



The Influence of Cricket on Young generation: A Study conducted in Bangalore City

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Abstract- Cricket has a huge impact on the lives of young generation, infiltrating many parts of their social, cultural and personal identities. Using a sociocultural lens, this study investigates the many ways in which cricket has influenced young people in the city. This research seeks to understand the impact of cricket on the social interactions, identity development, ambitions and economic dynamics of young generation by using a qualitative method that integrates surveys, interviews and media representation analysis. Research indicates that cricket may bring people together, regardless of their background, language or economic situation. It does this by encouraging teamwork and a feeling of national pride. As an added bonus, young generation often find a feeling of community and direction in cricket, which in turn helps them form their own and their country's identities. Outside of the pitch, cricket has a significant impact on people's professional goals and economic chances, especially for brilliant people from disadvantaged backgrounds.

It is clear that there needs to be more gender equality and inclusion in cricket due to the gender dynamics that show unequal access to resources and opportunities. The media and entertainment sector also contributes significantly to cricket's enduring appeal to young generation by promoting the sport via various internet and social media channels. Cricket plays a significant role in moulding social norms, values and ambitions; this study adds to our knowledge of the complex interaction between the sport and young culture in the country.

Index Terms- Cricket, Young generation, Socio cultural, Internet and Social media.

1. INTRODUCTION

Millions of people, especially in the West Indies, India, Australia, England and Pakistan, have a special place in their hearts and minds for cricket, which is sometimes described as more than simply a sport. Cricket, which began in England in the late 16th century, has spread around the world, enthraling spectators with its unique combination of skill, strategy, and heritage. But possibly no place has a stronger love for cricket than India, where it's more than simply a game - it's a way of life.

The origins of cricket in India may be traced to the British colonisers who brought the game to the subcontinent in the 18th century. Cricket was first popularised by the upper classes and noble families, but it eventually spread across Indian culture and came to represent British colonial history and cultural impact. After India gained its independence, the sport of cricket went through an evolution that allowed it to grow beyond its British roots and become deeply ingrained in Indian culture.

In India, cricket is not simply a sport but a phenomenon of culture that cuts over language, regional and socioeconomic divides. Cricket unites disparate groups, promoting a common feeling of identity and belonging, from busy town to isolated villages. Not only is cricket played on the ground in India, but it's also celebrated in homes, streets and community parks

where kids play with homemade bats and balls, imitating their favourite cricket players.

India has an unmatched love for cricket, which is shown by the country's packed stadiums, wild chants and steadfast support for the national squad. Cricket matches are like festivals, with millions of fans gathered around community viewing areas or riveted to their television screens when they feature the Indian cricket team.

2. REVIEW OF LITERATURE

In 2002, India had riots between Hindus and Muslims in Gujarat, which resulted in the deaths and horrific injuries of many individuals on both sides of the society. However, in the aftermath of the riots, there is a separation among Gujarat's young based on their communities, which has raised severe concerns among human rights advocates, non-governmental organisations, and educational institutions. Yuva Shakthi, a civil society organisation, has launched an endeavour to connect Gujarat's young. The Initiative was a cricket event with the following conditions: each team had equal participation from both faiths, and the captain and vice-captain came from two distinct groups. When the Gujarat youth received this notification, they had a knee-jerk reaction, but the tournament was later held with more than twelve teams, resulting in success, and Kapil Dev was invited as a guest to the final match the following year, making



the youth happier and more confident. Their objective was to organise cross-religious events, foster camaraderie, and fill holes within them. As a result, we can observe how cricket transformed the history of Halol, a Gujarati city with a long history of communal violence and hate, by establishing togetherness and harmony among the young.

Pamela Devan (2012), "Cricket is one factor that guarantees the survival of the ethnic Indian identity despite the large dispersion of Indians around the world. This article looks at the significant influence cricket has on the formation of Indian identities in both Indian groups living abroad and in India. I quickly review the history of cricket in India, a game that was adopted and transformed from a rulers' pastime into a "truly Indian" sport under British colonial control. Sport has long been known for its capacity to foster a sense of imagined community; in India, participation in sports is open to everyone, and participants engage with sports not as individuals but as members of a broader society. It is contended that cricket holds a distinctive status, specifically in safeguarding the perpetuation and cohesion of the Indian identity while serving as an exemplary instrument for the development of the nation. Lastly, I show how cricket is one of the few direct links to India that helps to build and preserve foreign Indian communities."

