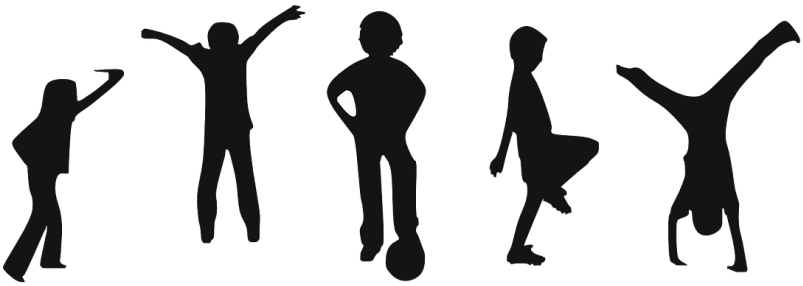
Realising the Benefits of Sports and Physical Activity: The Human Capital Model

Trix Tempels



Reference original paper:

Bailey, R., Cope, E., & Parnell, D. (2015). Realising the benefits of sports and physical activity: the human capital model. *Retos: Nuevas Perspectivas de Educación Física, Deporte y Recreación*, (28), 147-154.

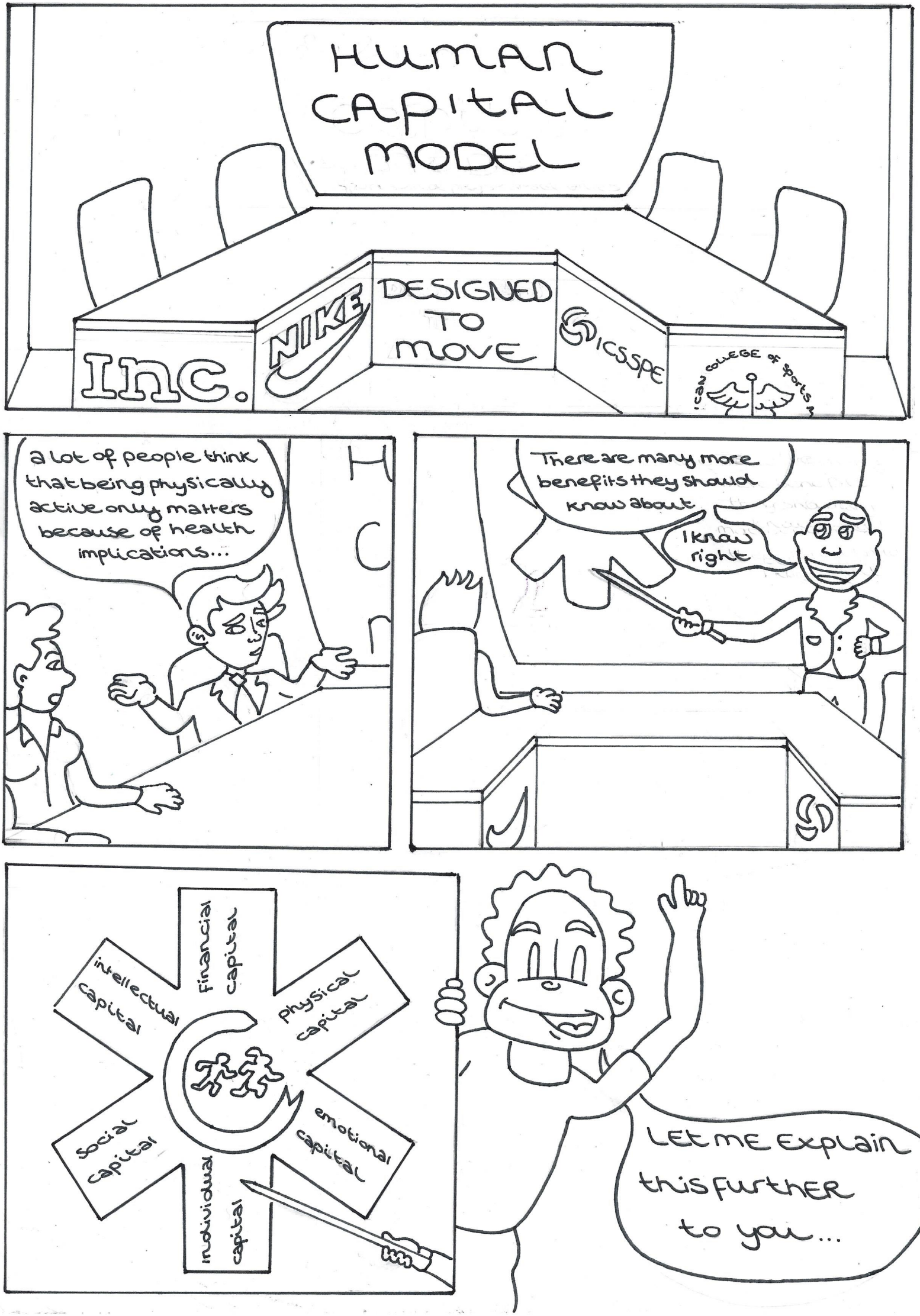
Link to original paper online:

