



DOI: 10.54919/physics/55.2024.45gw5

## Social factors of mass sports development in Kazakhstan

**Yerlan Mansurov\***

L.N. Gumilyov Eurasian National University  
010008, 2 Satpayev Str., Astana, Republic of Kazakhstan

**Rinat Salikzhanov**

L.N. Gumilyov Eurasian National University  
010008, 2 Satpayev Str., Astana, Republic of Kazakhstan

**Yesset Baitassov**

L.N. Gumilyov Eurasian National University  
010008, 2 Satpayev Str., Astana, Republic of Kazakhstan

### Abstract

**Relevance.** The relevance of this topic is conditioned by the fact that during this period, due to the restrictions caused by the COVID-19 pandemic, mass sports and the population are experiencing a certain crisis and decline, therefore, the activation of social factors affecting the growth of popularity of mass sports will positively affect the health of the population.

**Purpose.** The purpose of the study is to identify the impact of the degree of social and other factors on the development of mass sports before the pandemic and to determine the possibilities for the development of mass sports at the moment.

**Methodology.** The study used methods of comparative data analysis, genetic, and problem methods. To provide a deep analysis of mass sports as a social institution, an institutional approach was involved, but systemic and structural-functional approaches were also applied.

**Results.** As a result, it was possible to come to the following conclusions that mass sports in Kazakhstan began its active development immediately after gaining independence, and today state policy creates favourable conditions for the development of mass sports. However, Kazakhstan, like many other countries, is now characterised by similar problems associated with a sedentary lifestyle caused by the pandemic, the deterioration of the economic situation and the inability to spend money on their own sports leisure.

**Conclusions.** Only productive cooperation between the state, private business and the educational sphere will restore the level of development of mass sports that existed before 2019. The materials can be useful to researchers studying the physical activity of the population, and can also be used for pedagogical purposes.

**Keywords:** socialisation; sport; mass sports; social institute; Kazakhstan; health.

### Introduction

Sport has existed in the history of mankind since antiquity, and in each of the historical periods, it played a certain role in the life of society. At the present stage, in the 21st

century, sport implements several functions of both personal and state character. Initially, the goal of sports was to achieve high competitive results along with improving the health and general physical development of

### Suggested Citation:

Mansurov Y, Salikzhanov R, Baitassov Y. Social factors of mass sports development in Kazakhstan. *Sci Herald Uzhhorod Univ Ser Phys.* 2024;(55):455-462. DOI: 10.54919/physics/55.2024.45gw5

\*Corresponding author



Copyright © The Author(s). This is an open access article distributed under the terms of the Creative Commons Attribution License 4.0 (<https://creativecommons.org/licenses/by/4.0/>)

a person. In recent decades, Kazakhstan has become a recognisable sports power. Moreover, the prizes and awards won are not just achievements of the national teams in various sports; it is also evidence of Kazakhstan's strong political and economic authority in the international arena. The great social potential of sports and physical culture is the least financially costly and the most effective means of physical and moral improvement of the nation. The sphere of sports with a wide variety of organisational forms brings together the private and public interests of the population, the development of the sports industry provides job growth and contributes to the creation of the entertainment industry of great economic importance for the state [1; 2]. The object of this study is mass sports as a social institution. The subject is the social factors influencing the development of mass sports in the Republic of Kazakhstan.

Considering the institute of sports from the very beginning of its genesis and establishment, it can be stated that such a social institution was characterised by a pragmatic colouring. First of all, this is conditioned by the fact that playing sports was aimed at getting pleasure and satisfying own personal needs from participating in the process itself. But after a while, the existing values were transformed into material reward, gaining prestige and recognition, gaining recognition in society, commercial effect. Therefore, in sports, the unity of the cultural, biological and social individual is considered and fully manifested, as a social unit of a certain group and society as a whole [3]. Thus, the development of mass sports is influenced by various factors: the political as part of the health policy of the state, affected by the economic factor – the interest of business and investment, cultural and moral influence defines the role and importance of sports in human life, but also affects the social factor, which affects the change in the status of an athlete or a person engaged in the investment in mass sports. The study of mass sports has not yet had a very long, but very productive history. The studies are conducted in connection with the influence of mass sports on many spheres of human life, affecting the ratio of public and private capital in events related to mass sports [4].

