

# 足球運動員對手印象對運動表現的影響之混合研究

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## 摘要

對運動員而言，追求良好的運動表現並贏得比賽是最重要的目標。因此，本研究採用混合研究方法以大學高水準足球運動員作為研究對象，全面地瞭解足球運動員對對手印象形成過程，系統地探究對手印象形成的資訊來源和導致的反應結果。質性研究方面，對北京師範大學高水準足球隊進行為期 1 年的跟隊訓練和隨隊比賽，重點觀察和記錄平時訓練時或比賽開始前，運動員與隊友或與教練員之間有關對手描述和談話內容，共訪談 25 名高水準足球運動員。量性研究方面，除編製研究工具時的預試對象，主要以便利抽樣法選取來自北京大學、同濟大學、北京師範大學、北京航空航天大學等 18 所院校高水準足球隊的運動員為研究對象，採用問卷調查法共發有效問卷為 283 份，其中，男運動員占 52.7%，女運動員占 47.3%，研究對象的運動等級均為國家二級運動員以上水準。研究結果發現：(1) 表徵資訊對屬性判斷、實力期望、情感反應和因應行為有顯著正向的直接影響；(2) 情境資訊對屬性判斷、實力期望、情感反應和因應行為有顯著正向的直接影響；(3) 儲存資訊對屬性判斷、實力期望、情感反應和因應行為有顯著正向的直接影響。根據研究結果提出建議，旨為豐富教練員比賽訓練的策略、幫助運動員剖析比賽情境以及對對手印象形成與後續產生的反應提供可靠的理論和實證依據。

**關鍵詞：**認知、足球運動員、對手印象、結構方程模式

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# Mixed Research on the Effect of Opponent Impression on the Performance of Football Players

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## Abstract

Pursuing excellent sports performance and winning the competition are the most important objectives of athletes. Therefore, through the adoption of the mixed research method and taking high-level college university football players as the research objects, the impression formation process of football players on their opponents is comprehensively understood, and the information sources of the impression formation of their opponents and the resulting reaction results are systematically explored in the Research. In terms of qualitative research, a one-year training and competition company with the team has been carried out for the high-level football team of Beijing Normal University. In the company, the focus was given to observing and recording the descriptions and conversations between players and their teammates or coaches about opponents during the ordinary training or before the competition. A total of 25 high-level football players were interviewed. In terms of quantitative research, In addition to the pre-test objects in the preparation of research tools, the main the athletes from high-level football teams of 18 universities such as Peking University, Tongji University, Beijing Normal University, Beihang University, etc. were selected as the research objects by convenience sampling method. In the questionnaire survey method, a total of 283 valid questionnaires were issued, among which 52.7% were male athletes and 47.3% were female athletes. The sports grades of the research subjects were all above the national second rank. In the research results, it is found that: (1) It is significant that the attribute judgment, strength expectation, affective response, and coping behavior are positively and directly affected by the representation information. (2) It is significant that the attribute judgment, strength expectation, affective response, and coping behavior are positively and directly affected by the situational information. (3) It is significant that the attribute judgment, strength expectation, affective response, and coping behavior are positively and directly affected by the storing information. Based on the research results, some suggestions were put forward, aiming to enrich the coaches' strategies in competition and training, help athletes to analyze the competition situation, and provide reliable theoretical and empirical evidence for the formation of an impression on the opponent and the subsequent reaction.

**Keywords:** Cognition, Football player, Opponent impression, Structural equation model

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