

GENERAL CHANGES OF SOCIAL VALUES AND THEIR IMPACT ON LEISURE TIME, HEALTH AND PERSONALIZATION

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ABSTRACT: The general change of social values is mainly attributed to changes in value structures at work. The Protestant work ethic, which places the meaning of life at work, sees moral value as an end in itself, and puts the fulfillment of duty above the enjoyment of existence, gradually loses its relevance. Work becomes more and more a mean to an end; it is less and less an end in itself. To the same extent that work loses its function and value, free time experiences a fundamental revaluation. The ultimate goal of this research is to examine the causes of general changes of values in the society and the effects on Leisure Time, Health and Personalization. The method adopted for the study was a review of the relevant literature. In the light of the present study, the polarity of the materialistic values' preservation is evident as well as the preservation of post-materialistic values. The conservation of material values is associated with characteristics such as adaptability, performance, power, etc. On the other hand, the preservation of postmaterialist goods is evidence of a reduced willingness to define roles, self-development, quality of life, etc. Leisure time does not evolve independently of other social sectors and therefore cannot be understood without taking into account overriding social processes. So, there is an instant understanding of leisure, which along with the overriding processes of changing values abolishes traditional and standardized attitudes towards values in favor of new individualistic-hedonistic elements. Therefore 'leisure time' can be seen as a central factor in the general change of social values. The demands of life in modern industrial societies and their impact on health are the reason that more and more people are looking after their physical well-being and seeking out offers that aim at better health. Health itself is often presented to society as a threatened and difficult to achieve commodity. As a result, people try to influence their living factors so as to reduce the risk factors responsible for illnesses or to minimize them by taking appropriate measures. Awareness of the existence of risk factors that undermine health has aroused interest in the body itself. In our performance demanding society, body is increasingly given more importance. If the body does not function properly, social prestige is lost, which is largely determined by the body itself. A fit and healthy body acts as a means of projection and serves as a defense mechanism that enables man to cope with the problems of modern society.

Keywords: Values' Change & Society, Leisure Time, Health, Individualization.

1. INTRODUCTION

Sociologists have long been discussing the birth of values. But we cannot talk about a thorough investigation of this complex problem (Bilsky, 2009). Hillmann (1989) even regards this field primarily as a scientific new territory. But when we talk about *changing values*, we must first clarify what we mean by the term *values*. Opaschowski and Raddatz (1984) formulate a reliable and unambiguous definition of the concept of the name of values: "Values are conscious or unconscious representations of the desired, which are expressed in preference when choosing between alternatives. Founded on the personality structure are relatively stable, general representations of desirable values. In a given population, values give rise to a preference or repulsion of objects, situations, or actions. Based on the structure of individual motivational behaviour a value has a high degree of general commitment... The dual foundation of values in personality structure and social structure connects society. The system of values can be presented as a guideline towards which people orient their lives in society." (Opaschowski and Raddatz, 1984). When values have the function of a guideline, then a change of values causes guideline shift. Consequently, this shift means that during a transitional phase a redefinition and a new definition must be introduced (Klein and Ohr, 2004; Opaschowski and Raddatz, 1984).

Digel (1990) examines respectively the change of values in terms of:

- old values are completely lost and not replaced by new ones,

- old values remain and new ones are added,
- new values replace old ones,
- the classification of values in the hierarchy of values changes.

Moreover, these criteria can help determine what type of values' change exists, but it is not possible to determine the true causes of this change. For this reason, Digel (1986) explains the "causes of social change" based on subjective-everyday experiences:

- The popularization process loosens strict social roles.
- The education system is developing.
- The welfare state is being built and citizens' participation in economic progress is increasing.
- Construction and scarcity of natural resources create a conflict of interest.
- The employment system enters the crisis.
- Leisure time sector is expanding.
- The family is experiencing a functional change. It becomes a place of emotional security and a shared enjoyment of life. Coexistence forms multiply.
- The media are widely used.
- Masses are used extensively.
- The sector of service professions is expanding.
- Genuine youth is educated. It also gives credit to adult learning and leads to lifelong learning.

