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Researching indigenous sport as a representative of the dominant culture

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In this paper, I reflect upon doing research into Indigenous sport, when I am a member of the dominant culture. My research question is: What are the possibilities for me as a Norwegian academic to do research into Sami sport? In order to discuss the question, I take three steps: first, I present some ideas from the literature into Indigenous and post-colonial methodologies; second, I present my own background and the context I grew up in and live in; and third, I compare the two and try to answer the research question.

Theories and methods, as they apply in academia, are western phenomenas (Smith, 2012). The literature into Indigenous methodologies suggest that Indigenous research has its own approach (Chilisa, 2012) and requires insider understanding of Indigenous ontology, epistemology, axiology and methodology (Wilson, 2009). Apparently, that gives me small opportunities to do research into Sami sport, as long as I am an ethnic Norwegian representing the colonizers, and an academic representing another knowledge regime than the indigenous.

Regarding my own background, I have a heritage that includes a grandfather who worked as an assimilation agent, and a father who was very pro Sami. My childhood and adolescence took place in a multicultural community where Sami, Norwegian (and Finnish) culture and language were part of everyday experiences; I had Sami speaking football mates, I learned Sami at school, and I had – and have – Sami cousins. My research into Sami sport started when the Sami sport organization contacted me to cooperate.

The comparison between the literature into Indigenous methodologies and my own background, reveals some constraints but also some opportunities for me as a researcher. In sum, it adds a contribution to a debate about knowledge creation in our field.

From the tip of a finger to the tip of the tongue: Sport science and the (re)production of biological ‘race’

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Whilst sport is often posited as an exemplar of egalitarianism in Australian society, it is littered historically and ‘scientifically’ with all sorts of racism and racialised logic. This paper draws on the ethnographic research and systematic literature review to examine how biological ‘race’ is (re)produced in 21st century sport science. In particular it attempts to understand how the minuitiae of the sport science laboratory is translated and experienced in the classroom and then is further prepared for ‘coffee-table’ consumption through the media. Finally I argue that, in the post-colonial context, sport science potentially creates the conditions for a particular version of ‘well-meaning’ racism, as it enacts a common-sense grounded in biological ‘race’. The conclusion is the need to apply critical ‘race’ theory to the sport sciences and their research design.

‘Canada’s Game? Ethno-racial Representations and the Politics of Recognition in Canadian Hockey’

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I am proposing to discuss my preliminary findings for a work-in-progress book project, which is tentatively titled ‘Canada’s Game? Ethno-racial Representations and the Politics of Recognition in Canadian Hockey’. Building from both Richard Day and Glen Coulthard’s critiques of Canadian multiculturalism and the (failed) politics of recognition, I intend to challenge the notion that hockey is a multicultural sport. While white, usually rural-born Canadians are often valorized as both ideal players and true ambassadors of the game, too often players of colour are not given the same opportunities. Indeed in recent years, players of colour have been framed as ‘outspoken’ or ‘lacking character’ regardless of their skillsets or contributions both on and off the ice; indigenous players, coaches and management are virtually non-existent at major junior and professional levels; and players from other countries, regardless of age or skill level, are often rendered as Other by players, coaches, leagues and mainstream sports media outlets, (examples include Chicken Swedes, Enigmatic Russians). Indigenous Canadian players fall victim to a much more insidious concept known as “stacking”, which is when a player is put into a position based more on race/ethnicity than on actual skill. Indigenous players are expected to be tough, due to a stereotypical tough reserve lifestyle and goes hand and hand with the common nickname, “Chief”. These representations in turn have created a fan culture informed by settler-colonial discourses, intolerance and xenophobia rather than one that embraces the perceived multiculturalist national narrative that Canadians present to the rest of the world.

Ethnicity, Sport and Social Boundaries: An Analysis of Taishang Slow-pitch Softball Leagues in Mainland China

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ISSA 2016 – Book of Abstracts
This paper examines how sport is linked to social power relations such as ethnicity, class and gender through the analysis of the development of Taishang (Taiwanese businessmen) slow-pitch Softball Leagues in Guangdong, China. The correspondence between the aforementioned social variables and sport is not a static state, but a dynamic that demonstrates continuous making, transgressing, and remaking of social boundaries. Against its transmigrant background, Taishang, as part of a traditional national Taiwanese sport, creates sociological meanings different from those produced in mainland China. Taishang has always tried to demarcate or remake boundary lines between mainlanders and themselves. With its specific habitus, this quasi-national sport embodies a logic of distinction that makes the field of Taishang’s slow-pitch softball a pure space of ethnic Taiwanese. Moreover, it illustrates not only the tensions of resource distribution for Taishang’s slow-pitch softball but also the struggle for legitimacy across different sports and ongoing negotiation of the definition of Taishang as a specific group of diaspora.

Sports and National Identity
Thursday, June 9, 2016
09:00 – 10:30 AM
Large Lecture Room

Beyond popular discourses of Rangers & Celtic Football Clubs
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This work reflects on the widespread media tendency to describe Scotland’s Rangers and rivals Celtic football clubs’ and their respective supporters within a similar, connected, coupled and bonded discursive framework, typified by the use of the term ‘Old Firm’. As well as noting these disabling relevant media discourses, this paper more critically recognises other important but less obvious discourses and narratives within wider society which can offer further insights into what constitutes an otherwise more complex set of relations in terms of the identities of Rangers and Celtic, and the respective fandoms of Scotland’s predominant soccer institutions. Such insights can offer a more informed perspective of one of the world’s greatest soccer rivalries.

