



ISSA 2014 Program

Wednesday July 9

Wednesday, July 9 9:00-17:30

Venue: Room 138, Qiu De Ba Gymnasium	Registration
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Wednesday, July 9 18:00-20:00

Venue: Hall of Beida, Qiu De Ba Gymnasium	Welcome Reception
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Thursday, July 10

Thursday, July 10: 8:30 -12:00

Venue: Yingjie International Exchange Center	Opening Ceremony Keynote address & round-table dialogue	Chair: Li Ning E. Pike , Zhang Rui
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- 08:30-09:00 Opening Ceremony
- 09:00-10:00 Keynote: Why We Need Social Theory to Understand Sport Mega-Events
Professor Susan Brownell, USA
- 10:00-10:20 Tea/Coffee
- 10:20-11:50 Round table Dialogue: Social Changes and sports development in China after the Beijing Olympics.
The presidents of the 4 host universities

Thursday, July 10: 12:00-13:00

Venue: Hall of Beida, Qiu De Ba Gymnasium	Lunch
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Thursday, July 10: 13:00-14:30

Venue: Rm124, Qiu De Ba Gymnasium	Theme: Sport, Politics and Policy	Chair: Jinxia Dong
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- 13:00 " They are not chess pieces: An institutional blind spot in Korean sports betting policy
Minhyeok Tak, Michael P. Sam, Steven J. Jackson
- 13:30 The Korean National Sports Festival as a Mirror of the changes in Policies towards Overseas Koreans
Ik Young Chang, Steven J. Jackson, Michael P. Sam
- 14:00 Social development and sports policy in 21st Century in China
Jinxia Dong

Thursday, July 10: 13:00-14:30

Venue: Rm138, Qiu De Ba Gymnasium	Theme: Sport and National Identity	Chair: Christine Dallaire
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- 13:00 When the “national question” is too sensitive: The 2010 Quebec Games and the reproduction of young “athletes”, not “Québécois”
Christine Dallaire, Jean Harvey
- 13:30 “It’s a Very Hard Question”: Negotiating Diasporic and Diverse Sporting Subjectivities
David Rowe
- 14:00 ‘Big brother’ and caring sister: performance measurement and the athlete entourage
Michael P. Sam

Thursday, July 10: 13:00-14:30

Venue: Rm146, Qiu De Ba Gymnasium	Theme: Sport Mega-events and Spectatorship	Chair: Kimberly Schimmel
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- 13:00 Black Hawk Sunday: Civic Ritual, Conspicuous Security, and The NFL's Super Bowl
Kimberly Schimmel
- 13:30 Green Games in a National Park: Environmental Politics of Winter Olympics in Nagano and Pyeong Chang
Kyoung-Yim Kim
- 14:00 Super Dirt: Assessing the Event-to-Advertising Link in Super Bowl Commercials
Lawrence A. Wenner

Thursday, July 10: 13:00-14:30

Venue: Rm151, Qiu De Ba Gymnasium	Theme: Sport and Gender	Chair: Elizabeth Pike
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- 13:00 Exercising Body, Starving Body: Barriers of Exercise Choice and Maintenance Process in Women’s Body Shape Making
Won-mi Lee, Lee, Jong-Young
- 13:30 Masculinities in Negotiation: A Study on Gay Amateur Volleyball Participation in Urban China
Xiaojun Li
- 14:00 The cultural complexity of challenging post-colonial hegemonic masculinity: Women’s struggles in Fiji rugby
Yoko Kanemasu, Gyozo Molnar

Thursday, July 10: 14:30-15:00

Venue: Hall of Beida, Qiu De Ba Gymnasium	Tea/Coffee Break
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Thursday, July 10: 15:00-16:30

Venue: Rm124, Qiu De Ba Gymnasium	Theme: Sport, Health and the Life Course	Chair: Susan Brownell
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- 15:00 Combining Nutrition and Sports Curriculum to Combat Childhood Obesity
Abby Rudman
- 15:20 Is Exercise Medicine? A critical sociological examination
Dominic Malcolm
- 15:50 The pride of the nation- what happens when it is all gone?
Deb Agnew
- 16:10 Comparative Research about Teenagers Physical Health Test System and Policy among U.S.A ,
Japan and China
Zhonghui He

