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VIŠE "LAJKOVA" VIŠE PENJANJA: ISTRAŽIVANJE NAMERE PENJAČA DA KORISTE DRUŠTVENE MEDIJE ZA SAMOPROMOVISANJE [1]

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Apstrakt: Nadovezujući se na Ajzenovu (1991; 2013) teoriju planiranog ponašanja (*Theory of Planned Behavior -TPB*), cilj ove studije je da istraži prediktore korišćenja društvenih medija među penjačima širom sveta. Fokusira se na faktore kao što su stav, subjektivna norma i namera, ispitujući njihov uticaj na samopromociju penjača na različitim platformama društvenih medija. Istraživanje je obuhvatilo aktivnosti koje se protežu od prirodnog okruženja do takmičarskog sportskog penjanja, naglašavajući razvojnu ulogu društvenih medija u ovim kontekstima. Korišćenjem korelacionog istraživačkog dizajna, studija je istraživala kako TPB varijable utiču na angažovanje penjača da se korišćenjem društvenih medija samopromovišu u okviru penjačke zajednice. Uzorak se sastoji od 142 penjača iz 21 zemlje koji su učestvovali u onlajn anketi, odabranog svrsishodnim i pogodnim metodama uzorkovanja. Svi ispitanici su potvrdili da koriste platforme društvenih medija za samopromociju, pri čemu se Instagram pojavljuje kao primarni izbor. Ovo istraživanje doprinosi razumevanju preseka psiholoških faktora penjača i njihovog ponašanja na društvenim medijima, bacajući svetlo na to kako stavovi, društvene norme i namere oblikuju samoprezentaciju, na internet-mreži, u avanturističkim sportovima. Ispitujući ovu dinamiku, studija pruža uvid u to šta pokreće digitalne interakcije penjača i njihove implikacije na šire trendove u sportskoj komunikaciji i angažovanju zajednice. Štaviše, ova studija je otkrila da penjačice nameravaju da češće koriste društvene medije za samopromociju u poređenju sa penjačima.

Ključne reči: *penjanje, društveni mediji, samopromocija, teorija planiranog ponašanja*

UVOD

Da bi sproveli naše ispitivanje o tome kako faktori stava, subjektivne norme i namere utiču na korišćenje društvenih medija među penjačima širom sveta, počnimo tako što ćemo termine penjanje i planinarenje pozicionirati u okviru postojeće nauke. Dalje, istražujemo prethodnu literaturu i definicije društvenih medija i njihovu implikaciju u oblasti sportskog menadžmenta. Pozivamo se na druge naučnike koji su ispitivali mogućnosti i izazove koje donose društveni mediji kao i način na koji oni utiču na sportiste. Porast korišćenja društvenih medija u sportu podstakao je značajna akademska istraživanja, pružajući stručnjacima za sportski menadžment saznanja o osnovnim strategijama i operativnim smernicama za optimizaciju praktikovanja društvenih medija. Naša studija se fokusirala na samoidentifikovane penjače i faktore koji predviđaju njihove namere da koriste društvene medije. Ova istraživačka studija omogućava dublje razumevanje potencijalnih faktora koji utiču na način na koji sportisti koriste

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društvene medije, od prirodnog okruženja visokog rizika do sportskih takmičarskih arena. Možda i ne postoji drugi sport koji toliko zavisi od promocije na društvenim mrežama kao što su penjanje i planinarenje na velikim visinama. U svojoj knjizi *False Summit*, Rak (2021) postavlja tezu da suština penjanja nije samo u usponu već i u priči koja sledi. Stoga je stvaranje identiteta kroz naraciju ključno u oblikovanju percepcije penjanja, identiteta i ljudske povezanosti sa prirodom (Rak, 2021). U penjačkim sportovima, posebno u planinarenju na velikim visinama, gde nema gledanosti i emitovanja, narativ je opisan kroz lični objektiv penjača. Rak (2021) je raspravljao o značaju narativa koji su alpinisti ispričali kroz autobiografsku literaturu i dokumentarne filmove, navodeći da ne postoji drugi sport koji proizvodi toliku količinu literature koju pišu sami sportisti. U ovoj studiji ispitali smo platforme društvenih medija, posebno Instagram kao glavni alat za produkciju sadržaja za samopromociju među penjačima, jer je identifikovan kao najkorišćenija platforma među svim učesnicima.

Studija se oslanja na teoriju planiranog ponašanja (TPB) i ispituje faktore koji podstiču namere penjača da koriste društvene medije za samopromociju (Ajzen, 1991; 2013). Namera ponašanja se može objasniti kroz stavove pojedinca, subjektivnih normi i percipirane kontrole ophodjenja prema određenom ponašanju (Ajzen, 1991; 2013), kao što je korišćenje društvenih medija za samopromociju. Istraživanje je razvijeno u skladu sa priručnicima za primenu teorije o planiranom ponašanju (Ajzen, 2013; Francis et al., 2004) i operacionalizuje upotrebu društvenih medija za samopromociju, kao eksternu varijablu, kroz niz povezanih direktnih i indirektnih mernih jedinica. Štaviše, ova studija je koristila usvojenu skalu sa pet stavki za samopromociju i skalu sa šest stavki za merenje upotrebe društvenih medija koje je razvio Tejlor (2020), koje će biti dalje objašnjene u odeljku o metodama. Primarna skala je preuzeta iz studije Ajzen (1991; 2013). Dve druge skale korišćene u ovoj studiji bile su skala korišćenja društvenih medija preuzeta iz Krasnova i sar. (2013), praćena skalom samopromocije (Taylor, 2020). Razumevanje namere penjača da koriste društvene medije za samopromociju može otkriti faktore koji utiču na njihovo stvarno ponašanje (Ajzen, 1991; Miller, 2017). Digitalne tehnologije na mreži su ključne za brendiranje i međunarodna sportska sponzorstva jer mogu da se povežu sa korisnicima širom sveta na različitim digitalnim platformama (Koronios et al., 2020). Koristimo ovo stanovište da bismo razumeli moguće razlike u ponašanju između određenih grupa penjača, kao što su: pol i sponzorisani sportisti u odnosu na nesponzorisane sportiste.

Planinski sportovi i društveni mediji

Planinarenje je dugo bilo povezano sa preuzimanjem rizika i prevazilaženjem strahova (Beedie, 2015; Frison-Roche & Jouti, 1996). Ovaj fenomen i planinski sportovi su, generalno, dobili relativno malo sociološkog razmatranja uprkos sve većoj sportifikaciji alpinizma koja je kulminirala uvođenjem sportskog penjanja na Olimpijskim igrama u Tokiju 2020. (Pfister & Gems, 2019). Naučnici, ponekad, pominju iste aktivnosti kao akcione, avanturističke, ekstremne ili sportove kao stil života (Breivik, 2010; Cohen et al., 2018; Thorpe, 2014) i pritome se definicije razlikuju. Kerns (2021) smatra akcione sportove neorganizovanim, vođenim od samih učesnika, potragom za rizikom i kreativnošću u prirodnom ili urbanom okruženju. Immonen i sar. (2022) koristili su okvir ekološke dinamike da unaprede nijansirane definicije avanturističkih sportova sa: (i) kategorijama aktivnosti (kao što su avanturističke i ekstremne sportske niše), (ii) karakterizacijama specifičnih aktivnosti (kao što su sportsko penjanje i profesionalno penjanje) shvaćenih kao specifične oblike života, i (iii), percepcije, spoznaje i akcije pojedinca u okviru ovih specifičnih aktivnosti. Na osnovu ovih saznanja u ovom radu pojam *penjanje* ima dvostruko značenje: čin penjanja po steni ili planini i samostalni sport ili disciplina, kao što su *sportsko penjanje, tradicionalno penjanje, penjanje po ledu* ili *bolder*, discipline koje se razlikuju u zavisnosti od stila i okruženja u kojem se odvijaju.

