

# Athlete's Identity Transformation, Employment Security and SWOT Analysis: A Cross-sectional Survey

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## **Abstract:**

The purpose is to conduct an empirical study on the transformation and reemployment of professional athletes in China. A total of 337 retired athletes were evaluated on their anxiety level, identity, social support and coping styles before and after retiring. A sample of 27 athletes were interviewed on their sports experience and post-retirement experience. According to the research, the psychological barriers of athletes during the transition period are more serious (total average score is 20.83, mode is 27); there is uncertainty in sports identity (average median is 3.5); social support rate is not high (average mode is 0); The coping effect is also accompanied by significant differences in age, gender, education level and sports level (total score for positive coping ( $21.25 \pm 8.426$ ), total score for negative coping ( $12.79 \pm 6.144$ )); Research conclusion: using SWOT analysis (S, W, O, SO, WO, T, ST and WT) to construct a matrix for athletes' transformation and employment security, so as to provide a better reference for athletes' transformation.

**Keywords:** Athlete transformation, Retirement, Employment security, SWOT analysis, Empirical research.

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## I. INTRODUCTION

The survival resources of the group are configured according to the identities and the interaction between them. They are not only used to identify the signs and symbols of individual differences, but also given titles that constitute social order and structure. Broadly speaking, identity is a self-concept, which is constrained by semantics related to behavior and roles in a specific social space. In other words, identity does not exist in isolation, it is created and transformed in the interaction between humans and social structures [1]. In the context of sports, sports identity (elite athlete) can be described as the self-concept of participating in sports. For independent individuals, the benefits of investing in sports identities are

multifaceted: it can maintain the durability of exercise, provide stability, health and a sense of accomplishment, and encourage people to continue to pursue lofty long-term goals. However, athletes will face many difficult syndromes after they retire. The syndromes may come from loss of sports identity, low educational level, confusion in employment, difficulties in social integration, etc. Some researchers have found that athletes in a single event may be obsessed with their own sports career, but have little satisfaction or self-satisfaction in other fields. Compared with people with no sports identity, athletes with prominent identities generally have emotional distress, Psychological and practical problems such as reduced happiness, identity destruction, social integration misery, lack of education, etc., and then derived social problems [2-5].

Previous studies have focused on the support and assistance of the state and policies for retired athletes, such as increasing retired placement fees, increasing social security, strengthening social security legislation for athletes, etc., that is, more emphasis on government responsibilities [6]. Although to a certain extent temporarily ease the status quo of athletes' occupation and life, if you want to further enhance the status of social and economic externalization of athletes after retirement, it is a drop in the bucket to rely on policy support and help. Retired athletes should analyze the transformation of their own status. And plan for future career development, clarify the transformation of your own identity, and then continuously improve your social status, and make adequate preparations for the pursuit of a better quality of life and a sense of security. Based on this, the purpose of this research is to conduct a cross-sectional survey on the status quo of athletes' survival and development from the perspectives of psychology, sociology and identity theory on the basis of their retired identity transformation, and at the same time to do a good job for athletes' excessive identity. Prepare and put forward relevant suggestions for reference in the early stage.

## **II. METHODOLOGY**

### **2.1 Basic characteristics of participants**

A questionnaire survey will be conducted from March 15, 2021 to March 26, 2021. The subjects of measurement were a cross-sectional survey of 337 retired athletes from Liaoning, Shaanxi, Jilin, Shandong, Shanxi, Sichuan, Henan, etc., including 218 males, 119 females, 32 international elites, 64 elites, and 139 first-level athletes. There were 102 second-level people, with an average age of 31.32 (SD=5.9) (Table I).

Approved by the Ethics Committee of the Shaanxi Provincial Health Promotion Center, in line with the Ethics Committee of the Declaration of Helsinki (No. 202001). The electronic

informed consent was obtained from the athletes or their caregivers before the investigation.