The paper analyses the international participation and the situation of countries, especially the links with international legal acts developed by the United Nations, the World Health Organisation, and other international organisations [5]. The quality of these organisations' support for regional initiatives is analysed, in addition, studies are being conducted to identify the most interested organisation in improving the country's population [6]. For example, Kazakhstan occupies a fairly high position in a number of countries, the state and the private sector of which support numerous initiatives to support and develop mass sports. Nowadays, one of the priority areas of development of the Republic of Kazakhstan is the development of physical education and mass sports [7; 8]. The programme for the development of physical education for 2020-2025 involves the introduction of new approaches, planning the content of classes, the distribution of physical activity, the construction of new and modernisation of existing sports facilities in the interests of residents, material support of the developed programmes. In addition, modern programmes for the

development of physical education and mass sports are being effectively implemented in various regions [9].

Another important environment that influences the role of mass sports in a person's life is pedagogical and educational. From early childhood, the population is instilled with love and respect for sports events and their own health. Promotion of a healthy lifestyle among the population, identification of priority areas aimed at improving the skills and knowledge of the population in the field of physical education and sports to form a mature and healthy person with high culture in the country [10]. At the present stage of society's development, attention is paid to the healthy lifestyle of students and youth, which is associated with a decrease in the level of health of specialists who have graduated from higher educational institutions and the population in the course of their professional activities in the context of a decrease in their working capacity [11; 12]. Research is also conducted in the environment of cultural borrowing: the influence of the Internet and mass media on the formation of the image of mass sports among the population. Such studies demonstrate that in this area, the "promotion" of a healthy lifestyle is carried out in insufficient quantities and requires increased attention and support [13-15].

The purpose of the study is to identify the impact of the degree of social and other factors on the development of mass sports before the pandemic and to determine the possibilities for the development of mass sports at the moment.

## Materials and Methods

To analyse the impact of social factors of various origins, the study was divided into several stages that can be correlated with the tasks. The first task and the first stage of the study was the analysis of existing research papers affecting all areas of the development of mass sports in the country, from political to the influence of the media. At the first stage, it was possible to get an idea of what factors most strongly influence the development of mass sports and the development of values for maintaining a healthy lifestyle among the population, especially young people. The second stage was devoted to identifying the features of social factors and their specific impact on the development of mass sports in Kazakhstan. The third stage consisted in summing up the results and findings of the study. Thus, the phased implementation of the objectives of this study allowed for the conclusions about the role of social factors in the formation of a value image of mass sports among the population.

Mass sports as one of the components of the sports sphere is a very important element of the leisure sphere of society, since mass sports are more accessible to citizens compared to professional sports. Notably, this sphere, like any other, is influenced by various factors that can be divided into objective and subjective. Among the objective factors, there are: general social factors that are environmental factors in relation to the field of physical culture and sports, such as political and legal, socio-cultural, economic, and international factors. There are also specific ones that directly ensure the development of the branch of physical culture and mass sports. These include factors of the internal environment, such as infrastructure, personnel, financing, management system.

Sociologists include stereotypes and traditions among subjective factors that determine people's attitude to physical culture and sports, their motivation, depending on the established system of values. Admittedly, objective and subjective factors interact with each other, influencing the functioning and development of mass sports.

In sociology, there are several approaches to the study of research objects, which allows considering social phenomena and processes from the standpoint of those factors and problems that are of interest to a particular researcher. Among such approaches are: systemic, structural-functional, and institutional. The systemic approach draws more attention to the content and factors of the system, the structural-functional approach is based on the investigation of functions, and the institutional approach is designed to solve the problem of the organisation of the social system through institutions. Thus, for the analysis of mass sports as a social institution, the institutional approach will be the best, however, two other approaches will be partially applied in the study. Within the framework of the institutional approach, sociologists pay attention to the fact that sports can be considered as a mechanism of influence and transformation of human nature as a social being. The main method of conducting the research was the method of comparative legal analysis, which consisted in mentally dividing the object under study into certain elements to gain in-depth and consistent knowledge of them and the connection between them. A theoretical analysis of common factors in the development of a culture of healthy lifestyles among young people, the educational significance of physical education and sport as a pedagogical tool, and research methods of a literature review were used.