Sredinom 2010-ih došlo je do obnovljenog interesovanja naučnika za akcione sportove (npr. Thorpe, 2014, 2017; Wheaton, 2015; Van Bottenburg & Salome, 2010). Razni naučnici su istraživali kulture sportova kao što su snoubording, surfovanje, BMX, Bejs-skakanje (*BASE jumping*), kajt surfovanje (*kite-surfing*), brdski biciklizam, planinarenje i skejtbording. Na primer, istražujući "akcioni sport i politiku identiteta" i procenjujući putanju sociologije sporta uopšte, Wheaton (2015) je primetio značaj "sportova u nastajanju, visokog rizika i životnog stila" kao ključne perspektive u savremenoj sociologiji sporta. Ove aktivnosti kombinuju elemente umetnosti, igre i takmičenja, prelazeći granice koje redefinišu konvencionalne sportske norme. U dubinskoj analizi transnacionalnih mobilnosti, Thorpe (2014) je postavio tezu da se akcioni sportovi razlikuju od tradicionalnih sportova po svojoj povezanosti sa nacionalnim identitetom, što predstavlja važnu mogućnost da se ispituju novi trendovi u globalizaciji sporta i kulture mladih. Pored toga, 2017. godine, Thorpe je izložio plan istraživanja koji se tiče akcionih sportova, društvenih medija i novih tehnologija. Aktivnosti penjača često uključuju povećanu izloženost riziku, sposobnosti tehničkog penjanja,

produžene dužine ekspedicija i sportska takmičenja na Olimpijskim igrama (Linkveiler & Maude, 2017). Sve veća upotreba pametnih telefona u svakodnevnom životu može drastično da promeni način na koji ljudi komuniciraju sa svojim okruženjem (Pohl, 2006). Dok korišćenje pametnog telefona u prirodnim okruženju može da pruži korisnicima brojne prednosti, mogu postojati i negativne posledice, pri čemu se ozbiljnost ovih posledica povećava u ekstremnom okruženju (Evert & Shultis, 1999; Martin, 2017; Martin & Blackwell, 2016; Pohl, 2006).

Filo i sar. (2015) opisali su društvene medije kao inovativne tehnologije koje pružaju interaktivnost i zajedničku kreaciju, omogućavajući organizacijama (kao što su timovi, organi upravljanja, agencije i medijske grupe) i pojedincima (uključujući potrošače, sportiste i novinare) da razvijaju i dele generisani sadržaj. Poslednjih godina, značajan trend se pojavljuje na sajtovima društvenih mreža (S.N.S.). Pošto platforme zasnovane na slikama, kao što je Instagram, postaju sve popularnije, korisnici sve više komuniciraju i predstavljaju se tako što dele fotografije koje snimaju o sebi, opšte poznate kao "selfiji" (Kim et al., 2016). Kako selfiji postaju sve popularniji kao jedinstvan oblik samoprezentacije u raznim S.N.S.-ovima, pojavljuje se znatiželjno pitanje: šta motiviše ljude da objavljuju selfije na ovim platformama? Da bi istražili ovo pitanje, drugi naučnici su takođe ispitivali faktore ponašanja postavljanja selfija na S.N.S.-ove primenom i proširenjem Ajzenove Teorije planiranog ponašanja (TPB). Kim i sar. (2016) predložili su i testirali konceptualni model zasnovan na Teoriji planiranog ponašanja (TPB) koji uključuje narcizam kao dodatnu varijablu. Rezultati pokazuju da stav, subjektivna norma, percipirana kontrola ponašanja i narcizam značajno utiču na nameru postavljanja selfija na sajtove društvenih mreža. Ovaj pristup se odnosi i na našu studiju, koja je koristila TPB za istraživanje povezanih fenomena među specifičnom populacijom, kao što su samoidentifikovani penjači, naglašavajući razlike između muških i ženskih sportista. U studiji o korišćenju društvenih medija među sportistkinjama, Toffoletti i Thorpe (2018) su primetili da sportistkinjama koje su izuzetno nedovoljno zastupljene u tradicionalnim medijima, društveni mediji pružaju platformu koja može premostiti ovaj jaz i preoblikovati konvencionalne rodne identitete u sportu.

Proveravajući dodatnu naučnu literaturu o upotrebi društvenih medija u sportu, identifikujemo značajnu vezu sa dramaturškom perspektivom Ervina Gofmana. Gofmanovo performativno "ja" (1959) se sve više koristi među naučnicima da objasne varijacije u učešću "onlajn". Gofmanov dramaturški pristup koristi pozorišnu metaforu da objasni kako pojedinci radije predstavljaju "idealizovanu" verziju sebe, umesto autentičnu. Ovaj pristup posmatra život kao pozornicu na kojoj ljudi nastupaju za publiku. Gofman je definisao "performans" kao aktivnost pojedinca pred posmatračima, što zauzvrat ima određeni uticaj na tu publiku. Ovo stalno prisustvo omogućava pojedincima da prilagode svoje ponašanje i upravljaju utiscima na posmatrače selektivnim otkrivanjem detalja. Oslanjajući se na ovaj koncept, Hogan (2010) je predložio podelu samoprezentacije na dva tipa: performanse u sinhronim "situacijama" i artefakte u asinhronim "izložbama". Gofmanov dramaturški pristup, koji uključuje ideje "na pozornici" i "iza pozornice" (*front stage & backstage*), prvenstveno se bavi različitim situacijama. Nasuprot tome, društveni mediji često kombinuju ove prikaze ("izložbe") (kao što su ažuriranja statusa i setovi fotografija) sa situacionim aktivnostima (poput ćaskanja). Bullingham i Vasconcelos (2013) su zaključili da je Gofmanov originalni okvir veoma vredan za razumevanje identiteta i samoprezentacije kroz interakciju u onlajn svetu. Pored toga, onlajn okruženje, sa svojim naprednim mogućnostima za samouređivanje, može pružiti mogućnosti za dalji razvoj i usavršavanje Gofmanovog okvira.

Primenjeno na naš slučaj, mi povezujemo faktore koji predviđaju upotrebu društvenih medija među penjačima, sa idejom "na pozornici" i "iza pozornice" koju je dao Gofman. Razrađen dalje u odeljku za diskusiju, ovaj pristup rezonira sa stavom, subjektivnom normom i kontrolom ponašanja, predloženim sa TPB i ispitanim u ovoj studiji, a takođe povezanim sa radom Kim i sar. (2016), koji je citiran ranije. Trenutno se malo zna o faktorima koji podstiču korišćenje društvenih medija od strane penjača, posebno u okruženjima visokog rizika. Svrha ove studije bila je da se istraži u kojoj meri faktori kao što su namera, stav i subjektivna norma mogu uticati na angažovanje društvenih medija među penjačima iz različitih profila i iskustva. Na osnovu predstavljene literature testirane su sledeće hipoteze (Slika 1):

H1: Stav će biti značajan prediktor namera penjača da koriste društvene medije za samopromociju.

H2: Uočena kontrola ponašanja će biti značajan prediktor namera penjača da koriste društvene medije za samopromociju.

H3: Subjektivna norma će biti značajan prediktor namera penjača da koriste društvene medije za samopromociju.

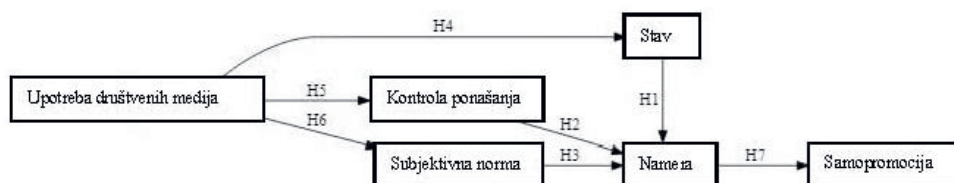H4: Upotreba društvenih medija biće značajan prediktor stava penjača da koriste društvene medije za samopromociju.

H5: Korišćenje društvenih medija biće značajan prediktor ponašanja penjača da koristi društvene medije za samopromociju.

H6: Društveni mediji će biti značajan prediktor subjektivne norme penjača da koriste društvene medije za samopromociju.

H7: Namera će biti značajan prediktor direktne upotrebe samopromocije od strane penjača.

Uz to su razvijena i sledeća dva istraživačka pitanja:

Istraživačko pitanje 1: U kojoj meri stav, subjektivna norma i percipirana kontrola ponašanja predviđaju nameru korišćenja društvenih medija za samopromociju među penjačima?

Istraživačko pitanje 2: Kako se namere korišćenja društvenih medija za samopromociju razlikuju između penjačica i penjača?

Slika 1. *Predloženi model*

METODE

Uzorak ispitanika

Korelacioni istraživački dizajn je korišćen u ovoj studiji da bi se ispitao odnos između varijabli Teorije planiranog ponašanja (TPB) i varijabli koje se odnose na korišćenje društvenih medija i samopromociju unutar penjačke zajednice. Uzorak se sastoji od 142 (*N*=142) penjača iz 21 različite zemlje koji su učestvovali u ovoj studiji putem onlajn ankete, sprovedene nakon što je dobijeno odobrenje od I.R.B.-a (Institucinalni odbor za reviziju). Primenjena je svrsishodna i pogodna tehnika uzorkovanja, a istraživači su koristili e-poštu, grupe društvenih medija i lokalne penjačke klubove da direktno kontaktiraju one članove penjačke zajednice koji su bili zainteresovani za studiju. Jedini uslov za učešće u dobrovoljnoj onlajn anonimnoj anketi bio je da učesnik mora biti stariji od 18 godina i da se samoidentifikuje kao penjač. Važno je napomenuti da je Google formular registrovao samo potpuno popunjene ankete, tako da nemamo nikakve informacije o tome koliko je učesnika započelo anketu, a ne i završilo. Međutim, postojao je svestan napor da se onemogući pristrasnost istraživanja, korišćenjem postojećih skala koje su već bile validirane i pouzdane. Ovo je svelo na minimum mogućnost pojave pristrasnosti kod prikupljanja podataka, a i tokom ankete.

