

**The Impact of social media on the Development  
of Taekwon-Do Schools**

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## **ABSTRACT**

Social media has had a huge impact on the promotion of mainstream sports (Boyle, 2009). Therefore, the purpose of this study was to investigate the impact of social media on the development of Taekwon-Do schools, a less mainstream sport with little media coverage. The aim of this study was to identify social media's impact under four themes; the link between the size of the school and social media use, the communication links social media offered, the impact on marketing costs and whether social media use increased membership levels. This study required participants to be purposively selected, which meant participants were required to be Taekwon-Do Instructors. Data collection was completed through the use of questionnaires, which were available for online completion.

Results showed that Taekwon-Do schools of varying sizes actively used social media as a form of promotion. Social media offered improved communication links between members, parents, other Taekwon-Do schools and governing bodies, which aided event participation and member retention. Social media also aided the reduction of marketing costs for schools as social media was free to use and other costly marketing activities could be reduced, in return helping schools with limited budgets. This study also identified that general enquiries had increased since the use of social media promotion, however the increase membership levels had not truly reflected this and the potential reason being a lack of a progression pathway and funding for ITF Taekwon-Do.

**CHAPTER ONE**  
**INTRODUCTION**

## 1.0 Introduction

This study looked into the impact of social media on non-mainstream sports having used Taekwon-Do as the sample sport because Boyle (2009) highlighted that a potential problem with media in general was that mainstream sports, such as football, got more media coverage than less popular sports such as Taekwon-Do. Social media had the potential to open up broader opportunities for sports such as Taekwon-Do and could facilitate closer ties with the media to modernise promotional strategies of less mainstream sports (Lee and Ricke, 2012). Funk (2013) stated that online social media played a crucial role in aspects such as awareness, knowledge, satisfaction and loyalty. Sports clubs, as identified by Dolles and Ssderman (2013), could effectively utilise social media to enable communication and correspondence with individuals and groups, for example those with common interests, through sites such as Facebook, Twitter and YouTube. Ssderman and Dolles (2013) further acknowledged that each of those sites facilitated innovative ways to capitalise on promoting to target potential sports club members, alongside the improvement of communication with current members, other clubs and governing bodies.

Limitations in previous studies was that their focus was on social media's impact on mainstream sports such as football and athletics, for example Lim et al (2012) identified that social media improved communication links for the general public between well-known athletes and popular sports clubs/teams such as football clubs. This encouraged engaged members of the public became part of the fan base and aided promotion and financial income for those mainstream sports, a view supported by Fisher (2011) and Pederson (2013). There was a gap in research with focus on the impact of social media on less mainstream sports that are not fan base driven, therefore research into the impact of social media on a sport such as Taekwon-Do, would have broadened knowledge of how smaller, less funded and less recognised sports effectively utilised social media within their marketing strategy.

## **1.1 Rationale**

Based on literature findings, there had been numerous studies based on how social media had boosted athlete profiles, promoted sports brands and products and the impact on mainstream sports such as football and athletics. However this study aimed to highlight the impact of social media on the development of Taekwon-Do schools across the UK, a less recognised and promoted sport with very limited media coverage. This study would look into whether Taekwon-Do schools of all sizes used social media, whether social media had improved communication links between members, other Taekwon-Do schools and governing bodies, increased public awareness of Taekwon-Do schools and how this effected membership levels.

**CHAPTER TWO**  
**LITERATURE REVIEW**

## **2.0 Literature Review**

### **2.1 UK Taekwon-Do**

Sports club participants were likely to have a healthier and greater quality of life than those who participated in different physical activities, due to the social impact of the participants lives (Eime et al, 2010). Poulton et al (2007) stated that encouraging participation in sports clubs from a youth age bracket, was likely to encourage continued participation in the future stages of their lives resulting in an all-round healthier lifestyle which was defined by Stafford (2011, p. 241) as “a complete state of social, physical and mental wellbeing”. It was highlighted by Anderson et al (2009) that a key method of increasing physical activity and increasing health, was sports club participation.

With specific focus on the martial art of Taekwon-Do, the Sport England (2009) identified that there had been a decline in participant numbers within the age bracket of 35 to 54 years however, an increase in women participation rates occurred and a small increase in male participants. Sport England (2009) additionally stated that during the year of October 2008 to October 2009, 27,000 adult participants took part in 30 minutes of Taekwon-Do at a minimum of once a week at a moderate intensity, which was further stated as an increase from the previous year but not significantly. With 27,000 adult participants being only 0.06% of the UK population, this figure was significantly low. Kim et al (2010) identified that an area of weakness in literature was that there were few studies that identified the understanding of the variables that were associated with Taekwon-Do events alongside the perceptions and satisfaction rates of current members to promote to potential members.

Literature by Lee and Ricke (2012) stated that Taekwon-Do had been traced back to 50BC and to further grow, required modernisation of promotional strategies (OECD, 2009). Stepan (2008) identified that there were two main forms of Taekwon-Do, WTF (World Taekwon-Do Federation) and ITF (International Taekwon-Do), split by the North and South Korea divide. Stepan (2008) continued to highlight that WTF Taekwon-Do was Olympic recognised and lottery funded however ITF Taekwon-Do was not, which could encourage a lack of participants for ITF Taekwon-Do. According to Finkenberg (1990) WTF Taekwon-Do had been an Olympic sport since the year 1984. Segaert (2012)

additionally argued that potential participants specifically look for a focus, which would be a benefit to them as a result of participating in a martial art. This links with literature by Jones, Mackay and Peters (2006) who stated that motivation could be a key influence for participation and identified that the four crucial motives are association, skill development, friendship and fitness. Segaert (2012) further focused that these motives were dependant on instructor beliefs and capabilities, which determined the focus of the individual Taekwon-Do school. Literature by Bridge et al (2007) supported these findings having identified that regarding fitness, Taekwon-Do consisted of high cardiovascular conditioning with most activities for practice and competition and as a result, instructors were required to structure sessions to a manner that all members were able to cope, not just conditioning for competition achievement.

Finkenberg (1990) identified that people participate in martial arts such as Taekwon-Do for a range of reasons these included; self defence knowledge, as a sport for competition purposes, physical and mental conditioning or potentially for spiritual aspects. Coalter (2007) stated that sports contribute to life lessons and moral reasoning leading to self-discipline, confidence and respect. As stated by Arastoo et al (2013) Taekwon-Do promoted a high level of respect and discipline as a basis for life lessons and behavioural control. This was further supported by Yates (2011) and Crego (2003) who stated that the Taekwon-Do tenets of which all instructors and students must execute were; courtesy, integrity, perseverance, self- control, Indomitable Spirit, these were applied in the daily activities of the sport. Additionally, Christensen and Levinson (1997) identified the Taekwon-Do oath which again all must execute is; I must observe the tenets of Taekwon-Do, I must respect my instructors and seniors, I must never misuse Taekwon-Do, I shall be a champion of freedom and justice and build a more peaceful world.

Literature identified why members of the public potentially did not participate in a martial art such as Taekwon-Do and additionally why people got involved. In order to retain members, satisfaction levels must be met. Sport England (2004) identified that satisfaction statistics were measured on factors such as value for money, quality of facilities/equipment, social activity and level of performance. Sport England (2004) further identified that Taekwon-Do was within the top five sports for the highest participant satisfaction rates. It could then be argued that retention of members was less of an issue than gaining membership levels and appealing to more within the community.

## 2.2 Sports Marketing

It had been identified by Hardy et al (2007) and Kaser and Oelkers (2008) that sports marketing involved actions designed to target and meet the requirements of current and potential members, either through promotion of products or services. Development of sports marketing strategies altered dependant on; understanding of psychological, personal, technological and environmental influences that impact on member behaviour and, the marketing availabilities within budget. (Ekmekci and Ekmekci, 2010 and Flank, 2008), According to Anne et al (1996), marketing variations within sport were low and the basic understanding of marketing was limited, which in turn influenced the size of an organisation and the influence on current or potential members. This was supported by Robinson (2010) who stated that marketing required the promotion of the activities that the club offers, such as a Taekwon-Do School that met the requirements of potential members. Robinson (2010) additionally stated that strategic marketing was furthering promotional activities in the right place and the right way.