Thursday, July 10: 15:00-16:30

Venue: Rm138, Qiu De Ba Gymnasium	Theme: Physical Education and University Sport	Chair: Cora Burnett
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- 15:00 South African public universities as strategic partners
Cora Burnett
- 15:30 The Beijing 2008 Olympics as a Platform for Promoting Physical Education in China
Pei Dongguang
- 16:00 From the sports hall into the classroom: Tackling male underachievement by using a sports-based, life skills programme
Georgia Allen, Daniel Rhind, Valsa Koshy

Thursday, July 10: 15:00-16:30

Venue: Rm146, Qiu De Ba Gymnasium	Theme: Sport, Race and Social Class	Chair: Eunha Koh
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- 15:00 Research on the Development of Chinese Korean Sireum Rules
Changming Yang, Tsuneo Sougawa, Lei Yuan
- 15:30 "Water-carrying" reinvented as a new urban sport: rural memories, social representation and subjectivation
An Feng
- 16:00 Disciplinary Power of Pro-Baseball Bean Ball and Bench-Clearing
Heon-su Gwon, Jong young Lee, Jae Hwa Nam

Thursday, July 10: 15:00-16:30

Venue: Rm151, Qiu De Ba Gymnasium	Other Related Issues with regard to Sociology of Sports	Chair: Ru Xiuying
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- 15:00 Sport Spectatorship, Fandom and the Changing Sport Ideologies in China: A Case Study of Chinese NBA Fans
Fuhua Huang
- 15:30 Activity Maintenance and Voluntary Dropout of National Representative Class Taekwondo Demonstration Team Members
Jong-Seub Shin, Lee, Jong Young

16:00 Reconsidering the Bourdieusian Theory of Practice through Tai Chi Research
Akira Kurashima

Thursday, July 10: 16:30-17:30

Venue: Rm138, Qiu De Ba Gymnasium	ISSA AGM (Annual General Meeting)
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Friday, July 11

Friday, July 11: 08:30-10:00

Venue: Rm124, Qiu De Ba Gymnasium	Theme: Sport, Politics and Policy	Chair: Lu Xiacong
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- 08:30 From a Major Sports Country to a World Sports Power: the Development of the Chinese Elite Football after Beijing Olympics
Tien-Chin TAN
- 09:00 Service Learning, Development through Sport, and the Politics of Embodied Praxis
Joshua I. Newman, M. Katherine Flanagan
- 09:30 Sport policy directions and changes in China: A forward looking
Xiaoyan Xing

Friday, July 11: 08:30-10:00

Venue: Rm138, Qiu De Ba Gymnasium	Theme: Sport and National Identity	Chair: Christine Dallaire
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- 08:30 A Rose with Thorns: Globalization, Commodification, and the Contested Neoliberal Body of Li Na
Haozhou Pu
- 09:00 Analysis of celebrity athletes and national image construction in China from the perspective of the media
Jianhui Zhang, bingshu zhong, jinxia dong
- 09:30 Stealing Home: decolonizing baseball's origin stories and their relations to settler colonialism
Craig Fortier

Friday, July 11: 08:30-10:00

Venue: Rm146, Qiu De Ba Gymnasium	Theme: Sport and Human Rights	Chair: Mary G. McDonald
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- 8:30 The Social Structural Mechanism of Human Rights in Sports: Sociological Institutionalism Approach
Kwang Ok Kim
- 9:00 From Concept to Implementation: Research on the History of Chinese Sports Rights
Aihong Zhang
- 9:30 Sochi Dilemmas: The 2014 Winter Olympics, LGBT Protections and the Limits of Activisms
Mary G. McDonald, Judy Davidson

Friday, July 11: 08:30-10:00

Venue: Rm151, Qiu De Ba Gymnasium	Theme: Other Related Issues with regard to Sociology of Sports	Chair: Alan Bairner
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- 08:30 Utilitarian Moral Theory: Parallels between a Sport Organization and Society
Robert C. Schneider
- 09:00 Sports Fiction as a Sociological Resource
Alan Bairner
- 09:30 The social production of urban leisure apace
Xiaocong Lu

Friday, July 11: 10:00-10:30

Venue: Hall of Beida, Qiu De Ba Gymnasium	Tea/Coffee Break
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Friday, July 11: 10:30-12:00