Basketball and Hegemony: A critical review on sport and social development in Taiwan (1949-2010)
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This study illustrates the correlation between basketball and hegemony. This paper employs the approach of historical sociology to observe the developments of basketball in Taiwan between 1949 and 2010. Historical evidences from Taiwanese newspapers and documents shows that basketball played an important role in constructing hegemony. By the change of international status and social structure, there are three historical phases in the development of basketball in Taiwan: authoritarian era (1949-1971), transitional era (1972-1987), and democratic era (1988-2010). In authoritarian era, the KMT promoted basketball with Pan-Chinese identity, and in transitional era, the KMT strengthened the discourse on basketball for its political legitimacy in Taiwan, because of changes of international politics. However, in democratic era, basketball had been used to build the “Global-Empire” by the alliance of NBA and transnational sports groups. Nowadays, the discourse of the “Global-Empire” in Taiwanese basketball has been transformed into a worldview that regards NBA as the center or the highest arena and the unique measurement of basketball. In sum, this study demonstrates the influences of political and cultural hegemony such as national identity, international politics, global capitalism and commodification during the development of the basketball in Taiwan.

The Budapest 2024 Olympic Bid: Questions of Legacy
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In the age of globalization, hosting sport mega events is considered a means of expressing economic-political power, and gaining international recognition; the race between Olympic bidding cities is about their ambition to join the network of ‘global cities’. In the past decades, several competitors have entered this race; the Olympic bid of Budapest is the next example. The objective of the paper is to reflect on the potential social aspects and symbolic legacy of the Budapest Olympics, through the analysis of relevant documents and events, and the secondary analysis of population surveys carried out in the topic. The results are to be introduced according to the following dimensions: (1) state ambition vs. population support, (2) global image of Hungary, and (3) national identity. The analysis has revealed that the public discourse is dominated by the political, economic and sports elite, and although public opinion polls do not show a positive picture, this has not influenced the proceedings so far. The survey results show that there are differences between social groups in how much they see hosting a mega event as an opportunity for improving the prestige of the country and also in how likely they are to participate as spectators, resulting in an uneven share of the potential positive national narratives related to the Games. However, in order to prevent social conflicts related to the bid, the silent consent of the population is not enough; discussing the social aspects of the legacy is needed for the success of the project.
2014 FIFA WORLD CUP and corruption: contesting the national football team as a symbol of Brazilian identity

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Football started to play an important role within the Brazilian society in the early 1900s, being considered a metaphor of social life par excellence. The game which was invented by the British, could not resist the popular interest, becoming, not without conflicts, a shared space and popular ground and, consequently, a key factor to the “nation-building” process exploited by the State. As the Sociologist Mauricio Murad pointed out “Football is like a book which tells about the positive as well as the negative features of Brazilian society”. In that context, the 2014 FIFA World Cup, not only uncovered the shortcomings of the Brazilian government, through countrywide protests, but also, with the disclosure of corruption cases involving FIFA and CBF (Brazilian Football Federation) officials, helped to set up an important debate questioning the continuity of the established notion of the national football team as a legitimate representative of the national identity, in other words, it actually belongs to the Brazilian people, or if it is only an object of exploitation in order to ensure benefits for its leaders, at different times and contexts. With the support of Bourdieu’s sociology theories of habitus and social fields, this article problematizes how the notion of ‘national identity’ has been used before and during the World Cup in Brazil under two premises: the connection between the popular protests of June 2013 and “FIFA’s World Cup”; and how corruption in football universe has jeopardized the identification of Brazilian people with one of their national symbols.

Sports and Media I

Thursday, June 9, 2016
09:00 – 10:30 AM
Small Lecture Room

British Newspapers’ Coverage of Female Athletes at the Sochi 2014 Winter Olympic Games

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The media coverage of sport events in relation to athletes’ sex has been extensively analysed in the scientific literature. The findings of these studies seem consistent in that female participants are systematically underrepresented in sports media coverage, whether in newspaper articles, photographs, airtime, or new media. In addition, qualitative studies have pointed out differences in journalistic reporting between women and men. In this way journalistic comments frequently convey a stereotypical representation of female athletes. However, much of the research in this area relates to Summer Olympic Games.

The aim of this study was thus to examine quantitatively (i.e., using a content analysis) and qualitatively (i.e., using a thematic analysis) sex equity in the coverage of the Sochi 2014 Winter Olympic Games by two British newspapers (The Times and The Daily Telegraph) in order to provide new insights in this research field. Samples of 271 articles and 269 photographs were collected and analysed.

The content analysis shows a significant discrimination of male athletes on most of the variables analysed. However, the qualitative analysis shows significant biases against female athletes. The main themes which emerged from the qualitative analysis include: emotions, private life, femininity and physical descriptions/appearance, success and sports promotion. The coverage demonstrates adherence by journalists to media mechanisms which represent sportswomen as distinct from sportsmen.

Race and ethnicity in men’s and women’s football on television; an audience perspective

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In the presentation we will present findings from an ongoing study into audience receptions of race/ethnicity and gender in men’s and women’s football (2015-17). The point of reference is the Dutch context. In the Netherlands, men’s football is racially/ethnically mixed and very popular while women’s football is one of the fastest growing sports and mainly White. In terms of media coverage, women’s football screenings are relatively rare while men’s football is screened on an almost daily basis. This includes live screenings, match summaries, and talk shows. Results from this study are based on focus group interviews with youth who watch football regularly. The focus group interviews are held in March-April 2016. Results reveal hegemonic and alternative discourses young males and females of diverse ethnic backgrounds draw on when giving meaning to race and gender in men’s and women’s football. Findings will be discussed and placed in a broader societal perspective and in the wider football context (football coaching and football media).

Sports/Media Conflicts - The Struggle of WBSC’s Premier12 Tournament

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This essay aims to examine the role of media in the inaugural Premier12 baseball tournament organized by the World Baseball Softball Confederation (WBSC) in 2015. The WBSC,
The North American ice hockey world has come to realise that concussions are a major problem and a threat to the sport and to the National Hockey League. The media coverage of the serious concussions suffered by several NHL stars and of the scientific advancements in the detection and long-term effects of concussions has intensified over the last 20 years. A discourse analysis of Canadian newspaper coverage of concussions in the NHL in 1997-1999 and 2010-2012 focusing on the production of discursive objects and subjects reveals a shift in reporting with the emergence of a human angle to concussions. More NHL players are covered as ‘suffering’ subjects concerned with both physical pain and mental health problems associated to concussions, rather than merely as athletes. Indeed, the impact of concussions on the personal lives of players is now an object of discourses that also produce the NHL player as a family member. Some coverage introduces the player as a son with a focus on his parents’ worries for his health while other reports establish the athlete as a family man, concerned about his role as a father. Finally, former hockey players’ stories who have suffered serious concussions are recounted as a cautionary tale, opposing early retirement as a result of health issues to persistence in playing despite such health concerns.

