

To Examine The Influence Of Motto Driven-Soccer For Peace In Developing Cohesion Among Different Communities Living Along The Border Of Bomet And Narok Counties In Kenya.

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Abstract

Kenya has over 40 ethnic groups which have diverse traditional and religious backgrounds. Sports and Back-to-Back Physical Activities are acknowledged as a mark of national unity and have worked as an instrument for the integration and co-existence of people. Considering the benefit of sports events towards the co-existence of the people, the current study endeavored to assess sports and back-to-back physical activity in developing cohesion among different communities living along the Narok and Bomet county border in Kenya. The research employed a quasi-experimental research design where teams from Maasai and Kalenjin communities were engaged in a soccer tournament for eight weeks. The study targeted different communities living along the border of Narok and Bomet counties. From the projected target of ten teams which constitutes about 240 respondents, the study adopted a technique formulated by Morgan and Krejcie (1972) to determine the sample size for the study. A sample size of 148 respondents was engaged in the study, and SPSS was used to perform analysis to examine data gathered from the respondents. Motto-driven soccer for peace positively changes individuals' perception of group integration as a social activity and it leads to a positive change in participants' interpersonal attraction to the group with regards to social attractions ($p < 0.01 < 0.05$). Back-to-Back Physical Activity is a social activity that leads to a positive change in an individual's perception of group integration, and it positively influences group integration and individual attraction to the group both as a task and social activity ($p < 0.01 < 0.05$). Team sports did not influence the individual's perception of group integration as a social activity ($p = 0.09 > 0.05$), however, team sports activity did not influence the participant's interpersonal attraction to group social attractions ($p = 0.098 > 0.05$). Team sports activity did not influence the feelings about personal involvement in relation to group productivity and objectives ($p = 0.429 > 0.05$) and it did not influence the individual's perception about group integration as a task and that team sports activity did not influence the participant's interpersonal attraction to group social attractions. Sports mentor intervention activity positively influences the individual's perception of group integration as a social activity ($p < 0.01 < 0.05$). Besides, sports mentor intervention activity positively influenced the individual's perception of group integration as a task ($p = 0.017 < 0.05$). Also, sports mentor intervention activity positively influenced the participant's interpersonal attraction to group social attractions ($p < 0.01 < 0.05$). Finally, sports mentor intervention activity positively influenced personal involvement in relation to group productivity and objectives ($p < 0.01 < 0.05$). The study established a correlation value of $r = 0.36$ for back to back physical activity $r = 0.21$ for motto driven soccer for peace, and 0.11 sports mentor intervention. The study established that that motto-driven soccer for peace, back-to-back physical activity, team sports, and sports mentor intervention are positively correlated to cohesion among ethnic communities that live along the Narok and Bomet county border in Kenya. Thus, sporting activities can end the predominant war in Kenya along the ethnic borders. Therefore, the study recommended that the Narok and Bomet counties and the community stakeholders organize periodic inter-ethnic motto-driven soccer for peace, back-to-back physical activities, team sport, sports mentor intervention tournaments to enhance cohesion, build peace, and consequently, build peace end conflicts, crashes, and wars.

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I. Introduction

Background of the Study

Arnold (2012) affirmed that back-to-back Physical Activity (P.A.) advances social attachment at the individual level. According to Torkildsen et.al (2012), group cohesion has an intervening impact on physical action set up that expand union and prompts cohesion in psycho social variables in the Physical Activity. This is because sports and back-to-back P.A. can allow a brief period of respite, focusing attention away from enemies of one another. They also provide a chance to reinforce the educational message that champions cohesion building. Sports has become one of the tools in mobilizing people of diverse backgrounds to come together, consequently investigating the avenues for peace, discourse, and diffusing political pressure between various ethnic communities or countries as experienced in the "Ping Pong Diplomacy" between the People's Republic of China and the United States and the cricket strategy among India and Pakistan (U.N., 2005), Ethnic conflict in Kenya occurs frequently, and it has caused the displacement of several communities more so during the run-up for general elections (U.N. Inter-Agency Task force, 2003). Nevertheless, U.N. (2005) noticed that social bonding through sporting exercises ought to be considered accurate for such to be annihilated.