## **Results and Discussion**

Mass sports are regular classes and participation in competitions of representatives of various age groups in sports available to them to strengthen health, correct physical development and physique, improve general and special performance, master certain vital skills and skills of active recreation, achieve physical perfection [16-18]. To begin with, it is worth analysing the main factors influencing the formation of the idea and the role of a healthy lifestyle in the perception of the population of Kazakhstan. The first of these factors is the state policy in the field of sports and health. As part of the research in this area, researchers focus on the factor of Kazakhstan's independence and draw parallels and comparisons between the state of mass sports in the Soviet and post-Soviet period. Naturally, socio-economic transformations are always associated with a revision of the social mission and activities of existing social institutions in general and institutions of the physical culture and sports sector in particular. The political sphere is designed to ensure high-quality public and private control over the system of physical education and sports through progress in interdepartmental cooperation of relevant state bodies with self-government institutions and their reporting systems, with special emphasis on non-profit organisations. The implementation of a balanced approach to the development of mass sports (physical culture) and high-performance sports has traditionally been a characteristic feature of the

state policy of Kazakhstan. And it has always been a priority to increase the coverage of the population of the republic with systematic physical culture and mass sports [19-21].

The legal sphere is responsible for the constant, up-to-date and active progress of the regulatory framework for the work of the system of academic physical education and sports through new legislative and regulatory initiatives and amendments to existing legal provisions for relevant higher education institutions. In this regard, the Ministry of Culture and Sports of the Republic of Kazakhstan has developed a Concept for the development of physical culture and sports of the Republic of Kazakhstan until 2025. When developing this Concept, the experience of the countries of the Organisation for Economic Cooperation and Development (OECD) was used. The Concept is focused on economic growth and social well-being of the country's citizens, improving their quality of life through the implementation of measures for the development of mass sports [22]. Within the framework of the activity, sport and physical culture as a branch object of social management is a set of specialised state institutions, public associations, and commercial organisations that carry out physical rehabilitation of the population and require systemic legal support. Currently, an effective legal framework is being created in the Republic of Kazakhstan, which allows the system of physical culture and sports to function [1].

The economic sphere is responsible for mechanisms for improving the system of academic sports with the involvement of appropriate economic instruments of the federal, regional, and municipal budgets; public-private partnership and increased contributions from relevant extra-budgetary sources of funding for the development of the academic sports system. The priority direction of the state policy in the field of sports is the development of both mass and big sports. However, the goals set in recent years in the field of mass sports have not been achieved. It is necessary to further improve the organisational and economic mechanisms in the field of sports development for the masses. The development of mass sports is a priority task of the state in the field of sports services. The popularisation of sports helps to reduce the morbidity of the population, increase labour productivity. There is insufficient infrastructure provision. In the Republic of Kazakhstan, it is 43%, while in developed countries it exceeds 63%. [4]. Therefore, the most popular are sports facilities located in the immediate vicinity of the residence. A significant obstacle to the development of sport is the fact that sport services are not free of charge. Prices for using a subscription sometimes have significant values and are inaccessible to most of the population. Therefore, an urgent task is the construction of budget sports facilities, the visit of which will be the lowest possible price.

The educational field is responsible for the theoretical and practical provisions for the work of the academic sports system, based on the following: accumulated theoretical knowledge and practical experience of the academic sports system; efforts to promote the activities of relevant research groups, practitioners and expert communities for wider implementation of innovations in the practical activities of professional and higher educational institutions and non-governmental university

sports organisations [23]. Now there is an acute problem of the revival of mass sports, overcoming the backlog in material, technical, and personnel support of physical culture and sports. In turn, physical culture and mass sports are the most universal way of physical and spiritual health improvement of the population. The results of numerous recent studies indicate that the real volume of motor activity of people, especially modern youth, does not provide full and harmonious physical development and does not contribute to strengthening their health, which determines the importance of solving the problem of introducing people to the values of physical culture and a healthy lifestyle [24-26].

The information field with its mission to promote information support of academic physical education and sports through special TV broadcasts in order to: promote university sports through expanded cooperation of academic sports organisations with mass media organisations, including the university press; to help develop and promote special interactive products in the system of academic physical education and sports to promote the progress of relevant professional and youth communities; to promote mass sports and encourage sports events in many areas with special priority in relevant educational institutions to improve the quality of mass sports in professional and higher educational institutions; to develop new educational concepts and programmes that promote the development of academic sports; to standardise and systematise the cooperation of academic sports leagues in all sports. The research devoted to the cultural and educational mission of modern mass media related to the spiritual and cultural education of the youth of Kazakhstan helped to conclude that over the past two decades, the problems of socialisation of Kazakh youth have faded into the background in the social policy of the state. Since the Internet and mass media are important factors in the socialisation of young people, the importance of these promotion channels cannot be underestimated. An important conclusion of the study was the need to strengthen the editorial policy of media resources with an emphasis on socially significant problems with the priority of social and educational broadcasting [13].

