

STAVOVI I MOTIVACIONE DETERMINANTE STUDENTKINJA KAO FAKTOR OPREDELJENJA PREMA UNIVERZITETSKOM SPORTU

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Apstrakt: Glavno obeležje vremena u kome danas mladi žive jeste deficit fizičke aktivnosti u svim društvenim slojevima. Drastično smanjenje kretanja i telesne aktivnosti direktno se odražava i na njihov zdravstveni status. Studentska populacija, takođe, nije izuzeta iz ovakvih trendova.

Uočavajući relevantne probleme daljeg funkcionisanja i razvoja univerzitetskog sporta u Srbiji, gde posebnu pažnju privlači determinizam ka stvaranju uslova za zadovoljenje potreba i interesovanja studenata za fizičkom aktivnošću i unapređenju zdravlja, identifikovana je neophodnost utvrđivanja osnovnih parametara za pravilno organizovanje i usmerenje studentskog sporta. U tom kontekstu posebno se naglašava položaj ženske studentske populacije za koju su vezani izrazito negativni pokazatelji o njihovom učešću u fizičkim i sportskim aktivnostima. Kako na Univerzitetu, tako i u svakodnevnom životu

Ovakve tendencije povod za akcentiranje značaja i potrebe prepoznavanja optimalne strategije razvoja Univerzitetskog sporta, kako u Republici Srbiji, tako i na području AP Vojvodine, ali i pojedinačnih Univerziteta kao osnovne "mikro celine" gde sportske aktivnosti studenata mogu da imaju određene specifičnosti i karakteristike.

Na uzorku od 197 ispitanika, koji su sačinjavale studentkinje Univerziteta Educons iz Sremske Kamenice, primenom tehnike skaliranja, izvršeno je istraživanje o stavovima i motivima prema sportu na Univerzitetu.

Cljučne reči: stavovi, motivi, studentkinje, univerzitetski sport

ATTITUDES AND MOTIVATIONAL DETERMINANTS OF FEMALE STUDENTS AS A FACTOR OF CHOICE ABOUT UNIVERSITY SPORT

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Abstract: The main characteristic of modern times, in which youth live, is the deficiency of physical activity throughout all social layers. Radical decrease in physical movement and activity is directly reflected in their health. Student population is not exempt from these trends.

Noting the relevant problems of further functioning and development of university sport in Serbia, where determination to create conditions necessary to meet students' needs and interests in the realm of physical activity and improvement of health is drawing a special attention, the necessity to determine basic parameters for a proper organization and orientation of student sport was discovered. In that context, the emphasis is placed on the female student population which is associated with extremely low participation in physical and sports activities at the University, as well as in everyday life.

These tendencies are the reason to call the attention to the significance and need for recognition of optimum development strategy of university sport in the Republic of Serbia, and on the territory of AP (Autonomous Province) of Vojvodina, including individual universities as basic "micro units" where students' sports activities can have their own peculiarity and characteristics.

The research sample consisted of 197 female students from the University of Educons in Sremska Kamenica. The scaling technique was used to research the attitudes and motives in relation to sport at the University.

Key words: attitudes, motives, female students, university sport

UVOD

Fizička aktivnost u celini, a posebno sport, u procesu obrazovanja mladih treba da predstavlja značajan faktor u izgrađivanju, očuvanju i unapređenju njihovih bio-psiho-socijalnih karakteristika. Ideja reafirmacije i povratka sporta na univerzitet treba da se oslanja, u prvom redu, na njegovu izvornu profilisanost. Ona je dimenzionirana kroz tri osnovna aspekta: 1) doprinosu u stvaranju svestrane ličnosti mladih, 2) razvijanja i širenja opštih sportskih vrednosti među studentskom populacijom (posebno kroz aktivno podsticanje na prijateljstvo, saradnju, fer igru, istrajnost, samosvojnost, itd.) i 3) podsticanja takmičarskog duha, posebno kroz akcentovanje motiva postignuća, s obzirom da je ovde reč o visoko obrazovanim mladim ljudima, koji će se jednoga dana naći na ključnim položajima u društvu gde će biti okruženi svim mogućim vrstama „utakmica i nadmetanja“.

Razmatranja različitih aspekata savremenih tendencija u sportu ne mogu se sveobuhvatno sagledavati ukoliko se ne obrati pažnja i na najvažnije tekovine starogrčkog filozofskog uma. One su veoma značajne za apostrofiranje težnji za očuvanje olimpijskog duha u sportu i sprečavanje deformisanja njegovih izvornih principa, među kojima valja pomenuti i sledeće: negovanje autentičnih svojstava igre, uspostavljanje harmonije tela i duha, kao i očuvanje estetskih i moralnih principa u sportu. Tako je i u današnjoj, modernoj sintagmi „univerzitetski sport“, ustvari, utemeljena stara Platonova ideja *kalokagatije*¹, koja upućuje na potrebu uspostavljanja skladnog i harmoničnog jedinstva čovekovih telesnih i duhovnih sposobnosti. Doduše, ona je u praksi vremenom ustuknula pred ideologizacijom i komercijalizacijom sporta i sportskih događaja, gde dominira prevaga politike, šou biznisa, profitnih faktora, zabave i sl. (Radoš, Nešić, 2010).

U novom vremenu, u kome su na scenu stupile neke druge životne vrednosti, naši univerziteti izgleda više nisu ona mesta na kojima se, osim sticanja naučnih znanja, estetskih, moralnih i kulturnih vrednosti, posvećuje relevantna pažnja i fizičkom vežbanju, odnosno sportu, kao važnim faktorima u formiranju celovite čovekove ličnosti. Sintagma „univerzitetski sport“ već, sama po sebi, upućuje (i u ontološkom i u aksiološkom smislu) na potrebu negovanja harmoničnog jedinstva između čovekovih telesnih i duhovnih sposobnosti (Nešić i sar., 2010).

Glavno obeležje vremena u kome danas mladi žive jeste deficit fizičke aktivnosti u svim društvenim sloje-

INTRODUCTION

Physical activity in general, and especially sport, should represent a significant factor in youth education, that is, in development, maintenance, and improvement of their bio-psycho-social characteristics. The idea of reintroduction and return of sport to universities should primarily rely on its original orientation, which can be viewed through three basic aspects: 1) contribution to creation of versatile youth personality 2) development and expansion of general sports values among student population (especially through active encouragement of friendship, cooperation, fair play, endurance, individuality, etc.), and 3) encouragement of sporting spirit, especially through emphasis on the achievement motive, taking into account the fact that these are highly educated young people, which will once find themselves occupying key positions in society where they will be surrounded with all kinds of “games and competitions”.

The examination of different aspects of contemporary tendencies in sport cannot be comprehensive unless one pays attention to the most important legacies of the Ancient Greek philosophy. These are very significant as they emphasize aspirations to preserve the Olympic spirit in sport and to prevent deterioration of its original principles, among which it is worthy to mention the following: cultivation of authentic attributes of the game, establishment of harmony between the body and spirit, as well as preservation of aesthetical and moral principles in sport. Thus, in today's modern scheme “the university sport” is the embodiment of the old Platonic idea called *kalokaghatia*¹, which is about the need for establishment of concordant and harmonic unity of man's bodily and spiritual faculties. Although, the reality has seen this idea diminishing in time, as the sport and sporting events became ideologized and commercialized, and with politics, show business, profit, entertainment and such, dominating the arena (Radoš & Nešić, 2010).

