

ANALYSIS OF THE USE OF BASKETBALL IN UKRAINE AS A TOOL FOR SOCIAL INTEGRATION AND PSYCHOLOGICAL ADAPTATION: THE EXPERIENCE OF THE "BASKETBALL-KTN" PROJECT

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HEALTHY MOVEMENT OF UKRAINE

Annotation. *Within the framework of the European Union ERASMUS+ Sport project entitled "Creating a hybrid model of a knowledge transfer network for the promotion and development of basketball / BASKETBALL-KTN," a sociological study was conducted on the impact of basketball programs on the social integration and psychological recovery of young athletes, particularly, in Ternopil and Chernivtsi regions. The publication focuses on the analysis of the results of a survey of young basketball players. The project in Ukraine is implemented by the public organization "YOUTH. SCIENCE. SPORT. HEALTHY MOVEMENT OF UKRAINE" and is co-funded by the European Union. The respondents to the survey were athletes under the age of 18, parents, and future coaches and trainers. Based on the results of the survey, it is recommended to implement comprehensive approaches, including the development of sports infrastructure, training of qualified coaches, and active use of digital technologies, which together will contribute to more effective adaptation of young people and increase their motivation to play sports.*

Key words: *basketball, social integration, young athletes, youth, project.*

Анотація. *У межах проєкту Європейського Союзу ERASMUS+ Sport під назвою «Створення гібридної моделі мережі трансферу знань для залучення та розвитку баскетболу / BASKETBALL-KTN» було проведено соціологічне дослідження впливу баскетбольних програм на соціальну інтеграцію та психологічне відновлення юних спортсменів, зокрема у Тернопільській та Чернівецькій областях. Публікація зосереджується на аналізі отриманих результатів анкетування юних баскетболістів. Проєкт в Україні реалізує громадська організація «МОЛОДЬ. НАУКА. СПОРТ. ЗДОРОВИЙ РУХ УКРАЇНИ» та співфінансує Європейський Союз. Респондентами дослідження стали*

спортсмени до 18 років, батьки й майбутні тренери і тренери. На підставі отриманих результатів анкетування рекомендується впроваджувати комплексні підходи, які включають розвиток спортивної інфраструктури, підготовку кваліфікованих тренерів і активне застосування цифрових технологій, що разом сприятиме ефективнішій адаптації молоді й підвищенню їхньої мотивації до занять спортом.

Ключові слова: *баскетбол, соціальна інтеграція, юні спортсмени, молодь, проєкт.*

The relevance of the topic. In modern conditions, physical activity and physical culture are effective means of increasing the level of social integration and psychological adaptation of schoolchildren, which contribute to the improvement of not only physical, but also psychological health. In the context of military challenges in Ukraine, it is important to analyze strategies for popularizing various sports, including basketball, and to find effective ways to implement them since basketball can serve as an effective tool for forming teamwork among schoolchildren from different regions, contributing to their social integration and psychological well-being [1; 2].

The European Union's Erasmus+ Sport project Basketball-KTN aims to actively engage young people in sports in general and basketball in particular by implementing a hybrid knowledge transfer tool that will be supported by digital means. The main goal is to create diverse connections to encourage positive and sustainable change. The consortium of organizations implementing the project seeks to address the social issue of "inclusion" through basketball, promoting healthy lifestyles for children under 18. The project focuses on young people and their constant and active involvement in regular basketball activities. The objective of the project is to develop an effective program that will be implemented in 4 main areas of activity: sustainable development of basketball, psychological support for young athletes and parents, promotion and engagement, sustainability, and legacy [3].

The purpose of the study was to analyze the results of a survey on the use of basketball as means of social integration and psychological adaptation of young people, as well as to identify further steps for the practical implementation of the findings within the Basketball-KTN project.

Research methods: analysis and synthesis of scientific and methodological literature, Internet data, logical and theoretical analysis, synthesis and systematization method, methods of pedagogical diagnostics, methods of mathematical statistics, conversation, expert survey, questionnaire.