https://eprints.leedsbeckett.ac.uk/id/eprint/6486/1/RealisingTheBenefitsOfSportsAndPhysicalActivityPV-PARNELL.pdf

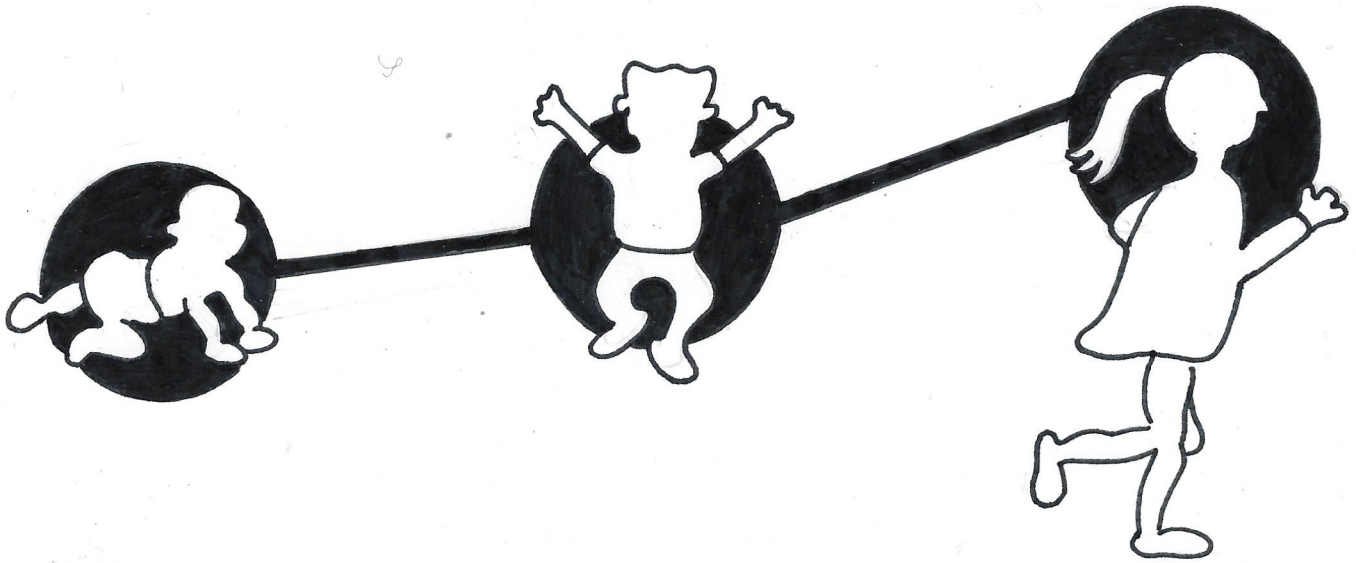
Project created for the class:

Visual Thinking and Composition, Winter 2021
Tilburg University, Department of Communication and Cognition

Instructor: Neil Cohn, neilcohn@visuallanguagelab.com, www.visuallanguagelab.com


HUMAN CAPITAL MODEL
Inc.
NIKE
DESIGNED TO MOVE
ICSSPE
College of Sports
a lot of people think that being physically active only matters because of health implications...
There are many more benefits they should know about
I know right
financial capital
physical capital
emotional capital
individual capital
social capital
intellectual capital
LET ME Explain this further to you...