In modern times, which foster different life values, it seems that our universities are not any longer the places where aside from gaining knowledge, aesthetical, moral and cultural values, sufficient attention is dedicated to physical exercise, that is, to sport as an important factor of holistic personality development. The phrase “university sport” in itself (in ontological and axiological sense) indicates the necessity of cultivation of harmonious unity between man's bodily and spiritual faculties (Nešić et al., 2010).

The main characteristic of modern times, in which youth live, is the deficiency of physical activity thro-

1 (grč. *kalos*= lep i *agatos* = dobar)

1 (Greek. *kalos*= beautiful i *agatos* = good)

vima. Drastično smanjenje kretanja i telesne aktivnosti direktno se odražava i na zdravstveni status mladih. Studentska populacija, takođe, nije izuzeta iz ovakvih trendova. Svetska zdravstvena organizacije je još sredinom prošlog veka definisala da zdravlje nije samo odsustvo bolesti već i potpuno fizičko, psihičko i društveno blagostanje (WHO, 1946). Poslednjih godina definicija je proširena da bi uključila i sposobnost da se vodi „društveno i ekonomski produktivan život“. Takođe, savremena nauka kvantitativno definiše zdravlje kao sumu „rezervnih kapaciteta“ osnovnih funkcionalnih sistema. U tom smislu danas je neophodno sve više isticati da svaki pojedinac, a posebno mladi, treba da razmišljaju da li svojim načinom života troše i smanjuju rezerve zdravlja (Nešić i sar., 2011).

ISTRAŽIVAČKO POLAZIŠTE

Fizičkom vaspitanju, a time i sportu, nekada je u akademskom prostoru bivše zajedničke države Jugoslavije pridavan izuzetan značaj, što je bilo prepoznatljivo po aktivnostima i vrednostima univerzitetskog sportskog stvaralaštva. Međutim, u Srbiji su nakon 1998. godine i tada donešenog Zakona o univerzitetima, sportske aktivnosti na akademskom prostoru ove zemlje gotovo zamrle. Malobrojne sportske sekcije i udruženja, koja su se i nakon ovog perioda zadržala, bila su više izraz stihije i rutine, odnosno, pojedinačnog pregalaštva aktivista-entuzijasta, nego osmišljen i svrsishodan deo sistema visokoškolskog obrazovanja.

Nacionalna strategija razvoja sporta u Republici Srbiji je kao prioritetan strateški cilj definisala: „... jačanje školskog i univerzitetskog sporta i uspostavljanje funkcionalnog sistema školskih i univerzitetskih sportskih takmičenja“. Međutim, još uvek ne postoji jasna i vremenski determinisana koncepcija razvoja ovog sportskog područja, što za posledicu ima spontanu i stihijsku egzistenciju nekih oblika sporta na Univerzitetu. Sadašnji uspesi na takmičenjima studentskog sporta su više rezultat drugih sportskih organizacija, nego li organizovanog sportskog života unitar Univerziteta. Studenti, pored ostalog, nemaju svoje objekte za vežbanje i takmičenje na fakultetima, jasno i stručno uobličen sistem upražnjavanja sportskih aktivnosti primeren njihovim interesovanjima i potrebama (Nešić, 2003), a posebno problemsko pitanje je nemogućnost korišćenja javnih sportskih objekata u neposrednom okruženju. Navedene činjenice su povod za akcentiranje značaja i potrebe prepoznavanja optimalne strategije razvoja univerzitetskog sporta, kako u Republici Srbiji, tako i na području AP Vojvodine, ali

ughout all social layers. Radical decrease in physical movement and activity is directly reflected in their health. Student population is not exempt from these trends. The World Health Organization defined health not only as the absence of sickness, but as the total physical, psychological, and social wellbeing (WHO, 1946). In the recent years, this definition has been extended to include the ability to lead “socially and economically productive life”. Additionally, contemporary science defines health quantitatively as the sum of “reserve capacities” of the basic functional systems. In this sense, it is necessary to emphasize the need for each individual, and especially for the young, to think whether or not they decrease their health reserves by their way of life (Nešić et al., 2011).

RESEARCH POSTULATES

Physical education, and therefore sport as well, used to be regarded as highly significant in the academic environment of the former Yugoslavia. This was evident in the activities and values of the university sport creativity. However, after 1998 and the Law on universities which was then passed, sports activities in the academic environment of this country almost vanished. Few sports clubs and associations which remained after this period were more expressions of randomness and routine, that is, of individual efforts of activists-enthusiasts, rather than a designed and intentional part of the higher education system.

The national strategy of sports development in the Republic of Serbia defined its priority strategic goal as: “...strengthening of school and university sport and establishment of functional system of school and university competitions”. Nevertheless, there is still no clearly defined plan of development of this aspect of sport or the time frame of its execution, which consequently leads to spontaneous and random existence of some forms of sport at universities. Present success in university competitions comes more due to other sports organizations, rather than due to organized sports activities at universities. Students, among the rest, do not have their own facilities for exercising and competing at colleges, or clearly and professionally designed program for practicing sports activities which would be suitable to their interests and needs (Nešić, 2003), and there is the problem of not being able to use public sports objects in their immediate surroundings. The aforementioned facts are the reason to emphasize the importance and need for recognition of optimum development strategy of university sport both

i pojedinačnih univerziteta kao osnovne "mikro celine" gde fizičko vežbanje studenata treba da ispoljava određene specifičnosti (Fratric, Ilić, 2010).

Uočavajući relevantne probleme daljeg funkcionisanja i razvoja univerzitetskog sporta, gde posebna pažnja treba da bude usmerena ka stvaranju uslova za zadovoljenje potreba i interesovanja studentske populacije za fizičkom aktivnošću i unapređenju zdravlja, neophodno je utvrditi osnovne parametre za njegovo pravilno organizovanje i usmerenje. U tom kontekstu neophodno je posebno naglasiti položaj ženske studentske populacije, za koju se povezuju izrazito negativni pokazatelji o njihovom učešću u fizičkim i sportskim aktivnostima. Kako na Univerzitetu, tako i u svakodnevnom životu uopšte. Utvrđivanje njihovih stavova prema ideji o reafirmaciji sporta na Univerzitetima (Nešić, Kuburović, 2011), kao i motivacionih determinanti (Mitić, 1992) za uključivanje u programe fizičkog vežbanja, kako na Univerzitetu, tako i u slobodnom vremenu (Campbell i Willis, 1992) predstavljaju prvi korak u definisanju mogućih pravaca poboljšanja društvenog i ličnog položaja ovog dela studentske populacije.

METOD RADA

Istraživanje koje je realizovano u okviru šireg istraživačkog projekta na Univerzitetu Educons tokom školske 2011/2012. godine, kao transverzalna studija, uz primenu Servej metoda, imalo je za cilj, između ostalog, detekciju stavova prema univerzitetskom sportu, kao i njihovih motivacionih dispozicija za uključivanje u aktivnosti fizičkog vežbanja na Univerzitetu.

Uzorak ispitanika sačinjavalo je 197 studentkinja Univerziteta Educons iz Sremske Kamenice. U pogledu uzrasnih karakteristika bio je segmentiran kroz pet kategorija, a utvrđene su sledeće frekvencije: 18-20 godina (31%), 21-25 godina (23,9%), 26-30 godina (11,7%), 31-35 godina (8,6%) i preko 35 godina (24,9%).

