

# The Demonstration Effect of Athletes and Ideological and Political Education: How Sports Idols Influence Social Ethics and Values

Kangjing Li\*

*School of Physical Education, Northeast Normal University, Changchun, Jilin, 130024, China*

*\*Corresponding author*

**Abstract:** *This paper explores the relationship between athlete demonstration effect and ideological and political education, with a focus on the influence of sports idols on social morality and values. By analyzing the roles and responsibilities of athletes in society, as well as the impact of their behavior on social norms and youth, relevant viewpoints and suggestions have been proposed. Research has found that the words and actions of sports idols have a significant impact on the values of fans and teenagers. Athletes should establish a correct outlook on life and values, and become a model and role model for society. At the same time, society should strengthen the supervision and guidance of athlete behavior, and jointly create a good social environment and cultural atmosphere.*

**Keywords:** *athlete demonstration effect, ideological and political education, sports idols, social morality, values*

## 1. Introduction

In contemporary society, sports idols are the focus of public attention, and their behavior and speech are not limited to the arena, but also influence the social morality and value orientation [1]. As idols of society, athletes often become objects of imitation for the general public in their words and actions, forming a phenomenon known as the "athlete demonstration effect"[2]. This effect is not only a reflection of individual athlete behavior, but also a social force that plays an important role in shaping social morality and values.

This paper aims to explore the relationship between athlete demonstration effect and ideological and political education, with a focus on analyzing how sports idols influence the formation of social morality and values. Firstly, we will introduce the concept and connotation of athlete demonstration effect, and delve into its mechanism of action in society. Secondly, we will focus on discussing the impact of sports idols on social morality and exploring how their behavior shapes the moral values of the general public. Then, we will explore the impact of sports idols on social values and analyze how their successful experiences influence social value orientations. Next, we will explore the relationship between athlete demonstration effect and ideological and political education, and explore the position and role of sports idols in ideological and political education. Finally, we will analyze the problems and challenges that exist in reality, and look forward to future research directions and trends.

Through in-depth exploration of these issues, we can better understand the impact mechanism of sports idols on social morality and values, and provide theoretical support and practical guidance for ideological and political education. At the same time, it can also guide sports idols to more consciously assume social responsibility and make positive contributions to the progress and development of society.

## 2. Theoretical basis for athlete demonstration effect

The athlete demonstration effect, as a complex social phenomenon, involves theoretical support from multiple disciplines, including sociology, psychology, education, and so on. This section will discuss concepts and connotations, disciplinary theories, and the role and role of athletes in social and cultural contexts, in order to establish a theoretical foundation for the demonstration effect of athletes.

## ***2.1 Concept and connotation analysis of athlete demonstration effect***

The demonstration effect of athletes refers to the influence of their behavior, speech, and values on the general public, and is a social psychological phenomenon. This effect reflects the special status and influence of athletes as public figures, and their behavior is often imitated and followed by the public, which in turn affects the values and behavioral norms of society [3].

### ***2.1.1 Behavioral demonstration effect***

Athletes have become objects of imitation and learning for the general public through their own behavior and speech, thus shaping a specific set of social behavioral norms. This code of conduct is not only about showcasing athletic skills and competitive spirit, but more importantly, about showcasing moral qualities, social responsibility, and public image. The performance of athletes on the competition field and their behavior in daily life have a profound impact on their fans and the general public. Their words and actions are often amplified and disseminated, becoming objects of imitation and learning for the general public, thereby directly or indirectly affecting the values and behavioral norms of society. Therefore, athletes are not only celebrities on the sports field, but also representatives of social morality and cultural taste.

### ***2.1.2 Value demonstration effect***

The values and life beliefs held by athletes have a significant impact on the value orientation of the public, guiding the evolution and transformation of social values. As public figures and representatives of elites in society, athletes not only represent their personal image in their words and actions, but also reflect the transmission and guidance of values. Their spirit of hard work, teamwork, and positive qualities demonstrated in the pursuit of excellence will undoubtedly have a positive demonstration effect on the general public. The positive energy and correct attitude towards life conveyed by athletes can inspire and inspire more people, helping them establish correct life goals and positive attitudes towards life. This influence is not only reflected in the field of sports, but also extends to various fields of society, promoting the evolution of social values and the progress of social civilization. Therefore, the values and life beliefs of athletes have profound social significance and can lead society's value orientation towards a more positive and upward direction.

