4.17	
Total Sample	44.3	37.2	14.7	3.1	0.7	4.21	

Source: 2010 Grande Prairie Arctic Winter Games: Personal, Social, and Community Benefits of Participation

Table B-3: Providing Healthy, Challenging, and Competitive Opportunities for Youth

[N=924]

	<i>Strongly Agree (%)</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>	2010 AWG Mean	Sig.
<i>Gets me involved with other kids in sports</i>							.494
Yes	53.4	38.5	7.8	0.3	0.0	4.45	
No	52.6	38.8	7.5	0.8	0.2	4.43	
Total Sample	53.5	38.2	7.7	0.6	0.1	4.44	
<i>Helps me to develop my skills and abilities</i>							.376
Yes	51.7	37.5	9.1	1.3	0.3	4.39	
No	52.2	38.1	9.1	0.4	0.2	4.42	
Total Sample	52.4	37.8	8.9	0.7	0.2	4.42	
<i>Keeps me healthy and physically fit</i>							.570
Yes	46.9	37.0	13.9	1.6	0.5	4.28	
No	47.7	38.5	11.4	2.0	0.4	4.31	
Total Sample	47.6	37.7	12.3	1.9	0.5	4.30	
<i>Challenges me in sports</i>							.225
Yes	62.0	30.2	6.5	0.8	0.5	4.52	
No	58.8	31.4	8.3	0.6	0.8	4.47	
Total Sample	60.2	31.0	7.5	0.7	0.7	4.49	

Source: 2010 Grande Prairie Arctic Winter Games: Personal, Social, and Community Benefits of Participation

Table B-4: Sense of belonging and Strengthening of Community Ties

[N=924]

	<i>Strongly Agree (%)</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>	2010 AWG Mean	Sig.
<i>To look up to others as good role models</i>							.220
Yes	36.7	41.8	20.1	0.5	0.8	4.13	
No	31.8	47.6	17.0	2.8	0.8	4.07	
Total Sample	34.9	44.5	18.4	1.3	0.2	4.11	
<i>Helps me be a role model to other youth in my community</i>							.213
Yes	44.8	36.2	16.9	1.3	0.8	4.23	
No	37.7	40.7	19.6	1.6	0.4	4.14	
Total Sample	40.5	39.1	18.2	1.6	0.6	4.17	
<i>Encourages communities to support those who are involved in the Games</i>							.301
Yes	39.7	44.5	13.3	1.9	0.5	4.21	
No	35.8	47.4	14.8	2.0	0.0	4.17	
Total Sample	38.4	45.4	14.0	1.9	0.2	4.21	
<i>Builds excitement in my community</i>							.911
Yes	36.6	47.2	13.0	2.1	1.1	4.16	
No	36.3	45.6	15.3	2.4	0.4	4.15	
Total Sample	36.5	46.5	14.0	2.3	0.7	4.17	
<i>To see the emphasis placed on youth</i>							.569
Yes	31.2	52.3	15.7	0.5	0.3	4.14	
No	28.3	52.6	18.1	0.8	0.2	4.08	
Total Sample	30.0	52.2	16.8	0.7	0.2	4.11	
<i>Gives me something to do with my free time</i>							.303
Yes	43.9	35.6	14.6	5.4	0.5	4.17	
No	44.3	37.9	14.2	2.6	1.0	4.22	
Total Sample	44.5	36.8	14.2	3.8	0.8	4.22	

Source: 2010 Grande Prairie Arctic Winter Games: Personal, Social, and Community Benefits of Participation

Table B-5: Promotion of Socialization and Strengthening Cultural Awareness

[N=924]