Kao osnovni instrument istraživanja korišćen je anketni upitnik. Za ispitivanje stavova studentkinja prema nekim aspektima sporta na Univerzitetu primenjena je petostepena skala Likertovog tipa. Skala za procenu stavova bila je konstruisana od ukupno 15 indikatora koji su obihvatili sledeće tvrdnje: (1) Sportske aktivnosti na fakultetima predstavljaju nepotrebno opterećenje za studente, (2) Fakultet nije mesto za upražnjavanje sportskih aktivnosti, (3) Sportske aktivnosti studenata doprinose boljem društvenom zbližavanju mladih, (4) Bavljenje sportom povoljno utiče na psihofizički razvoj mladih, (5) Bavljenje sportom je ometajući faktor u vreme ispitnog

in the Republic of Serbia and on the territory of AP of Vojvodina, including the individual universities as basic "micro units" where students' physical exercising should express peculiar characteristics (Fratric & Ilić, 2010).

Noting the relevant problems of further functioning and development of university sport, where special attention needs to be focused on creation of conditions that are required for meeting students' needs and interests in the realm of physical activity and improvement of health, it is necessary to determine basic parameters for its proper organization and orientation. In that context, one needs to emphasize the position of female student population, which is associated with extremely low participation in physical and sports activities at universities and outside it. Identification of their attitudes toward the idea of sports' reintroduction at universities (Nešić & Kuburović, 2011), as well of motivational determinants (Mitić, 1992) necessary for participation in the exercising programs, both at universities and in their free time (Campbell & Willis, 1992), represents a first step in defining the possible ways to improve the social and personal position of female student population.

RESEARCH METHOD

The research, which was undertaken through a larger joint project at the University of Educons, during the 2011/2012 school year, as a cross-sectional study, via the application of the survey method, had a goal, among the rest, to identify attitudes toward university sport as well as the motivational dispositions that determine participation in physical exercises at the University.

The sample consisted of 197 female students of the University of Educons from Sremska Kamenica. The sample was divided into five age categories with the following frequencies of occurrence: 18-20 year olds (31%), 21-25 year olds (23.9%), 26-30 year olds (11.7%), 31-35 year olds (8.6%) and over 35 years old (24.9%).

The main instrument of the research was the survey. In order to examine female students' attitudes toward some aspects of sport at the University, a five point Likert-type of scale was utilized. The scale was constructed of 15 indicator statements which are encompassed in the following claims: 1) sports activities at colleges are a needless burden for students, 2) college is not a place for practicing sports activities, 3) sports activities foster closer social relationships among students, 4) doing sports has a beneficial effect on psychophysical development of the young, 5) doing sports is a hindrance during exams, 6) sports competitions at uni-

roka, (6) Sportska takmičenja na Univerzitetima su samo uzaludno "bacanje" vremena i novca, (7) Univerziteti sport u Vojvodini je dobro razvijen, (8) Sportska takmičenja između fakulteta treba što češće organizovati, (9) Na fakultete bi trebalo uvesti obavezne časove sportskih aktivnosti, (10) Sportske aktivnosti na fakultetu treba da budu isključivo stvar ličnog opredeljenja studenata, (11) Organizovano upražnjavanje sportskih aktivnosti na fakultetu bi trebalo da "ulazi" u sistem ECTS bodovanja, (12) Fakultet bi trebao da organizuje najmanje dva puta nedeljno sportske aktivnosti za svoje studente, (13) Sportskim i sportsko-rekreativnim aktivnostima na fakultetu bi trebalo da se bave i profesori, (14) Vrhunski sportisti bi trebali da imaju povlašćen tretman prilikom upisa na fakultete, i (15) Vrhunski sportisti bi trebali da imaju određene povlastice tokom studiranja. Odgovori su davani na petostepenoj skali, gde je vrednost 1 (jedan) izražavala najmanju važnost tvrdnje, dok je vrednost 5 (pet) određivala najviši nivo tvrdnje.

Za detekciju motivacionog prostora primenjen je Campbellov upitnik motivacije (Campbell i sar., 2001), koji je za ovu priliku modifikovan i prilagođen potrebama i ciljevima istraživanja. Originalan upitnik, koji obuhvata 13 motiva za vežbanje, ovom prilikom je kondenzovan na ukupno 9 socijalnih motiva koji se najčešće pojavljuju kao pokretači za upražnjavanje fizičkih aktivnosti. Ispitanicima je postavljeno pitanje "Koliko bi Vam prilikom upražnjavanja sportskih aktivnosti na Univerzitetu bilo važno": (1) Održavanje ili poboljšanje zdravlja, (2) Druženje i upoznavanje novih prijatelja, (3) Dobar izgled, (4) Opuštanje i zaboravljanje na svakodnevne brige, (5) Zabava i razonoda, (6) Smanjenje telesne težine, (7) Osećaj živahnosti i raspoloženja, (8) Biti u trendu; dokazati se "pred drugima", i (9) Dokazati se "kod sebe samoga". Odgovori su davani na petostepenoj skali Likertovog tipa, gde je vrednost 1 (jedan) izražavala najmanju važnost motiva, a vrednost 5 (pet) je određivala najveći nivo značajnosti svakog motiva.

Rezultati su obrađeni postupcima deskriptivne i komparativne statistike. Manifestni prostor stavova i motivacije obrađen je tehnikom skaliranja, dok je njihov latentni prostor detektovan primenom faktorske analize.

REZULTATI I DISKUSIJA

Karakter istraživanja uslovio je opservaciju određenih karakteristika ispitanika koje su bile usmerene na pojedine aspekte njihovog ranijeg kontakta sa sportom. Utvrđeno je da je većina studenatkinja ranije upražnjavala neki oblik sportske aktivnosti, odnosno bavljenje sportom je bilo zastupljeno u njihovom životu pre dolaska na

versities are a waste of time and money, 7) university sport in Vojvodina is well developed, 8) inter-college sports competitions should be organized as frequently as possible, 9) colleges should introduce compulsive classes of sports activities, 10) sports activities at colleges should be entirely a matter of students' personal choice, 11) organized sports activities at colleges should count in the ECTS credit point system, 12) colleges should organize sports activities for their students at least twice a week, 13) professors should also do sports and recreational activities, 14) top athletes should be privileged when entering a college, and 15) top athletes should have certain privileges during their studies. The responses were given on a 5 point scale, where the value of number 1 (one) expressed the least importance of the claim, while the value of number 5 (five) expressed the highest importance of the claim.

Campbell's survey of motivation was used for identification of motivational factors (Campbell et al., 2001), which was modified and adapted for this occasion to the needs and aims of this research. The original survey which contains 13 motives for exercising was condensed here to 9 social motives which appear the most frequently as driving force behind one's engagement in physical exercises. The examinees were asked, "How important would this be to you while doing sports activities at the University?": 1) health maintenance and improvement, 2) socializing and making new friends, 3) good looks, 4) relaxing and forgetting of everyday worries, 5) fun and recreation, 6) losing weight, 7) feeling lively and spirited, 8) following trends; showing off in front of others, and 9) proving yourself to you. The responses were marked on a five point Likert-type scale, where the value of 1 (one) expressed the least importance of a motive, and the value of 5 (five) expressed the highest importance of a motive.

Descriptive and comparative statistics was used for analysis of the results. Manifested space of attitudes and motivation was analyzed through the scaling technique, while their latent space was identified through the factor analysis.