Robinson (2010) identified promotion as a range of activities that, in return would increase awareness and possible interest in a sports club, which could lead to an increase in membership levels. Hardy et al (2007) supported this statement by having identified that there were a wide range of promotional activities for example; print advertising, electronic advertising, mailing, telemarketing and personal selling. Recently however, a new form of promotion had emerged, as identified by Ekmekci and Ekmekci (2010), the use of social media promotion had increased and could facilitate the promotion of membership for clubs such as Taekwon-Do schools.

## 2.3 Social Media

Social media as stated by Mohammadian and Mohammadreza (2012) was predominantly used on the web or via mobile applications. It facilitated interactions with users through web-based tools that people utilised to create and share desired content. A sports club such as a Taekwon-Do school's social media marketing approach, enabled the establishment of a long-lasting relationship and powerful interactions with their members. To support the previous statement by Anne et al (1996) having noted that marketing variations were low, Evans (2010) stated that experienced marketers further broadened their marketing activities by adapting to current trends, such as social media use, to aid promotions.

The readily accessible nature of social media had become a routine part of many people's lives within the sporting environment, enabling the ability to connect and engage either on a fan base level with elite athletes, or forging relationships with teams/leagues on an amateur sporting level (Fisher, 2011 and Pederson, 2013). Walaski (2012), Anson and Samala (2012) and Careless (2012) stated that social media influenced brand development by facilitating a platform for communication between users in actual time, alongside creating a digital footprint and bringing sports clubs into the 21st century. This could have meant that potential members perceptions of the sports club, such as a Taekwon-Do school, could be influenced with the use of social media by the posts, updates and information accessible to them through these social media sites. This was supported by Mohammadian and Mohammadreza (2012) who stated that this enabled sports clubs to build a reputation and positively influence member and potential member experiences.

To further elaborate on the range of social media sites, Anson and Samala (2012), ASSE Connections (2011) and Osatuyi (2013) identified that there were a range of different social media options, these included; the use of blog sites and the use of websites such as Facebook, Twitter and YouTube. These all created forms of networking and promotional opportunities by creating a social media hype to encourage members to discuss, feedback and respond appropriately allowing targeted engagement from a sports club to its members and potential members.

Social media facilitated collaboration between sports clubs and their members/potential members with the ten main identified uses of social media highlighted by Whiting and Williams (2013) which included; the ability to seek and share information, used for social interaction with friends, family and those with common interests, used as a communication tool between sports clubs or community clubs, used for photo and video sharing from events and, used to gain knowledge and information on others. Fox et al (2011) and Lim et al (2012) supported this statement and added that these ten uses of social media permitted identification of trends in messages and the stream of information produced by members and potential members, enabling sports clubs to identify member interest, or lack of interest in products and services that were currently offered. However Jue et al (2010) identified that trends and promotional activities could only be effectively monitored provided there be a substantial number of social media users.

## **2.4 Social Media Growth**

Cross (2011) identified that out of Facebook, YouTube and Twitter, Facebook had been active the longest launching in 2004, YouTube launched in 2005 and finally Twitter in 2006. Social media, as stated by McGiboney (2009), Shields (2011), Van Grove (2010) and Lim et al (2012), had increased exceptionally over the recent years and these studies have identified that Twitter users for example, had dramatically seen an increase from 475,000 users to a case of over seven million users between the dates of February 2008 to February 2009, this was highlighted as a growth of 1,400% and further suggested that Twitter would eventually grow to 200 million users by 2011. According to Sloan (2013), Facebook had over one billion users containing a mix of individuals and groups such as sports clubs, for example Taekwon-Do schools. Through this user increase, Lim et al (2012) highlighted that more social media users meant more communication links between people and athletes, or sports clubs' members and instructors in their respective field of sporting interest, or within their community, and furthermore form social ties with other members to increase engagement, motivation and influence sporting decisions.

A range of marketing strategies with social media had been used by sport clubs to increase target group participation in sport, enhance the sporting opportunities available for members, increase member satisfaction levels and drive community outreach

programmes to increase both participation and community social inclusion (Brunette and O'Reilly, 2013). Norman (2012) added that community communication aided the increase in members of Taekwon-Do schools due to social media developing a support and motivation network boosting community action and engagement. Danzey-Bussell et al (2013) additionally identified that social media marketing strategies were suited for sports such as Taekwon-Do that received less mainstream media attention.

Supporting previous research by McGiboney, (2009); Shields, (2011); Van Grove, (2010); and Lim et al (2012), it was stated by Kumar and Sundaram, (2012) that social media continued and would continue to strengthen and increase, not only down to public ability to connect to other profiles, but because of the ability to decide who they interact and shared with. There was an established social media structure by which sports club members were encouraged to share information about experiences, for example within their experience of Taekwon-Do. As supported by Barr et al (2011), when utilised effectively, sport clubs were enabled to build good member relations and encourage engagement, motivation and participation as well as the ability to drive interest from potential members should current members promote their experience on social media sites. Barr et al (2011) additionally stated that these member relations had the potential to improve sports clubs through the identification of what members were hoping to get out of their experience with the club, for example timings of classes.

Sport England (2004) was just one example of a sporting governing body that had begun to utilise social media to promote sporting opportunities for the public, using Twitter, YouTube and Facebook. Sport England (2004) promoted events through social media such as twitter and in return offered sport clubs the opportunity to tweet about their experiences at these events, allowing Sport England to re-tweet to a wider audience. Sport England (2004) additionally stated that promotion through Facebook allowed shares to a wider audience, and YouTube facilitated the uploading of videos of sporting events organised by sports clubs. As a result of this, Sport England (2004) offered the opportunity for sports clubs to highlight their need for funding for facilities or required equipment and also coaches or volunteering coaches, to further improve and facilitate the requirements of members.

## 2.5 Reduction in Marketing Costs

Sports marketing as supported by Carysforth (2004) was costly when aiming to reach a wider market. Carysforth (2004) identified that costs for a sports club such as a Taekwon-Do school included; printing leaflets, radio adverts and local newspaper adverts. All of which were costly but were beneficial in reaching a vast audience. This approach to marketing however could be deemed ineffective at specifically targeting the appropriate market. Dibb and Simkin (1996) highlighted that with this approach to marketing, there was no market segmentation, therefore the target audience could potentially not have been reached or attracted to that form of marketing, which meant advertising costs were exhausted on ineffective promotional activities. Ng and Zimmerman (2013) further identified that if utilised effectively social media could target potential members through common interests and mutual friends within a social network.

According to Duncan (2012) the average cost of leaflet production as an advertising campaign for a sports club was £450, a local radio advertising campaign cost £4000 and a local newspaper advertisement in a daily newspaper would cost around £500. Having previously identified in literature by Stepan (2008), one particular form of Taekwon-Do, ITF Taekwon-Do, was not Olympic recognised or lottery funded, in return it was unlikely that Taekwon-Do schools would have a significantly large enough budget to cater for these forms of advertising campaigns. This enhanced the appeal and encouraged the use of social media advertising campaigns in order to remain within an acceptable budget plan.

Geskey (2010) highlighted that a main benefit of utilising social media as a promotional tool was that it was free or in some cases nearly free. Geskey (2010) further stated that you were able to register your sports club for free, minus the cost of the computer, time and Internet costs, then should further networking be required, an inexpensive fee could potentially be added to further that reach. Albarran (2013) stated that with social media marketing and mobile communications on the rise, budgets for print and mail promotions would dramatically decline across all small, medium and large sports clubs such as Taekwon-Do schools. Albarran (2013) also stated that utilising social media marketing as opposed to print and mail promotions facilitated quick, measurable feedback regarding the promotional activity as well as feedback on the sports club. This in return benefited sports clubs, as they were able to identify whether promotional activities were

successful and were reaching the target market and in return gaining interest and increasing membership levels.

Carter (2011) supported this statement and added that social media enabled members to sign up for free alerts on sporting updates, whether it be on an elite level of interest or a local sports club information update. This benefited sports clubs as last-minute changes to schedules, such as a change in venue or time of a training session, could be sent out, free of charge, to members and potential members which ensured awareness of these changes so that sessions could run smoothly. Based on literature by Boyd and Ellison (2008), Brake and Safko (2009) and Chinn and Williams (2010), user level of communication within communities allowed common interests to be shared and sports clubs to be promoted under groups such as a community page or a local leisure centre page. This could reduce the requirement for leaflet dropping and local newspaper advertising around the community, resulting in a reduction of advertising costs. Additionally, should any club session changes occur, this information would have to be reprinted, proving costly to many sports clubs, making previous costly promotional material redundant.