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The Sports and Gender I:

Thursday, June 9, 2016
09:00 – 10:30 AM
Reading Room

‘You can’t move properly and you have to roll off the toilet because you can’t actually use your thighs, and you have to go down the stairs on your backside … you can’t describe that feeling’: Exploring women’s embodied experiences in fitness cultures.

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Although female sporting bodies have been theorised through a range of ‘feminist prisms’ (e.g. Hall, 1996; Wearing, 1998) there is a paucity of empirical research that illuminates the sensuousness of the embodied realities that women experience in a range of fitness cultures (Allen-Collinson, 2011). Drawing upon ethnographic data obtained from an on-going research project, I here explore the corporeality of four female exercisers (aged 24-52) within a UK ‘working-class’ gym who participate in 1) Spinning 2) Legs, Bums and Tums 3) CrossFit and 4) ‘Working-Out’ on the main gym floor. Utilising a ‘sociologised’ form of phenomenology that acknowledges the impact of social-cultural forces and location upon individual lived bodily experience (Allen-Collinson and Owton, 2014), I explore the phenomenal ground and the here-and-now of bodily existence and presence (Münch, 1994). In doing so I suggest that attuning to the euphoric feelings experienced by the exercising body holds potential in transgressing mind/body dualisms, and liberation from dominant discourses that can be imposed on female exercisers in a variety of gym spaces. Reflections are provided that highlight the importance of maintaining a self-reflexive and openly ideological approach to my own body in the field.

Reproduction and Opportunity: The Role of Denmark’s SportsClasses

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In 2004, as a response to increased competition in the world of elite sports (and of Denmark’s perceived lagging), the Danish Ministry of Culture lowered the age of recruitment for athletes for the Danish elite sport association (Team Danmark) from 15 to 12. In 2005, the first sports classes were introduced and, as of 2015, SportsClasses were available for talented athletes in Grades 7-9 in designated public schools.
The SportsClasses attempt to balance collaboration between two different organizations: Danish public schools and sports clubs. The sports clubs’ main purpose is to develop talented youth who can compete nationally and internationally, while the purpose of the Danish schools is to educate all students and enable their versatile – i.e. athletic AND academic -- development.

To evaluate this program, in 2013, the largest survey of SportsClass students was undertaken (N=1206) with a follow-up survey in 2015. In this paper, we explore the social backgrounds and experiences of students in order to examine their likelihood of retention during the first few years of the program. Focusing on socioeconomic status, the role of having parents in elite sports, and type of sport, we study what key experiences and relationships lead students to abandon or sustain their interest in careers related to sports and how this differs for boys and girls. By applying Pierre Bourdieu’s concepts of habitus and types of capital, we conclude that there are elements of both reproduction and opportunity revealed by this new program but that the patterns differ significantly by gender.

A Cross-Cultural Analysis of Women Climbers in Turkey and the United Kingdom: New Heights for Women’s Sport?

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This paper will take a critical interactionist approach to understanding the participation and experiences of women climbers. Despite the increasing number of women practitioners, climbing remains a male-dominated activity, consistent with many other adventure sports, and reproduces many traditional sporting values particularly with respect to gender relations. In this study, we adopt a cross-cultural analysis of women climbers in Turkey and the United Kingdom, grounded in a belief that an understanding of practices in different countries provides not only an understanding of other people, but also a means of knowing one’s own culture better (Annerstedt, 2008). The data were collected by means of in-depth individual interviews and participant observation with women climbers in both countries. Findings from the study focus on the meanings of climbing for women, the challenges they face, and their struggle against these challenges. We conclude with some thoughts on the ways in which climbing might transcend and contest barriers of gender, how those in leadership positions within the climbing culture might offer opportunities that better meet the needs of participants from a more diverse range of social groups, and the broader implications of such an understanding for women’s participation in outdoor adventure sports more generally.

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"Never the Twain Shall Meet? The challenge of articulating top-down and bottom-up development through sport."

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Global development praxis has been characterized by a chronic tension between what can be broadly understood as ‘top down’ versus ‘bottom up’ orientations. These orientations encompass both the actors involved in development thinking and activity, and (more importantly) the underlying values and objectives they seek to advance. Since the start of the new millennium, there has been a sustained effort to transcend and thereby obfuscate this distinction, exemplified by the UN’s adoption of the 2015 Sustainable Development Goals. Compared with other dimensions of development praxis, top down and bottom up manifestations of sport for development have been more closely integrated, practically and imaginatively, than most if not all other domains. There are clear advantages to this relatively close connection between these orientations, but there are also significant limitations and costs, with the logic of ‘bottom up’ development too often effectively subordinated to ‘top down’ assumptions and practices. Scholars of both sport and international development need to better understand why this situation prevails in sport for development, and how a more mature relationship can be built, in which both the distinctive strengths and structural differences of these orientations are acknowledged, and a dynamic built on a healthy measure of critical distance is achieved.
Sports, Politics, and Policy

Thursday, June 9, 2016
03:30 – 5:00 PM
Picture Room

‘Scotland’s Future’ and 2014 – political narratives of the Glasgow Commonwealth Games and the Scottish independence referendum

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Developments such as the inclusion of sport within the Scottish Government’s White Paper on Scottish independence, the establishment of the ‘Working Group on Scottish Sport’ and the establishment of the ‘Sport for Yes’ campaign group demonstrate the harnessing of sporting issues as an additional, if somewhat peripheral, debate point in the Scottish independence referendum campaigns (Lafferty, 2014; Scottish Government, 2013; Working Group on Scottish Sport, 2014). This paper will critically examine the predominant political narratives which emerged in Scottish political discourse in relation to 2014 Glasgow Commonwealth Games and the Scottish independence referendum. In particular, consideration will be given to the extent to which the staging of the Commonwealth Games in Scotland was exploited politically in relation to debates about Scotland’s constitutional future, drawing upon the findings of an ongoing doctoral thesis on the topic. This paper therefore provides a critical examination of official party political communication and the production processes underpinning its creation, outlining the main emergent findings from a variety of data sources, including interviews with representatives across the Scottish political spectrum, press releases and parliamentary speech transcripts.