RESULTS AND DISCUSSION

The nature of this research prompted observation of examinees' characteristics which have to do with specific aspects of their previous contact with sport. It was found that most of the female students had done some kind of sports activities, that is, doing sports had been a part of their life before starting a college. However,

fakultet. Međutim, samo manji broj njih je bio uključen u sport kroz takmičarski oblik, dok je većina sport "konzumirala" kroz neki od vidova rekreacije (Tabela 1).

Kada je reč o trenutnom angažovanju ispitanika u sportu mogu se uočiti mnogo nepovoljniji rezultati. Najveći broj njih se više uopšte ne bavi sportom (79,7%), dok je broj aktivnih sportistkinja (takmičarki) gotovo zanemarljiv (Tabela 2).

Tabela 1. Prethodno bavljenje sportom

Ranije bavljenje sportom	f	%	Način bavljenja		
				f	%
Da	132	67,0	rekreativno	83	42,13
			amaterski	36	18,27
			takmičarski	13	6,59
Ne	65	32,99			
Σ	197	100,0			

Tabela 2. Sadašnje bavljenje sportom

Bavi se sportom	f	%
Rekreativno	27	13,7
Amaterski	7	3,6
Takmičarski	6	3,0
Ne	157	79,7
Σ	197	100,0

Ovakvi rezultati se mogu smatrati i očekivanim, kako sa aspekta karaktera samog Univerziteta (preovlađuju fakulteti društvenih nauka, gde nema studijskih programa kineziološkog karaktera), tako i sa stanovišta opštih karakteristika populacije kojoj studentkinje Univerziteta Edukons pripadaju (Grupa autora, 2008; Stepanović i sar., 2009). Drugim rečima, ispitanici obuhvaćeni istraživanjem mogu se smatrati autentičnim predstavnicima prosečne ženske studentske populacije u Vojvodini i Novom Sadu.

Pojam stava kao psihološke kategorije veoma je važan faktor u proučavanju neke društvene pojave. Stavovi kao motivaciona podloga čovekovog angažovanja u određenoj oblasti značajni su za utvrđivanje pojedinih karaktera same aktivnosti, posebno u pravcu vođenja računa o, npr: njegovim doživljajima u oceni i shvatanju određene situacije, emocijama kojima reaguje na spoljašnje i unutrašnje faktore aktivnosti, akcijama kojima menja situacije, itd. Zbog toga stav, kao stečena dispozicija, poseduje snagu spremnosti da se na određeni način opaža, misli, emocionalno reaguje i deluje, te pred-

only a small number of them competed in sport, while the majority engaged in sport as a form of recreational activity (Table 1).

When it comes to the current sports engagement of examinees, the results are very unfavorable. Most of them do not engage in sports at all (79.7%), while the number of active students who compete is almost negligible (Table 2).

Table 1. Previous sports experience

Previous sports experience	f	%	Type of engagement		
				f	%
Yes	132	67.0	Recreational	83	42.13
			Non-professional	36	18.27
			Professional	13	6.59
No	65	32.99			
Σ	197	100.0			

Table 2. Present sports experience

Does sports	f	%
Recreationally	27	13.7
Non-professionally	7	3.6
Professionally	6	3.0
No	157	79.7
Σ	197	100.0

These results were to be expected, both due to the configuration of the University itself (with the majority of social sciences colleges, without programs of kinesiological nature), and due to the population structure of the female students at the University of Educons (Group of authors, 2008; Stepanović et al., 2009). In other words, the examinees included in the research can be considered authentic representatives of an average female student population in Vojvodina and Novi Sad.

The notion of attitude as a psychological category is a very important factor in studying certain social phenomena. Attitudes as motivational background of man's engagement in specific activities are significant for determining the quality of the activity itself, especially when it comes to, for example: one's experiences related to assessment and understanding of a certain situation, emotional responses to external and internal factors of an activity, actions undertaken to change situations, etc. Therefore, attitude, as an acquired disposition, exists as a strong inclination to observe matters in a certain way, to think, to react emotionally and act; it also appears as a

stavlja tendenciju da se pozitivno ili negativno reaguje prema određenim situacijama, pojavama, objektima ili, pak, osobinama. U zavisnosti od smera stava i njegovog intenziteta, u ovom slučaju od pozitivnog ili negativnog stava prema pojavama i aktivnostima univerzitetskog sporta, moguće je utemeljiti pretpostavke o uspešnosti u njegovoj budućoj organizacionoj reafirmaciji.

U mnogobrojnim istraživanjima koja su tretirala problematiku stavova, većina psihologa i sociologa, naime, kao metodološki limit za određivanje smera stava uzima vrednost 3, što znači da svaka prosečna vrednost koja prevazilazi ovaj numerus određuje pozitivan stav. Na osnovu primenjenog instrumenta istraživanja kojim su izraženi indikatori stava o pojedinim aspektima univerzitetskog sporta, utvrđeno je da ispitanici, generalno, izražavaju pozitivan stav o ovom problemu. Međutim, uočljivo je da se njegov intenzitet kreće na nivou umerene pozitivnosti ($S_v = 3,60$), što jasno govori o kompleksnosti ove tematike (Tabela 3).

tendency to positively or negatively react to certain situations, phenomena, objects or characteristics. Depending on the orientation and intensity of an attitude, in this case whether it is a positive or negative attitude toward affairs and activities related to university sport, it is possible to form a hypothesis about its success in some future organizational reinstitution.

In numerous researches which dealt with attitudes, majority of psychologists and sociologists use the value of number 3 as the methodological limit that indicates the average value, which means that all the values beyond this limit are denoting a positive attitude. When it comes to the instrument which was used in this research to indicate attitudes about specific aspects of university sport, it was found that examinees, in general, have a positive attitude about this issue. Nevertheless, it is evident that its intensity ranges around moderate positivity ($S_v = 3.60$), which clearly speaks about the complexity of this matter (Table 3).

Tabela 3. Skalne vrednosti stavova ispitanika

Table 3. Scale values of examinees' attitudes

Tvrđnje/ Claims	Uopšte se ne slažem / I strongly disagree	Uglavnom se ne slažem / I mostly disagree	I slažem se i ne slažem se / I both agree and disagree	Uglavnom se slažem / I mostly agree	Potpuno se slažem / I strongly agree	SV
IS1	76 38,8%	36 18,4%	55 28,1%	15 7,7%	14 7,1%	3,74
IS2	87 44,4%	38 19,4%	38 19,4%	18 9,2%	15 7,7%	3,83
IS3	2 1,0%	7 3,6%	21 10,8%	77 39,5%	88 45,1%	4,24
IS4	2 1,0%	2 1,0%	5 2,6%	43 22,1%	143 73,3%	4,65
IS5	63 32,0%	39 19,9%	53 27,0%	25 12,7%	16 8,2%	3,55
IS6	88 45,1%	48 24,6%	39 20,0%	13 6,7%	7 3,6%	4,01
IS7	29 15,1%	52 27,1%	91 47,4%	16 8,3%	4 2,1%	3,44
IS8	11 5,7%	13 6,7%	38 19,6%	79 40,7%	53 27,3%	3,77
IS9	42 21,6%	26 13,4%	55 28,4%	44 22,7%	27 13,9%	2,93
IS10	10 5,1%	7 3,6%	23 11,8%	55 28,2%	100 51,3%	4,16
IS11	66 33,7%	31 15,8%	44 22,4%	33 16,8%	22 11,2%	2,56
IS12	21 10,7%	22 11,2%	61 31,1%	50 25,5%	42 21,4%	3,35
IS13	8 4,1%	13 6,7%	48 24,7%	54 27,8%	71 36,6%	3,86
IS14	39 19,9%	25 12,8%	61 31,1%	40 20,4%	31 15,8%	2,99
IS15	45 23,2%	28 14,4%	47 24,2%	41 21,1%	33 17,0%	2,94
			SV			3,60