As a result of literature research and findings, this study would further knowledge on the impact of social media on the development of Taekwon-Do schools, with specific interest on the size of the Taekwon-Do schools in relation to social media use, the communication links social media offers Taekwon-Do schools, the reduction in marketing cost and finally what social media offers Taekwon-Do schools. Whilst traditional marketing methods such as leaflet dropping and newspaper advertising had been used successfully with Taekwon-Do Schools, new technologies are enabling broader connectivity resulting in social media marketing dominating current marketing strategies. This study has attempted to illustrate the benefits associated with social media marketing and how it could be used to increase membership and improve current methods of communication with members, schools and governing bodies.

**CHAPTER THREE**  
**METHODOLOGY**

### **3.0 Methodology**

#### **3.1 Research Design**

Qualitative research as stated by Goertz and Mahoney (2012) covered a broad range of research methods including, observation, textual analysis and interviews. It was further identified by Merriam (2009) that qualitative research would be conducting research into understanding of interests and interpretations of experiences, rather than finding out figures, for example how many members are in a sports club. It had been stated by Newman (1998) that quantitative research aimed to identify common trends and is used to test theories for confirmation using empirical data. It had been further stated by Burns (2000) that quantitative research had a more planned approach to research, having previously identified the required responses to fulfil research, resulting in surveys having addressed predetermined themes and results being readily analysed.

The chosen research method for this study was quantitative research. As stated by Bank (2000) quantitative research could be done in forms of surveys. This benefited the study by having enabled large numbers of sports clubs to be reached across the UK, as opposed to qualitative research in forms of interviews, where only a limited number of participants could be targeted. Research surveys enabled another benefit of triangulation. As stated by Bank (2000) triangulation had occurred through the use of multiple respondents and comparing those surveys with literature findings. Bank (2000) further stated that as a result of triangulation, research and their findings were more valid. Burns (2000) summarised the main benefits of having utilised a quantitative approach to research as; result precision, variable control and results are replicable for validation and reliability.

### **3.2 Participants**

This study consisted of purposive sampling. As noted by Macnee and McCabe (2010) purposive sampling was used to intentionally select participants for the study with specified knowledge and expertise in the required field, in this case Taekwon-Do. Therefore, this study was undertaken with 30 participants from 30 different Taekwon-Do schools across the UK, predominantly ITF schools. In addition, all participants involved in the study were over the age of 18 and fully licensed and practicing instructors under the British Taekwon-Do Council (BTC). Having asked the Taekwon-Do school instructors as opposed to students meant accurate results due to the knowledge of how the school operates. National governing bodies required instructors of each school to be fully registered, licenced and affiliated. This meant that school information was well documented and recorded consistently over periods of time. This aided the identification of the schools development since utilising social media.

The survey process was undertaken in accordance with the recommendations of Phillips (2003), which aided participant response: All prospective participants would have been provided with advance communication, detailing the purpose of the study and the reasons for the requirement of questionnaire response. It was also clearly stated how the data would be analysed and who would have access to the information provided. To reinforce the process, a clear and concise participant information form was sent out alongside the questionnaire with details of the purpose of the study, the importance of their response, and how the data would analysed.

### **3.3 Research Method**

This study applied the use of questionnaires as the optimum process for collecting the required data. According to Gillham (2008) and Brace (2013) found questionnaires to be a reliable form of attaining relevant information from selected participants for a study, intended through self completion and additionally, they were an accurate way of identifying values, principles and attitudes, actions and range of experiences, which included subjective variables complicated to truthfully measure (Foddy and Foddy, 1994). Gillham (2008) found questionnaires would be formed of a structured continuum, which meant the

researcher would determine the range of questions asked as well as limiting the responses given, this in return enabled clear analysis of the research responses.

Data collection through the use of questionnaires required clear and concise questions for appropriate and valid responses. Brace (2013) enforced the requirement of correctly phrased questions in the corresponding order. An initial series of questions were formatted to assess the responses, the questionnaire was sent to a trial practitioner as a pilot sample “see Appendix C”. This ensured the questions were as logical, valid and objective as possible. Based on the responses from the pilot sample, the questions were modified to further eliminate ambiguity, and then assembled onto the final questionnaire.

A limitation to using questionnaires, as highlighted by Gillham (2008), was that there was a typically low response rate to questionnaires, with this, motivating response was additionally a difficult task which resulted in questionnaires being filled out sporadically and falsely with no thought to the options chosen. As a result of this, findings were deemed unreliable due to untruthful responses, which greatly impacted the overall results of the study. In order to encourage participant response, the number of questions was limited to precisely what was required for the study and abided by the 10 minute or 50 question maximum rule as identified by Allen et al (2007).

There were two main types of formatting for questionnaires as identified by White (2003), these are; postal/electronic questionnaires, and self-administered questionnaires. The chosen format for this study was to send the questionnaire via an online e-service, which meant that the questionnaires were to be sent out via email and saved online upon completion. This was an ideal format as this enabled the participant to complete and respond to the questionnaire at a convenient time for them. It would then be hoped that this convenience aided the assurance that the questionnaire was completed with full attention to detail. In addition, Taekwon-Do is worldwide, despite the audience group for this research being UK based, an online e-service reaches a wider target audience with ease.

The research method utilised to design, develop and send out the questionnaires was SurveyMonkey.com. SurveyMonkey.com was the ideal research method for this study as this was an online tool, which allowed researchers of varying levels to efficiently design

surveys (Dufrene and Lehman, 2011 and Salko, 2010). SurveyMonkey.com had been identified by Dufrene and Lehman (2011) as the leading online survey tool at the service of over four million users a month.

The benefits of SurveyMonkey.com enabled users to design custom research surveys and on completion from participants, view real time statistics and the results/feedback, in order to have made informed decisions and to have reflected and analysed the data collection. SurveyMonkey.com was free to use and there was no limit on the number of surveys that could have been sent out. In addition, there were a number of data analysis options to ensure ease of critical analysis through the use of tracking and managing options (Salko, 2010). Salko (2010) further stated that SurveyMonkey.com had collaborated with Mail Chimp, an application to assist in management and control of survey distribution to targeted groups. To support the use of this research method involved in studies, Salko (2010) identified that SurveyMonkey.com was widely utilised by many a business, retail trade, professional services and additionally students conducting research studies.

### **3.4 Procedure**

The Taekwon-Do schools across the UK that were invited to participate in this study were located on the UKTA website. Participant information forms were sent out prior to the questionnaire link. This identified to the instructors; the purpose of the study, their aid in the study, identification of the length of the questionnaire and details of the data analysis. Following the participant information, the questionnaire link using SurveyMonkey.com and email contact details as previously identified, was then sent out for completion. Participant consent to was then approved upon the completion of the questionnaire. With fewer than required responses, a gentle reminder was additionally sent out to increase participant response and support the reliability of the study, as the higher the response rate, the likelihood of spotting anomalies increased as stated by Salko (2010). Upon completion from the schools, data analysis then aided the conclusion of the study and identified the impact of social media on the development of Taekwon-Do schools.

### **3.5 Validity, Reliability, Data Protection and Ethical Considerations**

As stated by Hammersley (1987) a valid research study would have consisted of results accurately portraying and explaining intended findings. This study utilised a quantitative research approach, which meant the aim of the study was to measure common trends that were applicable to all respondents based on the generalisation of findings (Maxwell, 1992). Validity within this study was supported in the discussion section when having linked findings to previous literature.

Reliability of research studies as identified by Champion and Black (1976) and Lehner (1979) could be defined as the ability to measure findings consistently and the reproducibility of these findings. Merriam (1995) stated that restricted and controlled methods of quantitative research, such the theme specific questionnaire used in this study, would have aided the assurance of reliability and produced replicable data.

This study will use a third-party provider Survey Monkey to conduct and manage survey responses. Should any Personal Identifiable Information (PII) require to be obtained only information that is necessary will be collected and with additional permission. Data will be deleted after the conclusion of this study.