Venue: Rm 124, Qiu De Ba Gymnasium	Theme: Sport Media	Chair: Steve Jackson
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- 10:20 Location Based Services in Sports
Wilko de Graaf, R. Kruithof, J.W. Janssens
- 10:50 The Relationship between Reporting Style and Content of News Articles Represented in the Process of Yeonjae Son's Rise to Stardom: A Comparative Analysis with Yuna Kim's
Hyun Jung, Lee Jong Young
- 11:20 The Study for Differences of EPL Rights Fees Among Asian Countries
Sungsang Han, Zhao, Fukang, Cho, Seongsik

Friday, July 11: 10:30-12:00

Venue: Rm138, Qiu De Ba Gymnasium	Theme: Sport and National Identity	Chair: Josh Newman
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- 10:30 Caught between a rock and a hard place: realities of trafficking in soccer players in the Philippines
Satwinder Rehal
- 11:00 Glocalization and Globalization of Chinese Wushu
Wenhua Zou
- 11:30 Naturalization of athletes: views of global migration from Asia
Chia-Hui Cheng

Friday, July 11: 10:30-12:00

Room: 146, Qiu De Ba Gymnasium	Theme: Sport Mega-events and Spectatorship	Chair: Qiu Zhaoyi
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- 10:30 Analysis on The Impact of Mega-sport Events on Housing Assets Yield
Jianrong Yang
- 11:00 Social motivators for older adult sport event participation
Popi Sotiriadou, Brad Hill
- 11:30 Expected sport legacies of the Rio 2016 Olympic and Paralympic Games
Doralice Lange de Souza, Ana Paula Prestes de Souza, Suelen Eiras de Castro

Friday, July 11:10:30-12:00

Venue: Rm151, Qiu De Ba Gymnasium	Theme: Other Related Issues with regard to Sociology of Sports	Chair: Huang Yaling
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- 10:30 Research on Selecting and Cultivating Regional Advantageous Sport industry
Yan Wang, LIU Jinsheng
- 11:00 Analysis of factors affecting athletes ' oral language skills
Dongmei Lu
- 11:30 Research on the Concept of Elderly Sport --- From the Multiplied View of Age
Zhipeng Dai

Friday, July 11: 12:00-13:30

Venue: Hall of Beida, Qiu De Ba Gymnasium	Lunch
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Friday, July 11: 13:30-15:00

Venue: Rm124, Qiu De Ba Gymnasium	Theme: Physical Education and University Sport	Chair: Liu Bo
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- 13:30 Bullying in physical education: a systematic review of literature
Mark Mierzwinski
- 14:00 The very first experiences: A skiing lesson of Singapore university students who live in a tropical environment
Ho Jin Chung
- 14:30 Are elite sport and academic achievement compatible? Lessons from INSEP's socio-demographic database
Mignon Patrick

Friday, July 11: 13:30-15:00

Venue: Rm138, Qiu De Ba Gymnasium	Theme: Sport and National Identity	Chair: Feng Junjie
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- 13:30 The Beijing Olympics Opening Ceremony's ritual and Culture in Anthropological Perspective
Shuying Yuan
- 14:00 Hockey Culture, Sport Participation, and Reproduction of the "Sport Ethic": An Ethnographic Toronto-Area YMCA Case Study
Alvin Ma
- 14:30 Research on Chinese Martial Art and the Image of China
Yucheng Guo, Shoupei Li, Tonggang Fan

Friday, July 11: 13:30-15:00

Room: 146, Qiu De Ba Gymnasium	Theme: Sport and Gender	Chair: Sun Zhanning
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- 13:30 “You’re in the boxing ring and its just the two of you and its sort of survival”: Female’s motivations in Muay Thai Boxing
Catherine Phipps
- 14:00 “I do think women fall heavier, I mean you know, men just kind of roll and get up” Female National Hunt Jockeys and Gender Relations
Philippa Velija, Lucinda Sutcliffe
- 14:30 Female Body and Female Sport
Jingshu Chen