There are therefore transitional stages in the process of change. If, during these transitional stages, the old values remain and new ones are added, then a plurality of values can be observed, which can bring to individuals 'orientation insurances' (Opaschowski and Raddatz, 1984). On the other hand, this pluralism of values also offers individuals a large number of decisions. The general change of social values is mainly attributed to changes in the structures of values at work. The Protestant work ethic, which places the meaning of life at work, sees moral value as an end in itself, and puts the fulfillment of duty above the enjoyment of existence, gradually loses its relevance (Tokarski and Schmitz-Scherzer, 1985). "Work becomes more and more a mean to an end; it is less and less an end in itself" (Digel, 1986). To the same extent that work loses its function and value, free time experiences a fundamental revaluation; so, we are experiencing a transition to a leisure time society. Digel (1986) underlines the polarity of the materialistic values' preservation as well as the preservation of post-materialistic values. He associates the *conservation of material values* with characteristics such as adaptability, performance, power, expectations and requirements of the gender role, social status orientation, career orientation, pursuit of material and social security, obedience, willingness to exercise and compulsory ethics. On the other hand, the preservation of postmaterialist goods is evidence of a reduced willingness to define roles, self-development, quality of life, willingness to take risks, experience of emotional needs, religious sincerity, humanitarianism, orientation to privacy and political participation. Klages separates the changes of values in four dimensions: '1. Obligation and acceptance, values lose their importance (performance, obedience, adaptation, docility). 2. The values of 'critically autonomous sociability' is of greater importance (independence, willingness to help, honesty). 3. Individual values become more important (creativity, spontaneity, independence, autonomy, enforcement capability). 4. Hedonistic values become more important (enjoyment, adventure, tension, alternation, experience of emotional needs)' (KLAGES excerpt from Digel (1986). How were the countries of western Europe able to develop in the course of the 19th century from poor rural countries to prosperous industrial nations initially, and virtually unhindered since the beginning of the 20th century, further advance into service and information societies with comparatively prosperous and satisfied residents? Gensicke (1996) explains the 'model for modernizing social change': According to his model, modernization takes place on three levels:

I. At the *system level*, the legal-political framework of traditional society has been abolished and replaced by a system of internal functional differentiation (there are specialized, semi-autonomous subsystems such as politics, economics, administration, family, education, etc.).

II. At the *lifestyle level*, these changes in structure correspond to a tendency for personalization. Individuals or small groups become the points of contact between the aforementioned social subsystems and thus, in an adaptive society they receive more development capabilities. This also means that everyone is required to create a life career from their specific and flexible situation.

III. Finally the changed lifestyle also changes the mentality. Here we return to the aforementioned example of the world referring to the subject: Traditional society could and had to integrate its population

mainly by the normal acceptance of the given. This fact did not include the possibility of a life career, but only allowed rapid growth within a socially static environment.

In a country like Germany, where autonomy was long suppressed by the political correlation of forces with Europe and where prosperity erupted after a phase of wars and economic crises in the 1950s, the change in mentality and with it the transition from the old to the new sociological paradigm gained momentum (Duncker, 2000). Individual self-development in the form of striving for independence (autonomy), co-determination (participation) or simply for greater enjoyment of life (hedonism) has been perceived by humans in a surging process, and according to Gensicke (1996), it characterizes values' change in European societies.

The structure of the change processes of the European societies has always been the same:

- Structures are initially *modernized*,
- lifestyle is *personalized*, and
- finally, people are increasingly trying to *develop themselves*.

Typical examples of the "modern" way of life are the changes in pedagogical goals in Germany: until the 1960s the population of West Germany clearly prioritized the virtues of "love for order and hard work". During the second half of the 1960s the pedagogical goal of 'independence and free will' took over and in the eighties and nineties it manifested itself with a two-thirds majority (Von-Groddeck, 2011).

This shows that the individualization that took place with the modernization of society found expression only at the level of mentality. A lengthy series by Allensbach (IFD, 1996) expresses one aspect of the modern dynamics of values that refers to leisure: the tendency for the "here and now". Instead of a life of toil and suffering, in people under 30, the enjoyable side of life appears more strongly (Gensicke, 1996).