The cultural sphere is designed to: promote spiritual, ethical and patriotic education in the academic sports system through appropriate educational programmes for university students with an emphasis on the history of academic sports and success stories of leading athletes; support projects to preserve continuity and traditions in academic sports; prevent and control all forms of discrimination and racism in the system [27]. The institute of sports as a cultural subsystem has a significant impact on socialisation, which is impossible without the assimilation of social norms and values. Sport as a channel of mobility gives people the opportunity to effectively meet their social needs. The success of specific sports functions is hindered by the processes of socio-cultural transformation of modern society [28]. The availability of popular sports, especially at the stage of primary socialisation, has a significant impact on the quality of connections that contribute to the accumulation of social capital, which, in turn, provides individuals and groups of people with opportunities for vertical and horizontal mobility. Team sports, which by their nature correspond to

the model of the social system of a successful community, are of particular importance, considering them as a social phenomenon, the ability of a person to carry out interpersonal interactions in urban conditions through sports games and other sports [29].

The social sphere, which is the main one considered in this paper, has an undeniable influence on the development of the image of mass sports in the minds of the population, especially young people. The health status of young people is an important component of the healthy potential of the nation, therefore, the preservation and development of the health of students and the development of a healthy lifestyle culture among them is of paramount importance today [30]. Youth health is one of the most important social problems that must be positively addressed in modern society, and ignoring this problem is equivalent to losing the prospects of the future generation [11]. There are many factors and reasons that lead to the deterioration of the health of young students in educational institutions. These factors include: non-compliance with the daily routine; lack of mobility; smoking, drinking alcohol. Therefore, the main goal of physical education and sports in the development of a healthy culture of student youth is to increase the functional, flexible abilities of the body, the development of physical culture of the individual, and the upbringing and development of the individual by focusing on self-development. As a result of a sedentary lifestyle, overeating, informational and neuro-emotional overload, the environment of a modern person has changed dramatically, which negatively affects their health. This social phenomenon also applies to students. The deterioration in the health and morbidity of students, both in individual categories of diseases and in the general context, recorded in recent years, undoubtedly negatively affects the success of educational activities in higher education institutions.

The COVID-19 pandemic has significantly reduced the organised physical activity of students. Due to forced quarantine restrictions, especially at the first stages in the spring of 2020, Kazakhstan completely stopped the usual full-time education in all subjects, including physical education, which led not only to a decrease in physical activity and the level of working capacity, and a decrease in cognitive activity and social communication of students. Only a high level of motivation allowed some students to exercise at home and maintain at least some minimum level of physical activity, when it was forbidden to conduct physical exercises even on the street, not far from their place of residence. Due to the fact that increased academic loads significantly load the central nervous system of the body of students, academic classes should be balanced by regular motor activity, both in everyday life and in the educational activities of the university [31]. The growing development of relations between nations and peoples of the world leads to the further development of mutual cooperation. The development of such relations not only brings people closer together, but also plays an important role in the development of values such as peace and friendship between them. In the development of these values, physical culture and sport play an important role as an important social institution.

The organisation of sports competitions on a national scale promotes harmony and mutual respect between the

peoples of Kazakhstan. In other words, the organisation of competitions at the district level unites the population of the district, the organisation at the regional level unites the population of the region, the organisation at the national level unites the population of the regions, develops cooperation, mutual respect, and solidarity. Because the distinguishing feature of sports from other areas are competitions, which by their nature are unique for all sports. Mass sports allow millions of people to improve their physical qualities and mobility, strengthen their health and prolong their creative life, resist the negative impact of modern production and everyday life conditions on the body [32-34]. Despite the fact that the development of mass sports plays an important role in ensuring the health of the population, it is also a reserve for national teams. Studies of modern sports in sociological aspects imply that priority attention is paid to their resources and influence on the processes of individual and social development. Modern civilisation exposes people to a number of specific risks, effects and problems (informational, environmental, economic, psychological). To adapt to the modern environment, it is necessary to develop various qualities and abilities, including endurance, competitiveness, stress resistance, and high performance. Modern sports are becoming increasingly influential in the socio-cultural sphere with their evolution towards interpersonal, intercultural and global communication, protection and development of human nature and instruments of reproduction of social systems [35; 36].

