

O-49: The Role of Offensive and Creative Priming Videos on Enhancing Youth Football Players' Performance During Small-Sided Games

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BACKGROUND

Small-sided games (SSGs) are widely used in football to develop tactical and technical performance. While boundary conditions and feedback have been shown to influence player behavior in SSGs, the potential of video-based priming to shape tactical, physical, and creative performance remains underexplored. Priming, defined as the unconscious activation of cognitive processes, may enhance decision-making and creativity through exposure to relevant visual stimuli [1].

AIM

This study examined the effects of video-based priming on youth football players' performance during SSGs.

METHODS

Twenty-four U14 players (13.8 ± 0.4 years) participated in three conditions: CONTROL (no priming), OFFENSIVE priming (4-minute video of possession-based actions), and CREATIVE priming (4-minute video showcasing individual creativity). Positional data, physical performance (GPS metrics), and individual tactical and creative actions were assessed using the Game Performance Evaluation Tool and the Creative Behavior Assessment in Team Sports. Data were analyzed using Friedman ANOVA and post-hoc tests.

RESULTS

The OFFENSIVE condition reduced variability in inter-player distances ($X^2 = 7.00$, $p = 0.030$) and increased passing decision-making ($X^2 = 18.6$, $p < 0.001$) and execution ($X^2 = 13.2$, $p = 0.001$) compared to CONTROL and CREATIVE conditions. The reduced variability in the distance to the nearest teammate in this condition likely influenced technical performance. Research suggests that spatial relationships between players significantly impact passing success [2]. Therefore, maintaining consistent inter-player distances likely facilitated more effective passing, contributing to improved decision-making and

execution. The CREATIVE condition promoted spatial exploration ($X^2 = 6.10$, $p = 0.047$), higher variability in proximity to opponents ($X^2 = 9.75$, $p = 0.008$), and increased shooting attempts ($X^2 = 7.05$, $p = 0.029$). However, creative passing and dribbling were not significantly improved, possibly due to the complexity of contextualized SSGs and the need for task alignment to enhance individual creative behaviors [1].

CONCLUSION

Video-based priming influences tactical and creative behaviors in SSGs. Offensive priming enhances structured passing and collective positioning, while creative priming fosters exploratory movements and shooting attempts. These findings align with previous research suggesting priming can improve creativity and tactical behavior in football [1]. Coaches can use priming strategies to optimize SSG design and player development.

REFERENCES

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