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## A CASE REGARDING ATHLETES SERVING AS IDEOLOGICAL ROLE MODELS

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### ABSTRACT

*Scholars and the general public agree that well-known athletes should do more to contribute to public debate on political problems. This notion is similar to the notion that athletes should serve as broad role models. An athlete as role model argument is first examined and critiqued in this article, then the "athlete as political activist" argument is used. Athlete activism may really cause more damage than good, according to this study, which draws on empirical political psychology research. My thesis would be doomed if the results could not be extrapolated beyond voting and other kinds of direct involvement in politics. Despite this, I believe the results are applicable to political activity as a whole. Activism becomes political when it attempts to change people's minds about politics or puts them in a more political frame of mind. The call for political action may be explicit (e.g., vote for candidate X) or the activity itself could have political meaning.*

**KEYWORDS:** *Activism, Athlete, Political Psychology, Role Model, Obligation.*

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