Prior to this study, an independent gave ethical approval for data collection for this study. Before completion of the questionnaires for this study, the participants were required to read a participant information document detailing the anonymity of responses, the benefits of their input and that they were able to withdraw from the process at any point making participation voluntary and informed “see Appendix A”. As previously stated, participants would be Taekwon-Do instructors, this meant that all participants were guaranteed to be over the age of 18, to ensure ethical approval and abide by the ethical considerations.

### **3.6 Data Analysis**

It was stated by Falissard (2012) that data sets often contained inconsistencies with response to questions, errors and possibly missing data, these all created hundreds of

variables, which made analysis difficult. To tackle this, according to Salko (2010), SurveyMonkey.com automatically saved responses and allowed researchers to view and critically analyse responses with ease and in the form of statistics. Salko (2010) further noted that this could be done without the risk of data being lost, corrupted or data being incomplete, as the website highlighted any incomplete questions to participants. Upon participant completion, analysis consisted of having identified the link between the size of Taekwon-Do and the use of social media, communication links, marketing costs and finally the link between enquiries and membership increase.

In order for data analysis to have been possible, statistical analysis was used. Taylor-Powell (1996) identified that common mathematical techniques could have been used but the ideal choice for this study was the use of percentages. Taylor-Powell (1996) further stated that percentages expressed results proportionately, having meant that results would then have been easily interpreted and an optimum way to have shown relationships and themes in comparison with respondent feedback. Taylor-Powell (1996) additionally added that rounding off percentages to the fewest possible decimal place within results was required to clearly state findings, however showing no decimal places could have been interpreted as concealing facts, differences or errors with results. This study had utilised rounding off mainly to two decimal places or less when needed, to portray accurate and precise results.

Pie charts were also used in this study to identify findings. Moline (2012) stated that pie charts were important to show the differences in the results especially when having had to identify highest and lowest response answers or being required to rank results by size. Moline (2012) further identified that pie charts provided quick and impressionable identifications of differences in results, which was suited for the presentation of the results within this study.

**CHAPTER FOUR**  
**RESULTS**

## **4.0 Results**

Analysis of the results obtained from this study were broken down into three key sections. The first section identified whether there is a link between the size of the Taekwon-Do school and its use of social media, the second section identified the improved communication links social media offered and, the third and final section identified whether social media had an impact on marketing budgets and outgoings of Taekwon-Do schools. In order to clearly identify findings, diagrams and charts were used throughout.

### **4.1 Size of School and Social Media Use**

When looking into factors that influenced the use of social media amongst Taekwon-Do schools, the study aimed to identify whether there was a link between the size of the Taekwon-Do school and whether social media was used and the extent of social media use.

#### **4.11 Size of the Taekwon-Do Schools**

It was crucial to first find out the size of the Taekwon-Do schools that participated in this study. This had been achieved by identifying the number of affiliated members. The results identified that 43.33% of schools have between 10-40 members, however the majority of the schools, 56.66%, had over 41 members affiliated with them. See (Figure 1) for a breakdown of the size of the Taekwon-Do schools that participated in this study.

Taekwon-do School Members/Students

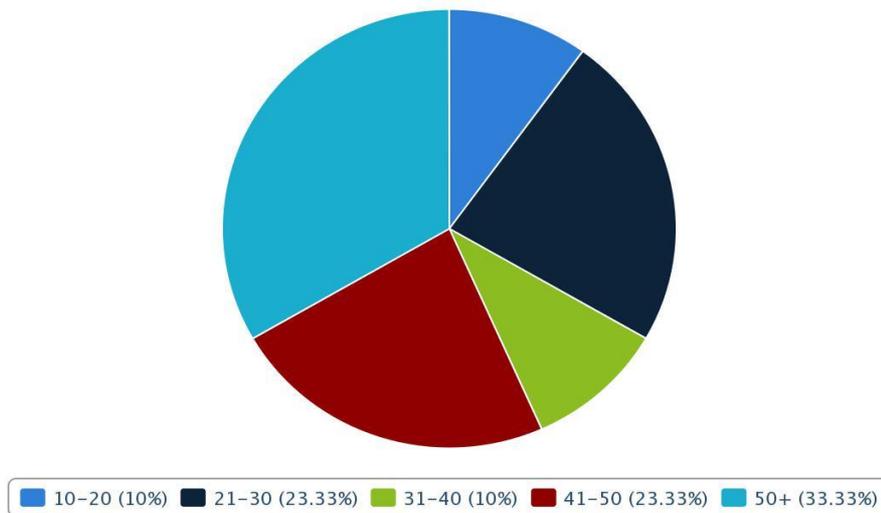


Figure 1: A chart identifying the membership levels of the Taekwon-Do schools that participated in this study.

#### 4.12 Current Social Media Use

Once the school's size had been categorized, the next stage was to identify whether they used social media and in which forms. The research stated that out of all the schools that participated, only a minority of 3.77% were not using social media. It was noted that 50% of these schools stated within a year they would begin using social media as a marketing tool. Additionally, it was clear that out of Facebook, Twitter and Instagram, the most commonly used social media site was Facebook with over half, 52.83%, of schools utilising this site as a major promotional tool. A further breakdown of the figures can be seen in (Figure 2) with the additional identification of Instagram being the second most popular promotional tool, then followed by Twitter.

## Social Media Site Use

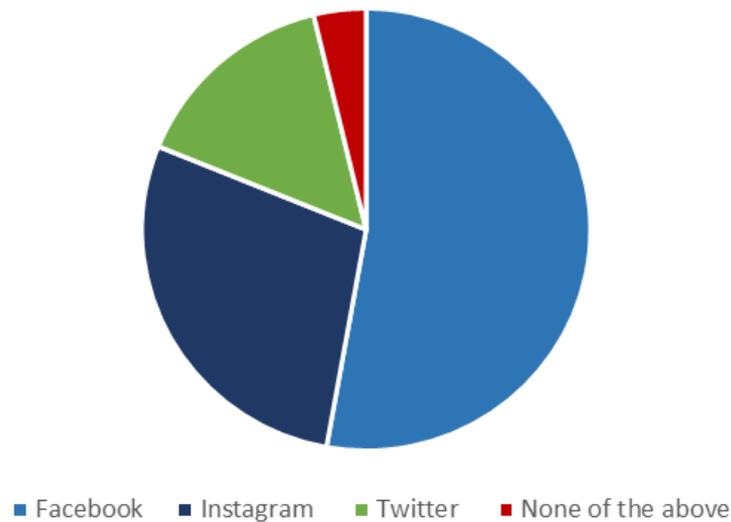


Figure 2: A chart identifying whether Taekwon-Do schools use social media sites and which ones they do.

### 4.2 Social Media Communication Links

In order to identify the impact of communication social media offered Taekwon-Do schools, it was a requirement to look into how Taekwon-Do schools had already been affected by the use of social media as a marketing tool. This had been divided into four sections;

1. Had there has been an increase in public enquiries?
2. Had there been improved interaction between schools?
3. Had there been an improved interaction with members and parents?
4. Had there been improved interaction between schools and the governing bodies of Taekwon-Do?

#### 4.21 General Public Enquiries

Social media offered a wide range of marketing opportunities for Taekwon-Do schools to utilise in order to promote their schools. Social media is accessible to anyone with Internet access and social media sites can be viewed by members of the public dependant on security settings and permission levels (Whiting and Williams, 2013). As a result of this, current members and those looking to join could view Taekwon-Do school social media sites, therefore increasing public enquiries and interest. This study had identified that 75% of schools had seen a noticeable increase in general enquiries from the public as a direct result of social media promotion, as shown in the chart below (Figure 3).

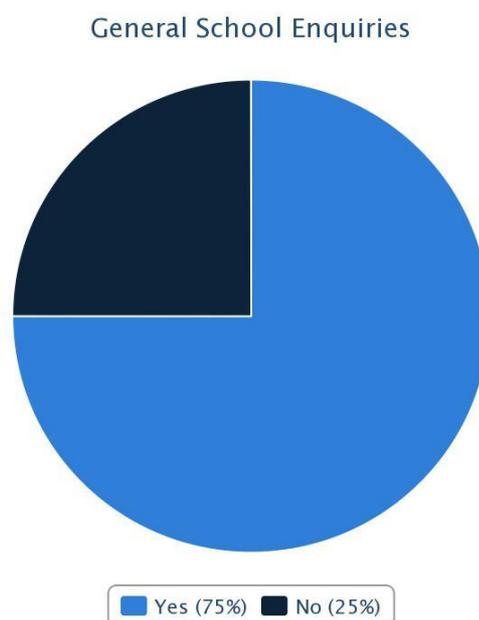


Figure 3: A chart identifying that since the use of social media, 75% of the Taekwon-Do schools have seen a noticeable increase in general enquiries from the public.