**TABLE I Basic characteristics of sample demographics**

Project/sample characteristics		N	Mean	SD	Percentage (%)
Gender	Male	218	1.35	0.479	64.7
	Female	119			35.3
Age	20-25	69	31.32	5.90	20.5
	26-30	74			22.0
	31-35	73			21.7
	36-40	121			35.9
	High school (Secondary school)	13			3.9
Education level	Undergraduate	280	2.12	0.486	83.1
	Postgraduate	35			10.4
	PhD student	9			2.7
	International master	32			9.5
Sport level	National champion	64	2.92	0.932	19.0
	National level	139			41.2
	Two countries	102			30.3

## 2.2 Measurement measures

The research mainly involves 4 test scales. The mid-term 7 Generalized Anxiety Disorder (GAD-7) assesses the anxiety level of athletes before and after retirement. Participants are asked to point out the anxiety state they experienced before and after retirement (eg, nervousness). Restlessness, trouble sleeping, etc.), the score ranges from 0 (not at all) to 3 (almost every day). According to the GAD-7 scoring standard, the score ranges from 0 to 15 and above (Spitzer, Kroenke, Williams, & Löwe, 2006) [7]. Sports Identity Recognition Scale (Visek, Hus, et al., 2008) [8] and Athlete's Multidimensional Social Support Scale [9], which mainly use Likert's five-level scoring standard to measure the athlete's identity recognition

before and after retirement. The level of social support. The Simple Coping Style Scale (Xie Yaning, 1998) [10] evaluates athletes' self-conditions before and after retirement for evaluation and judgment. The scale includes two parts: positive coping and negative coping. The total score or average score of each part is calculated separately. In order to ensure the consistency of the questionnaire, Cronbach's  $\alpha$  coefficient test was carried out. If the  $\alpha$  coefficient is between 0.70 and 0.90, it is considered that the questionnaire is consistent within [11].

### 2.3 Data sampling and analysis

The questionnaire was distributed through the contact of the provincial coaches, and the athletes forwarded it to each other. The requirements and procedures of the questionnaire were clarified in detail. A total of 356 copies were issued and 337 copies were recovered, with a recovery rate of 94.6%. In order to protect the privacy of participants, an anonymous method was used to guide testers to truthfully answer the questions involved. Use IBM SPSS Statistics 20.0 and FineBI software to perform statistical analysis and reliability test on the recovered data. Use the SWOT analysis method (situation analysis) to arrange the internal and external factors investigated in a matrix, analyze the situation of the athletes comprehensively, systematically and accurately, and formulate corresponding countermeasures based on the research results.

## III. RESULTS AND ANALYSIS

### 3.1 Frequency analysis of anxiety

Table II explains the anxiety level of athletes when facing employment. According to the generalized anxiety disorder compiled by Spitzer, RL, etc., the classification standard from 0 to 4 is considered to be "mild or no" anxiety symptoms; 5 to 9 are Considered to be "mild" anxiety symptoms; 10 to 14 are considered to be "moderate" anxiety symptoms; 15 years of age or older are considered to be "severe" anxiety symptoms. In this horizontal survey, athletes generally have severe anxiety (The average total score is 20.83, the mode is 27; except for the seventh item, the mode is 3, each item is 4), the frequency (effective percentage) of each item has shown that athletes face employment after retirement. The problem exhibits a serious mental disorder problem. The internal consistency of the questionnaire is good (Cronbach's  $\alpha$  coefficient is 0.872,  $P < 0.004$ ).

**TABLE II General Anxiety Level (GAD-7) Measurement of Athletes**

Item	Frequency (effective percentage)				Total score	
	Absolutely not	A few days	More than half the time	almost everyday	Mean	Mode
Feeling uneasy, worried and irritable	22(6.5)	50(14.8)	112(33.2)	153(45.4)	3.18	4
I can't stop worrying or I can't control worrying	58(17.2)	95(28.2)	69(20.5)	115(34.1)	2.72	4
Worrying too much about all kinds of things	80(23.7)	155(46.0)	55(16.3)	47(13.9)	3.02	4
Very nervous, hard to relax	144(42.7)	58(17.2)	62(18.4)	73(21.7)	2.90	4
So anxious that I can't sit still	46(13.6)	77(22.8)	72(21.4)	142(42.1)	2.92	4
Become easily annoyed or easily irritated	98(29.1)	158(46.9)	44(13.1)	37(11.0)	3.12	4
It feels like something terrible is going to happen	133(33.5)	55(16.3)	138(40.9)	31(9.2)	2.99	3
Total score					20.83	27

### 3.2 Frequency analysis of athlete's identity

Table III presents the overall situation of sports identity. In the survey, it was found that they generally believed that they were the mean value of athlete status (71.66 10.777); median value (71.00); mode (72)). I can conclude that athletes have a high degree of recognition for their sports identity (the Cronbach's  $\alpha$  coefficient of the internal consistency test of the questionnaire is 0.893,  $P < 0.001$ ).