Merni instrumenti

Postoji mnogo penjača koji koriste platforme društvenih medija, kao što su Facebook, Instagram i TikTok, gde se pojavljuju kao pasivni korisnici sadržaja. Oni skroluju kroz svoje vesti i prate diskusije drugih prijatelja penjača ili prate popularna odredišta za penjanje kao i putovanja profesionalnih penjača, a mogu da prate i diskusije svojih prijatelja penjača. Iako društveni mediji obećavaju proširenje horizonata za penjače, raste osećaj strepnje i pitanje šta tera penjače da objavljuju i dele priče o svojim avanturama, gde god da se nalaze i šta god da rade. Varijable korišćene u ovoj studiji suizvedene iz prethodne literature i prilagođene korišćenjem šest varijabli upotrebljavanih u prethodnim studijama, a to su Skala korišćenja društvenih medija, Skala samopromocije i Skala teorije planiranog ponašanja, koje su imale varijable kao što su subjektivna norma, kontrola percipiranog ponašanja i stav. Ova anketa je u prvom delu, započela kratkim opisom demografskih karakteristika penjača, nakon čega je, u drugom delu,

usledila informacija o njihovoj upotrebi društvenih medija prilagođena od Tejlora (2020) i Krasnova i sar. (2013), a zatim slede skala samopromocije (Taylor, 2020), i skala teorije planiranog ponašanja (Ajzen, 1991; 2013).

Teorija planiranog ponašanja. Prema Ajzenu (1991; 2013), teorija planiranog ponašanja (TPB) se može pokazati kao koristan teorijski okvir za analizu faktora koji podstiču namere penjača da koriste društvene medije za svoju promociju (Ajzen, 1991; 2013). Namera u ponašanju pojedinca može se, u ovom slučaju, objasniti posmatranjem njihovih stavova, subjektivnih normi i percipirane kontrole ponašanja nad određenim ophođenjem (Ajzen, 1991; 2013), a korišćenjem društvenih medija u svrhu samopromocije. Na skali je bilo 15 stavki koje su ocenjivane na osnovu Likertove skale od pet poena, što je dovelo, na osnovu rezultata ove studije, do četiri različita faktora: stav (tri stavke), subjektivna norma (šest stavki), percipirana kontrola ponašanja (četiri stavke), i konačna namera ponašanja (tri stavke). Primeri pitanja su: "Važno mi je da pratim visoko kvalifikovane penjače na društvenim medijima", "Većina ljudi podržava moje objave na društvenim mrežama i želi da objavljujem više" i "Korišćenje društvenih medija tokom penjačkog putovanja/projekta će mi pomoći da ostanem povezan".

Skala samopromocije. Samopromocija je strategija koju pojedinci koriste da izraze pozitivnu sliku o sebi ističući sopstvene snage, doprinose i dostignuća u odnosu na druge, u ovom slučaju, penjače (Den Hartog et al., 2020). Da bismo sproveli ovu studiju, u osnovi našeg upitnika, oslanjamo se na postojeće stavke koje potiču iz Tejlorove studije (2020). Za merenje ovog fenomena korišćena je skala od pet stavki. Primer pitanja je bio "Želim da upoznam ljude sa svojim dostignućima" na Likertovoj skali od pet tačaka u rasponu od "uopšte se ne slažem" do "u potpunosti se slažem".

Korišćenje društvenih medija. Instrument koji je korišćen u ovoj studiji bila je skala korišćenja društvenih medija od šest stavki koju je razvio Tejlor (2020) na Likertovoj skali od pet tačaka. U okviru upitnika, učesnicima je postavljeno pitanje: "Koliko često na društvenim mrežama: (1) ...pregledavate svoje najnovije novosti (News Feed); (2) ...proveravate razgovore koje vode vaši prijatelji; (3) ...pregledavate profile drugih". Ova pitanja su naročito inspirisana studijom Koroleva i sar. (2010).

Statistička analiza

Ova studija je za analizu koristila metode višestruke regresije i korelacije kako bi identifikovala koji prediktori imaju najveći uticaj na nameru ponašanja, samopromociju i upotrebu društvenih medija među penjačima širom sveta nakon što je koeficijent Cronbach alpha izračunat i proveren korišćenjem softverskih paketa SPSS 27 i Jamovi 2.3.16. Da bi se utvrdila namera penjača da se promovišu putem društvenih medija, kao i uticaj subjektivnih normi, percipirane kontrole ponašanja i stava na njihovu spremnost da koriste društvene medije za samopromociju, sproveden je student T-test na nezavisne uzorke među polnim razlikama, ali je ova studija, takođe, razmatrala razliku između sponzorisanih i nesponzorisanih penjača i njihove namere za samopromocijom, kao i šta je najviše pokretalo tu odluku. Da bi se testirale hipoteze, na podatke je primenjena metoda analize putanje kako bi se odredila statistika uklapanja modela i procene parametara na osnovu svih varijabli i konstrukcija iz modela studije. Za obavljanje ovog zadatka korišćen je niz indikatora: Hi-kvadrat, koji je pokazao da vrednost manja od tri ukazuje na dobro uklapanje.

REZULTATI

Deskriptivna statistika i korelacija

Za statističku interpretaciju penjačke populacije koja je učestvovala u ovoj studiji, kao prvi korak u procesu aktivnih analiza, kako bi se razumeli oblik podataka i dobile neke osnovne informacije, a pre nego što su sprovedeni testovi hipoteza, primenjena je deskriptivna analiza. Populacija se sastoji od ukupno 142 penjača sa različitim penjačkim iskustvom, od kojih - 54 muškarca, 82 žene i šest iz različite rodne populacije, kao što su "kvir" (*queer*) i transrodna osoba. Prosečna starost učesnika bila je M=36,3 (SD=10,3), pri čemu je najmlađi imao 18, a najstariji 73 godine. Svaki penjač koji je učestvovao u ovoj studiji potvrdio je da su društveni mediji jedan od oblika njihovog izražavanja i komunikacije. Nema sumnje da sponzorstvo danas igra veliku ulogu u društvenim medijima, posebno u svrhu promocije, ali samo 10,6 odsto ispitanika u ovoj studiji su izjavili da imaju neku vrstu sponzorstva za svoje

penjačke aktivnosti (Tabela 1). U anketi se većina ispitanika izjasnila kao srednji (41,5%) i napredni penjači (33,1%), dok je 18,3 % izjavilo da su na nivou početnika, a samo 7 % je navelo da su na profesionalnom nivou.

Tabela 1. *Opisne informacije*

Karakteristike		Broj učesnika	Procenat (%)
Pol	Žene	82	57,7
	Muškarci	54	38
	Ostali	6	4,3
Penjački Nivo	Početnik	26	18,3
	Srednji	59	41,5
	Napredni	47	33,1
	Profesionalni	10	7
Sponzorstvo	Ne	127	89,4
	Da	15	10,6

U anketi je bilo navedeno deset najpopularnijih aplikacija za društvene mreže (Instagram, Facebook, X, Viber, TikTok, Be Real, WhatsApp, Snapchat i LinkedIn), a od njih je 92,3 procenta penjača navelo Instagram kao njihovu primarnu aplikaciju, a zatim Facebook i X kao njihove sekundarne aplikacije. Jedan od glavnih faktora koji određuju uspeh kampanje na društvenim medijima je broj pratilaca koje penjači imaju na platformama društvenih medija. U ovoj studiji razlikujemo dve najčešće grupe u odnosu na broj pratilaca, 101-1000 (47,1%) i 1001-5000 (35,7%).