## ***2.2 Theoretical exploration of demonstration effect in sociology, psychology, education and other disciplines***

In the field of sociology, scholars have found through research on the demonstration effect that individuals often imitate and learn the behavior of others in specific contexts, especially for those with authority and charm, the demonstration effect is more significant [4]. This effect is seen as an important manifestation of social influence, playing a crucial role in shaping individual behavior patterns and values. Psychologists have analyzed the psychological mechanisms of demonstration effects from the perspectives of cognition, emotion, and social learning, pointing out the influence of social environment and individual psychological factors on demonstration effects. They emphasized the crucial role of social identity and emotional factors in the demonstration process, as well as how individual cognitive evaluation and emotional connection with the imitated object affect the generation and intensity of the demonstration effect. In the field of education, scholars have focused on exploring the application of demonstration effects in the educational process, exploring how to use demonstration effects to promote the cultivation of student behavior and values. They proposed various teaching strategies and methods, such as using positive demonstrations, establishing good teacher-student relationships, and creating a positive learning atmosphere, to maximize the stimulation of students' learning interest and potential, and shape positive learning attitudes and behavioral habits.

## ***2.3 The role and role of athletes as demonstrators in social culture***

As an important component of social culture, athletes bear the important responsibility of shaping social values and behavioral norms. The professional spirit, hard work spirit, and teamwork spirit they have demonstrated have played a positive role in promoting the inheritance and development of social culture. At the same time, athletes are also important leaders of social morality and moral concepts, and their behavior and words often become objects of imitation for the general public, having a profound impact on the formation of social and moral norms. By analyzing the concept of athlete demonstration effect, exploring disciplinary theories, and delving into the role and role of athletes in social and cultural contexts, we can better understand the formation mechanism and influencing force of athlete

demonstration effect, providing theoretical support and empirical basis for subsequent research.

### **3. The influence of sports idols on social morality and values**

Sports idols, as the focus and focus of society, have a significant impact on social morality and values through their behavior, speech, and values [5]. Under the demonstration of sports idols, the public often imitates and learns from their behavior, thereby shaping and conveying specific social ethics and values. This section will explore the influence of sports idols on social morality, the role of sports idols as moral role models, and the influence of athletes' sense of honor and responsibility on public morality.

#### ***3.1 The impact of sports idols on social ethics***

Sports idols are not only representatives of sports skills, but also carriers and leaders of social morality and moral values. Their behavior, behavior, and speech often become objects for the public to imitate and learn from, playing an important role in shaping and transmitting social morality concepts.

##### ***3.1.1 The shaping and transmission of social morality concepts through athlete behavior***

Sports idols convey positive social ethics to society through their words and actions. The spirit of teamwork, unremitting struggle, and selfless dedication demonstrated by them can inspire the general public to establish correct values and behavioral norms. When they demonstrate the power of teamwork on the field, it is not only to win the game, but also to convey the importance of cooperation and unity to society. This team spirit is not only reflected in the arena, but also stimulates cooperation and joint efforts among people in daily life, thereby promoting social development and progress. In addition, the fair competition, respect for opponents and referees exhibited by athletes in competitions also convey the values of respect and fairness. They abide by the rules of the game and respect the referee's judgment, not only out of respect for the game, but also conveying the importance of respect and fair competition to society. This behavior motivates the audience not only to pay attention to the outcome, but also to emphasize fairness and respect during the competition process, thereby promoting social harmony and progress.

The influence of sports idols is not limited to the field, but also reflected in various aspects of daily life. Their words and actions have become objects of imitation and learning for the general public, shaping correct values and behavioral norms. Therefore, sports idols should lead by example, continuously improve their moral cultivation and sense of social responsibility, become leaders of social morality and moral values, and contribute their own strength to the progress and development of society.

##### ***3.1.2 The moral role model and social identity of sports idols***

Sports idols are often regarded by society as moral models and models, and their moral behavior and qualities can inspire the public to follow them and use them as role models to regulate their behavior. When the public recognizes and imitates the behavior of sports idols, a sense of social and collective identity is formed, which in turn drives the development of moral concepts in society towards a positive and upward direction. This sense of identity is not only a respect and admiration for individual athletes, but also a recognition and recognition of the values and behavioral norms they represent. Therefore, the moral behavior of sports idols not only affects their personal image, but also profoundly shapes the values and behavioral norms of society, contributing an important force to the harmony and progress of society.

##### ***3.1.3 The impact of athlete's sense of honor and responsibility on public morality***

As sports idols, athletes are often given a dual role of honor and responsibility. They demonstrate a high level of importance and maintenance of social morality through the acquisition of honors and the assumption of responsibilities. The sense of honor and responsibility of athletes can guide them to approach social ethics issues with a more positive attitude, while also inspiring the public to learn from them and jointly promote the improvement and development of social ethics concepts. Through in-depth exploration of the impact of sports idols on social morality, we can have a clearer understanding of the important role of sports idols in social culture, as well as their important role in shaping and transmitting social values and behavioral norms. At the same time, it also calls on sports idols to cherish their social influence more, actively practice social responsibility, and contribute their strength to the harmonious development of society.