**TABLE III Frequency and analysis statistics of athletes' identity**

Item	M $\pm$ S	Median	variance
I consider myself an athlete	3.37 $\pm$ 0.933	3.00	0.871
I can actively complete various tasks in training according to the requirements of athletes	3.27 $\pm$ 1.000	3.00	1.000
I will work hard to make my behavior meet the requirements of athlete status	3.53 $\pm$ 0.903	4.00	0.816

Things that hurt the athlete's face make me very angry	3.21 ± 1.053	3.00	1.109
I think athletes have many shortcomings, but more advantages	3.50 ± 0.853	4.00	0.727
I did not live up to what others expected of me	3.74 ± 0.853	4.00	0.765
I want to be a person who deserves to be an "athlete"	3.12 ± 1.035	3.00	1.071
As an athlete, I know exactly what others expect of me	3.40 ± 0.956	3.00	0.914
As an athlete, I know what my responsibilities are	3.44 ± 0.987	3.00	0.974
As an athlete, my life goal is clear and planned	3.12 ± 1.013	3.00	1.026
As an athlete, I know how to train	3.33 ± 1.039	3.00	1.079
I accept my status as an athlete	3.42 ± 0.994	4.00	0.988
As an athlete, I feel uneasy	3.63 ± 0.897	4.00	0.805
When interacting with non-athletes, I think about myself as an athlete or a non-athlete	3.20 ± 0.956	3.00	0.914
I feel good about myself when I participate in sports	3.51 ± 0.893	4.00	0.798
I think being an athlete is an important part of my life	2.97 ± 1.046	3.00	1.094
I want to pursue a career related to sports	3.63 ± 0.974	4.00	0.948
I consciously identify with my identity as an athlete	3.57 ± 0.907	4.00	0.823
I think being an athlete brings me a lot of happiness	3.69 ± 0.904	4.00	0.816
No matter what others say, I recognize athletes	3.27 ± 1.089	3.00	1.186
I regret being an athlete	3.74 ± 0.861	4.00	0.741
Total Athlete Identity Score	71.66 ± 10.777	71.00	116.149

### 3.3 Analysis of Athlete's Social Support Evaluation

The Social Support Rating Scale consists of 30 items and is divided into six dimensions. The frequency statistics of the dimensions mainly use the Likert five-level scoring method to

perform the total score statistics of each dimension and the total score of the sum of dimensions respectively. Dimensional items include (dimension  $M \pm S$ ) "coach support situation ( $1.11 \pm 1.251$ ), team support situation (training team,  $1.02 \pm 1.307$ ), social integration support situation ( $0.95 \pm 1.30$ ), policy management support situation ( $1.07 \pm 1.214$ )、Family support ( $1.03 \pm 0.962$ ), personal situation ( $0.98 \pm 1.015$ )", the median value of the six dimensions is 1.00 (except for the evaluation of team support, it is equal to 0); the mode value is 0 (except for the evaluation of family support The outside is equal to 1); the total evaluation of the six dimensions are respectively ( $M \pm S = 6.16 \pm 4.071$ , median=6.00, mode=6, minimum and maximum values are 0 and 17 respectively), the reliability analysis of the questionnaire Cronbach's  $\alpha$  The coefficient is 0.748,  $P < 0.031$  (Table IV).

**TABLE IV. Analysis of Athletes' Social Support Evaluation**

Dimension item	Mean	Median	Mode	SD	variance	Frequency (effective percentage)	
						No(%)	Yes(%)
Assess coach support	1.11	1.00	0	1.251	1.565	262(77.7)	75(22.3)
Assess team support	1.02	0.00	0	1.307	1.708	268.4(79.7)	68.6(20.3)
Assess social integration	0.95	1.00	0	1.30	1.277	273.2(81.0)	63.8(19.0)
Assessment of policy management	1.07	1.00	0	1.214	1.474	264.6(78.5)	72.4(21.5)
Assess family support	1.03	1.00	1	0.962	0.925	267.8(46.38)	69.(20.54)
Assess the individual's own situation	0.98	1.00	0	1.015	1.029	270.8(80.3)	66.2(19.7)
Dimensional total score evaluation	6.16	6.00	6	4.071	16.569	Minimum	0
						Maximum	17

### 3.4 Evaluation and Analysis of Athletes' Coping Style

Table V shows that the total scores of sports coping styles are analyzed by Bootstrapa, in which the total score of active coping ( $21.25 \pm 8.426$ ); the total score of negative coping ( $12.79 \pm 6.144$ ) is the minimum and maximum of the total score of positive and negative coping (0,

36/24, Cronbach's  $\alpha$  coefficient is 0.867). Comparing with the norm, it can be concluded that the positive response and the negative response are significantly higher than the norm, which is statistically significant ( $P < 0.001$ ). At the same time, a single factor analysis was performed on each variable item (gender, age, education level, sports level) of the athletes. The results showed that each variable item has a significant impact ( $P < 0.05$ ) (Table VI).