Statement of the Problem

The inter-conflicts feud between communities living along the border of Bomet and Narok counties is a big problem; hence there is a need to research long-lasting solutions for the perennial cattle rustling and clashes experience in every electioneering period. Social bonding through sports and physical activities offers long-haul arrangements more than anything. In recognizing the importance of games and physical exercises as far as personal enjoyment and satisfaction, there has been an increasing pattern of relative prominence about sport's potential contribution to a large group of more extensive diversities. There is significant proof that expanding social union inside networks speaks to a promising technique for advancing physical action. As stated by the former South Africa President NelsonMandela in the year 2015, sports have both the ability and capacity to change the world, the ability to inspire people, and the capacity to unite people. Cohesion building activities focus on the relationship between the individual, their community and wider society. They also focus on providing opportunities for people to interact, work together, develop positive relationships and make a contribution to their community. When members of a community identify areas of commonness and shared responsibilities it is believed that they will tend to avoid issues that may cause conflict, and where conflict arise they employ collective measures to resolve. It is therefore, for this reason, the current study seeks to investigate the influence of sports and back-to-back P.A. in developing cohesion among the communities living along the border of Bomet and Narok counties in Kenya with the hope that such cohesion would revert or even prevent the long standing conflict between these communities.

Purpose and Objectives of the Study

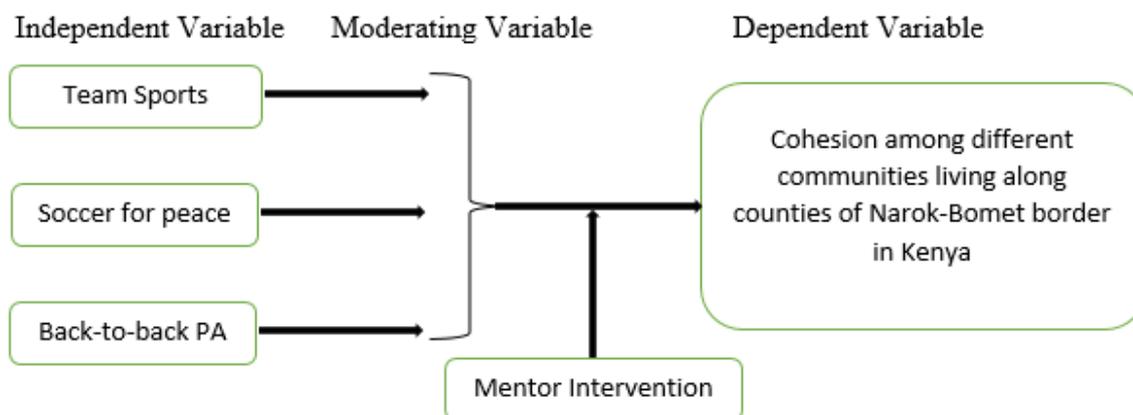
The purpose of the study was to assess the influence of sports and back-to-back physical activities in developing cohesion among different communities living along the border of the Bomet and Narok region in Kenya as an effort towards finding a long lasting solution to the conflict along the border of these communities.

1. To examine the influence of motto driven-soccer for peace in developing cohesion among different communities living along the border of Bomet and Narok counties in Kenya.
2. To examine the influence of sports in developing cohesion among different communities living along the border of Bomet and Narok counties in Kenya.

Theoretical Framework

The Relational-Cultural Theory (RCT) framework, which can be found in the writings of Jean and Miller, served as the overarching theoretical framework for this investigation (1997). According to the RCT, individuals grow, or more accurately, evolve throughout their life via the course of their connections with other people. This advancement helps build the connections that, in general, serve as the source of purpose and empowerment. Both you, Jean, and Miller (1997). She emphasized the need of having enthusiasm, clarity, a feeling of value, productivity, and a desire for connection as the five criteria of healthy relationships in a community that is cohesive. In addition, Jean and Miller (1997) said that we need connection and harmonious relationships in the same manner as we require oxygen and water. In addition, she repeated that being excluded and isolated causes individuals to experience actual suffering, and that the human brain is normally wired to be able to record the anguish of being excluded. Therefore, sports and back-to-back public address as an essential activity in attracting and connecting people from diverse cultures acts as an avenue to building and amplifying cohesion among the feuding ethnic communities, and thus the current study on the use of sports and back-to-back public address to champion cohesion between the feuding Maasai and Kipsigis communities living along with the counties of Bomet and Narok boarder in Kenya. Utilization of RCT for the purpose of group