#### 4.22 Improved Communication between Members and Parents

Social media not only enabled communication links outside of the Taekwon-Do school but also with the current members and/or the parents of the members. This had become an essential and vital tool to communicate important information regarding training sessions, for example changes in times and locations. Information was easily and readily accessible to all those on social media sites enabling instructors to communicate more effectively, 92.86% of schools supported this statement.

#### Communication Between Members and Parents

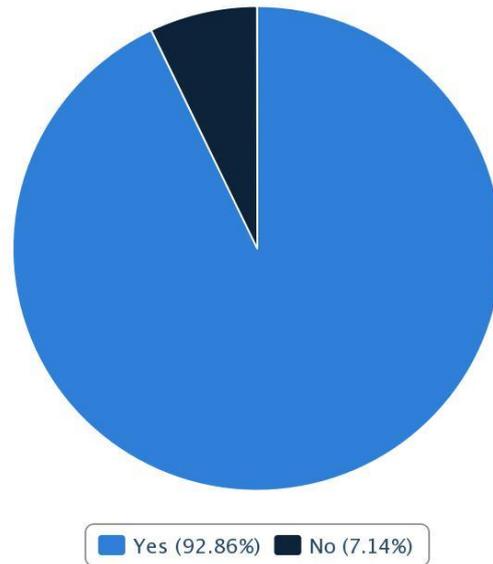


Figure 4: A chart stating that there has been an improvement in communication between members and parents.

#### 4.23 Improved Communication between UK Schools and Governing Bodies

Taekwon-Do is a nation wide sport, as previously identified in (Figure 2), 96.22% of the Taekwon-Do schools that participated in this study used social media as a form of self promotion. 89.29% of these schools stated that social media has enabled improved communication links between other schools using social media across the UK. These communication links facilitated instant information and updates on events, aiding the retention of Taekwon-Do practitioners in the sport, allowing them to find new schools should relocation occur. The chart below supported the statement that since the use of social media, there had been an improvement in communication links and interaction between Taekwon-Do schools across the UK.

Improved Interaction with UK Schools

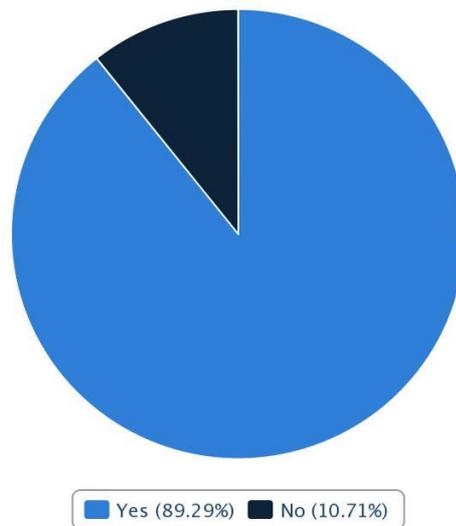


Figure 5: A chart identifying that 89.29% of Taekwon-Do schools state that social media has improved communication links between Taekwon-Do schools across the UK.

With social media improving communication links between schools, the study additionally identified improvements in communication links between schools and the national governing bodies. 92.59% of the schools that participated in this study stated that there had been improvement in communication with governing bodies with regard to event management and the dissipation of information and announcements. Below (Figure 6) supports that statement that 92.59% of schools feel there had been an improvement of communication links between schools and the national governing bodies.

#### Improved Interaction with Governing Bodies

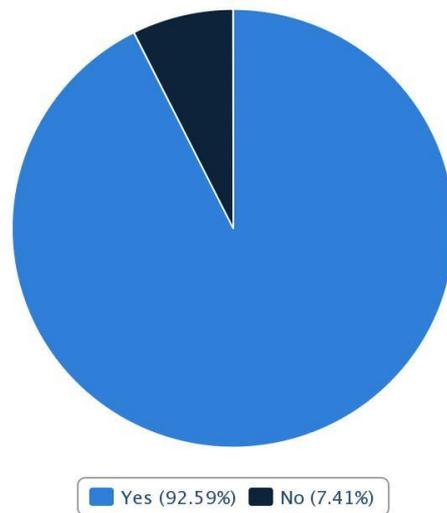


Figure 6: A chart identifying that 92.59% of Taekwon-Do schools that participated in this study state that social media has improved communication links between Taekwon-Do schools and the governing bodies.

#### 4.3 Reduction in other Advertising and Marketing Costs

Social media is free for anyone to use, whether your profile is a single person or a business/company or sports organisation. Popular social media sites such as Facebook had one million users and reached a broad audience and potential customer base (Sloan, 2013). When social media is utilised effectively, marketing and promotion can be used to target potential customers or people with similar interests. Additionally social media is an imminent source of information and has enabled Taekwon-Do schools to respond more quickly to any important information and promote their schools and communicate with the public to increase membership. This in return could reduce outgoing marketing costs in other areas, for example leaflet dropping, newsletter production and event acknowledgement of attendance, it is also a very cost-effective method ideal for smaller Taekwon-Do schools with a limited marketing budget.

### 4.31 Current Marketing and Promotional Strategies

In order to identify what the impact of social media had on marketing and promotional activities of Taekwon-Do schools, it was vital to identify the impact of other marketing and promotional strategies used to increase membership levels. The most common promotional tools were options in the questionnaire, the questionnaire also had the facility for the respondent to add additional tools unique to their Taekwon-Do schools.

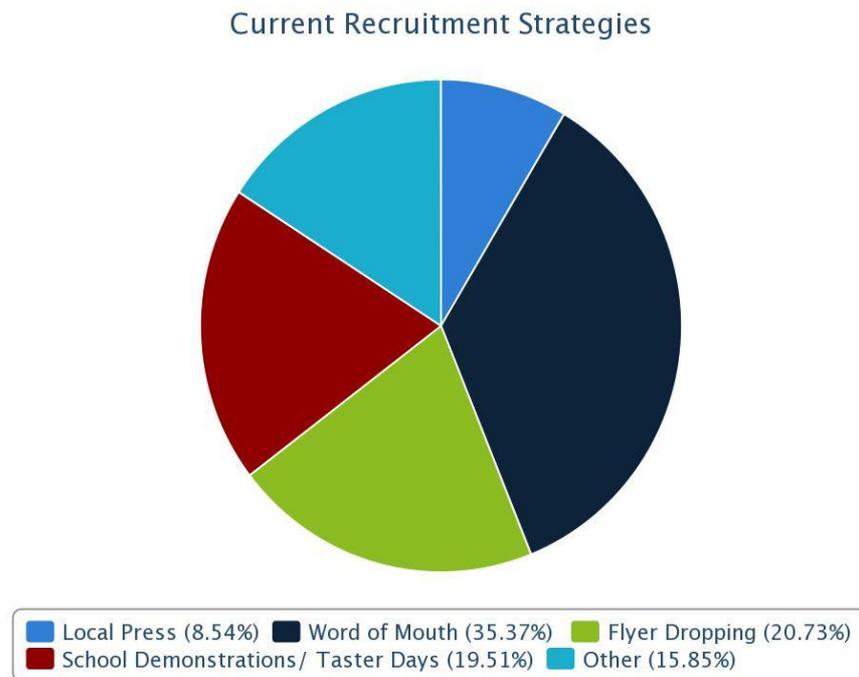


Figure 7: A chart identifying current recruitment strategies.

Based on findings, the most popular form of recruitment strategy was word of mouth at 35.37%, with flyer dropping being the second most popular strategy at 20.73%. In addition to this, other options were also identified confirming that the majority of the Taekwon-Do schools already relied on social media as a current promotional strategy alongside website links.

#### 4.32 Reduction in Advertising and Marketing Costs

Results identified that 96% of the Taekwon-Do schools who participated in this study used some form of social media, with Facebook being the most popular, as previously shown in (Figure 2). To expand on this, out of the 96% of Taekwon-Do schools that used social media, 100% stated that they had been able to reduce advertising and marketing costs. This was highlighted in (Figure 8) which also highlighted that 21.43% of schools had achieved a 40%+ reduction, which was a significant cost saving.