Tabela 2. *Deskriptivna statistika za direktnu meru*

	N	Standardna devijacija (SD)	Min	Max	Cronbachov α-koeficijenat posmatranih varijabli
Namera	142	3,69 (0,93)	1,00	5,00	0,84
Stav	142	3,73 (0,75)	1,00	5,00	0,70
Kontrola ponašanja	142	3,07 (1,0)	1,00	5,00	0,86
Subjektivna Norma	142	3,29 (0,85)	1,00	5,00	0,81
Korišćenje društvenih medija	142	3,30 (0,63)	1,00	5,00	0,75
Samopromocija	142	3,31 (0,88)	1,00	5,00	0,85

Ova studija (Tabela 2) koristila je Likertovu skalu izjava od 1 do 5 u kojoj je 1 minimalni nivo (uopšte se ne slažem), a 5 maksimalni nivo (potpuno se slažem). Štaviše, utvrđeno je da je koeficijent pouzdanosti za ovu studiju bio u opsegu od $\alpha = 0,70$ do $\alpha = 0,86$. Najniža vrednost $\alpha = 0,70$ bila je za stav, a najveća vrednost $\alpha = 0,86$ za percipiranu kontrolu ponašanja. Time smo obezbedili unutrašnju pouzdanost, pri čemu je i vrednost od 0,70 bila na granici prihvatanja.
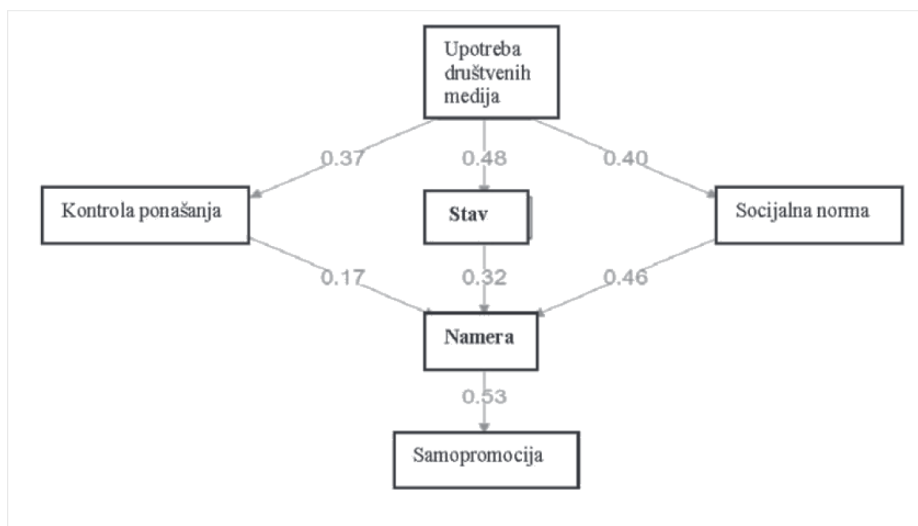
Tabela 3. *Odnos između vektora i namere*

	1	2	3	4	5
Namera					
Stav	0,548**				
Percipirana kontrola ponašanja	0,614**	0,433**			
Subjektivna Norma	0,674**	0,462**	0,808**		
Korišćenje društvenih medija	0,509**	0,481**	0,369**	0,396**	
Samopromocija	0,567**	0,377**	0,636**	0,661**	0,524**

** = p<0,005

Izvršena je analiza Pirsonovih korelacija proizvoda i momenta da bi se utvrdilo da li postoje značajne veze između svih direktno merenih varijabli i njihovih korelacija. Sve varijable korišćene u ovoj studiji imale su pozitivnu međusobnu vezu gde su subjektivne norme i percipirana kontrola ponašanja imali najviše statistički značajne pozitivne odnose ($r = 0,880$, $p = 0,005$), dok stav i samopromocija imaju najmanju statistički značajnu pozitivnu vezu ($r = 3,77$, $p = 0,005$) (Tabela 3).

Predloženi hipotetički model

Slika 2. *Dijagram Predloženog modela*

Analiza putanje je pokazala da su svi putevi bili pozitivni i statistički značajni. Koeficijent puta od namere do samopromocije imao je najjaču standardizovanu težinu regresije od 0,531. Hi-kvadrat modela je, $\chi^2(8, 15) = 461$, p<0,005. Namera je objašnjena sa 29% varijacije u samopromociji (Slika 2, Tabela 4).

Tabela 4. *Analiza hipoteza*

Hipoteza – Povezanost	β	p
H1: Stav→Namera	0,317	0,000***
H2: Kontrola ponašanja→Namera	0,166	0,000***
H3: Subjektivna norma→Namera	0,461	0,000***
H4: Društveni mediji→Stav	0,481	0,000***
H5: Društveni mediji→ Kontrola ponašanja	0,369	0,000***
H6: Društveni mediji → Subjektivna norma	0,396	0,000***
H7: Namera→Samopromocija	0,531	0,000***

=p>0,05; *=p<0,05; **p<0,01; ***=p<0,001

Sproveden je nezavisni T-test kako bi se uporedili samopromocija i namera za korišćenje među različitim polovima. Srednja vrednost, za nameru, za penjače koji se identifikuju kao žene ($M = 4,04$, $SD = 0,82$) bila je značajno veća nego za penjače koji se identifikuju kao muškarci ($M = 3,65$, $SD = 1,07$), $t(92) = -2,29$, $p = 0,02$. Zbog veoma malog broja penjača koji se identifikuju kao "kvir" (queer), transrodna osoba i drugi polovi u poređenju sa muškarcima i ženama, ove grupe su uklonjene iz analize. Štaviše, studija je otkrila statistički značajne razlike između penjača koji imaju sponzorstvo za svoje penjačke aktivnosti i onih bez ikakve finansijske, materijalne (davanjem opreme) ili slične podrške. Za penjače sa sponzorstvom, samopromocija, namera, stav, kontrola ponašanja i subjektivne norme bili su važniji nego za one bez sponzorstva. Naime, namera za samopromocijom među sponzorisanim penjačima ($M = 4,49$, SD = 0,91) bila je značajno veća u odnosu na nesponzorisane ($M = 3,82$,

SD = 0,94), *t*(17,3) = -2,56, *p* = 0,02 . Pored toga, subjektivna norma za sponzorisane penjače (M = 4,12, SD = 0,94) bila je značajno viša od one za nesponzorisane penjače (*M* = 3,20, *SD* = 0,79), *t*(16,4) = -3,64, *p* = 0,001. Drugim rečima, za sponzorisane penjače, percepcije o tome šta drugi misle i kako se drugi penjači ponašaju su uticajniji u poređenju sa onima bez sponzorstva. Ovo ukazuje da društvena očekivanja i postupci vršnjaka igraju veću ulogu u oblikovanju stavova i namera penjača uz sponzorstvo.

DISKUSIJA

U svom suštinskom eseju o korišćenju društvenih medija, Erland (2022) je izjavio: "Ako ne postojiš na mreži, ne postojiš uopšte". Iz perspektive penjanja, ovo se može sažeti kao: "Ako niste objavili o svom penjanju na društvenim medijima, to je kao da se penjanje nikada nije ni dogodilo". Čak i ako se aktivnosti penjanja mogu odvijati u izolovanom i visokorizičnom okruženju, sve veći broj penjača objavljuje svoje aktivnosti i svakodnevni život na društvenim medijima. Razlozi su različiti, pa je svrha ove studije bila da se ispitaju faktori koji predviđaju nameru penjača širom sveta da koriste društvene mreže za samopromociju. Rezultati su pokazali pozitivan odnos između svih faktora u ovoj studiji; subjektivne norme i percipirana kontrola ponašanja imali su najviše statistički značajne pozitivne odnose (r = 0,880, p = 0,005). Štaviše, rezultati su pokazali da je namera penjača da koriste društvene medije za samopromociju objašnjena njihovim stavovima, kontrolom ponašanja i subjektivnim normama. Koeficijent puta od namere do samopromocije imao je najjaču standardizovanu težinu regresije od 0,531. Uz to, istražili smo istraživačko pitanje 1: "U kojoj meri stav, subjektivna norma i percipirana kontrola ponašanja predviđaju nameru da se društveni mediji koriste za samopromociju među penjačima?"

U vezi sa drugim istraživačkim pitanjem: "Kako se namere korišćenja društvenih medija za samopromociju razlikuju između penjačica i penjača?" ova studija je ispitivala razlike u namerama za samopromociju na društvenim mrežama među polovima. Nalazi su otkrili značajnu razliku između žena i muškaraca penjača. Konkretno, penjačice su imale značajno veće namere da koriste društvene medije za samopromociju (*M* = 4,04, *SD* = 0,82) u poređenju sa penjačima (*M* = 3,65, *SD* = 1,07), *t*(92) = -2,29, *p* = 0,02. Ovo ukazuje da pol igra značajnu ulogu u nameri da se penjač/ica samopromoviše na društvenim mrežama, pri čemu penjačice pokazuju veću sklonost ovakvom ponašanju. Ovi nalazi su u skladu sa postojećom literaturom koja se bavi nedovoljnom zastupljenošću sportistkinja u tradicionalnim medijima i promenom koju donose društveni mediji, a koja potencijalno može da premosti taj jaz i izazove konvencionalne rodne identitete u sportu (Toffoletti & Thorpe, 2018).