	<i>Strongly Agree (%)</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>	2010 AWG Mean	Sig.
<i>Helps me understand other cultures</i>							.248
Yes	38.2	36.1	22.3	2.9	0.5	4.08	
No	34.3	39.6	23.1	2.2	0.8	4.04	
Total Sample	36.4	37.9	22.6	2.5	0.7	4.08	
<i>Gives me the opportunity to find out something new about someone else</i>							.223
Yes	47.7	38.7	13.0	0.3	0.3	4.33	
No	47.3	41.3	11.2	0.2	0.0	4.36	
Total Sample	47.2	40.6	11.9	0.2	0.1	4.35	
<i>Allows me to enjoy the cultural experiences</i>							.663
Yes	38.4	39.2	18.4	2.7	1.3	4.11	
No	40.9	38.6	18.5	1.6	0.4	4.18	
Total Sample	40.5	38.3	18.3	2.1	0.8	4.17	
<i>Helps me take pride in my own culture</i>							.836
Yes	47.9	33.2	16.8	1.9	0.3	4.27	
No	46.0	34.7	17.0	2.0	0.2	4.24	
Total Sample	46.9	33.9	17.0	1.9	0.2	4.27	
<i>Lets me interact with different cultures</i>							.152
Yes	51.2	33.9	13.9	0.8	0.3	4.35	
No	49.4	39.1	10.1	1.2	0.2	4.36	
Total Sample	50.6	36.6	11.6	1.0	0.2	4.36	
<i>Helps me meet new people and make new friends</i>							.285
Yes	64.2	29.4	6.1	0.3	0.0	4.58	
No	63.1	29.6	6.5	0.8	0.0	4.55	
Total Sample	63.9	29.3	6.2	0.6	0.0	4.57	
<i>Gives me opportunities to perform in cultural programs</i>							.743
Yes	24.1	40.5	27.6	6.4	1.3	3.80	
No	31.2	36.1	25.6	5.7	1.4	3.90	
Total Sample	28.8	37.6	26.2	5.9	1.4	3.87	

Source: 2010 Grande Prairie Arctic Winter Games: Personal, Social, and Community Benefits of Participation

APPENDIX C:

Demographic Data and Open Ended Questions

Demographic Data

[All AWG participants. N=924]

Gender	Male	44.2%	409
	Female	51.7%	478
	No Response	4.1%	38
Ethnicity	Dene	1.0%	10
	Inuvialuit	5.5%	51
	Inuit	4.6%	43
	Metis	21.5%	199
	Non Aboriginal	57.4%	531
	No Response	9.3%	85

Who motivated you to get involved in the Games? (multiple response)

Coaches	40.3%	372
Friends	45.2%	418
Other Athletes	55.1%	509
Parents and Relatives	46.1%	426
Previous Participants	29.8%	275
Recreation Leaders	11.0%	102
Teachers	14.8%	137
Other	8.1%	75

Have you participated in previous trials or AWG?

Yes	40.9%	378
No	53.8%	497
No Response	5.1%	47

Age (Athletes) Mean =15.7

9-14	20.5%	189
15-19	54.5%	504
20-24	2.9%	27
25-	7.7%	71
No Response	14.2%	131

Do you have any comments about the athletic competition for the games?

(AWG 2010, Grand Prairie)

Friendly Competition

- Friendly competition, meeting old friends, and making new ones.
- The camaraderie between regions, making new friends, and having fun at the games.
- How it's almost not a competition. All the athletes just have fun together.
- I like how it is a really big competition, but everyone is so friendly and "team-mate-ish" in the end.
- I am at the Arctic Winter Games for one thing. To have fun and meet new friends.
- I like the unity among the athletes.
- Meeting new people who love the same sports as I do.

Positive Responses Regarding the International Competition

- I am privileged to work with people from other countries and cultures.
- My favorite part is meeting other people from around the world. I wouldn't have that opportunity if it wasn't for the Games.
- I think it is a wonderful opportunity for kids to meet other cultures, develop their own talents and to take pride in their heritage.
- It is a great way to get involved in international competition when starting out as an athlete.
- I love how the competition at AWG is new and different. I have never competed with athletes outside the country, which was an amazing experience.
- The intensity and positive energy that is generated playing against other cultures.
- Good variety having people from all over.

The Competition is Educational and Allows Athletes to Develop Other Skills and Abilities

- I like it because you get to test your abilities and you get to socialize with your team and other youth in the games.
- It is fun and allows me to push myself.
- I like that it teaches youth to work to achieve and that there are winners and losers, but you can still be proud of yourself either result.
- Developing my leadership.
- Getting in touch with youth from the Arctic. Getting to know the Arctic cultures.
- It gives me a chance to practice fair sportsmanship.
- Allows the athletes to see what is possible to achieve or aim for in sports.

Miscellaneous

- It's an awesome experience! I wish that there were no age limits.
- Spirit of the Games.
- The ceremonies and representing my province.
- I like that it has very strong competition.
- I liked the warm welcoming. Also there was a great sportsmanship with every athlete.
- I like that it is totally unpredictable. I like going in not knowing what to expect.
- I like that I got to cheer for my team.
- It is a once in a lifetime thing.
- The toughness and the physical challenge make me love the games.

How do you think the Games help to preserve unique northern sports and traditions?

