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self pretension like an athlete in the context of creating a new identity: a phenomenological study

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background: people who represent themselves as athletes formed a fascinating movement in the world of sport. Non athlete are trying to introduce themselves as athlete due to the wave of physical beauty in the society. Unlike professional athletes whose goals are professional competition and winning special titles, athlete pretenders mainly seek to achieve fame and popularity. This group of people focuses on public attention and creating a positive recognition are among the audience. Using social media, videos and attending events, they seek to increase their number of followers and fans to eventually gain more fame  
Purpose: Therefore, the aim of the current research is to study and identify the effect of athlete pretension in creating new identities among people in society and to present a model of this concept  
Method: To achieve the desired findings, the 5-step thematic analysis method and MaxQda® software were used. The statistical population of this research was made up of all the ordinary people of East Azerbaijan province who were in the age range of 14-56 years and were not professional athletes and did sport on a daily or weekly basis. Due to the large size of the population, using the available sampling method, ۲۰ men and women were selected as a statistical sample and open-ended interviews were conducted with them  
Findings: The results obtained from the content analysis of the conducted interviews showed that improving personal communication, personal development, changing behaviors and beliefs, forming a new identity after performing sports, effort and sense of usefulness, improving self-confidence and real sports experience are among the important effects of becoming an athlete on the personal identity of these people  
Conclusion: Most researches in the field of athlete pretension have shown that this activity has the ability to create deep and positive effects on a person's personal identity. As our findings also showed, athlete pretension not only improves people's athletic and physical abilities, but also serves as a path to develop personal identity and increase self-confidence. This process allows people to improve their time management, goal setting, analysis and personality development skills

کلیدواژه ها به انگلیسی:  
"Athlete pretension, identity, phenomenological study."

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