Primenjeno na naš slučaj, mi povezujemo faktore koji predviđaju upotrebu društvenih medija među penjačima, sa idejama "na pozornici" i "iza pozornice" koje je dao Gofman. Ovo se može objasniti dodavanjem filtera i predstavljanjem najboljeg sebe na društvenim medijima, sa ciljem da ispuni očekivanja publike. S druge strane, praktične implikacije ove studije naglašavaju potrebe među penjačima. Na primer, moglo bi biti od koristi uvođenje mogućnosti kao što su prava na ime, sliku i sličnost (NIL) za penjače, poput onih koje su dostupne sportistima u koledžima u SAD. Štaviše, u poređenju sa profesionalnim sportistima koji dobijaju opsežnu obrazovnu podršku o efikasnom korišćenju društvenih medija za samopromociju, penjači bi imali velike koristi od sličnih mogućnosti. S obzirom na očiglednu nameru penjača da u budućnosti koriste društvene medije za samopromociju, neophodno je obezbediti im ciljane obrazovne resurse. Pošto su penjačice imale veću nameru da koriste društvene medije za samopromociju, mnoge industrije koje imaju proizvode za primenu na otvorenom prostoru to mogu prepoznati i koristiti u marketinške svrhe.

Ograničenje i preporuka

Pre svega, ova je studija ispitivala rodne razlike, pri čemu je primarno ograničenje bilo u nedostatku raznolikosti, posebno među populacijama koje se identifikuju kao "kvir" (*queer*), transrodni i drugi rodni identiteti. Drugo, tokom ove studije otkrili smo da neke zemlje ne dozvoljavaju pristup određenim platformama društvenih medija koje smo koristili kao primarni alat, kao što je, na primer, Instagram. Kao rezultat toga, penjači iz ovih zemalja su *sami sebe* isključili iz studije. Treće, zbog kratkog vremena prikupljanja podataka, veličina uzorka nije bila dovoljno velika za sprovođenje S.E.M. analize, koja je bila planirana na početku.

Na osnovu ove studije, buduća istraživanja bi mogla imati koristi od sprovođenja što detaljninih "dubinskih" intervjua kako bi se bolje razumela povezanost rodnih razlika sa njihovim sposobnostima. Pored toga, pošto je

penjanje postalo sve popularniji takmičarski sport, bilo bi vredno istražiti razlike u strategijama samopromocije između takmičarskih i rekreativnih penjača. Istraživanje ovih aspekata moglo bi pružiti sveobuhvatnije razumevanje kako različiti faktori utiču na samopromociju u penjačkoj zajednici.

ZAKLJUČAK

U cilju istraživanja faktora koji predviđaju namere penjača da koriste društvene mreže za samopromociju, otkriveno je da postoji značajna pozitivna korelacija između svih ovih faktora. Pored toga, rezultati su pokazali da je namera penjača da koriste društvene medije za samopromociju objašnjena njihovim stavovima, kontrolom ponašanja i subjektivnim normama. Nalazi su takođe otkrili da penjačice imaju veću nameru da koriste društvene medije za samopromociju u poređenju sa penjačima. Primena Gofmanovog koncepta "na pozornici" i "iza pozornice" (*front stage & backstage*) uključuje analizu načina na koji se penjači predstavljaju na društvenim medijima u različitim kontekstima i motivacijama kod ovih prezentacija. Ako smatramo da se "na pozornici" sastoji od javnih objava, angažovanja publike, sponzorstva i uticaja, onda će "iza pozornice" uključivati pripremu sadržaja, privatne interakcije i performanse. Dakle, sama pozornica ispituje ponašanja koja penjači koriste da stvore specifičan utisak na svoju publiku, dok će ono što je "iza pozornice" ući u ponašanja i pripreme koji su skriveni od javnosti. Međutim, u tom slučaju novo pitanje koje treba dalje ispitati, verovatno kroz kvalitativne metode i intervjue, jeste da se stvarni čin penjanja postavi u okviru Gofmanovog stadijuma. Dalja istraživanja bi mogla biti korisna za razumevanje nijansi ne samo izvan binarnog rodnog pogleda, već i među penjačima sa različitim nivoima performansi u sportu, što ne mora nužno značiti da su bolji penjači poznatiji od drugih, osim ako nisu sponzorisani.

Naučni značaj studije "*Više lajkova, više penjanja*" leži u njenim doprinosima oblastima sportskog menadžmenta i marketinga. Primena Teorije planiranog ponašanja u studiji (TPB) u kontekstu nišnih sportova kao što je penjanje nudi vredan uvid u to kako faktori kao što su namera, stav i subjektivna norma mogu uticati na korišćenje društvenih medija među sportistima. Dodatno, doprinos se vidi u kompleksnoj metodologiji, koja uključuje postojeće i prilagođene skale zajedno sa mešavinom teorijskih perspektiva. Nalazi, koji naglašavaju rodne razlike u korišćenju društvenih medija, doprinose razumevanju dinamike zastupljenosti i učešća sportista. Iz marketinške perspektive, ispitivanje korišćenja platformi društvenih medija od strane penjača može da ponudi informacije o digitalnim marketinškim strategijama i potencijalno da stvori podršku za brendiranje i mogućnosti za sponzorstvo. Ovo dovodi do nijansiranog razumevanja kako društveni mediji mogu da preoblikuju motivaciju i vidljivost unutar sportskih zajednica. Sve u svemu, istraživanje doprinosi akademskom diskursu analizirajući kako društvo utiče na kulturne norme i vrednosti širih penjačkih zajednica. Ispitujući ove oblasti, studija pruža dragocen okvir za buduća istraživanja u oblasti sociologije sporta, digitalnog marketinga i uloge društvenih medija u oblikovanju savremenih sportskih identiteta. Baveći se manje istraženom temom, u praktičnom smislu, ova studija može biti korisna za povećanje populacije penjača i da doprinese popularizaciji ovog sporta.

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MORE LIKES, MORE CLIMBING: AN INVESTIGATION OF CLIMBERS' INTENTION TO USE SOCIAL MEDIA FOR SELF-PROMOTION[1]

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Abstract: Building on Ajzen's (1991; 2013) Theory of Planned Behavior (TPB), this study aimed to investigate the predictors of social media use among climbers globally. It focused on factors such as attitude, subjective norm, and intention, examining their impact on climbers' self-promotion across various social media platforms. The research encompassed activities spanning from natural environments to competitive sports climbing, emphasizing the evolving role of social media in these contexts. Employing a correlational research design, the study explored how TPB variables influence climbers' engagement with social media for self-promotion within the climbing community. A sample of 142 climbers from 21 countries participated in an online survey, selected through purposeful and convenient sampling methods. All respondents confirmed their use of social media platforms for self-promotion, with Instagram emerging as the primary platform of choice. This research contributes to understanding the intersection of psychological factors and social media behavior among climbers, shedding light on how attitudes, social norms, and intentions shape online self-presentation in adventure sports. By examining these dynamics, the study provides insights into what drives climbers' digital interactions and their implications for broader trends in sports communication and community engagement. Moreover, this study found that female climbers have a higher intention to use social media for self-promotion compared to male climbers.

Keywords: *climbing, social media, self-promotion, theory of planned behavior*

INTRODUCTION

Leading to our examination of how the factors of attitude, subjective norm, and intention, impact social media use among climbers worldwide, let us start by situating the terms *climbing* and *mountaineering* within existing scholarship. Further we explore previous literature and definitions on social media and their implication within the field of sport management. We refer to other scholars who were examining the opportunities and challenges brought by social media and the way they impact athletes. The rise of social media in sport has driven significant academic research, providing sports management experts with essential strategies and operational guidelines to optimize social media practices. Our study focused on self - identified climbers, and the factors that predict their intentions to use social media. This research study facilitates a deeper understanding of the potential factors that impact the way athletes use social media, spanning from natural high-risk environments to sports competition arenas. Perhaps there

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is no other sport as largely dependent on social media promotion as climbing and high-altitude mountaineering. In her book *False Summit*, Rak (2021) posits that the essence of a climb lies not just in the ascent but in the story that follows. Thus, creating identity through narrative is crucial in shaping perceptions of climbing, identity, and the human connection to nature (Rak, 2021). In climbing sports, especially in high-altitude mountaineering where there is no spectatorship nor broadcasting, the narrative is told through the subjective lens of the climber. Rak (2021) discussed the significance of the narratives told by the climbers through autobiographical literature and documentary films, stating that there is no other sport which produces that amount of literature written by the athletes themselves. In this study, we examined social media platforms, specifically Instagram, as a main tool for producing content for self-promotion among climbers since it was identified as the most used platform among all participants.