Friday, July 11: 13:30-15:00

Room: 151, Qiu De Ba Gymnasium	Theme: Other Related Issues with regard to Sociology of Sports	Chair: Lu Fuquan
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- 13:30 The importance of the social networks for the fitness centers
Jesús Fernández-Gavira, Juan Antonio Durán Muñoz, Jerónimo García Fernández
- 14:00 A Chronotopic Interpretation of Korean Sport Society
Ohsang Kwon
- 14:30 A Longitudinal Study of Chinese Immigrants’ Sport and Recreational Behavior Pattern
Song Han

Friday, July 11: 15:00-15:30

Venue: Hall of Beida, Qiu De Ba Gymnasium	Tea/Coffee Break
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Friday, July 11: 15:30-16:30

Venue: Hall of Beida, Qiu De Ba Gymnasium	Poster Presentation
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16:30-17:30 Tour of Peking University Campus

Saturday, July 12

Saturday, July 9:30-10:30

Venue: Hall of Beida, Qiu De Ba Gymnasium	Poster Presentation
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Saturday, July 12: 10:30-12:00

Room: 124, Qiu De Ba Gymnasium	Theme: Physical Education and University Sport	Chair: Qi Xin
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- 10:30 The Lived Experience of Taibatsu in Japanese High School Wrestling Presentation
James Kumate, Mark Falcous
- 10:50 Changing Chinese ritual physical activities into sports or not
Liling Shen
- 11:10 Investigation of the Sports Cultures in Hong Kong Universities' student halls
Peijun Wen
- 11: 30 A Study of Introducing the Theory Exercise Transforms Brain in Beijing Primary School Physical Education
Di Lu

Saturday, July 12: 10:30-12:00

Room: 138 Qiu De Ba Gymnasium	Theme: Sport, Politics and Policy	Chair: Mark Falcous
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- 10:30 The effects of mass sport participation on mutual trust— Based on the investigation of urban citizens in China
Jianwei Zhong, Guo Dan, Liu Yuhua
- 11:00 A study of supervision system on China competitive sports
Xuanhui Ma, Yuhua Liu
- 11:30 The Cultural Causes of Tiyu Policy Differences between China and USA
Zhengwei Gong, Xi Jiang, Zhen Luo

Saturday, July 12: 10:30-12:00

Room: 146, Qiu De Ba Gymnasium	Theme: Sport and Gender	Chair: Wu Hao
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- 10:30 Research on the development of women's sports in modern China
Zhiqiang Zhang, Hao Wu
- 11:00 Research on Sports' function of improving women's leadership
Rui Zhang, Qianwen Liao
- 11:30 Becoming Real South Koreans: North Korean Defectors' Participation in Football Club Activities in South Korea
Hanbeom Kim

Saturday, July 12: 10:30-12:00

Room: 151, Qiu De Ba Gymnasium	Theme: Other Related Issues with regard to Sociology of Sports	Chair: Ma Xingdong
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- 10:30 Research on the Foreign Sports and Social Capital: Origin、 Achievements and Enlightenment
Jieyou Zhou
- 10:55 The Changes of Sports Discourse in the Reportage of China (1978—1989)
Liyuan Li
- 11:15 A comparative Study of the Development of Chinese and American Sports Movies
Yajing Wang
- 11:35 Strategies of Physical Activities for Community-dwelling Older Disabled People in Beijing Based on Social Sport Theory

Bing Zhan

Saturday, July 12: 12:00-13:00

Venue: Hall of Beida, Qiu De Ba Gymnasium	Lunch
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Saturday, July 12: 13:00-14:30

Venue: Rm 124, Qiu De Ba Gymnasium	Theme: Sport and Human Rights	Chair: Pei Dongguang
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- 13:00 Sport, Israel, anti-Zionism and anti-Semitism
Jon Dart
- 13:30 How to promote inclusion and performance? Forms of selection in boxing and capoeira for disabled people
Martial Meziani
- 14:00 The Elaboration and Protection of the Sports Rights of the Disabled in China
Mingliang Tu, Rui Zhang

Saturday, July 12: 13:00-14:30

Venue: Rm138, Qiu De Ba Gymnasium	Theme: Sport and National Identity	Chair: Wu Hao (C)
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- 13:00 'Active-sedentary' lifestyle in the Spanish youth
David Moscoso-Sánchez, María Martín-Rodríguez, Raúl Sánchez-García
- 13:30 In-between the 'outsider' and the 'insider': Identity as a journey for North Korean defectors in South Korea
Miyoungh Oh
- 14:00 The influence of social-economic barriers on restricting people's involvement in physical exercises and sport activity in Russia
Syomina Marina