Mada se uočavaju određene razlike u intenzitetu stava kod većine indikatora koji su pozitivno distribuirani, potrebno je ukazati na pojedine indikatore (koji se, uslovno, mogu tretirati i kao samostalni stavovi). Prvenstveno iz razloga što se odnose na određena ključna pitanja koja traže razjašnjenja, kao i svoje mesto u konceptijskoj osnovi budućeg razvoja univerzitetskog sporta. U ovom istraživanju ona su detektovana kroz mišljenja studenata o: 1) organizaciji sportskih takmičenja unutar i između Univerziteta (IS8), 2) uvođenju obaveznih časova sportskih aktivnosti tokom studiranja (IS9), 3) obaveznog upražnjavanja sportskih aktivnosti kao segmenta ECTS bodovanja (IS11), 4) nedeljnog fonda časova sportskih aktivnosti kao sadržaja života na Univerzitetu (IS12), 5) problematike sportskih aktivnosti kao mogućeg ometajućeg faktora tokom pripreme ispita (IS5), itd. Može se konstatovati da većina studentkinja iskazuje pozitivan stav prema navedenim pitanjima, osim u delu koji se odnosi na eventualnu obaveznost sportskih aktivnosti na Univerzitetu (2,93), odnosno implementiranost sportskih sadržaja u sistem ECTS bodova (2,56). Drugim rečima, studentkinje sport smatraju korisnom i poželjnom aktivnošću, ali koja ima isključivo individualno određujući karakter. S toga se organizaciji sportskih aktivnosti na univerzitetima, kao i njihovom konceptijskom etabliranju, mora poći prvenstveno sa pozicija razvoja motivacije, a ne obavezujućim pristupom (eventualnom administrativnom regulativom).

Istraživanjem su detektovana i pojedina specifična pitanja koja imaju karakter stava. U pogledu mišljenja ispitanika o korisnosti organizovanja sportskih aktivnosti na Univerzitetu najveći broj je iskazao pozitivan stav (89,3%). Međutim, u pogledu izjašnjavanja o eventual-

Even though differences are noticeable when it comes to the strength of an attitude throughout most of the positively rated claims, certain indicators must be pointed out (which may, conditionally, be treated as independent claims). The reason for this is primarily because they refer to crucial issues which need to be understood and given a place in the conceptual foundation of the future university sport development. In this research those were identified through students' opinions about: 1) organization of sports competitions among universities (IS8), 2) introduction of compulsory classes of sports activities during studies (IS9), 3) compulsory sports activities as a part of ECTS credit system (IS11), 4) weekly classes involving sports activities as a part of the University life and experience (IS12), 5) the issue of sports activities being a possible hindrance during exams (IS5), etc. It can be concluded that the majority of female students expressed themselves positively about the aforementioned points, except about the possibility of having the compulsory sports activities at the University (2.93), that is, of it being a part of the ECTS credit system (2.56). In other words, female students consider sport to be a useful and attractive activity, but which has to be chosen freely by an individual. Thus, the organization of sports activities at universities and its conceptual foundation has to start, above all, with the development of motivation, and not with a mandatory approach (with a possible administrative regulation).

The research identified specific questions which have a quality of an attitude. Regarding the examinees' opinions in relation to the usefulness of organizing sports activities at the University, the majority had a positive attitude about it (89.3%). Nevertheless, when it comes to

Tabela 4. Stavovi o korisnosti sporta na Univerzitetu

Korisnost sporta na Univerzitetu / Usefulness of sport at the University	Učestvovanje u sportskim aktivnostima na Univerzitetu / Participation in sports activities at the University			Total
	Da / Yes	Možda / Perhaps	Ne / No	
Da / Yes	119	52	5	176
	60,4%	26,4%	2,5%	89,3%
Nisam sigurna / I am not certain	0	12	7	19
	0,0%	6,1%	3,6%	9,6%
Ne / No	0	0	2	2
	,0%	,0%	1,0%	1,0%
Σ	119	64	14	197
	60,4%	32,5%	7,1%	100,0%

$$\chi^2=57,357$$

$$\text{Sig.} = ,000$$

nom aktivnom uključivanju u "sportski život" na Univerzitetu uočava se nešto manji broj studentkinja koje bi to i realizovale (Tabela 4).

Bez obzira na uočene statistički značajne razlike u odnosima navedenih indikatora može se, u principu, govoriti o pozitivnoj podršci za intenziviranje ideje o reafirmaciji sporta na Univerzitetu. Bilo bi korisno, u ovom kontekstu, nastaviti dalja istraživanja i detektovati osnovne uzroke koji dovode do uočene sportsko-rekreativne neaktivnosti većine studentkinja na Univerzitetu Educons. Jer, pozitivan odnos prema ponovnom "ulasku" sporta na Univerzitet i većinska podrška mogućem konceptu njegovog implementiranja na Univerzitetu ne bi smeo biti ignorisan. U suštini, ovakvi rezultati predstavljaju vrlo stabilno uporište za afirmaciju i realizaciju ove ideje kod menadžmenta Univerziteta.

Na osnovu detektovanog manifestnog prostora stavova studentkinja, identifikovan je i latentni prostor kojim dominiraju dva relativno nezavisna faktora. Prvi, koji objašnjava 33,15% varijanse i koji je, na osnovu indikatora koji ga sačinjavaju, moguće imenovati kao faktor **Društvene opravdanosti** univerzitetskog sporta. Drugi, koji objašnjava 12,14% varijanse, u skladu sa indikatorima koji ga sačinjavaju, moguće je imenovati kao faktor **Nepoželjnosti administrativnog nametanja** (Tabela 5).

Tabela 5. Matrica sklopa faktora

Stav / Attitude	IS6	IS1	IS2	IS5	IS3	IS8	IS9	IS12	IS4	IS7	IS10	IS14	IS15	IS11	IS13
F1	,749	,741	,719	,697	,683	,634	,628	,581	,572	,440	-,333				,344
F2								,379	-,315			,843	,817	,477	,306

Extraction Method: Principal Component Analysis. **Rotation Method:** Oblimin with Kaiser Normalization.

Od devet praćenih motiva za uključivanje studentkinja u aktivnosti fizičkog vežbanja na Univerzitetu najviše pozicioniran u sistemu vrednosti ispitanika bio je motiv označen kao poboljšanje (očuvanje) zdravlja (4,69), što potvrđuje rezultate većeg broja dosadašnjih istraživanja sprovedenih na sličnim uzorcima. Sledeću vrednosnu grupu, čije su prosečne skalarne pozicije bile između 3 i 4, sačinjavalo je pet motiva, uslovno označenih kao druženje (3,87), želja za boljim izgledom (3,84), relaksacija (3,68), zabava (3,38) i dobro raspoloženje (3,09). Dva motiva, čije su se prosečne skalarne vrednosti kretale između 2 i 3, bili su potreba da se održi optimalna telesna masa (2,75) i da se dokaže samome sebi (motiv postignuća-2,57). Kao najslabije rangiran bio je motiv uslovno označen kao „biti u trendu“ i jedini je imao prosečnu skalarnu vrednost manju od dva (1,95).

a potential participation in "sports life" at the University, the results show that a lesser number of female students would actually do sports (Table 4).