References:


Sport, Ideology and Nation-Building in Communist China, 1949 -1952

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This paper aims to further the understanding of sport policy and practice in the early of People’s Republic of China (PRC) from 1949 to 1952 through a focus on ideology and the context of Nation-building. Drawing on the theory of functionalism and Antonio Gramsci’s theory of Hegemony, it examines the nature of ideological domination held by the Chinese Communist Party (CCP), and explores the relationship between sports policy and its political implication. This paper argues that the sport system and its policies in the early PRC has been shaped by political and ideological requirements. To build a new China and defend the new regime, communists needed stronger and more qualified workers for national construction and economic recovery. To this end, the principle of the policy ‘sports serves construction’ contributes to the proper functioning and stability of a new nation state. The principle “sport serves the national defense”, in reality, functioned to increase nationalism to resist external threats to the Chinese national state. In the meantime, to gain the support of general public for the new born communist regime, the CCP leaders expanded the principle of ‘gaining broad mass consent” into the practice of the post-1949 revolution. The principle ‘sport serves the people’ was a result of implementing Maoism’s ‘Mass line’ in superstructure, by which the Party gained domination over Chinese society on the basis of “consent” of the masses. Furthermore, the principle ‘Learn from Soviet sports’ was also an embodiment of CCP’s dominant ideology within sport.

Sport governance as meaning-making: Concealment, handling and negotiation in Swedish sport club board rooms

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This abstract reports on a study in which data are to be collected during 2016. The results will be presented during the 2016 ISSA conference. The background of this project is the increasingly complex and demanding institutional environment of sport clubs. Key features of this environment are ongoing processes of instrumentalization, professionalization and commercialization, and changes to sport participation patterns. At the core of the project is an analysis of the execution of sport club governance within this contemporary institutional environment. With an empirical focus on sport club board meetings, the primary decision making arena of sport clubs, the purpose of the project is to create knowledge on how boards construct and negotiate meaning as they conceal, frame, handle, and resolve the potential tensions between issues raised by the membership of the club and issues emanating from the club’s institutional
environment. The project is theoretically based in an institutional outlook on framing (Goffman, 1974) and data will be produced through video-recorded observations of the meetings of sport clubs. The project has the potential to theoretically and methodologically enrich the research field concerned with voluntary sport governance, a field that is primarily positioned within a business administration paradigm. In addition, with its design, the project will avail for a contribution to research concerned with public- and private sector-generated issues’ impact on sport clubs. As such, the project will provide knowledge of the ramifications of sport clubs’ external relations on their autonomy, orientation, and function.

The quest for regulated self-regulation of full contact martial arts sports in the Netherlands.

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The organization of sports has been challenged since national government and sport have become more intertwined. By applying an interpretative framework of governance including work on governmentality we explore alternative ways of thinking about joint regulation of sports. In our study we examine different ways stakeholders act on their (historical-cultural) beliefs and practices (regimes of practice) in search for ways of governing full contact martial arts sports (FCMAS) in the Netherlands. By conducting interviews, observations and analysing documents and media we revealed that three (overlapping) regimes of practice are leading in the regulation of FCMAS. Safety, transparency and respect turn out to be key themes that should govern the coordination of regimes of practice in FCMAS, balancing between freedom and domination. This interpretative approach and focus on governmentality proved useful to unravel the governance issues around sport and opened up a perspective more sensitive to the effects of power on the organization of sports.

Sports Economics, Business, and Society I

Thursday, June 9, 2016
03:30 – 5:00 PM
Large Lecture Room

Examining the new fan social movement to permit standing at football matches in England and Wales

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This paper presentation examines the case study of contemporary football supporters and the particular strains and grievances which have motivated a new wave of protests and forms of activism during the late twentieth and early twenty first century. Central to this thesis investigation is the fan movement to permit ‘standing’ at football matches in England and Wales and thus this paper presentation introduces this case study by contextualising the social, cultural and political conditions out of which specific legislation to make all top level football grounds ‘all-seater’ emerged during the transformation and new consumption of English football at the turn of the late twentieth and early twenty first century. The paper subsequently explores the mobilisations of some supporters initially led by the fanzine movement, which saw the emergence of informal and formal networks and independent fan organisations in developing a ‘culture of contestation’ during the late 1980’s and 1990’s against various aspects of ‘modern’ football. The paper thus tells the story of this movement across a 25 year period and examines the various motivations, tactics and mobilisations of these informal and formal networks of supporters. The latest phase of this movement (the Safe Standing campaign) has received widespread political interest and is due to be trialled in Scottish football at Celtic Park during the 2016/2017 season.

Stadiums as Spectacles of Accumulation and Sustainability

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Increasingly organizers of such large-scale events as the Olympic and Paralympic Games have proclaimed commitments to “go green” in an effort to lower the collective carbon footprint of these mega-events. However, these efforts have met with various levels of success. A comparable trend is that professional sports team franchise owners and marketers also are increasingly promoting the use of green technologies to reduce environmental impacts and to enhance sustainability. Again, research suggests that these efforts have produced mixed results. Rather than simply reporting upon the successes and failures of efforts to “go green,” this paper draws upon cultural studies sensibilities to contextualize these efforts and to examine the performative effects of such claims about stadiums. In doing so this paper suggests that discourses about “green stadiums” are not just about environmental concerns. They are part and parcel of neoliberal development strategies, which scholars suggest have helped to constitute “spectacular urban space” (Harvey, 1989). This paper adds to the sport and science and technology studies scholarship via an exploration of the effects and consequences of these mega-projects, which exist as spectacles of accumulation and sustainability.
The private sector of sports in France since the 1980s. A sociological analysis of the emergence of an organizational field.