It is important that modern sport plays a unique role in the field of improving human physicality. The forms of modern social practices (in work, everyday life and leisure) are so diverse that they require constant development and improvement of relevant qualities, abilities and reactions [37; 38]. In an effort to adapt to the artificial environment offered by modern technologies, each person must change their natural systems. In fact, innate human functionality is largely underdeveloped, and it is modern physical education that helps to develop natural capabilities in accordance with the requirements of modern lifestyle and needs [39]. The socio-cultural environment of modern megacities, for example, requires the cultivation of a certain lifestyle, while modern sports play an increasingly important role in the areas of socialisation and self-identification of young people. The competitive aspect of modern sports sets appropriate standards for self-assessment, self-control and improvement, focused on achievement and success. The corresponding qualities are increasingly preferred by modern civilisation with its doctrine of social success. In this context, sports events are increasingly seen as a means of demonstrating social status, while modern sports are evaluated by importance in the image-building agenda [40].

The results of the research of Kazakh sociologists show that physical culture and sports for the majority of Kazakhs have not yet become their personal value and do not find their proper place in their lifestyle. Thus, for example, among the most organised part of the youth – students – only one-tenth of them exercise regularly. For example, of those who do not regularly exercise, 28.1% of respondents noted that they do not have enough time, 15.4% of respondents noted that they do not have enough time

because of the overload of the curriculum. 14.0% of respondents are tired of training sessions, and 22% admitted that they are just too lazy to do sports. The responses of more than one-tenth of respondents who cannot exercise for health reasons cause concern. So there are grounds for concern among doctors and parents, and indeed the whole society. Thus, for most students, sports are difficult to access due to the lack of time, money, or motivation [41]. It is also worth mentioning the ecological function of modern sports, which is becoming increasingly important with the development of modern technologies, the destruction of the natural environment and environmental risks to human civilisation and existence itself; with the environmental impact of modern sports, implying proper health and a healthy lifestyle. Modern civilisation gives every person a choice: either to adhere to an unhealthy and largely traditional lifestyle that damages physicality, or to radically counteract it, giving special priority to sports in their system of life values and priorities [42].

Thus, the study considered the main factors influencing and shaping the development of mass sports at the present stage. Now it is necessary to note certain problems that have been put forward due to the conducted research. The problems that are currently characteristic of the development of mass sports in Kazakhstan are the low coverage of the population with systematic sports and physical culture. There is a shortage of instructors-methodologists with special education in the field of physical culture and sports. In addition to these problems, it is also necessary to note the low equipment of secondary schools with sports equipment, which is especially typical for rural areas [43]. The analysis of the current situation of the development of physical culture and sports in Kazakhstan has shown that in order to maintain the achieved positions on the world sports arena and improve the competitiveness of Kazakh athletes, it is necessary to continue working to improve the resources and facilities. It is also worth modernising physical education in educational institutions and reducing the shortage of sports personnel. To implement the state programme, it is necessary to continue the development of public organisations in the field of physical culture and sports and to improve the systems of sports medicine and education.

## **Conclusions**

The conducted study allowed not only to trace how factors are currently the most important conditions affecting the development of mass sports, but also to see in general terms the problems that have arisen at this stage in the field of health and physical activity of the population of Kazakhstan. Thanks to the approach that allows considering mass sports as a social institution, where certain legal norms and codes operate, there are ideological attitudes aimed at strengthening a positive image of sports and understanding the need to maintain a healthy lifestyle, it was possible to draw a conclusion about the degree of development of mass sports in the Republic of Kazakhstan. The modern social environment is multifaceted and includes, among other things, many social strata with their special social practices. The term "social practices" is increasingly used in modern sociological literature, with priority being given to their individual and social

reproductive functionality. For this reason, special attention is paid to physical education and mass sports as key elements of modern social practice with corresponding various functions. The socio-cultural resource of modern sports should be used to provide the necessary conditions, resources, and means for the civilised reproduction of each individual and the social system as a whole.