Jerram Bateman and Tony Binns (2014), "Over the last 10 years, the idea of "development through sport" has received more attention in international development literature. However, there hasn't been much discussion of how "development through sport" programmes are being implemented in India in this literature and much less on how cricket is being used. This article explores emerging themes from the "development through sport" literature and those more established within development theory, in the context of development initiatives in India that explicitly use cricket for wider social purposes. The wealth, power and cultural significance of cricket in India highlight the game's potential for development. The paper investigates the use of cricket in two community-level projects, Parivartan Programme and Youth against AIDS, both of which operate in one of Mumbai's impoverished municipal wards. It does this by drawing on key informant interviews, focus groups and content analysis. As a result, this paper provides a critical evaluation of cricket's contribution to India's growth, from which recommendations for its continued use are made.

Objectives of the study:

1. To analyse the influence of media and entertainment in maintaining cricket's appeal among the younger generation.
2. To investigate the advantages of cricket for young people's physical and mental health.

Scope of the study:

The study's focus includes examining how cricket affects young Indians from various socioeconomic backgrounds. It involves analysing the ways in which cricket affects young people in the city in terms of social interactions, identity formation, ambitions, economic dynamics, gender dynamics, media influence, education and health. In the framework of the society, the research aims to bring insight into the many ways that cricket shapes the experiences and lives of young generation, emphasising the game's importance in promoting harmony, individual growth and social transformation.

3. DATA ANALYSIS AND INTERPRETATION

Table No 1: Table showing the respondent's Demographic profile

Demographic Profile		Respondents	%
Gender	Male	148	82.22
	Female	32	17.78
	Total	180	100
Age Group	12-15 years	65	36.11
	15-25 years	72	40
	25-35 years	43	23.89
	Total	180	100
Education	Schooling Level	66	36.67
	Graduate Level	78	43.33
	Post graduate Level	36	20.00
	Total	180	100

4. INTERPRETATION

From the above table of the respondent's profile, it can be inferred that the majority respondents are from male category i.e., 82.22%. The largest contributing respondents are from 15-25 age group i.e, 40%. The highest education level of the respondents is from Graduation Level i.e, 43.33%.

Table No 2: Table showing various media platforms in cricket engagement to young audience.

Media Platforms	Respondents	Rank
Television channels	95	I
Social Media Engagement	15	IV
Online Streaming Services	24	III
Mobile Applications	44	II
Content Creation	02	V
Total	180	-----

Interpretation:

From the above table, the influence of media and entertainment in maintaining cricket's appeal among



the younger generation. It is clearly defined in the study that the Television channels plays a crucial role in cricket engagement in the young generation in the Bangalore city. The Second preference is from Mobile Applications and rest is as mentioned in the above table.

Table No 3: Table showing the Physical Health Benefits of Playing Cricket.

Physical Health Benefits	Responses	Rank
Cardiovascular Fitness	151	V
Strength and Muscle Tone	138	IX
Flexibility and Range of Motion	128	XI
Hand-Eye co-ordination	178	I
Balance and Agility	126	XII
Bone Health	143	VII
Weight Management	138	IX
Respiratory Health	152	IV
Stress Relief	143	VII
Improved Sleep	145	VI
Immune System Function	178	I
Longevity	162	III

5. INTERPRETATION

The above table indicates that the physical health advantages identified in the research are "Hand and Eye coordination" and "Immune System Function," with both of them being selected as the top benefit by the respondents. The term "longevity" is graded as III. The last position in the table above is "Balance and Agility."

Potential physical health benefits associated with playing cricket:

- Cardiovascular Fitness:** Cricket involves running, sprinting and sudden bursts of activity, which can improve cardiovascular health and endurance.
- Strength and Muscle Tone:** Batting, bowling, and fielding require various muscle groups to be engaged, leading to improved strength and muscle tone, particularly in the legs, arms and core.
- Flexibility and Range of Motion:** The dynamic movements involved in cricket, such as throwing, catching and diving, promote flexibility and enhance overall range of motion.
- Hand-Eye co-ordination:** Batting and fielding in cricket require precise hand-eye coordination, which can improve motor skills and coordination.