Reduction in Advertising and Marketing Costs

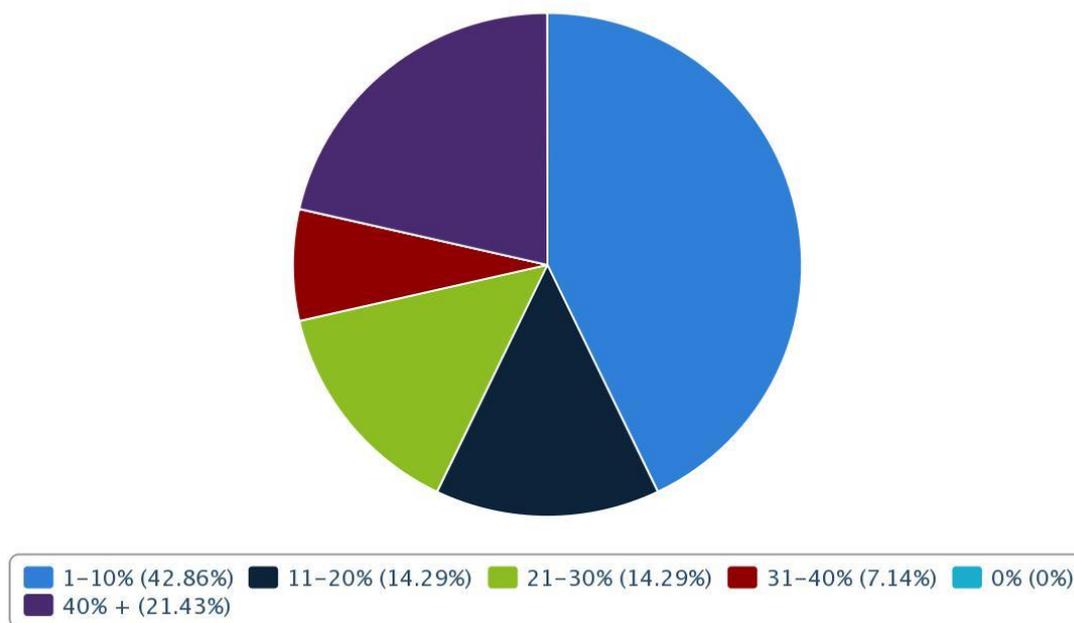


Figure 8: A chart stating the percentage in reduction of advertising and marketing costs since the use of social media.

#### 4.4 Increase in Enquiries in Comparison to new Membership Numbers

An interesting finding as a result of this study was a difference in the levels of public enquiries in comparison to the membership level increase. As previously identified in (Figure 3), 75% of Taekwon-Do schools have had a noticeable increase in public enquiries since the use of social media. This should have resulted in a great increase in membership levels, however, results from this study had shown that 64.29% of Taekwon-Do schools had only seen an increase of between 1-20% as shown in (Figure 9). With 66% of schools having less than 50 members, the 20% increase equates to only 10 people since using social media.

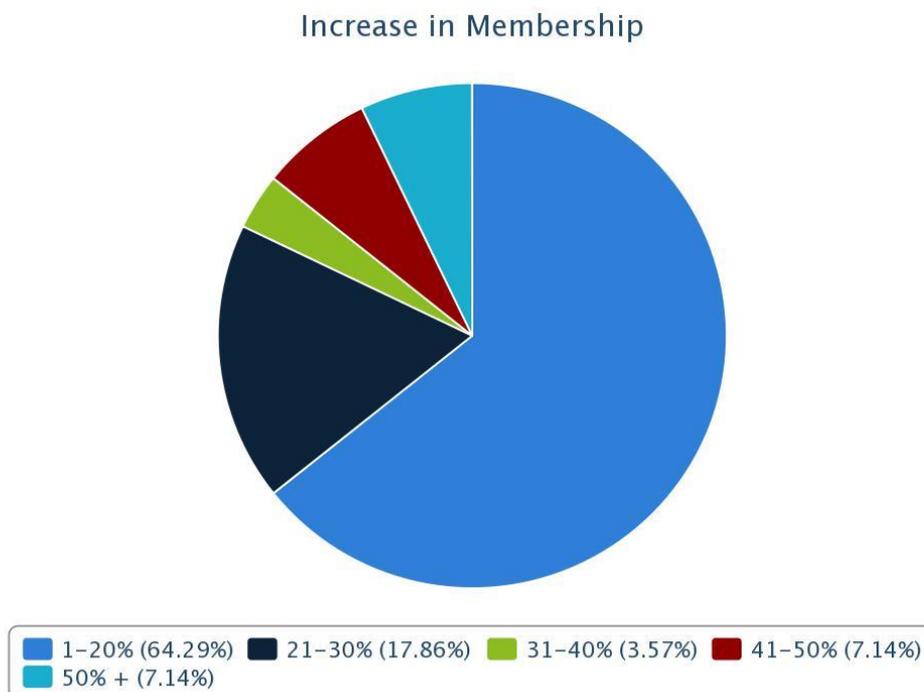


Figure 9: A chart stating the increase in membership levels since the use of social media marketing.

**CHAPTER FIVE**  
**DISCUSSION**

## **5.0 Discussion**

This discussion section further critically evaluates the research obtained from the study. Identification of any findings were linked back to the original supporting literature. The discussion was set out under three theme subheadings and supported by the findings obtained within the results section of this study.

### **5.1 Size of School and Social Media Use**

Literature by Lee and Ricke (2012) identified Taekwon-Do to be traced back as far as 50BC and had been established as the fastest growing martial art leading to the WT version of Taekwon-Do having gained Olympic status on the 4<sup>th</sup> September 1994 for the 2000 games. It could be argued that to continue to grow, promotional strategies required modernising in order to reach the target audience. This was further supported by OECD (2009) who stated that the modernising process included the acquisition and use of technologies for innovated promotional activities. It was important to have identified factors that effected social media use and, in this case, a potential link was whether the size of the Taekwon-Do school impacted the use of social media, i.e. whether social media was more likely to be used if the school had a higher membership rate. A wide range of Taekwon-Do Schools across the UK participated in this study ranging from schools with only 10-20 members to schools with 50+ members. 56.66% of schools had over 41 members affiliated to them and 43.33% had 10-40 affiliated members. The range of membership levels varied dependant on the instructor and location of the school. In some cases, an instructor could cover a district, for example Surrey, and set up numerous classes at different venues and times throughout that area, as a result of this, there would be a higher membership rate and more of a requirement to have utilised social media to communicate quickly and effectively any information to members. In contrast a single instructor operating from a single location may have as small as ten members.

The link was reinforced by determining the identification of whether social media sites were already utilised and additionally, which sites were predominantly used. Findings established that 96.22% of the Taekwon-Do schools that participated in this study already used social media as a form of marketing and communication link. It was further identified that Facebook was found to be the most popular of the social media sites with 52.83% of

schools signed up and actively updating their accounts. This could be a result of the opportunities Facebook offered to schools as stated by Fisher (2011) and Pederson (2013) that the readily accessible nature of information had become routine within the sporting environment enabling connections and engagements with teams or in this case Taekwon-Do schools which aided the forging of relationships between members.

Instagram was identified as the second most popular social media site amongst Taekwon-Do schools with 28.3% of schools actively updating an Instagram account. It could be argued that Instagram was additionally a popular social media platform within Taekwon-Do due to the desire to upload photos and videos of performances of students at varying events. This was supported by Hu et al (2014) who identified that users are able to instantly share and promote their events by uploading photos and videos, in addition to utilising filters for the desired effect. Finally, Twitter was deemed the least popular with only 15.09% of schools having an active account. It was possible to argue that Twitter was the least popular amongst Taekwon-Do schools due to Twitter being the youngest social media site of the three, Facebook was launched in 2004, YouTube in 2005 and finally Twitter in 2006 (Cross, 2011). All three social media sites however enabled Taekwon-Do schools to develop forms of networking and provided promotional opportunities through media hype to a targeted audience. (Anson and Samala, 2012; ASSE Connections, 2011; Osatuyi, 2013).

