

The Process and Method of Social Research are Discussed with Concrete Examples

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Abstract: The specific example is whether the ownership of "athlete property right" in China is lower than 50%, which will reduce the enthusiasm of athletes to win awards. Due to the transformation of economic system in our country, in the past under the planned economy system "the system" is no longer adapt to the development of the society, at present, our country athletes industry is developing towards specialization, market-oriented direction, investment subject and the development of production of the main body is diverse, the work achievement belongs to become the focus of competition between different subjects, and the resulting property disputes and contradictions. This paper discusses the process and method of social research by taking the example of whether Chinese athletes' ownership of property rights will reduce their enthusiasm for winning prizes if their own share is less than 50%.

1. The topic

1.1 Research questions

Research question refers to a specific question to be answered by a social research institute. In this paper, this question is attributed to the phenomenon of property right disputes, but it is more specific and concentrated.

The research topic of this paper (broad, general): the ownership of "athlete's property right" in China and the enthusiasm of winning the prize.

The research question of this paper (concentrated and typical): whether the ownership of "athlete property right" in China is lower than 50% will reduce the enthusiasm of athletes to win awards.

1.2 Research on the source of problems

Realistic social demand: for a long time, the ownership of Chinese athletes' property rights has been ambiguous, and a series of disputes over property rights like yao Ming and tian liang have taken place. All these reflect that the training system of competitive sports athletes in China is undergoing institutional changes, while the ideology and system fail to adapt to the highly marketization of competitive sports, resulting in the disconnection between the superstructure and the economic foundation. This is the core source and purpose of this paper.

Related literature: ye liang, an economics major at Oriental college of zhejiang university of finance and economics, published the origin of the issue of athlete's property right in the article "on the ownership and management of "athlete's property right in China", constructed the modern property right system, and solved the measures of athlete's property right problem, which enlightened me to some extent.

1.3 Selection criteria

(1) Importance: at present, the ownership status of athletes' property rights is uneven, and disputes over sports stars' property rights occur frequently. The reasons are various on the surface, but the

underlying reason is the ownership of sports athletes' property rights. It is conceivable that the development and prosperity of sports in China, the world's second largest economy, is not only conducive to economic development, but also conducive to the concept of comprehensive and coordinated development. At present, the superstructure of the ownership of sports property lags behind the economic foundation, and even the state USES administrative means to solve disputes. Therefore, in terms of importance, this paper takes this as the research question.

(2) Feasibility: on May 5, 2016, the general administration of sport of China issued and implemented the 13th five-year plan for sports development, which aims to promote the comprehensive, coordinated and sustainable development of sports in China and strive to achieve the goal of building a strong sports country. This paper combines national literatures and surveys. With strong subjective interest, the knowledge and ability meet the requirements of this study, and the feasibility is good. Objective data is abundant, the research funds and the place are suitable, and the feasibility is good.

2. Concept definition

Athlete property: athletes property rights refers to a kind of right of sports products, namely the ownership of generalized sports products, including ownership, possession, control and use, it is people around or through the sports products and form relationship of economic power, mainly including sports enterprise (club), sporting events, awarding, promotion, the right of the television rights, qualifying shirt ads and site use rights, naming rights, cup, the right of franchise rights, the sports goods sales agency, sports equipment and supplies purchasing power, and so on.

Social research method: social research method refers to a kind of scientific inquiry into the behavior, attitude and relationship of people in the social world, as well as various social phenomena and social products formed from it in an empirical way.

3. Operationalization

Concept is the abstraction of phenomenon, which is the subjective reflection of the attributes of a class of things. Variable refers to the concept with more than one value. At the same time, we call a group of observable things representing the meaning of a concept or variable as the index of this concept or variable. To this article, the concept of China's "property rights" athletes belongs to their own share of less than 50% would reduce the athletes won prize enthusiasm, this concept has two kinds of answer is "yes" and "no", it has a "variable" rather than "constant", we put the Chinese athletes "property rights" belongs to their own share of less than 50% as the independent variable, will reduce the enthusiasm athletes won prize is called the dependent variable.

4. The scale

Summation scale: summation scale is composed of a group of statements reflecting people's attitudes or views on things. Respondents express their opinions on the statements, agree or disagree, and score them. The respondents' scores on all of their statements are then aggregated to get their attitude scores. The summation scale has a potential assumption or premise: each attitude statement has the same effect, that is, they are "equivalent" in reflecting people's attitude, and there is no quantitative difference between different statements. Take this article as an example:

	Agreed to	Don't agree with
It is unreasonable for China's "athletes' property right" to belong to its own share less than 50%	1	0
Athletes should take a negative attitude towards the phenomenon that China's "athletes' property rights" are less than 50% of their own shares	1	0
The ownership of "athlete property right" in China is lower than 50%, which will reduce the enthusiasm of athletes to win awards	1	0

5. Reliability and validity

Reliability refers to the degree of consistency of the results of repeated measurements of the same object by the same method. The so-called validity of measurement is also called the validity or accuracy of measurement. It refers to the degree to which a measuring tool or instrument can accurately measure the variable to be measured. Taking this paper as an example, when we use the structural questionnaire to measure the phenomenon of "decreased enthusiasm of athletes in winning awards", we can obtain relatively high measurement reliability. In other words, when the same question is repeatedly asked to the same object, the consistency degree of the obtained results will be relatively high. But the validity of this measure tends to be lower because people have different understandings of the broad concept of reduced motivation.

6. Experimental research

In an experimental design, the dependent variable usually needs to be measured twice before and after the same. The first time an experimental stimulus was given, it was called a pretest. The second time, after the experimental stimulus, was called a posttest. Both the experimental group and the control group (control group) received the stimulation. Taking this paper as an example, the experimental group and control group should be selected to stimulate the experimental group and observe the results and compare with the control group.

The case in this paper is more suitable for field experiments than laboratory experiments, because the experimental subjects are scattered and difficult to concentrate. It is more suitable for standard experiments. This research involves attitude issues and has a high degree of abstraction. For example, it can reduce experimental risks by randomly assigning experimental subjects to form two or more identical groups, pre-test and post-test, and closing experimental environment. This research question is not suitable for double-blind experiment, because the experiment process is often affected by the identity of the experimenter. If the investigators are not qualified, the subjects may not cooperate.

7. Questionnaire design

Cover letter: (1) An SMS to respondents, namely, its role is to introduce to the respondents and survey, investigation, the purpose of the unit or the investigators about content, identity, investigation, the investigation of the selection method and the results confidential measures, such as the language of the cover letter should be concise and to the point, length should not be too long, just a best controlled words.

(2) Instruction: instruction is used to guide the respondents to fill in various explanations and instructions for the questionnaire, and its function is similar to the instructions for the use of the instrument. Such as:

Complete instructions.

Please circle the answer number after each question that suits your situation, or fill in the appropriate answer at the horizontal line.

The Numbers and dashes on the right of each page of the questionnaire are for computer processing. You don't have to fill them in.

Unless otherwise specified, only one answer can be chosen for each question.

Please do not discuss with others when filling in the questionnaire.

(3) Questionnaire and answer: it is the main body of the questionnaire and should be combined with open questions and closed questions.

8. Expression of results

When the data collection and analysis are completed, the final task is to convey the results of our research to others in an appropriate form, which is the work of writing research reports. This example is suitable for writing an explanatory report. The main purpose is to use the data obtained in this study

to illustrate the relationship between the ownership of "athletes' property rights" in China which is less than 50% and the decrease of athletes' enthusiasm for winning prizes.

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