This study draws on the theory of planned behavior (TPB) and examines the factors driving climbers' intentions to use social media for self-promotion (Ajzen, 1991; 2013). Behavioral intention can be explained through an individual's attitudes, subjective norms, and perceived behavioral control toward a specific behavior (Ajzen, 1991; 2013), such as using social media for self-promotion. The survey was developed referencing the theory of planned behavior manuals (Ajzen, 2013; Francis et al., 2004) and operationalizes the use of social media for self-promotion as external variable through a series of related direct and indirect measurement items. Furthermore, this study utilized an adopted self-promotion five-item scale and six-item scale for measurement of Social Media Usage both developed by Taylor (2020) that will be further explained in the methods section. The primary scale was adopted from Ajzen (1991; 2013). Two other scales used in this study were the social media usage scale adopted from (Krasnova et al., 2013), followed by the Self-promotion scale (Taylor, 2020). Understanding climbers' intentions to use social media for self-promotion can reveal the factors influencing their actual behavior (Ajzen, 1991; Miller, 2017). Digital technologies online are crucial for branding and international sports sponsorships because they can engage with customers worldwide across various digital platforms (Koronios et al., 2020). We use this standpoint to understand the possible differences in behaviors between specific groups of climbers, such as: gender, and sponsored versus non sponsored athletes.

Mountain Sports and Social Media

Mountain climbing has long been associated with taking risks and overcoming fears (Beedie, 2015; Frison-Roche & Jouty, 1996). This phenomenon and mountain sports, in general, have received relatively little sociological consideration despite the increasing sportification of mountaineering culminating with the debut of sports climbing in the 2020 Tokyo Olympics (Pfister & Gems, 2019). Scholars, at times, refer to the same activities as action, adventure, extreme, or lifestyle sports (Breivik, 2010; Cohen et al., 2018; Thorpe, 2014) and definitions vary. Kerns (2021) considered action sports as unorganized, participant-led, pursuits of risk and creativity in either natural or urban environments. Immonen et al. (2022) used an ecological dynamics framework to advance nuanced definitions of adventure sports with: (i) activity categories (such as adventure and extreme sport niches), (ii) characterizations of specific activities (such as sports climbing and trad climbing) understood as specific forms of life, and (iii), perceptions, cognitions and actions of individuals within these specific activities. Based on this, in this paper, the term *climbing* has a dual meaning: the act of scaling a rock face or a mountain, and an independent sport or discipline, such as *sports climbing, trad climbing, ice climbing,* or *bouldering*, disciplines that vary depending on the style and environment they take place in.

The mid-2010s saw a renewed scholarly interest in action sports (e.g. Thorpe, 2014, 2017; Wheaton, 2015; Van Bottenburg & Salome, 2010). Various scholars explored the cultures of sports like snowboarding, surfing, BMX, BASE jumping, kite-surfing, mountain biking, mountain climbing, and skateboarding. For example, exploring "action sport and the politics of identity" and assessing the trajectory of sports sociology at large, Wheaton (2015) noted the significance of "emerging, high-risk, and lifestyle sports" as a crucial perspective in contemporary sport sociology. These activities blend elements of art, play, and games, crossing boundaries that redefine conventional sporting norms. In an in-depth analysis of transnational mobilities, Thorpe (2014) posited that action sports diverge from traditional sports by their relationship to national identity, presenting an important opportunity to examine emerging trends in the globalization of sports and youth culture. Additionally, in 2017, Thorpe articulated a research agenda concerning action sports, social media, and emerging technologies. Climbers' activities often include increased risk exposure, technical climbing abilities, extended expedition lengths and sports competition at the Olympic games (Linxweiler & Maude, 2017). The growing use of smartphones in everyday life may drastically change the way people interact with their environments (Pohl, 2006). While smartphone use in natural settings may

provide numerous benefits to users, negative consequences may also exist, with the severity of these consequences increasing in extreme environments (Ewert & Shultis, 1999; Martin, 2017; Martin & Blackwell, 2016; Pohl, 2006).

Filo et al. (2015) described social media as innovative technologies that enable interactivity and co-creation, allowing organizations (such as teams, governing bodies, agencies, and media groups) and individuals (including consumers, athletes, and journalists) to develop and share user-generated content. In recent years, a significant trend has emerged on social networking sites (S.N.S.s). As image-based platforms like Instagram gain popularity, users are increasingly communicating and presenting themselves by sharing photographs they take of themselves, commonly known as "selfies" (Kim et al., 2016). As selfies become increasingly popular as a unique form of self-presentation across various S.N.S.s, an intriguing question emerges: what motivates people to post selfies on these platforms? To explore this issue, other scholars also examined the factors of selfie-posting behavior on S.N.S.s by applying and extending Ajzen's Theory of Planned Behavior (TPB). Kim et al. (2016) proposed and tested a conceptual model based on the Theory of Planned Behavior (TPB) incorporating narcissism as an additional variable. Results indicate that attitude, subjective norm, perceived behavioral control, and narcissism significantly influence the intention to post selfies on social networking sites. This approach relates to our study, which utilized TPB to investigate related phenomena among a specific population, such as self-identified climbers, emphasizing the differences between male and female athletes. In a study discussing social media use among female athletes, Toffoletti and Thorpe (2018) noted that among drastic under-representation of female athletes in traditional media, social media provides a platform that can bridge this gap and reshape conventional gender identities in sports.

Reviewing additional scholarly literature on the use of social media in sport, we identify a considerable connection with the dramaturgical perspective of Erwin Goffman. Goffman's performative self (1959) is increasingly used among scholars to explain variations in online participation. Goffman's dramaturgical approach uses a theatrical metaphor to explain how individuals present an "idealized" version of themselves rather than an authentic one. This approach views life as a stage where people perform for an audience. Goffman defined a performance as an individual's activity in front of observers, which in turn has some impact on that audience. This ongoing presence allows individuals to adjust their behavior and manage impressions by selectively revealing details. Drawing on this concept, Hogan (2010) suggested dividing self-presentation into two types: performances in synchronous "situations" and artifacts in asynchronous "exhibitions". Goffman's dramaturgical approach, which includes the ideas of front and backstage, is primarily concerned with situations. In contrast, social media often combine exhibitions (like status updates and photo sets) with situational activities (like chatting). Bullingham and Vasconcelos (2013) concluded that Goffman's original framework is highly valuable for understanding identity and self-presentation through interaction in the online world. Additionally, the online environment, with its advanced capabilities for self-editing, can provide opportunities to further develop and refine Goffman's framework.

Applied to our case, we associate the factors that predict the social media use among climbers, with the front stage and backstage given by Goffman. Elaborated further in the discussion section, this approach resonates with the attitude, the subjective norm, and the behavioral control, suggested with the TPB and examined in this study, also linked to the work of Kim et al. (2016), cited earlier. Little is currently known about the factors driving the use of social media by climbers, especially in high-risk environments. The purpose of this study was to explore to what extent factors such as intention, attitude and subjective norm, may influence social media engagement among climbers from diverse background and experience. Based on the presented literature, the following hypotheses got tested (Graph 1):
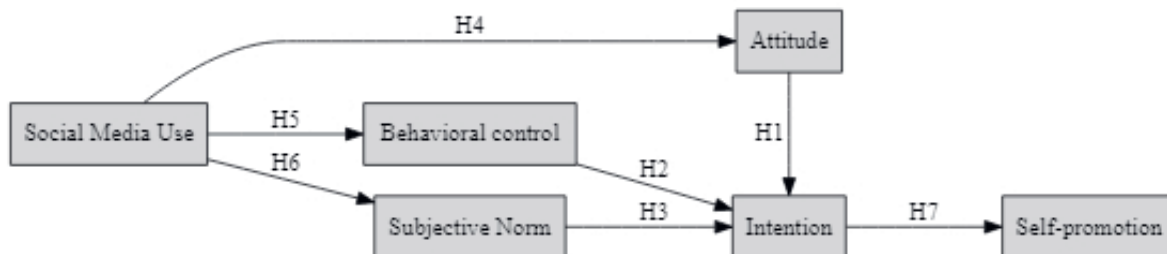
H_1: Attitude will be a significant predictor of climbers' intentions to use social media for self-promotion.

H_2: Perceived behavioral control will be a significant predictor of climbers' intentions to use social media for self-promotion.