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Up until the 1980s, the field of sports in France was mainly organized between a public sector (with a strong participation of the State in high-level sports and regional authorities’ sports-related policies) and a non-profit sector (federations and sports clubs). Market-related activities remained split between various other sectors and were weakened by fragile legitimacy, in contrast with other countries. However, in the last thirty years, these activities have been undergoing a strong expansion, leading to the advent of a prosperous and independent private sector in sports.

This communication’s purpose is to examine the dynamics of legitimation and structuration of this emerging sector, through the use of the theoretical concept of the « organizational field » (DiMaggio and Powell, 1983; Fligstein and McAdam, 2012). Our analysis is based on a qualitative study, wherein 120 interviews were conducted with executive managers working in this private sector.

After illustrating the crucial break that occurred during the 1980s, we examine the current outlines and consistency of this private sector, which is in constant expansion but is composed of potentially heterogeneous activities (the sports industry, the retail of sports merchandising, sports services, specialized media,…). In addition, we demonstrate how the structuration of this field has led to a homogenization of its composing organizations, under the effect of institutional isomorphism. Such isomorphic processes are normative (the development of sport management programs and of professional networks), mimetic (in the choice of certain organizations to copy their competition’s development strategies), and coercive (the implementation of collective agreements).

Resources in support of grassroots sport clubs: a comparative analysis between Italy and Norway

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Sport clubs are the key elements in both Italian and Norwegian grassroots sport. This comparative study address two research questions: what type of economy supports these sport entities in these countries and what are the related modes of governance? Starting from qualitative interviews conducted during the last year (2015) in Italy and in Norway, and continuing with a detailed study of institutional characteristics, this paper analyzes the resources that are at the base of the grassroots sport activity and the modes of governance that regard these specific players of social economy. The research considers the support of: 1) public institutions, 2) local community actors (neighborhood, relatives) and 3) private companies. This presentation also investigates the different form of involvement and how this involvement becomes concrete through transfers of money, supply of services or individual performances (e.g. financial contributions, provision of facilities, voluntary work). Therefore, through the analysis of institutional documents and field-work, the aim of this work is to understand current differences between Italy and Norway, especially concerning the balance between different tools supporting the grassroots sport activities. Moreover, the research highlights the changes that have occurred over the years and that are linked to crisis or institutional modifications (at both national and local level).

Sports and Urban Development

Thursday, June 9, 2016
03:30 – 5:00 PM
Small Lecture Room

International sport events as urban development incentive: Effects of European Youth Olympic Festival 2017 and possibilities for Győr

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In the summer of 2017, an international sports event representing several Olympic sports will be held in Győr, Hungary for the first time. This presentation addresses the question: How can the City of Győr increase its economic activity through sport through the European Youth Olympic Festival (EYOF). The influence of sports economics via events appears to occur through international events. An important international sport event from a sports economics point of view has impacts over all sport markets. These international sport events have specific impacts not only on their own markets, but also on the host country / city's economy. EYOF is an incentive factor in urban development, opening up new opportunities for the City of Győr as a catalyst of investment. World-class sports facilities will be built including the construction of an Olympic Centre neighborhood rehabilitation. The purpose is long sustainability, and 100% utilization of facilities to optimize operations. Special attention is being dedicated to the topic given that Hungary is competing to organize the 2024 Olympics Games. The Olympic bid application is based on the country's outstanding sport successes and the experience developed hosting several international sport events in recent years. The state argues that Hungary is world-class in the organization of international sports event and this study aims to show how international sport events helps develop the image and economy of the host country/cities.
International Property Development, Sporting Symbolism, and the (Bio)Politics of Space: The Building of Branded, Sport-Focused Communities in India

Devra Waldman, University of British Columbia (Canada)
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In this paper I describe and offer a critical assessment of a selection of speculative international property development projects that have arisen across India in recent years – projects designed to support the creation of branded, sport/leisure focused communities and residences. Proposed and in-development communities and residences include ‘Marylebone Cricket Club’ gated communities, a ‘Maria Sharapova’ condominium, and ‘Michael Schumacher’ residences. While being spearheaded by London-based international real estate developers and/or architects, these spaces are intended to appeal to the perceived values of the new Indian middle class – a class thought to be driven by an interest in conspicuous consumption and belief in economic liberalism (Fernandes, 2011).

The intent of this presentation is to specifically investigate the contradictory processes involved in the (post)colonial and corporate (re)imagining of space, the particular role of sport and brand in the development of these communities and residences, and the (bio)politics of being in and belonging to these spaces. The hope is to highlight some of the issues that arise when urban (re)development strategies and projects that are encouraged through domestic neoliberal development policies are undertaken by international groups and explore how the management of such branded sporting and leisure spaces may become sites for social exclusion of particular social identities (Walks, 2006).

The beginning of the end: Toward a thanatology of sport stadiums

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The sociology of sport has over a 30-year history of developing a deeper understanding of urban life by conceptualizing the ways in which sport, both as a dominant cultural form, and as the infrastructure that houses it, is connected to the construct of community and identity. Sport stadiums, for example, are projected as symbols of global urban status, focal points for local collective identity, and as verification of urban regeneration success – that is, in a sense, as the concrete embodiment of a city’s dream.

So what happens when a stadium is abandoned or destroyed? What happens when a stadium dies? The purpose of this presentation is to provoke thought about the role and meaning of stadium destruction. We call upon sport studies scholars’ 30-year focus on stadium beginnings to be joined by studies of their various ends – the beginning of the end if you will. Situated in the notion that cultural objects have a biography of a life span much as individuals do (Kopytoff, 1986), we ultimately explore implications of a thanatology of sports stadiums.