(AWG 2010, Grande Prairie)

The Games Creates Pride in One's Culture and a Desire to Preserve Traditions

- By showing what there is and letting us be proud and making us want to preserve it.
- It showcases the talent of our culture.
- It makes me so proud to see our cultural presentations and those groups dance. They are amazing.
- Everyone gets into them. Makes everyone proud so they'll keep it up.
- They build enthusiasm! Exposure and displaying them for large groups of people.
- It shows how amazing northern culture is and makes you more interested.
- I think there is a certain pride and focus on northern sports and it makes people proud.
- Shows our pride. Different cultures collide.
- That we keep having these Arctic Winter Games. It helps us remember who we are.

Passing Them Down to Future Generations

- Athletes showing younger people how northern sports are played.
- By encouraging young people to learn them and keep them alive.
- They help preserve it by keeping kids excited by past and ancient traditions.
- Builds the younger community to be involved.
- You pass onto children and it passes on to others and they then know the culture.
- Since it is youth performing the cultural contingents, it teaches the youth traditional dance and singing.

Exposing Other People to the Sports and Traditions

- The Games bring the public eye to northern sports and traditions that don't have much exposure otherwise.
- Brings everyone together to understand and unite each other.
- It helps preserve northern sports by letting non athletes learn about them and maybe get involved.
- I think the Games help to preserve our northern sports and traditions by bringing people together and celebrating them.

The Participation Itself Helps Preserve Cultures and Traditions

- Use it or lose it.
- Only one way to keep things alive. Doing it.
- They help people display their culture and so everyone can appreciate everyone else's culture.

The Games Do No Help Preserve Cultures and Traditions

- I see no connection other than you get to compete against others.
- They don't really. We can do it ourselves.

Miscellaneous

- We all face the same discrimination of being northern and it is fun being together.
- It helps because it promotes growth of sports even in the tiniest communities no matter what sport.
- Lets us express our culture in dance, music, and sports.
- AWG isolates competitions that aren't played around the world and allows for good competition in these events.
- It not only preserves the Games, but the language too. People from all over the North come together to compete.

In what way do you think the Games help to promote fair play and sportsmanship?

(AWG 2010, Grande Prairie)

Being Around and Living with Athletes from Other Teams

- By athletes around the world showing their techniques and sharing information.
- By allowing participants to associate with other teams so you play with or against a friend, not just competition.
- By showing that different people can work together.
- Athletes not only compete together, they must also “live” together. Many friendships are formed and help athletes to consider other people.
- Because you don’t just “have” to show sportsmanship to the others, you want to because they are your friends and you have gotten to know them and their culture.
- Because we are representing our countries and want to make good impressions and foreign friends.
- Eating and socializing with other teams allows you to see them as people and not robots.
- When kids help other kids even though they know they might or might not be on their own team!

Coaches, Officials, and Other Athletes Help Promote Fair Play and Sportsmanship

- I believe it starts with the coaching staff and the officials of the Games.
- The referees call the unsportsmanlike behavior.
- Everyone is friendly after and before and even during competition. There is a good balance between fun and competing.
- The coaches must model this so the athletes know the importance.
- With friendship and other activities.
- They raise you to an international level where you are held accountable for your actions.

The Atmosphere of the Games Promote Fair Play and Sportsmanship

- The Games help because whether you medal or not, everyone gets praise and acknowledgement for their effort.
- They emphasize the importance of cooperating and interacting with others in spite of cultural differences.
- The idea of fair play is dominant as part of the Games.
- The whole atmosphere and message of fair play/sportsmanship promotion is encouraged and reinforced at all times by those organizing, volunteering, and participating.
- Fair play and sportsmanship are rewarded and acknowledged a lot during the Games. And also the sportsmanship award promotes fair play.

The Games Promote Fair Play and Sportsmanship Through Learning

- They introduce fair play at a younger and less competitive level.
- All the events that happen, kids learn the importance of fair play and they improve on their temper playing more often.
- Learning to win in a fair game and learning to lose in a fair game.
- You learn to lose and how to react to a loss and to be good sports to others.

Miscellaneous

- You want to win fairly, because you want to know that you are the best.
- Look beyond my own individual needs and appreciate others.

If you were to describe your experience with the trials or the Arctic Winter Games, what would you say?

(AWG 2010, Grande Prairie)

Overwhelmingly Positive Responses

- It is really fun and has been an awesome experience. I've been having an amazing time and I've really bonded with my teammates.
- I love it!!!! It's fun!!!
- Keep everything on the positive side of the Games and don't change anything from what you started with.
- I'd say that my experience here in Grande Prairie for the 2010 AWG was unforgettable. I had so much fun and met a lot of new people from different backgrounds.
- AWG is so awesome. It makes me want to be young forever. I love how the athletes compete and have to watch other sports that are my hobby.
- Wow! This is so awesome!
- I love it so so so so so so so so so so so so so so great. Great.
- I would never pass an opportunity like this. It's so amazing how everyone competes and how people volunteer. I love this so much!
- A lot of fun and never a dull moment.
- Epic!
- Words cannot describe how I feel. I am thankful to everyone who set the AWGs up.
- I thank God for the Arctic Winter Games and I think everyone else.