### ***3.2 The impact of sports idols on values***

Sports idols not only demonstrate their athletic skills, but more importantly, the values they embody have a profound impact on society. From the competitive spirit of athletes to successful experiences, and then to the spirit of hard work and struggle, these aspects are shaping and transmitting social values.

#### ***3.2.1 Transmission of athletic spirit and values***

The competitive spirit of athletes is not only to win competitions, but also to transmit and guide values. Their hard work, perseverance, and never give up attitude inspire the general public to establish a positive and upward competitive concept and spirit of struggle. Whether on the field or in daily life, the competitive spirit exhibited by athletes is influencing the values of society and driving it towards a more positive direction. Their unremitting efforts and persistent pursuit of goals have set an example of struggle and progress for society, inspiring the general public to pursue excellence and surpass themselves. The transmission and guidance of this competitive spirit is not only reflected in the field of sports, but also stimulates people's potential and creativity in various fields of society, driving society towards a more prosperous and progressive direction.

#### ***3.2.2 The influence of successful experiences and outlook on life of sports idols***

Sports idols convey a positive and upward outlook on life to society through their own successful experiences. The setbacks, hardships, and struggles they have experienced have become objects for the public to learn and learn from. The successful experience of sports idols is not only their personal achievements, but also a recognition of perseverance, hard work, and persistence, inspiring the general public to move forward and pursue their dreams and goals. The unremitting efforts and spirit of fighting against adversity demonstrated by these idols inspire people to not be discouraged or give up when facing challenges and difficulties in life, but to persistently pursue their own goals. Their successful experience tells us that no matter what difficulties and obstacles they encounter, as long as they have enough perseverance and determination, they can definitely overcome everything and achieve their dreams. Therefore, the life stories of sports idols have become widely spread positive energy in society, inspiring people to constantly strive, work hard, and create a better future.

#### ***3.2.3 The shaping of social values by the efforts and fighting spirit of athletes***

The spirit of hard work and struggle demonstrated by athletes not only demonstrates their personal strength on the field, but also shapes positive and upward values in society. Through unremitting efforts and arduous training, they convey the value of "effort pays off" to society, inspiring the general public to bravely strive and pursue their life goals. The efforts and fighting spirit of athletes are important driving forces for social progress and development, and have made positive contributions to the shaping and inheritance of social values. Through in-depth exploration of the influence of sports idols on values, we can have a clearer understanding of the important role of sports idols in society, as well as their important role in shaping and transmitting social values. At the same time, it also calls on all sectors of society to pay more attention to the influence of sports idols, actively learn from their successful experiences and values, and jointly promote social progress and development.

## **4. The demonstration effect of athletes and ideological and political education**

Athletes in the sports industry, as public figures and representatives of elites in society, play an important role in ideological and political education. Their behavior, words and actions, and successful experiences can all become objects for teenagers to learn and learn from, which is of great significance for cultivating good ideological and political qualities.

### ***4.1 The role and significance of athlete demonstration effect in ideological and political education***

The behavior and demeanor of athletes often represent a positive and upward spirit, and their hard work, perseverance, and never give up attitude are important inspirations for the ideological and political education of young people. Through the demonstration effect of athletes, teenagers can learn correct competitive concepts, positive attitudes towards life, and the spirit of hard work and struggle, thus forming correct values and behavioral norms in ideological and political education.

#### ***4.2 Athletes as resources and carriers of ideological and political education***

Athletes, as resources and carriers of ideological and political education, can convey positive and upward ideological and political concepts to young people through various means. They can pass on their successful experiences and values to teenagers through words and deeds, inspiring them to be brave and strive for excellence. At the same time, athletes can also convey a sense of social responsibility and compassion to young people through participating in public welfare activities, social responsibility projects, and other means, promoting their formation of correct social and moral concepts.

#### ***4.3 Inspiration and guidance of athlete behavior on ideological and political education for young people***

The behavior and behavior of athletes have important enlightening and guiding effects on the ideological and political education of young people. Their spirit of hard work, teamwork awareness, and courage to face challenges are all objects for teenagers to learn and learn from. Teenagers can continuously improve their ideological and political qualities, establish a correct worldview, outlook on life, and values, and lay a solid ideological foundation for their growth and development by observing and learning from the behavior of athletes.

### **5. The responsibility and social reflection of sports idols**

As public figures and representatives of elites in society, sports idols not only influence the values of their fans and teenagers, but also have an important impact on social and moral values [6]. However, in the behavior of athletes, there are often some problems and challenges that need to be faced and reflected upon by both the athletes themselves and society.