2. METHODOLOGY

The present study is a bibliographical survey study that presents the critical points of the existing knowledge about the "general change of social values and its impact on Leisure Time, Health and Personalisation".

There is no specialized and comprehensive research in this area. This study attempts to fill this gap and may be a useful aid for those who will make similar efforts in the future. The main objective of the bibliographical review is to integrate the study into the "body" of the subject in question. The review of the current study refers to clearly formulated questions and uses systematic and explicit criteria for the critical analysis of a published paper by summarizing, sorting, grouping and comparing.

3. BIBLIOGRAPHIC REVIEW STUDY

3.1. The General Change of Social Values and Its Impact on Leisure Time

It is therefore undeniable that there is a link between leisure time and social evolution. Leisure time does not evolve independently of other individual social domains and therefore cannot be understood without taking into account overriding social processes. When discussing the evolution of leisure time, many writers focus on the process of extending the time that no one works. Leisure time is indispensable for the differentiating between activities and desires that are specific to time. In all European societies, there are significant social differences in the amount of leisure time available and even in the possibility of flexible time allocation. In addition to spreading non-working time, rising real income and the technological and economic innovations of the 20th century have mainly had a significant impact on expanding and diversifying the field of action (Lamprecht and Stamm, 1994;2002). Lower and lower percentages of the household's genuinely rising income had to be made available for everyday necessities (such as clothing, food, and housing). On the other hand, higher percentages could be made freely available - hence for consumption during leisure time. This development has not favored all groups of the population, thus there are different opportunities for consumption during leisure time according to income. The revolution in the development of leisure time was also marked by technological innovation: for example, the mass production of books and magazines made it possible for them to be massively consumed. Cinema, radio, television and computer games established the "use of the media" as a leisure time activity and revolutionary developments in the field of communication and transport have broadened everyone's field of action. Overall, it is found that throughout modern societies today there is an increased demand for consumption during leisure time, which corresponds to the expanded supply of new leisure

time goods, and forms the basis for the rise of the so-called leisure time industry/leisure time economy. This increase is not only related to the higher level of prosperity, reduced working hours and technological innovation in production, but mainly to the increasing purchases within the European Union's economic zone and the trend of commercialization within the community. The boom of the leisure time industry is today increasingly developing an endogenous dynamic, opening up new products by developing new leisure time trends and finally by incorporating new consumer groups into the same markets and growth opportunities. Leisure time economy - through the creation of new target groups - has lately taken full advantage of the shift in the perception of values for its expansion process and is trying to actively influence these changes. Thus, there is an instant understanding of leisure time, which along with the aforementioned overriding processes abolishes traditional and standardized attitudes towards values in favor of new individualistic-hedonistic elements (Schuermann *et al.*, 2016; Zarotis *et al.*, 2011; Zellmann and Bruckmueller, 2020).

3.2. The General Change of Social Values and Its Impact on Health

Health is an ever-changing process. The most important goal: to achieve maximum well-being. This is precisely why precautions exist. The importance of the term "health" is illustrated by the self-evident and everyday use of the word. Health is often associated with wellness and the absence of physical discomfort. A more precise definition is made through the opposite situation, that is, illness, discomfort, pain and limitations. This popular but inadequate description of health is certainly not enough if one wants to illuminate the multifaceted meaning of this concept. It is more restricted to just a positive physical state, while the term also includes cognitive, mental and social components. Health aims to create optimal well-being, and to accomplish this it is necessary to achieve a balance between all human functions and factors. Each person individually determines their health and strongly influences it with their subjective perception and appreciation as well as within their specific social context. On the contrary, the term "prevention" refers to all the necessary measures to prevent disease and to achieve optimal physical, cognitive and psychosocial efficiency. Three levels of prevention are generally defined: primary, secondary and tertiary prevention. The tertiary sector and the sub-sectors of secondary prevention are central issues of rehabilitation. But the primary goal of prevention is to change the behaviour of each individual as well as to modify the conditions in which individuals are exposed to potential risks. Therefore, the correlation of the terms 'Health' and 'prevention' shows the following: Health is a formative process that anyone can undertake to achieve optimal well-being. Prevention provides help and support so that people can achieve the result they are seeking. It is precisely at this intersection that the measures referring to movement and sport intervene and substantiate their importance in the social and socio-economic system. So, today we know that over three-quarters of all health care expenditure is caused by lifestyle-related misconduct. These include in particular the famous imbalance between food intake and energy consumption. Limited movement and sport in all social strata, inadequate resources and stress management abilities cause this imbalance. The most decisive application of prevention is to change one's behaviour and actions. An appropriate program can be developed for this purpose. It must use human resources differently. Also, it would be reasonable to take into account wishes or potential problems. This demonstrates the importance of offering the widest and also the most appealing possible range of precautionary measures that can at the same time meet a large number of individual needs.