Regardless of the observed statistically significant differences among the mentioned indicators, it can be concluded that the idea of reintroduction of sport at the University is generally well supported. It would be useful to continue further research in this area and identify essential causes of physical inactivity of most of the female students from the University of Educons, because positive attitude toward the reintroduction of sport to the University and support from the majority for the concept of its possible implementation at the University should not be ignored. Essentially, these results represent a very solid foundation for affirmation and realization of this idea with the management of the University.

Based on the identified manifested space of attitudes of female students, there was also recognition of the latent space with two relatively independent factors dominating in it. The first one, which explains 33.15% of variance, is possible to name **Social justification** of university sport based on its constituting indicator statements. The second one, which explains 12.14% of variance, is possible to name **Undesirable administrative imposition** according to the indicator statements encompassed by it (Table 5).

Table 5. A set of factors - matrix

Stav / Attitude	IS6	IS1	IS2	IS5	IS3	IS8	IS9	IS12	IS4	IS7	IS10	IS14	IS15	IS11	IS13
F1	,749	,741	,719	,697	,683	,634	,628	,581	,572	,440	-,333				,344
F2								,379	-,315			,843	,817	,477	,306

Out of nine examined motives for physical activation of female students at the University, the highest rated one in the value system of examinees was the motive marked as "improvement (maintenance) of health" (4.69); this confirms the results of a larger number of previous researches done with a similar research sample. The next value group with the average between 3 and 4 on the scale, consisted of five motives, provisionally marked as: socializing (3.87), desire for a better look (3.84), relaxation (3.68), fun (3.38), and good moods (3.09). Two motives with the average value on a scale between 2 and 3 were: need to maintain optimum body weight (2.75) and to prove yourself to you (the achievement motivation - 2.57). The lowest rated motive was marked as "following trends" and it was the only one with the scale value below two (1.95).

Na osnovu interkorelacija opserviranih varijabli formirana je inicijalna korelaciona matrica na osnovu koje je definisana hijerarhijska struktura devet inicijalnih vektora u posmatranom prostoru motivacije. Karakteristični korenovi veći od jedinice zabeleženi su samo kod prva četiri vektora koja su ušla u dalju proceduru i od kojih su kasnije formirana četiri faktora motivacije (objašnjavaju 59,71% zajedničke varijanse).

Numeričke vrednosti faktorskih skorova, dobijenih ortogonalnom i kosom projekcijom glavnih komponenti četiri ekstrahovana faktora, bili su veoma slični što ukazuje na dosta stabilnu strukturu latentnog motivacionog prostora kod ispitanika obuhvaćenih ovim istraživanjem. Varimax postupkom su dobijene kose solucije koje su formirale veoma interpretabilnu matricu sklopa sa četiri faktora u prostoru motivacije (Tabela 6).

Tabela 6. Rotirane matrice strukture ekstrahovanih faktora motivacije (Varimax metodom kosih projekcija glavnih komponenti)

Motiv / Motive	Faktor 1 / Factor 1	Faktor 2 / Factor 2	Faktor 3 / Factor 3	Faktor 4 / Factor 4
Zdravlje / Health	,243	-,300	-,297	-,678
Druženje / Socializing	,741	,217	,001	-,120
Izgled / Looks	,170	,027	,684	,145
Relaksacija / Relaxation	,137	-,218	-,247	,791
Zabava / Fun	,052	,012	-,598	,163
Raspoloženje / Good mood	-,059	-,627	,495	,028
Mršavljenje / Losing weight	-,726	-,068	-,145	-,038
Postignuće / Achievement	,085	,770	,088	,009
Biti u trendu / Following trends	-,641	,418	,119	-,081

Prvi faktor, kojim je objašnjen najveći deo ukupnog varijabiliteta, saturiran je dominantno sa tri motiva, uslovno označena kao: "druženje", "mršavljenje" (briga o telesnoj masi) i „biti u trendu“ (dokazati se pred drugima). Polazeći od logičkih sadržaja ova tri motiva, kao i njihove osnovne semantike, prvi hijerarhijski faktor u analiziranom latentnom motivacionom prostoru, definisan je kao **Socijalna poželjnost**. To pokazuje da navedena tri motiva, u suštini, predstavljaju glavne pokretače studentkinja za upražnjavanje sportskih aktivnosti na Univerzitetu. Ovakav rezultat je i saglasan uočenim opštim trendovima mladih, posebno žena, da se kroz sportske aktivnosti realizuju prvenstveno potrebe socijalne interakcije sa okruženjem.

Najznačajnije projekcije na drugi ekstrahovani faktor imala su dva motiva, u primenjenom istraživačkom

Based on the inter-correlations of variables, the initial correlational matrix was formed which was used to show a hierarchical structure of nine initial vectors in the observed space of motivation. Only the first four vectors had distinctive square roots larger than one and they were further analyzed and combined together as four factors of motivation (explaining 59.71% of common variance).

Numerical values of factor scores, produced via orthogonal and oblique projections of the main components of four extracted factors, were very similar, which implies a very stable structure of latent motivational space related to the research examinees. The Varimax method produced oblique solutions which formed a highly interpretable matrix with four factors in the space of motivation (Table 6).

Table 6. Rotated matrices of extracted motivational factors structure (The Varimax method of oblique projections of the main components)

The first factor, which explains most of the total variability, is composed of three motives, conditionally marked as: "socialization", "losing weight" (body weight concern) and "following trends" (proving oneself in front of others). Starting with the logical content of these three motives, and with their basic semantics, the first hierarchical factor in the analyzed latent space of motivation was defined as **Social desirability**. This shows that the aforementioned three motives, in essence, represent the driving force that can move female students to do sports activities at the University. This result is in agreement with the observed general youth trend, especially women trend, which is to use sports activities as a means for realization of the need for social interaction with the environment.

The most significant projection on the second extracted factor came from two motives, defined in the applied

upitniku definisana kao: „osećaj prijatnosti i raspoloženja (uslovno, motiv raspoloženja) i „biti u trendu i dokazati se pred drugima“ (uslovno, motiv postignuća). Analizirajući sadržaj i semantičku poruku ovih formulacija drugi hijerarhijski faktor bilo je moguće definisati kao **Prestić**. On ukazuje na značajnost sportskih sadržaja u životu mladih, s obzirom da ovo životno doba obiluje različitim vrstama nadmetanja, upoređivanja, traženja „svog mesta“ u društvu, što kroz adekvatnu realizaciju stvara osećaj prijatnosti, zadovoljstva, te stvara energiju za svakodnevne životne i radne aktivnosti.