#### ***5.1 Problems and challenges in athlete behavior***

Athletes, as public figures, often receive widespread attention for their behavior and behavior. However, some athletes engage in inappropriate behavior and even engage in unethical behavior in public places or social media, which has brought negative impacts to society. For example, some athletes may have problems with low moral character, improper behavior, or adopt unfair competitive methods in competitions. These issues not only affect the shaping of their personal image, but also have a negative impact on the ideological and moral education of teenagers. In the face of this situation, athletes should be aware of their special responsibilities and influence as public figures, always pay attention to their words and actions, establish a healthy and sunny image, and become a role model in society. At the same time, sports institutions and relevant management departments should also strengthen moral education and supervision of athletes, establish sound rules and regulations, constrain and regulate the behavior of athletes, ensure that athletes speak and act appropriately in public places and social media, and maintain a good image and social atmosphere in the sports industry. Through joint efforts, we can effectively reduce the negative impact of inappropriate words and actions, promote the healthy development of sports, and transmit more positive energy to society.

#### ***5.2 The responsibility and responsibility of athletes in the transmission of social ethics and values***

As sports idols, athletes shoulder significant social responsibilities and missions. They should not only pay attention to the norms of their own behavior and behavior, but also actively convey positive and upward social morality and values. Athletes should establish a correct outlook on life and values, continuously improve their moral cultivation, and become a model and role model for society. They can convey positive qualities such as perseverance, perseverance, and teamwork to teenagers through words and deeds, guiding them to establish correct life goals and values. This influence is not limited to the sports field, but also shapes and transmits the overall values of society. Therefore, athletes should lead by example, influence more people with their words, deeds, and actions, and make positive contributions to society. At the same time, society should also provide sufficient support and attention to athletes, jointly creating a positive and healthy sports environment, so that more people can benefit from the power of sportsmanship.

### 5.3 Regulatory and guiding measures for social response to athlete behavior issues

Society should strengthen the supervision and guidance of athlete behavior, ensuring that they not only perform well in competitions, but also maintain proper speech and behavior in daily life. Sports organizations and relevant departments can establish sound regulatory mechanisms, strengthen training and education for athletes, and enhance their moral literacy and sense of social responsibility. At the same time, society should also strengthen public opinion supervision, timely criticize and correct the improper behavior of athletes, and promote the formation of a good atmosphere and atmosphere in the entire sports industry.

## 6. Conclusion

In this paper, we explore the relationship between athlete demonstration effect and ideological and political education, with a focus on the influence of sports idols on social morality and values. By analyzing the roles and responsibilities of athletes in society, as well as the impact of their behavior on social norms and youth, we can draw the following conclusion: Firstly, as public figures and representatives of elites in society, sports idols have a significant impact on the values of fans and youth through their words and actions. The behavior and behavior of athletes not only represent their personal image, but also the image of the entire sports industry. Therefore, they should establish a correct outlook on life and values, lead by example, and become a model and role model for society. Secondly, athletes should recognize their special identity and responsibility as public figures, and actively promote positive social ethics and values. They can convey positive qualities such as perseverance, perseverance, and teamwork to teenagers through words and deeds, guiding them to establish correct life goals and values. Finally, society should strengthen the supervision and guidance of athlete behavior, ensuring that they not only perform well in competitions, but also maintain proper speech and behavior in daily life. Sports organizations and relevant departments can establish sound regulatory mechanisms, strengthen training and education for athletes, and enhance their moral literacy and sense of social responsibility. At the same time, society should also strengthen public opinion supervision, timely criticize and correct the improper behavior of athletes, and promote the formation of a good atmosphere and atmosphere in the entire sports industry.

In summary, the demonstration effect of athletes is closely related to ideological and political education, and the words and actions of sports idols have an important impact on the formation of social morality and values. Through the positive demonstration of athletes and positive guidance from society, we can jointly create a good social environment and cultural atmosphere, promote the harmonious development of society and the healthy growth of young people.

## References

- [1] Zhang Z Q. *Sports Idol Worship: Being the Human Being of Animality* [J]. *Sport Science Research*, 2017, (5):56-63.
- [2] Wang M F, Li F, Jin Q L. *Image Presentation of Female Athletes in Network Media Report of Winter Olympic Games* [J]. *Journal of Chengdu Sport University*, 2023, (1):74-80.
- [3] Yao Z L, Wang Y C, Peng L. *Reflections on Individual Image Shaping of Chinese Famous Athletes Under the Background of Video Socialization* [J]. *Sports Culture Guide*, 2023, (5):43-50.
- [4] Chen C. *The Impact of Social Interaction on Residents' Consumption from the Perspective of Demonstration Effect and Cognitive Effect* [J]. *Journal of Commercial Economics*, 2023, (23):56-60.
- [5] Ma R, Shen J H. *Identification and Imitation of Youth Sports Star Idol Character* [J]. *Journal of Guangzhou Sport University*, 2015, (4):1-4.
- [6] Yin Z Y. *On the Tattoo Behavior of Athletes* [J]. *Sichuan Sports Science*, 2023, (5):63-66.