The use of the latest statistical data from studies in the region shows the general trend of the crisis in the field of sports events caused by the general economic decline and health threats associated with the COVID-19 pandemic. In addition, it was possible to touch upon the issue of long-standing problems in the field of sports, which are caused by the weak promotion of motivated interest among young people in sports, which are associated with insufficient training of the necessary teaching staff. A common problem for many countries is the change in the socio-economic sphere, which causes a change in lifestyle among all segments of the population. The increase in the number of people leading a sedentary lifestyle caused by their

professional activities motivates the state and the private sector to develop and initiate programmes designed to support private and mass sports events. Thus, in addition to the political, economic, and cultural events discussed earlier, the social factor has played and continues to play a significant role in the development of mass sports: the desire of independent Kazakhstan to show its strong sports nation at international competitions encourages young athletes to maintain their health, however, numerous negative social factors caused by new environmental standards of life hinder the popularisation of a positive image of mass sports among the population.

### Acknowledgements

None.

### Conflict of Interest

None.

## References

- [1] Avsiyevich V, Plakhuta G, Delver PA, Mukhambet Zh, Dzanbyrbaev BO. The legal support of sports and sports activity in the Republic of Kazakhstan. *Theory Methods Phys Educ*. 2018;3(53):43–47.
- [2] Mugauina R, Madiyarova D, Shishmanov K. Using the supply-chain management for developing oil industries in the Republic of Kazakhstan. *Int J Supply Chain Manag*. 2020;9(2):1086–1094.
- [3] Kozhemyako AS. The place of sport as a social institution in the life of an individual. *Sci Notes Univ P.F. Lesgaft*. 2020;5(183):204–208.
- [4] Tentekbaev AM. Issues of project management in the sports industry of the Republic of Kazakhstan. *Actual Probl Interact Between Sci Bus*. 2020;8:34–39.
- [5] Shvedova AV. Sport as a social institution. In: Sukiasyan AA, editor. Problems and Trends of Scientific Research in the Education System: Collection of Articles of the International Scientific and Practical Conference; 2019; Ufa. Ufa: Omega Sayns; 2019. P. 227–232.
- [6] Hasanov AB. Problems of development of physical culture and sports organizations. *Eur J Res Reflect Educ Sci*. 2020;8(10):110–113.
- [7] Tazhigulova BM, Bektenova AB. Development of physical culture and sports in the Republic of Kazakhstan over the years of independence. *Theory Methodol Phys Cult*. 2018;1(51):102–108.
- [8] Yessenbek ZB. A comparative research pr activity of the republic of turkey and kazakhstan. *Middl East J Sci Res*. 2013;14(8):1108–1113.
- [9] Ten, A., Almukhanbetova, G., Shepetyuk, M., Zaurenbekov, B., Baitasov, E. Comparative analysis of the organization of physical culture and mass sports in Kazakhstan and other countries. *Theory Methodol Phys Cult*. 2021;63(1):30–34.
- [10] Madiyarova D, Sembieva L, Nurumov A. Financial aspects of healthcare reform in the Republic of Kazakhstan. *Act Prob Econ*. 2013;139(1):407–418.
- [11] Shukurov RS. The development of a healthy culture of living for students-youngstres through physical education and sports as a pedagogical problem. *Int Multidiscip Conf*. 2021;8(10):63–65.
- [12] Spytska L. Conceptual basis for creating a program to overcome the current fears of modern youth. *Youth Voice J*. 2023;13.
- [13] Yessenbekova UM, Turzhan OI, Koshanova KA, Yegemberdiyev ID, Kutym BK. Role of media in addressing the socialization problems of the younger generation: The case of Kazakhstan. *Media Watch*. 2020;11(2):348–355.
- [14] Poier S, Suchanek M. The effects of higher-order human values and conspiracy beliefs on COVID-19-related behavior in Germany. *J Publ Health (Ger)*. 2024. DOI:10.1007/s10389-024-02210-5
- [15] Borisov YuS, Kunitskii YuA, Korzhik VN, Yaprakova MG. Structure and some physical properties of plasma-sprayed coatings of the nickel boride Ni3B. *Sov Powder Metall Metal Ceram*. 1986;25(12):966–969.
- [16] Mamedova NM, Gavrish VD, Skatershchikova AV, Fomina AS. Sports in social practice universe of modern civilization. *Theory Pract Phys Cult*. 2018;1:1–5.
- [17] Trybulski R, Jarosz J, Krzysztofik M, Lachowicz M, Trybek G, Zajac A, Wilk M. Ischemia during rest intervals between sets prevents decreases in fatigue during the explosive squat exercise: a randomized, crossover study. *Sci Rep*. 2022;12(1):5922.
- [18] Fialko NM, Prokopov VG, Sherenkovskij YuV, Sherenkovskaya GP, Korzhik VN, Odosij ZM, Borisov YuS. Mathematical simulation of 3D temperature fields in the articles during gas thermal sputtering of alloys liable to amorphous transformation. *Elekt Obrabot Mater*. 1992;5(5):20–23.