The human capital model is about healthy human development through sports and physical activities



in total six building Blocks make this development possible

Just as in a building the stones exert influence on each other and together make the whole stronger

physical capital

prevention of non-communicable diseases

direct BENEFITS to human function

emotional capital

increased self-esteem

mental health benefits

individual capital

person's character

moral responsibility

social capital

social inclusion

outcomes of strengthened networks

financial capital

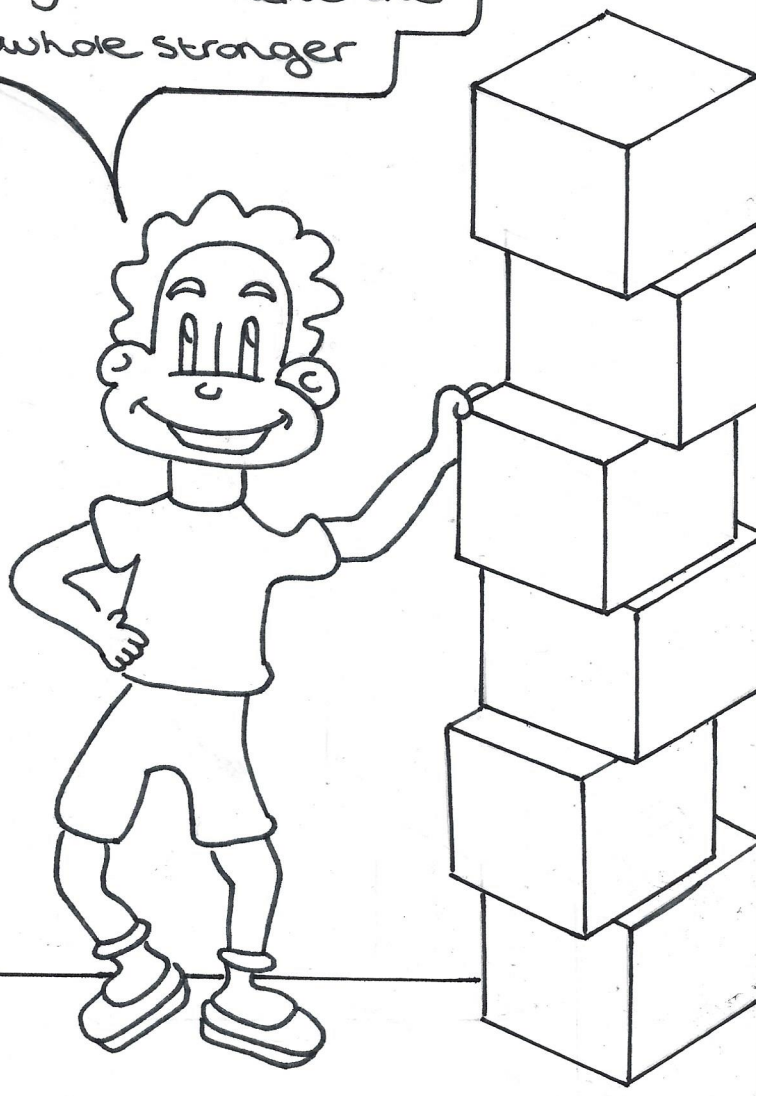
earning power

reduced costs of health care

intellectual capital

academic performance

cognitive educational gains