cohesiveness enhancement through sports and back-to-back P.A. is founded on the pedestal of increasing globalization, which characterizes our moment in the history of the world and carries with it an unbelievable potential for change in social consciousness and components, in addition to an exceptional danger in the constant unscrupulosity and non-common connections. As the scope of our social connections continues to extend, the group of people with whom we interact in the context of gaming becomes more large and, as a result, becomes more diverse. As a result, it is necessary to devise a plan using sports and back-to-back public relations in order to encourage coexistence and mutual connection in order to facilitate the health and development of the human species as a whole.



Source: Author (2020) and Lea-Howarth (2012)

II. Literature Review

Introduction

In team sports, maintaining concentration on the job at hand is very necessary, and collaborating with teammates to advance toward a shared objective is an essential component of developing cohesiveness. Cohesion is a dynamic process that is evident in the desire for a group to keep together and remain unified in the pursuit of its aims and objectives, as described by Carron and Eys (2012). As a general rule, people will describe their organization as cohesive if its members are getting along with one another, are in harmony, and are working together to achieve the group's objectives. As a result, the members of the team will create the norm of speaking in terms of "we" and "ours" as opposed to "I," "me," and "my."

Motto Driven-Soccer for Peace

Kochomay (2017) brought up research on sports for peace in harmony building and advancement among East African pastoralists and offers exercises gained from the Tegla Loroupe Peace Races. Kochomay (2017) also brought up research on sports for peace in harmony building and advancement among East African pastoralists. He said that the success of peace races is based on their ability to attract notable figures in the worlds of sports, politics, morality, and the media, which opens up opportunities for support on problems that are relevant to pastoralists. He went on to deduce that peace races assist members in rethinking recognitions and modifying connections among warring networks. He did this by determining which networks acknowledge and commend their territories of regularity and contrasts. This allowed him to determine that peace races help members with rethinking recognitions and modifying connections among warring networks. In addition to this, it functions as a temporary space that enables talks and exchanges to take place.

The following is a summary of the research that Schulenkorf and Thomson (2013) conducted on the linkages between sport and conflict: Regarding the question of whether football is an appropriate tool to employ in conflict resolution, compromise, or reproduction, it has been established that the sport has social value and may be used as a medium to stimulate duty towards change and compromise across diverse ethnic groups. They hypothesized that there was a need for a greater knowledge of how to purposefully deal with the consequences from such initiatives and to contribute to a strategy that maintains the enhancement of social inheritances for networks during the course of the game. As a result, the purpose of this study was to investigate how a collective motto among ethnic communities that are at odds with one another called "soccer for peace," which was not captured in their study, can lead to a positive social relation that heals the ethnic communities that are at odds with one another.

III. Findings And Discussions

The study was conducted to assess the influence of sports and back-to-back physical activity in developing cohesion among different communities living along the Narok and Bomet county border in Kenya.

The Influence of Motto Driven-Soccer for Peace in Developing Cohesion among Communities

The effect of motto-driven soccer for peace in developing cohesion among communities was investigated using four variables: group integration-social, group integration-task, Individual attraction to group-social, and Individual attraction to group-task.

Table Error! No text of specified style in document..1: Paired Samples Test

		Mean	Std. Dev	t	df	Sig.(2-tailed)
Pair 1	Pre-test: Integration-social - Post-test: Integration-social	-2.69	1.12	-14.5	35	0
Pair 2	Pre-test: Integration-task - Post-test: Integration-task	-4.78	1.27	-22.6	35	0
Pair 3	Pre-test: Individual attraction to group-social - Post-test: Individual attraction to group-social	-2.64	0.96	-16.5	35	0
Pair 4	Pre-test: Individual attraction to group-task - Post-test: Individual attraction to group-task	-3	1.26	-14.2	35	0

The scores for the pre-test on the group integration social measure were 5.03, whereas the values for the post-test were 7.72. Using a paired t-test, the researchers looked at whether or not there was a significant change in the pre-integration social mean scores compared to the post-integration social mean scores. According to the findings of the research, the test statistic was $t(35) = -14.5$, and p was less than 0.01. Because the p -value was lower than 0.05, it was determined that the test did not support the null hypothesis. As a result, the researchers came to the conclusion that motto-driven soccer for peace had a positive effect on the individual's view of group integration as a social activity.