A Study of Participation’s Constraint Factors Concerning Outdoor Recreational Sports in Teheran

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Recreation is an important part of human life. The purpose of study was to examine the participation’s constraint factors concerning outdoor recreational sports in Teheran. As the method of this study was descriptive and correlation. 1200 number of people above 18 year has been selected random cluster. Questionnaires that used are leisure participation and leisure constraint scale. To assess the validity of the questionnaire confirmatory factor analysis using LISREL software was used. Reliability of questionnaire using Cranach’s alpha was greater than 0.75. We used inferential statistics, i.e. Pearson, and MANOVA to determine the Correlation and difference between the variables at 95% level of significance. The first set of factors that hinder participation in outdoor recreational sports was structural constraint. There was significant difference between types of outdoor recreational sports, according to three dimensions constraints. There was a significant negative relationship between the interpersonal constraints to participation in sport and outdoor recreation participation. There was a significant negative relationship between the structural constraints to participation in sport and outdoor recreation participation, weekly and yearly. There was a significant negative correlation between the interpersonal constraints to participation in sport and outdoor recreation participation, yearly. Result of this study concluded that the Factors inhibiting Tehranians women from participating in recreational were structural, intrapersonal and interpersonal constraints.
**Sports and Social Change**

Thursday, June 9, 2016  
03:30 – 5:00 PM  
Reading Room

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**Can FIFA and the IOC change to authentic human legacy impacts?**

**Cora Burnett**, University of Johannesburg (South Africa)  
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Imagined truths and evangelism in the corridors of power about significant societal change and the role is not a new phenomenon. Beyond the jargon of mega-event bid promises to ‘harness the power of sport’ for addressing deep-seated systemic social issues, FIFA and the IOC yet to build a convincing case for meaningful and sustainable human legacy. This paper interrogates the promises and possibilities against two case studies of deliverable social change in Southern Africa as evidenced by the 2010 FIFA World Cup in South Africa and the Olympic Youth Development Centre project in Zambia (see IOC’s 2020 Agenda). As Coalter’s¹ argument in Gramscian terms, refers to the ‘optimism of the will’ against the ‘pessimism of the intellect’, it is apparent that bidding host cities increasingly frame their bids in jargon of perpetual ‘hope and peace-building’. What are the crucial lessons learnt and how can relevant discourses serve an agenda for real and meaningful social transformation? Emerging insights from two longitudinal case studies show that: i) projects need to be well-designed and anchored in co-ownership of strategic partnerships that would reciprocally capitalise on each sector’s strength (e.g. corporate, government, development agency and civic society); ii) ensure academic rigor through scientific and independent monitoring, evaluation and impact assessment; iii) be aware of the spheres, synergies and depth of societal change ascribed to the manifestations and causality of sport as a possible catalyst; and iv) communicate reflective learnings for optimal dissemination and praxis.


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**Social Science and Citizen Science: Crowdsourcing data for research on multiculturalism and physical culture**

**Peter Donnelly**, University of Toronto (Canada)  
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The Greater Toronto Area (GTA) is frequently acknowledged as having one of the most diverse populations on the planet, with residents from more than 200 different ethnocultural populations. Non-systematic data collection suggests that, given the range of games, sports, dance forms, exercise systems and martial arts in which people in the GTA participate, the city may also be the physical cultural capital of the world. In order to capture the diversity of physical cultural forms in which people in the GTA participate, the Centre for Sport Policy Studies at the University of Toronto has embarked on systematic data collection in the form of a citizen science project. This paper outlines the process of data collection, and discusses some of the theoretical and policy-related questions that we are examining as a consequence of having these data.

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**The effects of social heterogeneity on commitment to Dutch voluntary football clubs**

**Arend van Haaften**, Utrecht University (The Netherlands)  
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Amidst rising concerns about maintaining social cohesion in an ever diversifying society, politicians and policy makers in the Netherlands and various other countries have increasingly placed their hopes on local sports clubs as promising sites for unproblematic social integration.

In my study, I call local sports clubs’ capability to accommodate social differences into question. I argue that local sports clubs are best understood as expressions of shared values that function primarily on the basis of similarity. Therefore, social heterogeneity within sports clubs may result in lower commitment of members, jeopardizing the existence of these organizations.

I discuss three mechanisms that could explain why social heterogeneity would reduce the commitment of members of sports clubs. First, members’ homophilic preferences will make members less likely to commit to clubs with fewer similar other members. Second, internal division into social subgroups can spark or enhance conflict and feelings of threat that undermine members’ commitment. Third, a higher frequency of conflicting social norms and values amongst member can induce feelings of anomie, leading to lower levels of commitment. In addition, I address two factors that could inhibit these negative effects, namely the amount of contact between members and successful socialization practices within the club.

In my talk, I will present my theoretical framework and hypotheses. Also, I will elaborate on my quantitative design to test these hypotheses, namely a multilevel analysis on data of over a million members of Dutch voluntary football clubs, spanning the last ten years.

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**Social capital development in voluntary sports clubs**

**Richard Tacon**, Birkbeck, University of London (United Kingdom)  
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This paper seeks to understand how social capital develops within voluntary sports clubs. It adopts a micro-perspective to examine how social capital, defined as ‘the ability to secure resources by virtue of membership in social networks or larger social structures’ (Portes and Landolt, 2000: 532), emerges from social interaction within voluntary sports club contexts. It is informed by a critical realist perspective that focuses on the underlying social mechanisms and how they operate differently for different groups and individuals in
different circumstances. The analysis is based on three case studies of voluntary sports clubs in the UK, carried out over 18 months, involving interviews with members and organisers and participant observation.

The analysis shows that sports club members formed a range of social ties – strong and weak ties, as standard network models would predict, but also ‘compartmentally intimate’ ties: strong ties that were domain-specific. The analysis also shows that several core mechanisms of social capital development – ‘reciprocity exchanges’, ‘enforceable trust’, ‘value introjection’ and ‘bounded solidarity’ – operated at the clubs, but that these mechanisms were influenced by key elements of the socio-organisational context. Overall, this paper provides support for an ‘organisationally embedded’ view of social capital development and offers a rare example of critical realist research on social capital.