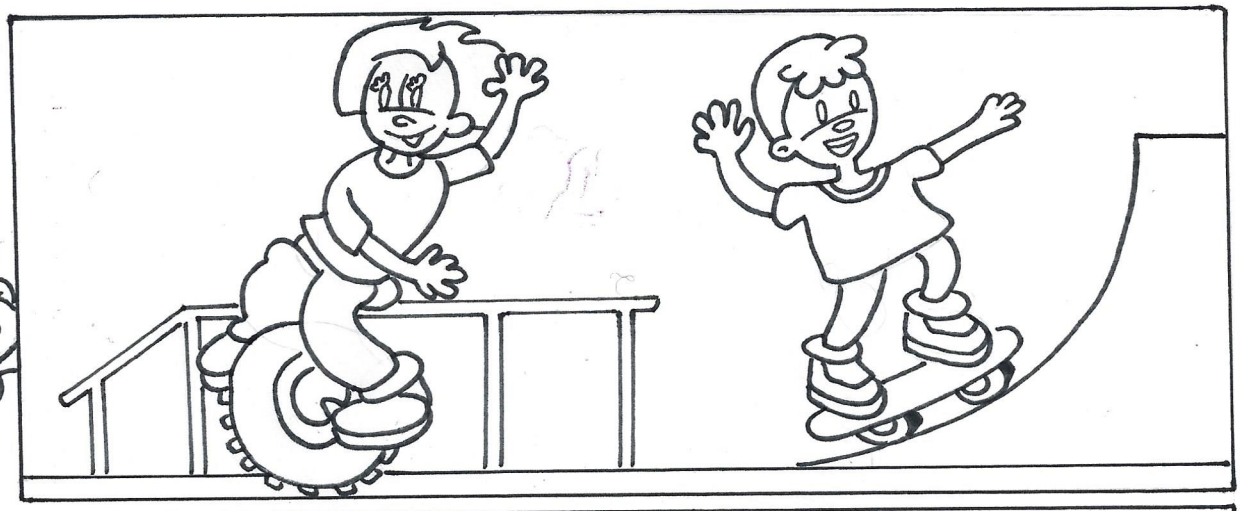
The relevance of it all is that there is a pandemic going on..
No. Not referring to COVID-19
But to the pandemic of inactivity
TIME FOR CHANGE
This situation must be addressed, as possitive experiences with regular physical activity at an early age set the pattern for a happy, healthy and longer future
for example, children and young people all around the world do not spend enough time being physically active on a daily basis

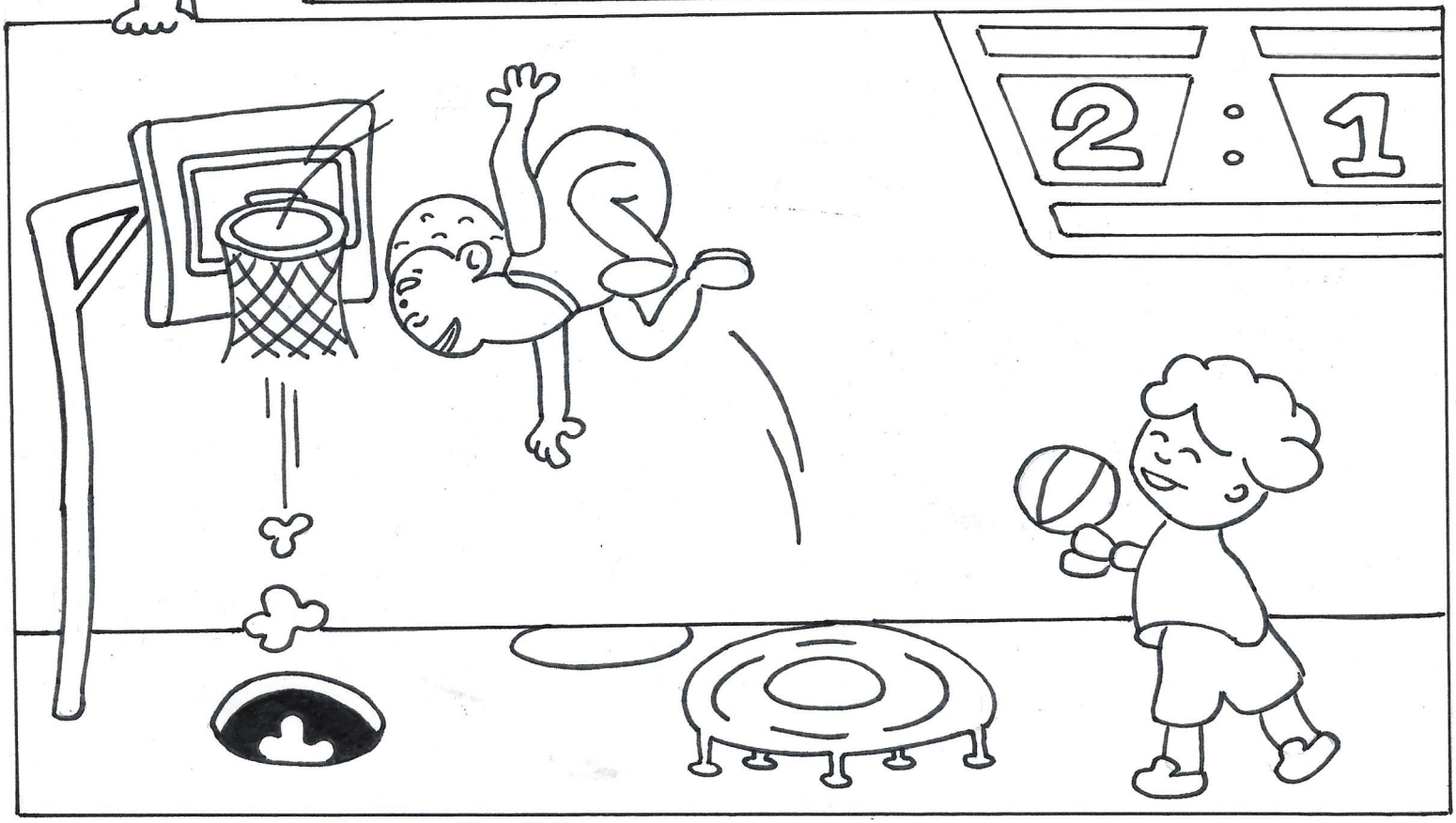
Social Bonds
Social approval
Primarily intrapersonal, social and environment dimensions are essential motivators for participation in sports and physical activities
Social cognition
Social development