Best Experience So Far In Life

- It was the most memorable time so far in my life.
- It was the best thing to hit me so far in life. I'm so glad I got to do this. Thank God!
- It was great and it was probably the best experience of my life.
- I would describe it as the best week of my life.

Pushed Athletes to do Their Best

- Pushed me to my limits, made me learn a lot, and made me a better person.
- I would say it was very hard but helped push me to do things I couldn't or didn't think I could do.
- They were memorable and exciting and helped me achieve and set new goals for myself as an athlete.
- AWG is like our Olympics for some of us. This is our last big tournament. AWG has taught me to do my best. I've learned that the Games only last so long, but memories last forever.

A Great Chance to Meet New People and Make New Friends

- It's a great outlet for kids to make new friends and experience different sports that they might not see anywhere else.
- I thought the staff, volunteers, and athletes were all very kind and helpful. It was lots of fun to play hard and meet new people.
- The Arctic Winter Games helps develop life long bonds with people you would have never met if you hadn't participated.

Miscellaneous

- I was excited to try out and realized that if I didn't do very well, at least I made it.
- The Arctic Winter Games is very poorly organized, but the facilities are nice.
- We're the first ones from our community to come to the Arctic Winter Games. It's scary and exciting all in one!

APPENDIX D:

Benefits Survey Distributed to the Arctic Winter Games Athletes



Arctic Winter Games
A Study of the Benefits of Participation
Participant Survey



The Arctic Winter Games International Committee (AWGIC) in cooperation with the Government of the Northwest Territories and the other participating units are conducting a study of the social benefits of involvement with training for and competition at the 2010 Arctic Winter Games. Please help us better understand the importance of these Games by responding to the following questions and returning the survey to our volunteers. Thank you.

AWGIC Goal – Athletic Competition: “To involve as many athletes as possible either in the Games or in the trials, and to provide a forum of northern sport competition.”

My Participation in the Arctic Winter Games:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Allows me to be in competitive sports					
Gets me involved with other kids in sports					
Helps me develop my skills and abilities					
Keeps me healthy and physically fit					
Challenges me in sports					
Gives me something to do in my free time					
Helps me be a role model to other youth in my community					

What do you like about the athletic competition at the Games?

AWGIC Goal: Cultural Exhibition & Social Interchange: “To promote indigenous cultural activities and exhibitions, to get different groups together, to develop and maintain good relations amongst northern people.”

My Participation in the Arctic Winter Games:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Builds excitement in my community					
Encourages communities to support those who are involved in the Games					
Gives me pride in being “Northern”					
Helps me meet new people and make new friends					
Lets me interact with different cultures					
Gives me the opportunity to find out something new about someone else					
Helps me understand other cultures					
Helps me take pride in my culture					
Gives opportunities to perform in cultural programs					
Allows me to enjoy the cultural experiences					

How important is the cultural program to the Games? ___ Important ___ Not Sure ___ Not Important

How do the Games help to preserve unique northern sports and traditions? _____

AWGIC Goal: Spirit of Fair Play: “To encourage maximum participation by all ages, and all walks of life in a broad range of athletic activity.”

My Participation in the Arctic Winter Games:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Allows me to see the emphasis placed on youth					
Allows me to look up to other as good role models					
Allows me to have fun					
Lets youth learn about different sports					

Are you aware that there is an "Athlete Code of Ethics"? Yes No

Do you implement fair play/sportsmanship during the games competition? Yes No

How do the Games help to promote fair play and sportsmanship? _____

SOME QUESTIONS ABOUT TRAINING AND COMPETITION

My Participation in the Arctic Winter Games:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Being involved helps my family be more active					
Brings happy memories after the Event					
Helps me to respect myself for doing these things					
Gives me the chance for new adventures and excitement					
Brings my family closer together					
Helps me to understand myself better					
Provides interesting experiences which I can tell my friends afterwards					
Gives me a chance to see other towns/places					
Gives me an opportunity to enjoy sports					
Provides me with a physical challenge					
Brings my community closer together					
Gives me the chance to compete with others					
Makes me want to do better in school					
Makes my community a better place to live					
These games help develop my own leadership skills					

Before my participation in the Games, my family did things together. Yes No

Since my involvement in the Games, my family does even more things together. Yes No

APPENDIX E:

References Page

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