Treći faktor najviše su saturirala dva motiva, upitnikom formulirana kao: „dobar izgled“ i „zabava i razonoda“. Polazeći od socijalne poruke koju u sebi sadrže navedeni motivi, ovaj faktor je moguće okarakterisati kao **Životni stil**. Motivi koji formiraju ovaj faktor mogu se posmatrati u svetlu savremenog životnog okruženja mladih. Dobar izgled, briga za „dobru figuru“, negovano telo, kao i aktuelni modni trendovima sve više zaokupljaju mlade. Sportske aktivnosti su jedan od „alata“ koji se mladima nudi, posebno posredstvom medija. U tom kontekstu oni vide i različite oblike zabave, kako direktno kroz sportske sadržaje, tako i kroz efekte fizičkog vežbanja (lep izgled) u drugim vrstama zabavnih aktivnosti koje mladi upražnjavaju u slobodnom vremenu.

Četvrti faktor, kojim je objašnjena najmanja količina varijabiliteta u posmatranom motivacionom prostoru, formirala su dva motiva koja su u istraživačkom upitniku formulirana kao: „održavanje i poboljšavanje zdravlja“ (motiv zdravlja), odnosno „opuštanje i zaboravljanje na svakodnevne brige“ (uslovno, motiv relaksacije). Kako je prvi motiv eksplicitno ukazivao na važnost brige za opšte fizičko zdravlje, a drugi implicitno na potrebu da se zaštiti psihičko zdravlje ljudi, otuda se kao logičan naziv četvrtog faktora nametnuo: **Briga o psiho-fizičkom zdravlju**.

Za razliku od koeficijentata determinacije, koeficijenti proste linearne i parcijalne korelacije (Tabela 7) imali su izrazito niske vrednosti, pri čemu su bili numerički dosta bliski. Tako niske vrednosti korelacionih koeficijentata ukazuju na odsustvo signifikantne povezanosti između ekstrahovanih faktora, što jasno ukazuje na to da je ostvarena gotovo idealna parsimonija. Na osnovu ovih podataka može se, sa dosta pouzdanosti, tvrditi da u latentnoj motivacionoj strukturi ispitanika obuhvaćenih ovim istraživanjem, egzistiraju četiri relativno stabilna faktora koja otkrivaju osnovne razloge za učešće u sportskim sadržajima u okviru Univerziteta. Oni se uslovno mogu označiti kao: (1) faktor socijalne poželjnosti, (2) faktor prestiža, (3) sklonost ka posebnom životnom stilu i (4) briga za psiho-fizičko zdravlje.

research survey as: “the pleasant feelings and good mood (conditionally, the good mood motive) and “following trends and proving yourself in front of others” (conditionally, the achievement motive). Analyzing the content and a semantic message of these formulations, the second factor in the hierarchy was possible to define as **Prestige**. It indicates the importance of sporting activities in life of the young, as this life age is full of competing, comparing, and searching for “own place” in the society, which upon adequate realization creates a pleasant feeling, satisfaction, and energy for everyday life and work activities.

The third factor was dominated by two motives, which were formulated as: “good looks” and “fun and recreation” in the survey. Starting with the social message contained by the mentioned motives, this factor is possible to name **Lifestyle**. Motives forming this factor can be viewed through the perspective of modern life surroundings of the youth. Good looks, concerns about “being in shape”, having a well-cared-for body, as well as the current fashion trends are growing preoccupation of the youth. Sports activities are offered to them as one of “tools”, especially in the media. In this context they view different types of entertainment, directly through sports activities, and through the effects of physical exercise (good looks) in other types of entertaining activities which young people do in their free time.

The fourth factor, which explains the least amount of variability in the observed space of motivation, consists of two motives which were labeled in the survey as: “maintenance and improvement of health” (the health motive), and “relaxing and forgetting of everyday worries” (conditionally, the relaxation motive). Since the first motive explicitly denotes the importance of caring for general physical health and the second one implicitly denotes the need to protect one’s mental health, the logical name for the fourth factor ensued: **Care for the psycho-physical health**.

Unlike the coefficient of determination, the coefficients of simple linear and partial correlation (Table 7) had distinctly low values, in which they were very close numerically. The low values of correlational coefficients indicate the absence of significant connection between the extracted factors, which clearly demonstrates the realization of an almost ideal parsimony. According to these data, it can be claimed with a high degree of certainty that in the latent motivational structure of examinees involved in the research, there are four relatively stable factors which reveal the basic reasons for participation in sports activities at the University. They can be conditionally labeled as: 1) factor of social desirability, 2) factor of prestige, 3) inclination toward a certain lifestyle, and 4) care for the psycho-physical health.

Tabela 7. Korelaciona matrica ekstrahovanih faktora (koef. determinacije)

Komponente / Components	Faktor 1 / Factor 1	Faktor 2 / Factor 2	Faktor 3 / Factor 3	Faktor 4 / Factor 4
Faktor 1 / Factor 1	-,981	,184	,023	,058
Faktor 2 / Factor 2	,151	,910	-,333	-,195
Faktor 3 / Factor 3	,087	,336	,937	,040
Faktor 4 / Factor 4	,085	,156	-,106	,978

Table 7. Correlational matrix of extracted factors (coef. of determination)

ZAKLJUČAK

Studentsku populaciju, kao važan deo svakog društva, takođe ne zaobilaze aktuelne pojave savremenog načina života. Pored uobičajenih životnih navika koje obeležavaju sadašnju mladu generaciju, dodatne obaveze koje su prisutne u okviru programa studija ("sedalačkog" tipa), s jedne strane, kao i nedostatak organizovanih oblika nastave fizičkog vežbanja, s druge strane, u velikoj meri doprinose kompleksnosti problema koje sa sobom nosi fizička neaktivnost.

Rezultati istraživanja su generalno pokazali da studentkinje Univerziteta Educons imaju pozitivno orijentisane stavove kada su u pitanju pojedini aspekti inicijative koja ide u pravcu reafirmacije sporta na univerzitetima. Ispitanice su iskazale stabilno determinisane pozitivne stavove o značaju i potencijalnoj korisnosti organizovanog fizičkog vežbanja, odnosno "sportske ponude", kao moguće alternative života tokom studiranja na "svom" Univerzitetu, što je, u ovom slučaju, iskazano skalnom vrednošću od 3,60.

Može se konstatovati da studentkinje jasno sagledavaju moguću poziciju i ulogu sporta na Univerzitetu, pre svega kroz njegovu društvenu ulogu (zbližavanje mladih, upoznavanje, socijalizacija, i sl.), kao i doprinosu psihofizičkom razvoju čoveka. S druge strane veoma čvrsto su na poziciji da sportske aktivnosti trebaju biti stvar ličnog opredeljenja svakog pojedinca, te da nije poželjno da one budu nametnute nekim administrativnim odrednicama. Posebno pozitivno vrednuju ideju o među fakultetskim sportskim takmičenjima, gde smatraju da sportske aktivnosti ne bi predstavljale ometajući faktor u procesu savladavanja nastavnog gradiva tokom studiranja, pa ni u vreme ispitnih rokova.

Ovako iskazani stavovi omogućili su i definisanje njihovog latentnog prostora. U skladu sa indikatorima koji ih formiraju identifikovana su dva relativno nezavisna faktora koji se mogu označiti kao: društvena opravdanost univerzitetskog sporta i nepoželjnost administrativnog nametanja sporta na Univerzitetu.

Rezultati istraživanja motivacije su generalno pokazali da u latentnom prostoru kod studentkinja Uni-

CONCLUSION

Student population, as an important part of every society, is not exempt from the current trends of modern life. Aside from the common life habits which characterize the present youth generation, additional obligations which are a part of the ("sedentary type of") study program, on one side, and the lack of organized physical exercises classes, on another side, contribute greatly to the complexity of the problem related to physical inactivity.