**TABLE V. Bootstrap analysis of the total scores of athletes' coping styles**

Item	$\bar{x} \pm s$	Bootstrap <sup>a</sup>				
		Minimum	Maximum	Significance level (bilateral)	95% confidence interval	
					Lower limit	Upper limit
Positive response	21.25 8.426	$\pm 0$	36	0.001	10.673	13.587
Negative response	12.79 6.144	$\pm 0$	24	0.001	7.795	9.960

**TABLE VI. ANOVA analysis of simple coping styles of athlete characteristics ( $\bar{x} \pm s$ )**

Item	Index	Positive response			Negative response		
		$\bar{x} \pm s$	Lower limit	Upper limit	$\bar{x} \pm s$	Lower limit	Upper limit
Gender	Male	25.54 5.427	$\pm 13$	36	15.93 3.700	$\pm 6$	24
	Female	13.40 7.209	$\pm 0$	32	7.05 $\pm$ 5.561	0	21
	Levene / P	11.822 / 0.001			21.212 / 0.000		
Age	20-25	21.94 7.866	$\pm 5$	33	12.59 6.328	$\pm 2$	24
	26-30	21.16 7.630	$\pm 0$	32	12.91 6.030	$\pm 0$	22
	31-35	19.95 8.791	$\pm 0$	35	11.78 7.085	$\pm 0$	22
	36-40	21.70 8.969	$\pm 2$	36	13.45 5.450	$\pm 2$	23



	Levene / P	1.745 / 0.031				2.578 / 0.045			
Education level	High school (Secondary school)	24.31 4.461	± 16	30	15.77 3.193	± 11	21		
	Undergraduate	21.78 8.541	± 0	36	13.4 ± 5.918	0	24		
	Postgraduate	19.83 4.817	± 10	32	8.94 ± 5.041	2	21		
	PhD student	6.00 ± 3.775	0	13	1.67 ± 2.345	0	7		
	Levene / P	8.457 / 0.000				4.121 / 0.006			
	International master	23.75 4.752	± 13	32	15.16 3.352	± 9	21		
	National champion	26.06 5.933	± 13	36	15.36 3.609	± 8	22		
	National level	24.09 4.238	± 13	31	15.12 5.001	± 4	24		
	Two countries	12.14 6.871	± 0	32	7.26 ± 5.965	0	21		
Sport level	Levene / P	8.011 / 0.000				8.664 / 0.000			

## IV. DISCUSSION

### 4.1 Analysis on the Psychological Components of Athletes' Reemployment

Athletes are the vanguard of the development of competitive sports in my country and the manifestation of the image of a big country and national sports strength. The reemployment and security problems faced by athletes after retirement have become the basis for curbing the comprehensive development of athletes, leading to a serious occurrence of athletes in the initial stage of employment. Mental health problems (the average and mode of the total score of GAD-7 are 20.83 and 27, respectively). A number of studies have shown that the health level of mental illness among athletes is very high [12-13]. The World Health Organization defines mental health as a state of happiness, in which everyone can freely play and tap their own potential, can cope with various pressures in life, promote efficient work, and contribute to the society or the country. Development makes its due contribution [14]. Therefore, how to balance the mental health level of sports is one of the main issues that cannot be ignored when athletes reemployment. In addition, athletes' identification of their identity after retirement and their

mental and emotional changes during service, and there are many uncertainties about their identity (average median value is 3.5), this is because athletes find that their own identity changes are athletes' termination an important determinant of adapting to new environmental changes after occupation [15].