The focal points should be in the following areas:

- Movement
- Information about health (e.g. nutrition)
- Stress management

Unfortunately, only a few providers accomplish this. Specialized, quality assured centers for physical education and recreation that are focused on health and sports can ensure this. Other providers can exclusively cover individual areas but few of them can translate this "fully" into corresponding ideas. Only the variety of offerings in centers of this kind ensures that one can find the training program that suits him and therefore avoid "getting stuck" on one-sided programs. This allows one to experience different activities and information, and to formulate the optimal plan for well-being and health. This is excellent prevention because it contributes to a permanent, healthier lifestyle. The conversion begins with an extensive health check, which should be offered as varied as possible. It continues with training and movement programs that correspond to all scientific knowledge and are tailored to the individual. Both energetic and refreshing, relaxing measures must be provided to respond to the coexistence of burden and

relaxation. People need to feel the experience of movement. They need to understand it and learn to exploit it for themselves. We would go beyond the frame if we referred in detail to the many measures and offerings in the centers of physical education and recreation. But we need to examine in more detail the two most common health problems in industrialized countries. On the one hand, these are the diseases of the cardiovascular system. About two-thirds of patients die of this condition. On the other hand, spinal discomfort due to lower back issues causes higher costs in the healthcare system. Problems of this kind can be greatly minimized with the help of appropriate preventive measures - endurance training or training to improve the cardiovascular system as well as muscular and motor training. The workout must be perfectly regulated and exactly tailored to the individual's needs. Physical training and recreation centers offer ideal opportunities because they have a large number of different training equipment and forms of training, and also allow the continuous monitoring of the workout burden and progress. With these control capabilities, it is possible to continuously evaluate and correct the programs, which ultimately determines the success of the training. Therefore, endurance training in fitness and recreation centers of similar quality offers an excellent opportunity to prevent cardiovascular and metabolic disorders. Similar is the advantage of muscle training with equipment for the prevention of back problems. Today we know that, apart from other factors, the muscular system plays a non-negligible role in the development of back problems. At this point - as many believe - building as much muscle as possible doesn't guarantee a healthy spine. It is more necessary to introduce the perception of the body through the muscular system, which makes the person able to recognize the body's reactions and understand them better. One can experience this only through active work in the muscular system until the multifaceted motor benefits are reached.

Lack of movement

The growing problem of diseases caused by lack of movement is extensively highlighted in the 1998 health report of the surgeon general of the World Health Organization. It is also identified as the biggest problem of all industrialized states in our century.

Let's look at some numbers that indicate this importance:

80% of Central Europeans move only 15 minutes a day.

56% of Germans are overweight.

75% of Germans have at least once in their lives experienced a major problem with the joints or lower back. These joint or lower back problems cause about 7 million days of illness per year.

The list could be extended at will. It shows the enormous potential that lies in a more active and therefore healthier lifestyle and the capabilities for prevention.