Sports and Health

Friday, June 10, 2016
09:00 – 10:30 AM
Picture Room

Sport, Health and Social Change: the medicalization of sport reconsidered

Dominic Malcolm, Loughborough University (United Kingdom) d.e.malcolm@lboro.ac.uk

The notion that contemporary sport was becoming increasingly medicalized was initially introduced in an attempt to understand the growing use of performance enhancing drugs in elite sport. However, in recent years the interdependence of sport, health and medicine has become increasingly complex. Centrally this is manifest in the public policy emphasis in the use of sport and physical activity in the promotion of healthy lifestyles, and elite sport’s rational exploits science and medicine in the pursuit of competitive success. This paper broadly reviews these developments in seeking to understand the global development of sport.

“Good” running?: fitness philanthropy and active citizenship

Catherine Palmer, University of Tasmania (Australia) catherine.palmer@utas.edu.au

This paper explores the growing popularity of charity sporting events as an emergent fitness practice. Drawing on preliminary research on the Mother’s Day Classic; a major fundraising event for breast cancer research and education in Australia, the paper examines the rise of fitness philanthropy and active giving through mass participation sporting events where being a “charitable citizen” is to be encouraged. The paper argues that mass-participation in charity challenges is among the more public and visible displays and articulations of contemporary health discourse, and active citizenship.

Well-being at work through the practice of sporting activities

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Luc Collard, Paris Descartes University, Sorbonne Paris Cité (France) luc.collard@parisdescartes.fr

The aim of our research is to study the enhancement of well-being at work through the practice of sporting activities. In France, public policies (Gasparini, 2005, 2008) and some companies want to reduce suffering at work (Desjours, 1990; Ehrenberg, 2010) through the practice of sporting activities. Our first hypothesis claims that people who do not practice a physical activity outside the professional world on a regular basis are more reluctant than others to practice one at work. Our second hypothesis affirms that the link between subjective well-being (Kahneman and Krueger, 2006; Diener, 1984) and the practice of a sport can be significant only if the employee displays a high commitment (McTeer and Curtis, 1993) to the activity. We interviewed fourteen employees of the same French company which endorses sport at work, through a semi directive interview guide. Seven of them practice physical activities at work. The analysis of the interviews’ content shows that commitment to sport at work is more common for employees who have previously experienced a sport socialization. In addition, employees who start this activity at work say they do not have enough time for it and do not feel a greater well-being. In the end, the enhancement of employees’ subjective well-being is not verified.

Assessing the impact of a Sport for Development and Peace intervention on the mental health of adolescents in Mullaitivu, Sri Lanka

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Charlie Foster, University of Oxford (United Kingdom) charlie.foster@dph.ox.ac.uk
Justin Richards, University of Sydney (Australia) justin.richards@sydney.edu.au

Background: Rates of mental illness can double in communities affected by civil conflict. Many organisations implement sport-based programs that claim various positive impacts on the mental, physical and social health of conflict-affected youth. These claims are based on the results of studies in peaceful and high-income settings. We assessed the impact of a Sport-for-Development and Peace intervention on the MH of adolescents in Sri Lanka.
Although both intervention and control groups mean MH measures were used to compare intervention [V] and control [C] groups MH scores.

Results: 214 students were included in the final analysis (47.4% female, 53% [V]) and loss to follow up was 34.2%. There was no significant difference in MH at follow up, although both intervention and control groups mean MH score improved significantly ([V] = t (113) 2.46, p = 0.016); [C] = t (99) 5.04, p = <0.001). There was no significant difference in MH score change between the intervention and control groups (F (213) 3.34, p = 0.069). Adjusting for gender, age and ethnicity did not affect the significance of the results.

Discussion: There was a study-wide improvement in MH, and no additional MH benefit to participation in the SDP programme. Considerable implementation issues hindered programme delivery and these limit the strength of conclusions that can be drawn.

Sports and Regional Development

Friday, June 10, 2016
09:00 – 10:30 AM
Large Lecture Room

Football Academies in Ghana as Engines of Local Development: Prospects and Limitations

Itamar Dubinsky, Ben-Gurion University of the Negev (Israel)
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Football academies in Africa, and in Ghana in particular, are often the subject of research that focuses on aspects of tension and conflict (Bale 2004; Darby 2007; Poli 2006). These studies put to the foreground “Afro-pessimistic” issues, such as neocolonialism and exploitation. As interesting and important as these studies are, I argue they provide a partial picture since local communities are hardly examined. In this paper, I will focus on the role football academies in Ghana play within the local communities, from the locals’ points of views. Recently this approach has received some scholarly attention (Darby 2012:271; Esson, 2013), though not enough. I aim to presents a more diverse perspective that includes the views of owners, coaches, children, parents and other locals surrounding the academies, including sellers, fans, journalists, Football Association officials and scholars, an input which is missing in the current literature.

Based on findings from my ongoing doctoral research, which takes place among four football academies in Ghana, I argue that academies can contribute to local development, in areas such as sports, education, health, economic growth, social inclusion and the advancement of girls in football. These contributions illustrate that football academies in Ghana can serve as engines of development (Levermore, 2008). However, we should also take into consideration that academies can expose the ways in which discourses of development are leveraged for personal and institutional advantages. Therefore, in the paper I will take a critical approach in evaluating what benefits academies in Ghana offer local individuals and communities.

Exploring the Perceived Benefits of Soccer for Adolescent Girls in a Sport-Based Empowerment Programme in Soweto, South Africa

Chris Barkley, Grassroot Soccer (South Africa)
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Ben Sanders, Grassroot Soccer and The University of the Western Cape, (South Africa) sanders@grassrootssoccer.org

The sport for development field is hampered by a lack of rigorous monitoring and evaluation or ability to determine if and how sport contributes to outcomes. In response Grassroot Soccer (GRS) developed and tested a 16-item Perceived Benefits of Soccer (PBS) Scale that asked adolescent girls about the effect of playing soccer in their lives.

The study population includes 200 Grade 8 female learners (median age 13.61) in Soweto, Gauteng. Responses ranged from ‘strongly agree’ to ‘strongly disagree’ on a 4-point Likert Scale. Scores were divided into three categories based on the mean and Standard Deviation into (i) low perceived benefit, (ii) medium perceived benefit, and (iii) high perceived benefit.