In addition, athletes have relatively low external support (from coaches, teams, policy management, society, family, and themselves, the average mode is 0), which causes the sport to feel helpless after retirement. In response to this situation, interviews were conducted with 7 professional athletes (2 master athletes, 5 first-level athletes). Among them, 4 athletes stated that they had no other source of income after receiving the retirement pension, the life pressure was huge, and they were in the workplace. It is easy to be discriminated against by others (low cultural literacy, thinking that it is just a sports stick). Therefore, remote mobilization of professional dismissal is a particularly difficult transition period, which may trigger existing, previously unrecognized or unrecognized life challenges and problems, thereby exacerbating the transition process. Although many elite athletes enjoy the loss from professional sports identity to identity, there are still some elite athletes that are difficult to convert to non-athlete status [16, 21-23]. Therefore, facing the complexity and diversity of society, we can only rely on our own response and self-psychological adjustment.

#### 4.2 The Bottleneck Problem of Athletes' Employment Security and Swot Matrix Analysis

SWOT analysis will comprehensively integrate various internal factors closely related to the research object, including Strengths and Weaknesses, as well as various external factors, including Opportunities and Threats. Summarize, and then analyze the advantages and disadvantages of organizations and individuals and the opportunities and threats they face [17]. From the SWOT matrix chart in Table VII, it is found that athletes have very obvious advantages (excellent professional skills, perseverance of will, cheerful and generous personality, etc.), but their disadvantages are also very significant (cultural level, lower education level, social integration Suffering, lack of self-worth, etc.), this unity of opposition exists in the athlete's career to the overall development after retirement, leading to more serious polarization of athletes. Although there are many opportunities and policy support in external conditions, in a market where opportunities and risks coexist, athletes lack effective management and operation, resulting in a shortage of talents. Furthermore, in order to understand the policy support received by the athletes, among the 16 athletes interviewed by telephone (1 international athlete, 3 athletes, 6 first-level athletes, and 6 second-level athletes) generally indicated that they don't know much about the athletes' policy support. , After the end of the professional sports career, receive the retirement funds and announce the termination of the professional team's sports career. There is no vocational training, no employment

guidance, and no academic education guarantee (affiliated with a bachelor’s degree, no cultural studies, and still training in a sports team). In his career, there are only sports performances (in the eyes of coaches and local sports management departments), but it is extremely difficult to integrate into society after retirement (due to the semi-closed state of the sports team). Through interviews with athletes and retired sports, we have discovered an interesting existing phenomenon. In the country’s policies for athletes (General Administration of Sports, Central Organization, Ministry of Education, Ministry of Finance, Ministry of Personnel, Ministry of Labor and Social Security, "Regarding Further Employment of Retired Athletes" Opinions on Resettlement, September 29, 2002 [18], "Guiding Opinions on Further Strengthening Athletes’ Cultural Education and Athlete Guarantee Work", General Office of the State Council, March 30, 2010 [19], "Athletes’ Cultural Education", General Administration of Sports And the Athlete Guarantee Pilot Work Plan" July 27, 2010 [20]) was implemented in local areas, and the phenomenon of differentiation was more serious. This is also the biggest drawback of sports management, which leads to the existence of athletes’ employment security issues. Many intractable diseases.

**TABLE VII. Swot matrix analysis of athletes**

External factors	<p>S(Advantage)</p> <p>S1: Possess professional sports skills and techniques</p> <p>S2: Have a strong independence, add honor</p> <p>S3: Strong-willed, hard-working, hard-working, go in</p> <p>S4: To have a strong body and recognize the status of an athlete.</p> <p>S5: Respect for teachers, strict discipline, clear goals</p>	<p>W (Disadvantage)</p> <p>W1: Weak cultural foundation and low educational background</p> <p>W2: Disrespect, discrimination, psychological trauma</p> <p>W3: Sports injury, big gap, grumpy temper</p> <p>W4: Out of touch with society, single skills</p> <p>W5: Coaches only focus on sports performance, lack of education</p> <p>W6: The training team has a poor</p>
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<p>Strategic response</p> <p>Internal factors</p>	<p>S6: Strong ability to deal with frustration and stress, self-confidence</p> <p>S7: Cheerful and generous, strong adaptability</p>	<p>environment and develops bad habits</p> <p>W7: Announce the good but not the sorrow, lack of own value</p>
<p>O (External Opportunity)</p> <p>O1: Policy support</p> <p>O2: The sports industry has better prospects</p> <p>O3: Diversification of Employment and Entrepreneurship</p> <p>O4: market diversification</p>	<p>SO (Strategy)</p> <p>SO1: Leverage one's own advantages</p> <p>SO2: Integrate resources</p> <p>SO3: Human Capital</p> <p>SO4: Diversified knowledge reserves</p>	<p>WO (Strategy)</p> <p>WO1: Strengthen Employment and Entrepreneurship Guidance</p> <p>WO2: Educational background promotion guarantee (Northern Sports Championships)</p> <p>WO3: Enhance education, learning and psychological counseling</p> <p>WO4: Optimize environmental management</p>
<p>T(Threats)</p> <p>T1: Pay attention to the control of the national system</p> <p>T2: Inefficient policy implementation</p> <p>T3: The policies of the sports management department are not in place</p> <p>T4: Pressure from many aspects of society</p> <p>T5: Employment security is not in place</p> <p>T6: Capital pressure and fierce market competition</p>	<p>ST (Strategy)</p> <p>ST1: Enhance the ability to avoid risks</p> <p>ST2: Strengthen social integration</p> <p>ST3: Excessive funding</p> <p>ST4: Provide employment and entrepreneurship benefits</p> <p>ST5: Provide a communication platform</p> <p>ST6: Cultivate the sense of innovation</p> <p>ST (strategy)</p> <p>ST1: Enhance the ability to avoid risks</p> <p>ST2: Strengthen social</p>	<p>WT (Strategy)</p> <p>WT1: Vocational qualification training</p> <p>WT2: Implement policy guarantees</p> <p>WT3: Social Support Guarantee</p> <p>WT4: Strengthen the quality of coaches</p> <p>WT5: Reform the sports management system</p> <p>WT6: Government and sports management support</p>