Research results. The study included a survey of three categories of respondents: athletes under the age of 18 who play basketball, future and current coaches in this sport, and parents of children attending the relevant classes.

The questionnaire was divided into several sections: for athletes, it contained personal information, questions about psychological support needs and developmental needs of young athletes, and a block for providing feedback. The questionnaire for parents, future coaches and trainers contained one more section (identifying the development needs of the club). The survey was conducted in August-September 2024. The study with athletes was carried out with the prior consent of parents (Fig. 1).



Fig. 1. The process of surveying young basketball players in Chernivtsi and Ternopil regions

The results of the survey were conducted using a QR code with a link to a Google form, the total number of respondents was 240 people, among whom 68 (28.3 %) belonged to the category of parents, 75 (31.3 %) - to future coaches and trainers, and 97 (40.4 %) - to the category of athletes. Figure 2 shows the gender distribution of respondents in the three categories, where the majority of athletes are boys (75.3 % vs. 24.7 % of girls), the majority of future coaches and trainers are also men (57.3 % vs. 42.7 % of women), while the share of women (52.9 %) is higher than that of men (47.1 %) among parents.

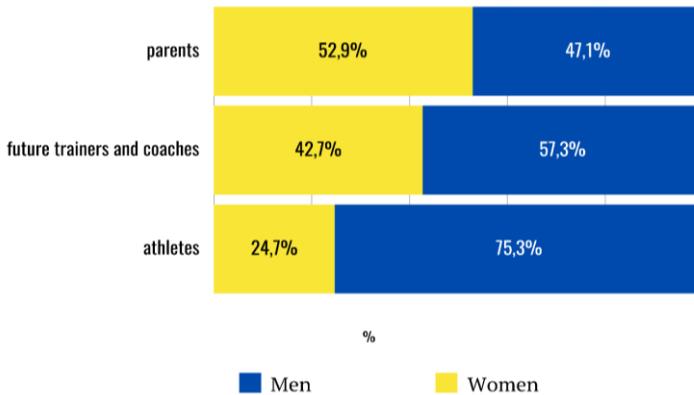


Fig. 2. Gender distribution of respondents by category within the study: parents, future coaches and trainers, athletes

The study results' analysis showed that the existing system of involving children and youth in sports initiatives requires significant changes, especially due to the lack of proper sports infrastructure and insufficient integration of digital technologies in the organization of the educational and training process in Ukraine.

As a result of the survey conducted in Chernivtsi and Ternopil regions, the majority of respondents noted insufficient access to sports infrastructure and a lack of qualified coaching support, which hinders the development of basketball programs. Further analysis showed a lack of holistic approaches to training, ineffective performance evaluation mechanisms, and insufficient communication between parents, coaches, and athletes, which reduces the motivation of basketball players under 18. In addition, modern digital tools are used to a limited extent, which results in fragmented information exchange and knowledge dissemination. A significant percentage of respondents emphasize the need to involve more volunteers and future coaches (students) in the sports process to increase the effectiveness of popularizing basketball and a healthy lifestyle in general. Also, athletes believe that psychological support is very important for success, and they are very interested in sports psychology classes, especially female participants.

The analysis of the survey among the target groups will be used to develop a multifunctional online platform designed to harmonize the activities of all participants and simplify interaction between them. It is expected that its implementation will contribute to the

formation of a high-quality communication environment, increase the professional level of training, and expand opportunities for the successful integration of young people into the sports community.

Conclusions. Thus, within the framework of the project co funded by the European Union in Ukraine, the NGO YOUTH. SCIENCE. SPORT. HEALTHY MOVEMENT OF UKRAINE conducted a survey to analyze the needs and gaps in the existing system of involving children and youth in basketball, which revealed insufficient sports infrastructure, lack of qualified coaching support, and limited use of digital technologies. The analysis of the questionnaire made it possible to assess the current state of involvement of children and youth in basketball, identifying key needs and gaps that need to be taken into account when developing promising initiatives in this area.

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