H_3: Subjective norm will be a significant predictor of climber' intentions to use social media for self-promotion.

H_4: Social media use will be a significant predictor of climber' attitude to use social media for self-promotion.

H_5: Social media use will be a significant predictor of climber' behavior to use social media for self-promotion.

H_6: Social media will be a significant predictor of climber' subjective norm to use social media for self-promotion.

H_7: Intention will be a significant predictor of climbers' direct use of self-promotion.

With that, these two research questions were developed:

Research question 1: To what extent do attitude, subjective norm, and perceived behavioral control predict the intention to use social media for self-promotion among climbers?

Research question 2: How do the intentions to use social media for self-promotion differ between female and male climbers?

Graph 1. *Proposed model*

METHODS

Examinee sample

A correlational research design was used in this study to examine the relationship between the Theory of Planned Behavior (TPB) variables and variables related to the use of social media and self-promotion within the climbing community. A sample of 142 (N=142) climbers from 21 different countries participated in this study via an online survey after I.R.B. approval was obtained. A purposeful and convenient sampling technique was obtained, and the researchers used email, social media groups and local climbing gyms to contact directly those members of the climbing community who were interested in the study. The only requirement to participate in the voluntary online anonymous survey was that the participant must be over 18 and can be identified as a climber. It is important to note that Google Form only registered fully completed surveys, hence we do not have any information as to how many participants started completing the survey. However, there was a conscious effort to ensure that survey bias was prevented by utilizing existing scales that were already validated and reliable. This minimized the possibility that bias would occur during the collection of data during the survey.

Measuring instruments

There are many climbers who use social media platforms, such as Facebook, Instagram, and TikTok, where they appear as passive consumers of content. They scroll through their News feeds and follow other climbing friends' discussions or follow popular climbing destinations or professional climbers' journeys, or they follow the discussions of their climbing friends. Although social media offers the promise of expanding horizons for climbers, there is a growing sense of apprehension and a question about what drives climbers to post and share stories about their adventures, wherever they may be and what they may be doing. The variables used in this study were derived from previous literature and were adapted from six variables used in previous studies. Namely, Social Media Use Scale, Self-promotion Scale, and Theory of Planned Behavior Scale, which had variables such as Subjective Norm, Perceived Behavior Control, and Attitude. This survey began with a brief description of the demographic characteristics of climbers in the first part, information about their social media usage adapted from Taylor (2020) and Krasnova et al. (2013) in the second part, followed by the Self-promotion scale (Taylor, 2020), and Theory of Planned Behavior scale (Ajzen, 1991; 2013).

Theory of Planned Behavior. According to Ajzen (1991; 2013), the theory of planned behavior (TPB) may prove to be a useful theoretical framework for analyzing the factors that drive climbers' intentions to use social media to promote themselves (Ajzen, 1991; 2013). An individual's behavioral intention can be explained by looking at their attitudes, subjective norms, and perceived behavioral control over a specific behavior (Ajzen, 1991; 2013) in this case, using social media for the purpose of self-promotion. There were 15 items on the scale that were based on a 5-point Likert scale, resulting in four different factors based on the results of this study: Attitude (3 items), Subjective Norm (6 items), Perceived Behavioral Control (4 items), and the final Behavior Intention (3 items). Examples of questions: "Following highly skilled climbers on social media is important to me," "Most people support my social media posts and want me to post more," and "Using social media during a climbing trip/project will help me stay connected".

Self-promotion Scale. Self-promotion is a strategy that individuals use to express a positive image of themselves by emphasizing their own strengths, contributions, and accomplishments in relation to others, in this case, climbers (Den Hartog et al., 2020). To conduct this study, we build on existing items, originating from Taylor's study (2020) as the basis of our questionnaire. A 5-item scale was used to measure this phenomenon. An example of a question was: "I want to make people aware of my accomplishments" on a 5-point Likert scale ranging from "strongly disagree" to "strongly agree".

Social Media Usage. The instrument that was used in this study was the six-item Social Media Usage scale developed by Taylor (2020) on a 5-point Likert scale. As part of the questionnaire, the participants were asked: "On social media, how often do you: (1) ...look through your News Feed; (2) ...check out the conversations your friends are having; (3) ...browse the profiles of others". These questions were primarily inspired by the Koroleva et al. (2010) study.

Statistical analysis

This study used both multiple regression and correlation analyses in order to identify which predictors have the greatest impact on behavior intention, self-promotion and social media use among climbers around the globe after Cronbach alpha was calculated and checked using SPSS 27 and Jamovi 2.3.16. as the statistical software. To determine climbers' intention to promote themselves via social media as well as the influence of subjective norms, perceived behavioral control, and attitude on their willingness to use social media for self-promotion, an independent sample t-test was conducted to determine gender differences, as well as differences between sponsored and non-sponsored climbers and their intention for self-promotion and what drives that decision the most. To test the hypotheses a Path analysis method was used to analyze the data to determine the model fit statistics and parameter estimates based on all variables and constructs from the study's model. To perform this task, a number of indicators were used: Chi-square, which indicates that a value less than three indicates a good fit.

RESULTS

Descriptive statistics and correlation

For the statistical interpretation of the participants in this study, descriptive analysis was first used to understand the shape of data and some background information, before conducting hypothesis testing. In total, 142 climbers with diverse climbing experience were included - 54 males, 82 females and 6 from a diverse gender population, such as queer and transgender. The average age of the participants was M=36.3 (SD=10.3), where the youngest climber was 18 years old and the oldest 73 years old. It was confirmed by every climber who participated in this study that social media is one of their forms of expression, and communication. No doubt that sponsorship plays a large role in social media today, especially for the purpose of promotion, but only 10.6 percent of the respondents in this study reported having some kind of sponsorship for their climbing activities (Table 1). In the survey, most respondents identified themselves as intermediate (41.5%) and advanced climbers (33.1%), whereas 18.3 percent stated that they are at the beginner level with 7 percent stating that they are at the professional level.

Table 1. *Descriptive information*

Features		Population	Proportion (%)
Gender	Female	82	57.7
	Male	54	38
	Other	6	4.3
Climbing level	Beginner	26	18.3
	Intermediate	59	41.5
	Advanced	47	33.1
	Professional	10	7
Sponsorship	No	127	89.4
	Yes	15	10.6

Ten most popular social media applications were listed in the survey (Instagram, Facebook, X, Viber, Tik-Tok, Be Real, WhatsApp, Snapchat, and LinkedIn), and out of the ten most popular social media applications, 92.3 percentage of climbers referred to Instagram as their primary application, followed by Facebook and X as their secondary applications. One of the major factors that determine the success of a social media campaign is the number of followers that the climbers have on the social media platforms. There are two most common groups for the number of followers for this study, 101-1000 (47.1%) and 1001-5000 (35.7%).

Table 2. *Descriptive Statistics for Direct Measure*

	N	Mean (S.D.)	Min	Max	Cronbach α of observed variables
Intention	142	3.69 (.93)	1.00	5.00	.84
Attitude	142	3.73 (.75)	1.00	5.00	.70
Behavioral Control	142	3.07 (1.0)	1.00	5.00	.86
Subjective Norm	142	3.29 (.85)	1.00	5.00	.81
Social Media Usage	142	3.30 (.63)	1.00	5.00	.75
Self-Promotion	142	3.31 (.88)	1.00	5.00	.85

This study (Table 2) utilized a five-point Likert scale in which 1 is the minimum level (strongly disagree) and 5 is the maximum level (strongly agree) of statements. Furthermore, it was found that the reliability coefficient for this study was in a range of $\alpha = .70$ to $\alpha = .86$. The lowest value of $\alpha = .70$ was for the attitude, and the highest value $\alpha = .86$ for the perceived behavior control. With that we ensured internal reliability, even .70 was at the borderline of acceptance.