	integration ST3: Excessive funding ST4: Provide employment and entrepreneurship benefits ST5: Provide a communication platform ST6: Cultivate a sense of innovation	
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#### 4.3 Suggestions for Athletes' Employment Security and SWOT Analysis

In the development of the socialist market economy, citizens attach great importance to their own health, and the sports market environment is good. China emphasizes the strategy of making the country strong in sports and the strategy of national fitness, which has brought many opportunities to the sports market. Therefore, on the one hand, "to give play to the role of retired athletes in the promotion of national fitness, the athlete's academic system, professional system, honor and social status system should be opened up." The first is to open up the academic system. At present, our country has not yet achieved a position in the integration of competitive sports and sports education. Therefore, some sports talents should be buried. We should consider opening up the academic qualification system, which can both train and learn, giving students more choices. The second is to get through the professional system. Because there is no organization and no certain social status, many athletes are reluctant to engage in the work of fitness coaches after retirement. Due to the lack of fitness coaches in many small and medium-sized cities, it is difficult to develop fitness programs. Effective measures should be taken to help these athletes open up their career paths and allow them to give full play to their strengths. Third, open up the honor and social status system. Athletes cannot be allowed to enjoy social status after winning the championship. Awards should be established through multiple channels to drive the marketization of sports and fitness and encourage more people to participate in sports. On the other hand, regular inspections of the sports management department's implementation of sports employment placement and security, and in-depth investigations of the actual situation of retired athletes, to prevent partiality, not only to fight "paper tigers", but also to dare to fight "real tigers". From the perspective of securing the employment of athletes, we will truly do practical work for athletes' employment. In addition, strengthen the management of athletes and strengthen the quality of coaches. We should not only look at performance but ignore the overall development of athletes. At the same time, we should implement employment guidance, vocational skills training, education level promotion (Northern Sports Championships), provide platforms and exchanges, and cultivate Athletes

start their own businesses and enhance their knowledge reserves (Table VII).

## V. CONCLUSIONS AND LIMITATIONS

The issue of athletes' employment security is the fundamental issue of athletes' over-professionalism, especially when athletes have experienced various healthy and unhealthy psychological performances after their retirement. Strengthen the professional psychological guidance of athletes, improve the athlete's identity, social status and knowledge reserves, and establish athletes' self-esteem confidence. Through Swot analysis, it is found that retired athletes generally have a low level of education (undergraduate, no undergraduate strength), and the North Sports Championship is just an example. How to cultivate their core in a diverse and complex social environment in a large team of athletes Competitiveness is the main foothold, and resolutely prevent and combat the spread of the phenomenon of "crossing rivers and bridges". However, there are still some shortcomings in this research. Although the status quo of retired athletes is understood in empirical research, only individual samples are selected for telephone interviews in interviews, which cannot represent the overall or general view, but it also indirectly exposes the bottleneck in the employment placement security of remote mobilization. Question, I hope this research can provide a useful reference for the professional development of Chinese athletes in the later stage of transformation.

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