The group integration as a task score for the pre-test data averaged 3.08, whereas the post-test values averaged 7.86. The participant's interpersonal attraction to the group as it related to social attractions was evaluated using the individual variable known as attraction to group-social. Using the same methodology, the research also conducted an investigation into the relevance of the difference in score between the pre-task and post-task assessments for the task of group integration. The test result was $t(35) = -22.6$, and the significance level was less than 0.01. Given that the p -value was less than 0.05, the results of the test may be interpreted as indicating that the null hypothesis was not supported.

The sentiments regarding one's personal engagement in connection to the group's productivity and aims were reflected using the variable "Individual attraction to group-task." The test statistic was equivalent to $t(35) = 16.5$, and the significance level was lower than 0.01, indicating that people's attraction to group as social was significantly different between the pre-test and post-test scores. The fact that the p -value was lower than 0.05 demonstrates that the test results do not support the null hypothesis.

The t-test was the method that was used to assess the significance of the difference in scores for the individual attraction to group-task that were obtained before and after the intervention. The researcher came to the conclusion that the test statistic should be $t(35) = -14.2$, and p should be less than 0.01. The fact that the t -value had a negative sign indicated that the mean for group one's pre-test scores regarding their perspectives on personal engagement in connection to group productivity and aims was lower than the mean for group two (post-test scores for the views about personal involvement in relation to group productivity and objectives).

IV. Conclusion

The survey found the most of the respondents were male (59.5 percent) versus females (40.5 percent). This indicated that men are more physically active than females. The population was aged below 25 years, 25 to 30 years, 30 and 35 years, 35 to 40 years, and over 40 years with a frequency of 12.8 percent, 16.2 percent, 33.8 percent, 20.9 percent, and 16.2 percent, respectively. The mean average of the participants in terms of age was between 30 and 35 years. The findings also suggested that the population was consisted of a combination of individuals with varying levels of education. Some acquired basic schooling, some university, diplomas, and others postgraduate education levels.

Motto Driven-Soccer for Peace in Developing Cohesion

The purpose of this research was to investigate the ways in which a soccer tournament with the theme "soccer for peace" might impact the cohesiveness of several villages that are located along the county boundary between Narok and Bomet in Kenya. According to the findings of the research, participants' perceptions of group integration as a social activity were altered favorably when they participated in motto-driven soccer for peace (p -value = $(p 0.01) > 0.05$). Second, participation in motor-driven soccer for peace causes a significant improvement in the participants' interpersonal attraction to the group in terms of social attractions (p -value of $(p$

0.01) 0.05), which was found to be statistically significant. The participation in the sports activity results in a favorable shift in individual engagement, which, in turn, boosts the group's overall productivity. According to the findings of the research, motto-driven soccer for peace has a favorable impact on the community members' perceptions of their own personal engagement in connection to collective productivity and goals. Members of the playgroups have a stronger sense of affiliation with the group, and as a result, they show a higher propensity to take part in the activities of the group in order to attain the playgroup's overall objective of triumphing in a game. According to Eys and Kim (2017), an effective method for developing a strong team is to follow a process for goal formulation.

Therefore, participation in social activities is a good strategy for putting an end to the violence that often breaks out in the area, since it guarantees that people will continue to live together in love and peace. The findings provide more evidence that, in today's world, which is increasingly fraught with wars and humanitarian disasters, sports continue to play an essential part in the process of fostering peace. Sports like soccer promote solidarity and social cohesiveness among members of a community through fostering collaboration, instilling discipline and respect, and increasing respect for authority figures. As a consequence of this, motor-driven soccer for peace is an appropriate social activity that might enhance community unity among the groups that reside along the county boundary in Kenya that separates Narok and Bomet.

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