- [19] Dolmatova TV, Zubkova AV, Selezneva EA, Pukhov DN. Organization of physical activity and mass sport at the level of local government: A comparative analysis of foreign experience. *Theory Pract Phys Educ*. 2019;12:53–55.
- [20] Halian I, Popovych I, Hulas I, Serbin I, Vyshnevskaya O, Kovalchuk Z, Pyslar, A. Correlation between personality traits of young athletes and their level of self-efficacy. *J Phys Educ Sport*. 2023;23(5):1119–1129.
- [21] Prokopov VG, Fialko NM, Sherenkovskiy YuV, Sherenkovskaya GP, Borisov YuS, Korzhik VN, Murashov AP. Analysis of temperature conditions in the system "coating-sublayer-basis" under gas-thermal spray-coating of composite powders. *Elekt Obrabot Mater*. 1992;(2):12–15.
- [22] Decree of the President of the Republic of Kazakhstan No. 168 "On approval of the Concept for the development of physical culture and sports of the Republic of Kazakhstan until 2025" [Internet]. 2016. [cited 2023 Nov 28]. Available from: <https://adilet.zan.kz/rus/docs/U1600000168>
- [23] Bocheliuk VY, Spytka LV, Shaposhnykova IV, Turubanova AV, Panov MS. Five stages of professional personality development: Comparative analysis. *Pol Psychol Bull*. 2022, 53(2), 88–93. 10.24425/ppb.2022.141136
- [24] Popova VV. Actual problems of the development of mass sports at the present stage. *Tradit Innov Mod Sci*. 2016;1:508–510.
- [25] Masanovic B, Gardasevic J, Arifi F. Relationship between foot length measurements and body height: A prospective regional study among adolescents in Northern Region of Kosovo. *Anthropol (Czech Repub)*. 2019;57(2):227–233.
- [26] Korzhik VN. Theoretical analysis of amorphization conditions for metallic alloys under gas-thermal spraying. III. Transformations in the amorphized alloy under building-up of coatings. *Poroshkovaya Metall*. 1992;(11):47–52.
- [27] Andryushchenko LB, Filimonova SI. Physical education and academic sports in new socio-economic national situation: Modern vision and growth points. *Theory Pract Phys Cult*. 2018;2:1–23.
- [28] Suchanek M, Wolek M. The Relations Between the Bikes sharing Systems and Public Expenditures. Cluster Analysis of the Polish Bikes sharing Systems. In: *Springer Proceedings in Business and Economics*. Sopot: Springer Science and Business Media. 2018. P. 37-45. DOI: 10.1007/978-3-319-74461-2\_4
- [29] Kuznetsov PK. Mass sports in modern Russia: Social factors of reproduction and development. St. Petersburg: Northwest Institute of Management RANEPA; 2013.
- [30] de Queiros VS, de França IM, Trybulski R, Vieira JG, dos Santos IK, Neto GR, Wilk M, Matos DGD, Vieira WHDB, Novaes JDS, Makar P, Cabral BGDAT, Dantas PMS. Myoelectric Activity and Fatigue in Low-Load Resistance Exercise With Different Pressure of Blood Flow Restriction: A Systematic Review and Meta-Analysis. *Front Physiol*. 2021;12:786752.
- [31] Mukhambet ZhS, Avsiyevich VN. Analysis of the physical activity of students of higher educational institutions of Kazakhstan. *Theory Methods Phys Educ*. 2021;3(65):20–26.
- [32] Kuznetsov PK. Mass sports as a factor in the formation of social capital. *Proc Northwest Inst Manag RANEPA*, 2015;5(22):148–149.
- [33] Masanovic B, Gardasevic J, Arifi F. Relationship between foot length measurements and body height: A prospective regional study among adolescents in eastern region of Kosovo. *Sport Mont*. 2018;16(1):9-13.
- [34] Korzhik VN. Theoretical analysis of the conditions required for rendering metallic alloys amorphous during gas-thermal spraying. III. Transformations in the amorphous layer during the growth process of the coating. *Sov Powder Metall Metal Ceram*. 1992;31(11):943–948.
- [35] Kolpakova EM. Physical activity and its influence on human health. *Hum Health Theory Methodol Phys Educ Sport*. 2018;1(8):94–109.
- [36] Rausch P, Suchanek M. Socioeconomic factors influencing the prosumer's investment decision on solar power. *Energ*. 2021;14(21):7154.
- [37] Sermakhaj S, Popovic S, Bjelica D, Gardasevic J, Arifi F. Effect of recuperation with static stretching in isokinetic force of young football players. *J Phys Educ Sport*. 2017;17(3):1948-1953.
- [38] Sylejmani B, Myrtaj N, Maliqi A, Gontarev S, Georgiev G, Kalac R. Physical fitness in children and adolescents in rural and urban areas. *J Hum Sport Exercise*. 2019;14(4):866-875.
- [39] Aristov LS, Vatoropin AS. Basic sociological approaches to the study of mass sports. *Towards V AllRuss Sociol Congr*. 2016;12:71–75.
- [40] Avsiyevich VN, Plakhuta GA, Babakov IV. Analysis of the development of mass sports and physical culture in Kazakhstan at the present stage. *Theory Methodol Phys Cult*. 2017;2:46–51.
- [41] Salikzhanov R, Eskaliev M, Gabdulov I. Features of a policy of the developed countries in the area of sports and physical education at the present stage. In: Materials of the XVI International Scientific Congress "Olympic Sports and Sport for All"; 2012; Sofia. Sofia: NSA Vasil Levski; 2012.
- [42] Rostovskaya TK, Kaliyev TB, Abdrashitova AKh. Factors and tendencies, influencing on health of young people of Kazakhstan and Russia. *Contemp Probl Soc Work*. 2020;3(23):107–113.
- [43] Shepetyuk MN, Naurazbaeva AA, Bibosyn S, Maratova Zh, Tashirov AZh. Modern approaches to the organization of physical education lessons at the place of residence (on the example of Almaty). *Theory Methods Phys Educ*. 2019;4:97–103.