- Balance and Agility:** Quick changes in direction, pivoting, and rapid movements in cricket contribute to improved balance, agility and proprioception.
- Bone Health:** Weight-bearing activities like running and jumping in cricket can help strengthen bones, reducing the risk of osteoporosis and improving bone density.
- Weight Management:** Regular participation in cricket can help burn calories and maintain a healthy weight, contributing to overall weight management and obesity prevention.
- Respiratory Health:** The aerobic nature of cricket, coupled with deep breathing during physical exertion, can enhance lung function and respiratory health.
- Stress Relief:** Engaging in physical activity like cricket stimulates the release of endorphins, the body's natural mood boosters, which can help alleviate stress and promote relaxation.
- Improved Sleep:** Regular exercise, including cricket, can improve sleep quality and duration, leading to better overall health and well-being.
- Immune System Function:** Moderate-intensity exercise like cricket has been shown to boost the immune system, reducing the risk of infections and illness.
- Longevity:** Regular physical activity, such as playing cricket, is associated with a lower risk of chronic diseases and may contribute to increased lifespan and improved quality of life.

Table No 4: Table showing the Mental Health Benefits of Playing Cricket.

Mental Health Benefits	Responses	Rank
Stress Reduction	178	I
Mood Enhancement	153	VIII
Anxiety Management	154	VII
Improved Concentration	163	V
Self-Esteem Boost	148	X
Sense of Achievement	168	III
Social Connection	178	I
Coping Mechanism	167	IV
Resilience Building	158	VI
Mindfulness Practice	149	IX
Emotional Regulation	141	XII
Sense of Purpose	148	X

6. INTERPRETATION

The Above table indicates that the possible mental health advantages identified in the research are "Stress



Reduction" and **"Social Connection,"** which are scored highest among the respondents. The **"Sense of Achievement"** is graded as III. The last position in the table above is **"Emotional Regulation."**

Potential mental health benefits associated with playing cricket:

- a. **Stress Reduction:** Engaging in cricket can serve as a form of stress relief, allowing players to unwind and focus their attention away from daily pressures and worries.
- b. **Mood Enhancement:** Physical activity, including cricket, stimulates the release of endorphins, neurotransmitters that promote feelings of happiness and well-being, leading to improved mood.
- c. **Anxiety Management:** Participating in cricket activities can help reduce symptoms of anxiety by providing a distraction, promoting relaxation, and encouraging social interaction.
- d. **Improved Concentration:** Cricket requires players to maintain focus and concentration during matches, which can enhance cognitive abilities such as attention span and mental alertness.
- e. **Self-Esteem Boost:** Successes and achievements in cricket, such as scoring runs or taking wickets, can boost self-esteem and self-confidence, contributing to positive self-image and identity.
- f. **Sense of Achievement:** Setting goals, working towards them, and achieving success in cricket can provide a sense of accomplishment and fulfillment, bolstering mental well-being.
- g. **Social Connection:** Playing cricket as part of a team fosters social connections and camaraderie, providing a sense of belonging and support network that can protect against feelings of loneliness and isolation.
- h. **Coping Mechanism:** Cricket can serve as a coping mechanism for dealing with challenges and setbacks in life, providing a constructive outlet for stress and frustration.
- i. **Resilience Building:** Overcoming obstacles and setbacks in cricket, such as losing matches or facing tough opponents, can build resilience and mental toughness, equipping players with valuable coping skills for life's challenges.
- j. **Mindfulness Practice:** Engaging in cricket activities, particularly during practice sessions or matches, can promote mindfulness by encouraging players to stay present and focused on the task at hand.
- k. **Emotional Regulation:** Cricket provides opportunities for emotional expression and regulation, allowing players to channel and manage their emotions in a constructive manner.
- l. **Sense of Purpose:** Being part of a cricket team and pursuing a common goal can provide players with a sense of purpose and direction, contributing to overall life satisfaction and fulfillment.

7. CONCLUSION

Ultimately, cricket proves to be a complex activity that fosters young people's mental health and social skills in addition to appealing to their athletic skills. The sport's appeal is derived not just from the excitement of competition but also from its significant influence on young players' overall development. The researcher proves that cricket is a means of promoting physical health, including strength, flexibility, cardiovascular fitness and general well-being. It also provides an atmosphere for mental relaxation, reducing stress, elevating mood and giving one a feeling of achievement. Young people may express themselves via cricket, which also offers a platform for friendship and personal development. The Present study results is restricted to certain Bangalore city and on the data collection among the individual respondents in Bangalore city. The results may vary or advanced in the future study.

8. REFERENCES:

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