With the development of the economic system as industrial capitalism, there has been increasing use of technology, resulting in a rationalization process designed to achieve greater productivity as well as better use of capital in the industry. This viewpoint has brought about significant changes for every human being. On the one hand, the positive effects of this development, such as better living standards, increased consumption, work facilities and, above all, more free time for everyone, should be mentioned. On the other hand, the industrialization process has created equally important problems, such as physical inactivity and lack of movement during work (Schuermann *et al.*, 2016; Zarotis *et al.*, 2011). The picture is supplemented by psychological-social anxiety due to emotional poverty in the workplace and the polluted environment (Breuer and Rittner, 2002). This combination of inactivity, lifestyle and environmental conditions provides the ground for the current diseases of our culture. These include illnesses of the musculoskeletal system, mental disorders, diabetes, hypertension, metabolic disorders as well as cardiovascular diseases. People's fear of diseases has led to an overwhelming desire for a healthy life. Because these diseases of our culture are highly dependent on one's lifestyle, they can be subjectively affected, to reduce the risk of possible illness with the help of a healthy lifestyle. The notion that people are responsible for their health and their diseases has increased the desire for good health and healthy activities (Rittner, 1986). Correspondingly, goods that promise good health are very popular. Health is the *supreme good*. It is an expression of one's individual ability to be happy and is promoted as a social status symbol (Mrazek and Rittner, 1986). The following arguments are in favor of increasing the importance of health in the society:

- physical alienation in daily life and work with rationalization and subtraction
- explaining the causes of the diseases of our culture
- public debating on ecological issues or presenting problems

The fact that the ideal of health is increasingly accepted and that health is the supreme social good is also rooted in the fact that material and performance-oriented values, for the attainment of which health is a necessary basis, still play an important role. On the other hand, good material security is a good basis for the growing desire for healthy living. Another reason for the population's increasing desire for healthier living is the improved educational level. As a result, more and more people have basic medical knowledge and dare to take their health into their own hands. Another important reason for the population's growing desire for health is certainly the desire to increase their quality of life. This also applies to older generations, who are expected to live longer. This is a real gain for older people as long as their lives are not determined by physical discomfort. The desire for health led, among other things, in the late eighties to a major change in the health system - the demand for the health system to focus on prevention rather than treatment became intense. Medicine is undoubtedly undergoing the greater reformation in its history. The shift of focus in research, teaching and practice, from treatment to prevention, can no longer be stopped. That is why in the coming decades the treatment of disease will be even less important and its prevention will be even greater. The advancement of knowledge, coupled with technological advancements, is increasingly helping Medicine to achieve the desired level. Cardiovascular and metabolic diseases, cancer, disorders of the musculoskeletal system as well as the decrease in physical and mental performance due to age, are at the forefront of both individual and general social interest. All of these have one thing in common: Exercise, training and sports can be used for prevention, therapy and rehabilitation. Health insurance companies have realized this and support prevention. This work is used for this reason. Although, the private physicians are increasingly aware of the results of Sports Medicine research they are not able to take on practical implementation, except for making some more or less general recommendations. That is why I had already expressed in the 1970ies at the Scientific Council of the Federal Medical Association, the wish that private physicians should have lists that they can offer to their patients, from childhood to old age, so that they can choose between quality-assured, certified, health-oriented centers of physical education and recreation. Then, the patients concerned would be able to choose according to their own criteria. The importance of developed muscles to health can be summarized as follows: In childhood and adolescence, the optimal development of body and mind is sought. In adults, physical activity serves to prevent cardiovascular and metabolic disorders as well as certain forms of cancer. In older people, this is the only scientifically proven way to remain younger, functionally and spiritually, than is expected at their age. In 1989, for example, legal health funds were given a special role in preventing and promoting health. The legal basis for this was Article 20 SGB V. This allowed health funds to support or fully fund the participation of their members in health-promoting activities, such as spine training (Aluttis *et al.*, 2020; Schuermann *et al.*, 2016; Zarotis *et al.*, 2011).