The results of the research showed that generally female students from the University of Educons have positive attitude when it comes to the some aspects of the initiative to reintroduce sport at universities. The examinees also expressed themselves positively about the significance and potential usefulness of organized physical exercising, that is, "sports offering", as a possible choice during studying at "their" University, which in this case is indicated by the scale value of 3.60.

It can be concluded that the female students clearly see a possible position and role of sport at the University, primarily through its social role (closer relationships among the young, meeting others, socializing, and such), as well as its contribution to one's psycho-physical development. On the other hand, they hold a firm opinion that sports activities should be a matter of personal choice of each individual, and that it is not desirable for them to be imposed by some administrative regulation. The idea about inter-college sports competitions was especially well received, and in this case they didn't see sports activities as a hindrance during studying or exams.

Attitudes expressed in this way enabled us to define their latent space. In accordance with the indicator statements which formed them, two relatively independent factors were identified which can be labeled as: social justification of university sport and undesirable administrative imposition of sport at the University.

The results of the motivation research generally showed that the latent space of female students from the University of Educons contains four motivational factors which indicate their possible tendencies to choose to do

verziteta Educons egzistiraju četiri motivaciona faktora koji ukazuju na moguće tendencije u njihovim opredeljenjima za upravljanje sportskih aktivnosti u okviru Univerziteta. S obzirom da se radi o populaciji koja nije izrazito ‘sportska’, odnosno oko 80% anketiranih se ne bavi sportskim aktivnostima, uočene motivacione tendencije mogu biti dobar putokaz u kreiranju fizionomije vežbovnih aktivnosti u razvojnim planovima Univerziteta Educons. Ovome u prilog ide i podatak da je svoje pozitivno mišljenje o korisnosti fizičkog vežbanja dalo 89,3% ispitanika, a da je njih 60,4% decidno odgovorilo da bi se aktivno uključilo u organizovane sportske aktivnosti ukoliko bi bile organizovane na Univerzitetu. Oko 32% ispitanika je po ovom indikatoru bilo neodlučno, te se uslovno i oni mogu smatrati potencijalnim učesnicima u sportskim programima. Samo je 7,1% ispitanika decidno izjavilo da se ne bi bavilo nikakvim oblicima sportskih aktivnosti.

Iz navedenog se uočava i mogući pravac kreiranja sportskih, odnosno sportsko-rekreativnih programa na Univerzitetu Educons. Pre svega, oni bi trebali biti usmereni na zadovoljavanje potreba za socijalnim kontaktima i druženjima studentkinja. Sportske aktivnosti na Univerzitetu bi trebale omogućavati brže socijalno zblizavanje i upoznavanje među studentskom populacijom, odnosno postati mesto njihove društvene interakcije. Na to ukazuje i izolovani prvi faktor (Socijalna poželjnost).

S obzirom da se radi, uglavnom, o mlađoj populaciji (oko 55% je uzrasta 19-27 godina) vrsta i oblici sportskih aktivnosti u okviru Univerziteta bi trebale da imaju i dovoljnu ‘dozu’ atraktivnost kako bi privukle mlade da se u njih uključe. S obzirom na inače prisutno obeležje ovog uzrasta, a to je da u većini svakodnevnih aktivnosti (pa time i sportskih) teže ka dokazivanju, upoređivanju i akcentovanju generacijskog prestiža, zadovoljenje potreba kroz prizmu drugog faktora (Prestiz) je, takođe, značajna odrednica za kreatora sportskih programa na Univerzitetu Educons. U ovom kontekstu može se razmatrati i treći ekstrahovani faktor (Životni stil).

Naravno, uvek aktuelna zdravstvena komponenta fizičkog vežbanja i u ovom slučaju može da proizilazi iz sve većeg akcentovanja zdravog načina života. Posebno je kod mladih ovaj trend poslednjih godina izrazito prisutan. Ovom prilikom se zapaža da se kod ispitanika, u prvom redu, misli na uticaj sportskih aktivnosti kroz preventivno-kompenzatorni aspekt fizičkog vežbanja na nervno-emiionalna naprezanja, s obzirom da se u ovom uzrastu još uvek ne pojavljuju u izraženijem i masovnijem obliku druge zdravstvene tegobe. Dakle, vežbanje na Univerzitetu može da predstavlja aktivnost zdravstveno-

sports activities at the University. Considering the fact that this population is not particularly ‘sporty’, that is, around 80% of the examinees don’t engage in any sports activities, the observed motivational tendencies can be a good signpost when it comes to the creation of a blueprint with exercising activities as a part of the University of Educons’ plan of development. This is additionally supported by the fact that 89.3% of the examinees expressed themselves positively about the usefulness of the physical exercise and that 60.4% of them decidedly stated that they would participate in the sports activities if they were to be organized at the University. Around 32% of the examinees were indecisive about this issue, and, with some reservations, they can be considered potential participants of sports programs. Only 7.1% of the examinees decidedly stated that they would never participate in any kind of sports activities.

From the above mentioned one can notice a possible direction of sports development, that is, recreational sports program at the University of Educons. First and foremost, it should be focused on satisfaction of the students’ needs to socialize and interact with others. Sports activities at the University should bring students closer together enabling them to meet each other faster, thus becoming a place of their social interaction. This is also indicated by the isolated first factor (Social desirability).

Considering that the examinees mostly belong to younger population (about 55% were between 19 – 27 years old), the type and form of sports activities at the University should possess a certain attractiveness to draw the young to participate in them. Considering the traits of their age, meaning that most of their everyday activities (including sports ones) are in the service of proving oneself, comparing oneself to others, and emphasizing generational prestige, the satisfaction of these needs through the perspective of the second factor (Prestige) is also a significant determinant to be considered when creating a sports program at the University of Educons. In this context, one can also observe the third extracted factor (Lifestyle).

Of course, there is always a popular health component of the physical exercising and in this case it might be originating from all the greater emphasis on the healthy lifestyle. This trend has been especially spread among the young in the recent years. In this research, it is observed that the examinees mainly think about the influence of sports activities on neuro-emotional exertions through preventive and compensation aspect of the physical exercising, considering that at their age major health problems are still mostly absent. Thus, exercising

preventivnog karaktera, te ga je u tom smislu i neophodno tretirati. Odnosno, kreirati programe fizičkog vežbanja usmerene ka ovom cilju. Na to ukazuje i četvrti faktor u latentnom prostoru motivacije (Briga o psiho-fizičkom zdravlju).

Dakle, rezultati istraživanja mogu da se smatraju adekvatnim prilogom za opšte determinisanu tezu da u obrazovanju mladih fizička aktivnost u celini, a posebno sport, moraju predstavljati značajane odrednice izgrađivanja, očuvanja i unapređenja njihovih bio-psiho-socijalnih kapaciteta.

Izjava autora

Autori pridonijeli jednako.

Konflikt interesa

Mi izjavljujemo da nemamo konflikt interesa.

at the University can be an activity that promotes health and prevention, so it should be treated with that in mind and programs of physical exercise focused on that goal should be created. This is indicated by the fourth factor in the latent space of motivation (Care about the psycho-physical health).

Hence, the results of the research can be used to support the generally determined thesis that physical activity and especially sport should be a significant part of the education of the young, that is, in the formation, maintenance, and advancement of their bio-psycho-social capacities.

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