Saturday, July 12: 13:00-14:30

Venue: Rm146, Qiu De Ba Gymnasium	Theme: Sport, Race and Social Class, Sport Media	Chair: Zhang Jianhui
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- 13:00 Research on Migrant workers to participate in sports activities in the process of Urbanization
Xiaoyuan Wen
- 13:30 Producing the Modern Body Representation of Chinese Elite Olympians: 1984-2012
Yingying Ding
- 14:00 The Research of Transmission Deviation in Sports Journalism
Luyang Li

Saturday, July 12: 13:00-14:30

Venue: Rm151, Qiu De Ba	Theme: Other Related Issues with regard to	Chair:
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Gymnasium	Sociology of Sports	He Zhonghui
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- 13:00 Historical Development of Physical Self-concept in Chinese
Lau Patrick Wing-chung
- 13:30 Social Sport Instructors in China: Present Situation and Future Challenges
Liu Ruzhi, Wang Aijun, Luo Xiaohong
- 13:50 Organisational risks and doping in the professional cycling world
Natascia Taverna, Olivier Aubel
- 14:10 Phenomenology and Embodiment in Cross Cultural Sporting Contexts: A Case of Chinese Female Students
Lucen Liu, David Howe

Saturday, July 12: 14:30-15:00

Venue: Hall of Beida, Qiu De Ba Gymnasium	Tea/Coffee Break
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Saturday, July 12: 15:00-16:30

Room: 124, Qiu De Ba Gymnasium	Theme: Sport, Politics and Policy	Chair: Lin Xianpeng
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- 15:00 Unsolved Conflicts and Controversies in Hosting 2014 Incheon Asian Games
Jae HeeJeon
- 15:30 Sport and Academic Development in the Elite Chinese Sport System: Experiences of Professional Wushu Athletes
Yang Zhang, Jessica W. Chin, Shirley H. M. Reekie
- 16:00 Sports Hegemony and Its Social Influence
Xuezheng Zhou, Feng Yao

Saturday, July 12: 15:00-16:30

Venue: Rm138, Qiu De Ba Gymnasium	Theme: Physical Education and University Sport	Chair: Li Ning
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- 15:00 Teachers interpret sports as educational activities: Fieldwork of extracurricular sports activities at a junior high school in contemporary Japan
Atsushi Nakazawa
- 15:30 A Pilot Study of Career Development of Elite Student Athletes in Hong Kong and Taiwan - Design of the CAESARS Project: Customized Career Assistance and Support Systems
Sum Kim-wai Raymond, Ha Sau-ching Amy, Tsai Hsiu Hwa
- 16:00 Thai Chi Training and Successful Aging in Elderly
Jingjing Ji

Saturday, July 12: 15:00-16:30

Venue: Rm146, Qiu De Ba Gymnasium	Theme: Sport Mega-events and Spectatorship	Chair: Geoffery Kohe
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- 15:00 Manufacturing (micro) sport spectacles: Affecting sociologically inspired change in sports' cultural reproduction
Geoffery Kohe
- 15:30 Research on Factors Influencing International Competitiveness of Sports Events
Peng Qin, Jing Cao
- 16:00 Beyond the field of play: Pre- and post-game parental influence in the junior Australian football experience
Sam Elliott, Murray Drummond

Saturday, July 12: 15:00-16:30

Venue: Rm151, Qiu De Ba Gymnasium	Theme: Sport and Gender	Chair: Christine Dallaire
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- 15:00 Women, sport and modernity in Britain: an historical analysis
Fiona Skillen
- 15:30 Identity Socialization and Construction within the French National Rugby Union Women's Team
Helene Joncheray, Remi Richard
- 16:00 Boxing, Through the Eyes of Korean Women Boxers
Sun - Yong Kwon

Saturday, July 12: 18:30-20:30

Venue: B1 Qunying Banquet Hall, Building No. 1, Zhong Guan Xin Yuan Hotel	Closing Ceremony & Dinner
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