Table 3. *Relationship between vectors and Intention*

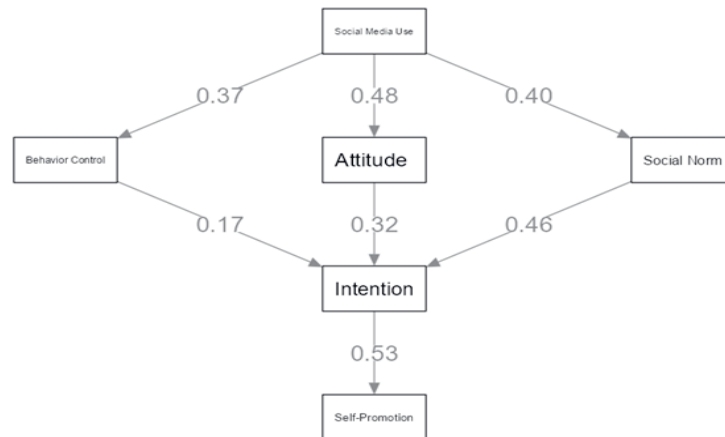|	1	2	3	4	5
Intention					
Attitude	.548**				
Perceived Behavior Control	.614**	.433**			
Subjective Norm	.674**	.462**	.808**		
Social Media Usage	.509**	.481**	.369**	.396**	
Self-Promotion	.567**	.377**	.636**	.661**	.524**

** = p < .005

An analysis of Pearson's product-moment correlations was performed to determine whether there were significant relationships between all the directly measured variables and their correlations. All variables used in this study had a positive relationship between each other. Yet, the subjective norms and perceived behavioral control had

the highest statistically significant positive relationships ($r = .880$, $p = .005$) while attitude and self-promotion had the smallest statistically significant positive relationships ($r = 3.77$, $p = .005$) (Table 3).

Proposed Hypothesized Model

Graph 2. *Proposed Model Diagram*

Path analysis showed that all paths were positive and statistically significant. The path coefficient from intention to self-promotion had the strongest standardized regression weight of .531. The model's chi-square, $\chi^2(8, 15) = 461$, $p < .005$. The intention was explained with 29% of variation in self-promotion (Graph 2, Table 4).

Table 4. *Analysis of hypotheses*

Hypothesis – Relation path	β	P-value
H1: Attitude → Intention	.317	.000***
H2: Behavior Control → Intention	.166	.000***
H3: Subjective Norm → Intention	.461	.000***
H4: Social media → Attitude	.481	.000***
H5: Social media → Behavior Control	.369	.000***
H6: Social media → Subjective Norm	.396	.000***
H7: Intention → Self Promotion	.531	.000***

=$p>0.05$; *=$p <0.05$; **$p<0.01$; ***=$p<0.001$

An independent t-test was conducted to compare self-promotion and intention to use among different genders. The mean value for climbers identifying as female ($M = 4.04$, $SD = 0.82$) was significantly higher than for climbers identifying as male ($M = 3.65$, $SD = 1.07$) for intention, $t(92) = -2.29$, $p = .02$. Due to the very small number of climbers identifying as queer, transgender and other, compared to males and females, these groups were removed from the analysis. Furthermore, the study found statistically significant differences between climbers with sponsorship for their climbing activities and those without any financial, equipment, or similar support. For climbers with sponsorship, self-promotion, intention, attitude, behavioral control, and subjective norms were more important than for those without sponsorship. Specifically, the intention for self-promotion among sponsored climbers ($M = 4.49$, $SD = 0.91$) was significantly higher compared to non-sponsored climbers ($M = 3.82$, $SD = 0.94$), $t(17.3) = -2.56$, $p = 0.02$. Additionally, the subjective norm for sponsored climbers ($M = 4.12$, $SD = 0.94$) was significantly higher than that of non-sponsored climbers ($M = 3.20$, $SD = 0.79$), $t(16.4) = -3.64$, $p = 0.001$. In other words, for sponsored climbers, perceptions of what others think and how other climbers behave are more influential compared to those without sponsorship. This indicates that social expectations and the actions of peers play a greater role in shaping the attitudes and intentions of climbers with sponsorship.

DISCUSSION

In his substantive essay on social media use, Erland (2022) stated: "If you do not exist online, you do not exist". From a climbing perspective, this can be summed up as: "If you did not post about your climb on social media, it is as if the climb never happened". Even if climbing activities can take place in an isolated and high-risk environment, an increasing number of climbers share their activities and daily lives on social media. The reasons vary, so the purpose of this study was to examine the factors that predict climbers' worldwide intention to use social media for self-promotion. The results showed a positive relationship among all factors in this study; subjective norms and perceived behavioral control had the highest statistically significant positive relationships ($r = .880$, $p = .005$). Furthermore, the results suggested that climbers' intention to use social media for self-promotion was explained by their attitudes, behavior control and subjective norms. The path coefficient from intention to self-promotion had the strongest standardized regression weight of .531. With that, we investigated research question 1: "To what extent do attitude, subjective norm, and perceived behavioral control predict the intention to use social media for self-promotion among climbers?"

To address the second research question, "How do the intentions to use social media for self-promotion differ between female and male climbers?" this study examined the differences in social media self-promotion intentions among genders. The findings revealed a significant difference between female and male climbers. Specifically, female climbers had significantly higher intentions to use social media for self-promotion ($M = 4.04$, $SD = 0.82$) compared to male climbers ($M = 3.65$, $SD = 1.07$), $t(92) = -2.29$, $p = 0.02$. This indicates that gender plays a notable role in the intention to engage in self-promotion on social media, with female climbers showing a greater propensity towards this behavior. These findings resonate with the presented studies addressing the underrepresentation of female athletes in traditional media outlets, and the shift brought by social media, that can potentially bridge that gap and challenge conventional gender identities in sport (Toffoletti & Thorpe, 2018).

Applied to our case, we associate the factors that predict the social media use among climbers, with the front stage and backstage given by Goffman. This can be explained by adding filters and representing the best self on social media, aiming to meet expectations from the audience. On the other hand, the practical implications of this study highlight the needs among climbers. For instance, introducing opportunities like Name, Image, and Likeness (NIL) rights for climbers, like those available to college athletes in the U.S., could be beneficial. Furthermore, compared to professional athletes who receive extensive educational support on effectively using social media for self-promotion, climbers would greatly benefit from similar opportunities. Given the evident intention among climbers to use social media for self-promotion in the future, providing them with targeted educational resources is essential. Since female climbers had a higher intention to use social media for self-promotion, many outdoor industries can recognize and use that for their marketing purposes.

Limitation and Recommendation

First, this study examined gender differences, but a primary limitation was the lack of diversity, particularly among populations identifying as queer, transgender, and other gender identities. Secondly, during this study we discovered that some countries do not allow access to certain social media platforms we used as primary tools, such as Instagram. As a result, climbers from these countries excluded themself from the study. Third, due to the short time of data collection, the sample size was not big enough for the S.E.M. analysis, planned at the beginning.

Based on this study, future research could benefit from a mix methods design conducting in-depth interviews to better understand gender differences related to their ability. Additionally, since climbing has become a more popular competitive sport, it would be valuable to explore the differences in self-promotion strategies between competitive climbers and recreational climbers. Investigating these aspects could provide a more comprehensive understanding of how various factors influence self-promotion in the climbing community.

CONCLUSION

Aiming to investigate the factors that predict climbers' intentions to use social media for self-promotion, it was discovered that there is a significant positive correlation between all these factors. Additionally, results sug-

gested that climbers' intention to use social media for self-promotion was explained by their attitudes, behavior control, and subjective norms. The findings also revealed that female climbers have a higher intention to use social media for self-promotion compared to male climbers. Applying Goffman's front stage and backstage concepts involves analyzing how climbers present themselves on social media in different contexts and motivations behind these presentations. If we consider the front stage to consist of public posts, audience engagement, sponsorship and influence, then the backstage will include the preparation of the content, private interactions, and performance. Or the front stage examines the behaviors that climbers use to create a specific impression on their audience, while the backstage will delve into behaviors and preparations that are hidden from the public. However, in that case an emerging question that requires further examination, is to situate the actual act of climbing within Goffman's stage. Further investigation could be beneficial to understand the nuances not only beyond the binary gender view, but also among climbers with different skill levels of performance in the sport, which will not necessarily mean that better climbers are more famous than others, unless they are sponsored.

The scientific significance of the study, "More Likes, More Climbing" lies in its contributions to the fields of both sports management and marketing. The study's application of the Theory of Planned Behavior (TPB) within the context of niche sports like climbing offers valuable insights into how factors such as intention, attitude and subjective norm, may influence social media use among athletes. Additionally, contribution is made through complex methodology, incorporating existing and adapted scales together with a blend of theoretical perspectives. The findings, emphasizing gender differences in social media use, contribute to understanding the dynamics of the representation and participation of athletes. From a marketing perspective, the examination of climbers' use of social media platforms can inform digital marketing strategies and potentially, create branding endorsements and sponsorship opportunities. This leads to nuanced understanding of how social media can reshape motivation and visibility within niche sports communities. Overall, the research contributes to academic discourse by analyzing how social media impact cultural norms and values of the broader climbing communities. By examining these areas, the study provides a valuable framework for future research in sports sociology, digital marketing, and the role of social media in shaping contemporary athletic identities. Dealing with a less explored topic in a practical sense, this study can be beneficial for the increasing climbing population and contribute to the popularization of this sport.

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