Having established that there was a wide range of membership levels that varied from school to school, possibly due to instructors setting up multiple venues over a district or operate from a single location. This study established that 96.22% of schools already utilised social media within their promotional strategy, it was clear to state that the size of the Taekwon-Do school did not impact on whether social media was used. Literature supported that this could be that Taekwon-Do schools promotional strategies were to use social media to enhance sporting opportunities, enhance satisfactory levels and community outreach to increase participation and inclusion (Brunette and O'Reilly, 2013). These factors were adaptable for all Taekwon-Do schools whether membership was between 10-20 or 50+ and was supported by both "Figure 1" and "Figure 2".

## 5.2 Social Media Impact on Communication Links

Social media, when used effectively provided a range of benefits. To aid the identification of these benefits, this study involved researching the impact social media had already had on schools with active social media accounts. The main points looked into were; the increase in public enquiries, the improvement of interaction between schools, the improvement of interaction with members and parents and the improvement of interaction between schools and Taekwon-Do governing bodies.

Findings identified that Taekwon-Do schools that had an active social media policy had applied social media to their promotional strategies, 75% of Taekwon-Do schools stated that there had been an increase in general public enquiries as a direct result of social media promotion. According to literature by Anson and Samala (2012), Careless (2012) and Walaski (2012), this could be a result of the accessibility of social media, having facilitated communication between social media users as well as providing the opportunity for Taekwon-Do schools to have created a digital footprint and modernising the promotional activities.

Aside from communication links with the public, communication links with current Taekwon-Do school members and parents had also seen an impact since social media use. This study had shown that 92.86% of Taekwon-Do schools agreed with the statement that social media was a vital tool for the communication of information with members and parents regarding training sessions, locations, times and events. This supported literature from Evans (2008) who identified that social media facilitated the establishment of building a long-lasting relationship through powerful interactions with members. Additionally, Anson and Samala (2012), Careless (2012) and Walaski (2012) built on this statement having further identified that social media influenced the perception of sports clubs such as Taekwon-Do schools, due to the facilitating platform of communication between members and parents in real time.

This study had shown that communication links between schools across the UK had seen a noticeable impact, with 89.29% of schools having agreed with this statement. These communication links, due to the use of social media, enabled forged relationships and sharing of knowledge, which in return aided the retention in Taekwon-Do practitioners

based on the ability to search and communicate with new Taekwon-Do schools. This would be required should situations such as relocation occur through job or university requirements or more convenient training times be required, and those were offered by other schools. This supported Barr et al (2011) findings that social media enabled consumers to search particular interests and choices and in return source the relative information. Additionally Taekwon-Do schools then possessed the ability to identify key trends in members or potential member requirements, such as morning, afternoon, or weekend classes.

Results from this study had shown that communication between Taekwon-Do schools and governing bodies had additionally seen an impact since the use of social media. 92.59% of Taekwon-Do schools agreed with this statement that social media had improved these communication links, which enabled updates of information regarding upcoming events, and general Taekwon-Do information for example grading requirements. As identified by Fisher (2011) and Pederson (2013), social media enabled connection and engagement between grass roots participants and those considered elite level practitioners, assisting in sharing knowledge and information of a common interest such as Taekwon-Do. Additionally McGiboney (2009), Shields (2011), Van Grove (2010), Lim et al (2012) and Kumar and Sundaram (2012) stated that social media enabled Taekwon-Do practitioners to share their experiences and promote Taekwon-Do encouraging others to join, therefore increasing the number of Taekwon-Do practitioners and aiding the promotion of Taekwon-Do and it's governing bodies.

### **5.3 Reduction in other Marketing and Advertising Costs**

Social media marketing brought a range of benefits to Taekwon-Do schools, one of the main benefits highlighted was that social media use is free and as it become more popular, other costly marketing activities could have potentially been reduced to save money (Ng and Zimmerman, 2013). Ng and Zimmerman (2013) further identified that if utilised effectively social media could have targeted potential members through common interests, which in this case would be martial arts and improve the experience of the existing members. This in return could overall decrease the outgoing marketing costs, which was beneficial for Taekwon-Do schools with a limited marketing budget.

To identify the level of impact social media had on marketing and advertising costs, it was key to determine current strategies. Findings identified that 35.37% of Taekwon-Do schools relied on word of mouth and 20.73% used leaflet dropping as their main source of marketing. What was also found, as a result of this study was that within the questionnaire, instructors had the ability to input their own unique marketing activities should the options not be available. This identified that 43.3% of schools added other marketing activities and the main addition was the use of Facebook. Social media had already become a source of reliance amongst Taekwon-Do schools and their marketing activities, and it could be argued that potential reasons for this were that it was free to use and improved communication links as additionally found within this study.

Results showed that 96.22% of the Taekwon-Do schools already used social media as a form of marketing with Facebook proving the most popular at 52.83%. Results further identified that out of the 96.22% of schools that used social media, 100% agreed with the statement that there had been a reduction in marketing costs since social media use. It could be argued that the reduction in marketing costs by 11-40%+ could be linked to a reduction into the requirement for leaflet dropping within the local area. Based on literature by Boyd and Ellison (2008), Brake and Safko (2009) and Williams and Chinn (2010), this could have been down to the user level of communication within community allowing common interests to be shared and activities and Taekwon-Do schools to be promoted under groups such as a community page or a local leisure centre page. Norman (2012) added that this community communication aided the increase in members of Taekwon-Do schools due to social media developing a support and motivation network boosting community action and engagement.

The reduction in marketing and advertising costs that social media brought to Taekwon-Do schools was beneficial in regard to budgets. Many small schools with a reduced number of members benefited from a reduction in marketing and advertising costs by reinvesting this into improving the schools' facilities and equipment, this in return could improve the quality of the school, which could further be promoted through social media.

## 5.4 Public Enquiries Compared to Membership Increase

Results from this study had identified that 75% of schools had seen an increase in general public enquiries since the use of social media however, findings showed that a significant 64.29% of Taekwon-Do schools had only seen an increase in membership levels by 1-20%. For the level of enquiries in comparison to membership increase, this was significantly low. As stated by Ekmekci and Ekmekci (2010), should social media be utilised effectively, Taekwon-Do schools should be well presented in order to increase interest and popularity in return, membership levels should have increased. It was further identified by Danzey-Bussell et al (2013) that social media was a vital form of marketing for sports such a Taekwon-Do that do not get high levels of media coverage in comparison to mainstream sports such as football.

A potential argument as to why membership levels had not increased in conjunction with the level of interest and public enquiries could have been down to the intent of the schools to capitalise on the interest and what the perceived benefits for taking up a martial art were for potential new members. Segaert (2012) highlighted that there were different focuses within martial arts, such as: competition focus; social focus and; developmental focus. Segaert (2012) further identified that non-participation for peripheral participants created an opportunity for learning for beginners within a community of practice and this entailed the possibility of participant retention. These factors were dependant on the instructor's beliefs, strengths and experiences as to which direction the Taekwon-Do school specialised. In return, a competition dominated Taekwon-Do school may not have appealed to some potential participants due to their opinions on fighting practice.

It could also have been argued that the lower membership level in comparison to the enquiry figures could be down to ITF Taekwon-Do not being an Olympic recognised sport. Stepan (2008) identified two styles of Taekwon-Do, WT (World Taekwon-Do Federation) and ITF (International Taekwon-Do Federation), split by the North and South Korea divide. WT had been recognised as Olympic sport whereas ITF has not, having resulted in a lack of funding for elite athletes and perceptions of a lack of a progression pathway (Stepan, 2008). As social media links common interests and promotes Taekwon-Do schools, the unique nature and lack of recognition of Taekwon-Do in general, and ITF

Taekwon-Do in particular, hindered the level of members schools could obtain despite varying forms of promotion.

## **5.5 Strengths and Limitations of the Study and Future Research**

The range of participant responses benefited this study as findings were drawn from Taekwon-Do schools across the UK as opposed to just one specified area. This strength benefited the study as it aided the identification of whether social media had improved communication links between schools and governing bodies across the UK. This additionally identified the broad network social media could reach and promote Taekwon-Do to future members. This study also supported literature findings based on what social media offered Taekwon-Do schools, such as free promotional activities. It was further suggested that this resulted in a reduction in marketing costs, due to costly promotional activities, such as leaflet production and newspaper advertising, being less of a necessity.