## **Соціальні чинники розвитку масового спорту в Казахстані**

**Єрлан Мансуров**

Євразійський національний університет імені Л.М. Гумільова  
010008, вул. Сатпаєва, 2, м. Астана, Республіка Казахстан

**Рінат Салікжанов**

Євразійський національний університет імені Л.М. Гумільова  
010008, вул. Сатпаєва, 2, м. Астана, Республіка Казахстан

**Єсет Байтасов**

Євразійський національний університет імені Л.М. Гумільова  
010008, вул. Сатпаєва, 2, м. Астана, Республіка Казахстан

### **Анотація**

**Актуальність.** Актуальність цієї теми зумовлена тим, що в цей період через обмеження, спричинені пандемією COVID-19, масовий спорт та населення переживають певну кризу та занепад, тому активізація соціальних факторів, що впливають на зростання популярності масового спорту, позитивно позначиться на здоров'ї населення.

**Мета.** Мета дослідження – виявити ступінь впливу соціальних та інших факторів на розвиток масового спорту до пандемії та визначити можливості для розвитку масового спорту на цей момент.

**Методологія.** У дослідженні використано методи порівняльного аналізу даних, генетичний та проблемний методи. Для глибокого аналізу масового спорту як соціального інституту було використано інституційний підхід, а також системний та структурно-функціональний підходи.

**Результати.** У результаті вдалося дійти таких висновків, що масовий спорт у Казахстані почав свій активний розвиток одразу після здобуття незалежності, і сьогодні державна політика створює сприятливі умови для розвитку масового спорту. Однак для Казахстану, як і для багатьох інших країн, зараз характерні схожі проблеми, пов'язані з малорухливим способом життя, спричиненим пандемією, погіршенням економічної ситуації та неможливістю витратити гроші на власне спортивне дозвілля.

**Висновки.** Лише продуктивна співпраця держави, приватного бізнесу та освітньої сфери дозволить відновити рівень розвитку масового спорту, який існував до 2019 року. Матеріали можуть бути корисними для дослідників, які вивчають фізичну активність населення, а також можуть бути використані в педагогічних цілях.

**Ключові слова:** соціалізація; спорт; масовий спорт; соціальний інститут; Казахстан; здоров'я.