3.3. The General Change of Social Values and Its Impact on Personalization

With the increase of personal freedom, lifestyle has changed along with values. Heinemann describes this process as "personalization and differentiation" (Heinemann, 1989). Traditional values and standards such as marriage, family or religion are increasingly losing their binding power: "Personalization and at the same time occupying oneself with the body is the attempt to secure the identity of one's own body at a time when traditional concepts are becoming less important and people are more and more concerned about health, which means that it is increasingly difficult to experience and preserve one's identity" (Mrazek, 1988). The fact that the professional role loses its importance, ideological values lose their consequence and people have to play many alternating roles has a detrimental effect on one's identity (Hradil, 2002). The individual no longer feels secure "that in all situations he/she is himself/herself" (Mrazek, 1986). The only constant for humans in every situation remains their body, about which they are increasingly concerned (Mrazek, 1986). It is therefore understandable that people are constantly trying to build an identity based on their body (shell). "Body work becomes identity work for each individual" (Mrazek, 1988). The opposite side to this, heightened body awareness is the increasing reproach against the passivity of the body (Opaschowski, 1986). As regards the desire to care for the body and the motivations for sporting activity, Mrazek said a decade ago that sporting activity means self-identification and is a source of great satisfaction about one's self and one's body (Mrazek, 1988). People want to do something for themselves and their body so that they can find their *Ego*, understand and know their body in the most comfortable and easy way. They want to decide for themselves the time, duration, frequency and place of training during leisure time at their disposal. Wellness centers are suitable for such groups of people because they serve the presentation of the ego. There they can find offers that are tailored to their individual needs and are time flexible (Rittner, 1986; Rittner *et al.*, 2020). But idolizing the body and treating health as a performance goal, involves risks: the health doctrine can easily become

terrifying and today's greater appreciation of the body can turn into a trap. For this reason, Beckers asks the crucial question of whether the concepts titled as health, well-being or wholeness serve more in completing the functionalism of the body than in rediscovering one's body: "That is why we should avoid concluding the rebirth of a humanistic individualism simply by the fact that the body is emphasized. And in today's well-being movement, the body serves primarily as a symbol, a characteristic of publicly-held success - it is not about developing one's involvement with the body, but rather the body becoming an instrument" (Beckers, 1988). Due to the increasing distancing of the body in modern industrial societies with the constant use of technology, the body presents problems that can only be solved by focusing on it. Bette calls this "the simultaneous increase in physical oppression and appreciation of the body in modern society" (Bette, 1989). Only in modern societies can this contradictory relation to the body be possible: "This paradoxical fact refers to the treatment of the body as a matter of social communication on the one hand and the social treatment of the body as a physical-organic unity on the other" (Bette, 1989).

4. SUMMARY

Post materialist society is a succinct presentation of the change in social values and has a catalytic effect on today's debate. Also, the loss of the importance of the values that derive from the puritanical view of the world and which have been preserved until this century. These post materialist values could be experienced mainly in leisure time. Therefore 'leisure time' can be seen as a central factor in the general change of social values. Social change and increased leisure time have led to a new conception of the idea of sport. Sport is no longer just for high performance; it is also sport for better health and an occupation for leisure time. This made sport more attractive to everyone. Demand change for more types of sports, but more specifically for another way of experiencing sport resulted in a change of the supply structure. The exclusivity of many types of classical sports has been limited by new popular types of sports. The demands of life in modern industrial societies and their impact on health are the reason that more and more people are looking after their physical well-being and seeking out offers that aim at better health. Health itself is often presented to society as a threatened and difficult to achieve commodity. Ensuring and maintaining health has thus become a key problem. As a result, people try to influence their living factors so as to reduce the risk factors responsible for illnesses or to minimize them by taking appropriate measures. Awareness of the existence of risk factors that undermine health has aroused interest in the body itself. In our performance demanding society, the body is increasingly given more importance. If the body does not function properly, social prestige is lost, which is largely determined by the body itself. A fit and healthy body acts as a means of projection and serves as a defence mechanism that enables man to cope with the problems of modern society. In the new ideal of beauty and well-formed body social discrimination and the ability to succeed are promoted. The body gives meaning to human life and is used as a symbol of social recognition, shaped according to the new values of youth, well-formed body, slimness and sport. So, muscles are used less for their strength and more for their appearance. These attributes are factors that, especially this period of general collapse of values and rules, shape people's identity (Freericks and Brinkmann, 2015; Zarotis *et al.*, 2011).

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