Limitations of this study included responses from predominantly ITF Taekwon-Do schools. This resulted in limited Taekwon-Do schools having been targeted, with a response rate of 60% out of 50 schools. Future studies could further knowledge by researching Taekwon-Do schools of all federations, including WT, the Olympic recognised sport, and how social media impacted on a higher profile form of Taekwon-Do with higher profile athletes. This could increase response rates and target a higher number of Taekwon-Do schools to increase reliability and validity of findings.

Future research will look into new and emerging social media platforms such as Tik Tok and whether these are appropriate forms of marketing and how, when utilised effectively can promote Taekwon-Do. It may be beneficial to research the negative impacts of social media to aid in the knowledge of online marketing and safety for instructors and students. Greater understanding of social media and both it's positive and negative impacts will help build a sound foundation for effective use.

**CHAPTER SIX**  
**CONCLUSION**

## 6.0 Conclusion

The overall aim of this study was to identify the impact of social media on the development of Taekwon-Do schools, with specific interest into the benefits social media offers, the communication links available and whether utilising social media within marketing strategies impacts on budgets. Additionally, this study found 96.22% of Taekwon-Do schools that participated in this study used social media, irrelevant of the size of their school and membership numbers. Social media benefited these schools in regard to the broad outreach of potential members it can target through community groups and groups with common interests.

In relation to communication links, 92.86% of Taekwon-Do schools stated that social media is a vital tool for communication of information for members and parents. Additionally, communication links had also significantly improved between other Taekwon-Do schools and the Taekwon-Do governing bodies. In regards to marketing strategies and budgets, this study identified that 100% of the Taekwon-Do schools that participated in this study saw a significant reduction of 11-40%+ in marketing costs due to the ability to reduce the level of costly promotional activities such as leaflet production and newspaper advertising.

An additional finding of this study showed that 64.29% of Taekwon-Do schools stated that social media had increased the number of general public enquiries, however the increase in membership levels had not reflected the level of interest. Research suggested that this was down to the Taekwon-Do schools being affiliated to the ITF, which meant that they were not an Olympic recognised sport or lottery funded resulting in a lack of funding for elite athletes and an unclear progression pathway for grass roots members. Having identified that social media is being used currently by Taekwon-Do Schools across the UK, it could be used more effectively to highlight a clear progression pathway to potential members. Additionally, social media could be used to begin a campaign to get ITF Taekwon-Do more globally recognised and potentially included in future Olympic programs.

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**APPENDIX A**  
**PARTICIPANT INFORMATION SHEET**

# **Title of Research Project: The Impact of Social Media on the Development of Taekwon-Do Schools**

## **Participant Information Sheet**

### **Background**

This research project will aim to highlight the impact of social media on the development of Taekwon-Do Schools. This research is being conducted by Charlotte Clark.

In brief I would like to further understand the impact that social media has on the development of a sports clubs and, to do so effectively through the use of questionnaires.

Key areas of focus are;

- 1) Whether social media has increased participation rates amongst Taekwon-Do Schools.
- 2) Whether the operations of the Taekwon-Do School had been impacted either positively or negatively, through the use of social media.

The evaluation and analysis of the research conducted will be presented as a report and may also be published.

### **Your participation in the research project**

#### **Why you have been asked**

You have been invited to take part in this research study because you are a committed Taekwon-Do Instructor, over the age of 18 and recognised under the BTC, therefore your input would greatly benefit the results of the research being conducted.

#### **What would happen if you agreed to take part in the research study?**

If you agree to take part in this study, there are two main parts;

1. You will be asked to sign and date a participant consent form agreeing to participate in this study and, that you have been made fully aware of the study being undertaken and the background information has been read and understood.
2. Upon consent, you will be emailed with a link to a secure survey site to complete a detailed questionnaire which should take no longer than 30 minutes to fully complete. [www.surveymonkey.com/](http://www.surveymonkey.com/)

#### **Are there any risks?**

There are no significant risks involved in the participation of this research.

#### **Your rights**

Participating in this study does not mean that you give up any legal rights. You are able to withdraw at any point of the research process.

## **What happens to the results of the evaluation?**

The results of the questionnaires will be saved under an account on a secure site and backed up on two external devices to ensure no data loss. The results be analysed in a report however participants will remain anonymous. Information will be erased after the study has been concluded. [www.surveymonkey.com/](http://www.surveymonkey.com/)

## **Are there any benefits from taking part?**

You will gain an insight in how social media could be effectively utilised to develop your Taekwon-Do School further in the future and you will be able to put your opinions of social media across in a report.

## **What happens next?**

Upon reading this, you will be required to decide if you would like to participate in this research study and be asked to sign a consent form should you agree to participate. The link for the questionnaire will then be emailed to your Taekwon-Do School email for you to complete at your earliest convenience.

## **How we protect your privacy:**

The results of the questionnaire will be anonymous, and the Taekwon-Do School and names of the leaders will not be identified within the report. All information will be stored securely. You will not receive further emails in the future.

## **Further information**

If you have any questions about the research or how I intend to conduct the study, please contact me.

Charlotte Clark



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**APPENDIX B**  
**QUESTIONNAIRE TEMPLATE**

# The Impact of Social Media on the Development of Taekwon-Do Schools

## How long has your Taekwon-Do School been active?

- 0-5 Years
- 6-10 Years
- 11-20 Years
- 21-30 Years
- 30+ Years

## Does your Taekwon-Do School have a website?

- . Yes
- . No
- . Currently under construction

## How many members/students does your Taekwon-Do School currently have?

- . 10-20
- . 21-30
- . 31-40
- . 41-50
- . 50+

## How does your Taekwon-Do School currently recruit members/students?

- . Local Press
- . Word of Mouth
- . Flyer Dropping
- . School Demonstrations/ Taster Days
- . Other

## Which age group do you mainly target for membership?

- . -10 Years
- . 11-18 Years
- . 19-29 Years
- . 30+ Years
- . No specific age bracket

**Which method(s) do you currently use to communicate to students/parents?**

- . Newsletters
- . Email
- . Telephone
- . Other

**Which of the following social media sites does your Taekwon-Do School currently use?**

- . Facebook
- . Instagram
- . Twitter
- . None of the above

**How long has your Taekwon-Do School been using social media?**

- . -1 Year
- . 2-4 Years
- . 5-7 Years
- . 8-10 Years
- . 10+ Years

**Do you specifically have a person(s) responsible to update these social media sites?**

- . Yes
- . No

**If "YES" to Question 8**

**Which age bracket do they fit into?**

- . -18 Years
- . 19-25 Years
- . 26 -39 Years
- . 40+ Years

**How often are your social media updates?**

- . Every Day
- . Every Other Day
- . Once a Week
- . Fortnightly
- . Sporadically

**Since using social media, has your Taekwon-Do School website seen an increase in hits? If so, by how much?**

- . 0% (no noticeable increase as a result of social media use)
- . 1-20%
- . 21-30%
- . 31-40%
- . 41-50%
- . 50% +

**As a result of social media, have general school enquiries from the public increased? (For example via telephone or email)**

- . Yes
- . No

**Since using social media, how much have membership level increased?**

- . 1-20%
- . 21-30%
- . 31-40%
- . 41-50%
- . 50% +

**Since using social media, has communication between students and parents improved?**

- . Yes
- . No

**Has social media enabled your school to link and interact with other Taekwon-Do schools more effectively?**

- . Yes
- . No

**Has social media enabled the Taekwon-Do governing bodies to communicate events to schools more effectively? (For example upcoming area seminars and grading)**

- . Yes
- . No

**Has your Taekwon-Do School suffered any negative comments as a result of social media?**

- . Yes
- . No

**How much has using social media reduced other advertising and marketing costs by?**

- . 1-10%
- . 11-20%
- . 21-30%
- . 31-40%
- . 0%
- . 40% +

**Overall, what benefits do you think regular use of social media (Facebook, Instagram, Twitter) would add or has added to your school?**

**If your Taekwon-Do School does not use social media .....**

**Why does your school not use social media?**

- . Lack of technical expertise
- . Time constraints
- . Not a school priority
- . Other (Please Specify)

**When does you Taekwon-Do School intend to begin using social media?**

- . Never
- . -1Year
- . 2-4 Years
- . 5-7 Years
- . 6-10 Years
- . 10+ Years

**Even though your Taekwon-Do School does not use social media, do you monitor other Taekwon-Do Schools social media activity?**

- . Yes
- . No