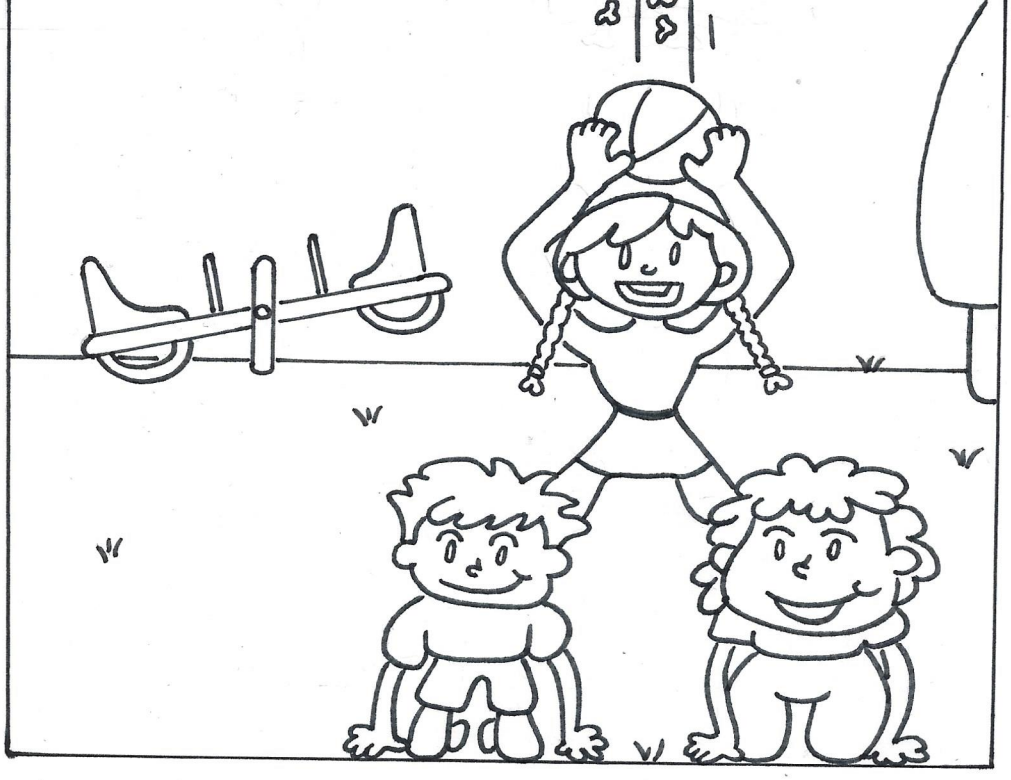
Significant others may have an impact on children's sport experience

For children, parents are often the first introducers to sport and are an important source of involvement, encouragement, facilitation and role modelling

Siblings form part of the dynamic family support system







Lastly, friendship brings fun and enjoyment to the experience of sports and physical activities

in short, the human capital model offers physical activity not just as a solution to deadly problems, but also as a source of positive learning, achievement and happiness