Little over half the girls reported moderate benefit of playing soccer, one-fifth perceived low benefit and 27% perceived high benefit. Results were collected at baseline, before the GRS soccer-based intervention was delivered. 62% of girls agreed that playing soccer makes girls more masculine, reinforcing gender stereotypes. With age, the younger cohort associated higher benefits with playing soccer than older girls. Higher perceived benefits of soccer is associated with higher self-esteem, more gender equitable attitudes, and greater self-efficacy. The endline survey will offer an interesting comparison point and qualitative research will occur.

There is limited research on whether, and how, the specific use of sport may result in development outcomes. A sport-based research scale, such as the PBS Scale, may prove useful in unpacking the role sport can play in social change and contribute to the evidence base for the field.

Women’s rugby sevens and elite sport development at the global-local nexus
Noel Tucker, Massey University (New Zealand)
noe1ie@hotmail.com

In the 2016 Summer Olympic Games in Rio de Janeiro, rugby sevens will make its debut as an official Olympic sport. In this presentation, we examine the ways in which the IOC’s decision to include rugby sevens as an Olympic sport has influenced the socio-cultural, political-economic and organisational landscape of the women’s game at the global-local nexus. We analyse the link between global sport decisions and local sport implementations and seek to address several issues of central importance related to globalisation, the social context of sport policy and development initiatives, gender and rugby sevens in New Zealand. Interviews with eight key individuals from global, national and regional rugby-related organisations reveal that the opportunities of becoming an Olympic sport are perceived to outweigh the challenges, however, there are also trade-offs and dilemmas to consider at both the global and local level. From World Rugby’s viewpoint, it will have a positive ripple effect on other socio-cultural factors such as true globalisation of the women’s version of a male-dominant sport; political-economic structures such as the legacy of new strategies and local programme reforms as well as sport promotion, sponsorship and economic returns; and, organisational considerations of governance, leadership and relationships between organisations. From the NZR’s perspective, a gold medal performance from the women’s team will undoubtedly be linked to future investment and resources, as well as increased national participation rates. What remains questionable is whether rugby sevens is a sustainable commodity as the predominant version of the women’s game in the future.

The role of major events in the development of smaller cities

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The key research question of our current project is how organising major sport events may have an impact on the development of smaller cities. In the literature, major events are normally associated with larger cities. In our Hungarian-based research sample most of the cities are relatively small in comparison with how many teams and athletes normally arrive to a major international sport event. Our presentation illustrates how cities with a population size of 10-100 thousand people can shape their international image by hosting sport events, and how such events actually add value to local community life. An analytical overview of the profile of those smaller cities that are ultimately successful in a particular sport will form part of our explanation. Our local results will be compared and contrasted with international examples. Finally, we introduce a few selected cities that we believe could greatly benefit from organising major international events, but have not done so yet. Overall, our presentation aims to stimulate others to think about how smaller cities in their vicinity could be supported to host sporting events and to consider future collaboration in an international comparative study.

Sports and Media
Friday, June 10, 2016
09:00 – 10:30 AM
Small Lecture Room

“Nők, nők, nők”: Female Athletes’ Bodies and National Identities in Hungary’s Presztízs Sport

Dunja Antunovic, Bradley University (United States)
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Feminist sport and media scholars have long problematized gendered representational practices, including the absence of women’s sports in coverage, the media’s trivialization of female athletes’ accomplishments, and the overemphasis on heterofemininity and sexual appeal. Because most of this scholarship is U.S.-based, Bruce (2015) recently called for an inclusion of global research in order to provide a more inclusive and nuanced understanding of rules of media representation of sportswomen. This synthesis suggests that within the context of international competition newspapers and magazines present female athletes in action and as “model citizens” (Bruce, 2015). With notable exceptions (i.e., Slepčiková, 2010; Lippe, 2002), few studies examine how meanings of national identity intersect with gender within the Central-Eastern European context.

In this study, I conduct an analysis of textual and visual representations of the Hungarian sports magazine Presztízs Sport, a monthly publication for which “Hungarian sport is a matter of prestige!” With an exclusive focus on Hungarian sport and Hungarian athletes, the magazine offers a fruitful ground for analyzing representations of women’s sport in relation to national citizenship. Drawing upon Lippe’s (2002) thematic approach, this research interrogates how Presztízs Sport constructs national identities through mediated female bodies and provides insight into the complex set of criteria for inclusion of women’s sport in the magazine’s strategy to establish “prestige” for Hungarian sport. Thereby, this study contributes to theoretical discussions on the rules of media representation of sportswomen and furthers conversations in feminist sport media studies.

Girls, Run! Business, Media, and Women in Road Running

Sarah Gee, Massey University (New Zealand)
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In the 2016 Summer Olympic Games in Rio de Janeiro, rugby sevens will make its debut as an official Olympic sport. In this presentation, we examine the ways in which the IOC’s decision to include rugby sevens as an Olympic sport has influenced the socio-cultural, political-economic and organisational landscape of the women’s game at the global-local nexus. We analyse the link between global sport decisions and local sport implementations and seek to address several issues of central importance related to globalisation, the social context of sport policy and development initiatives, gender and rugby sevens in New Zealand. Interviews with eight key individuals from global, national and regional rugby-related organisations reveal that the opportunities of becoming an Olympic sport are perceived to outweigh the challenges, however, there are also trade-offs and dilemmas to consider at both the global and local level. From World Rugby’s viewpoint, it will have a positive ripple effect on other socio-cultural factors such as true globalisation of the women’s version of a male-dominant sport; political-economic structures such as the legacy of new strategies and local programme reforms as well as sport promotion, sponsorship and economic returns; and, organisational considerations of governance, leadership and relationships between organisations. From the NZR’s perspective, a gold medal performance from the women’s team will undoubtedly be linked to future investment and resources, as well as increased national participation rates. What remains questionable is whether rugby sevens is a sustainable commodity as the predominant version of the women’s game in the future.

The role of major events in the development of smaller cities

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Cheng-Ying Lin, National Chengchi University (Taiwan)
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Recently, road running events, which feature shorter distance and diverse themes-oriented compared with traditional marathons, have become a popular activity for all in Taiwan. Women runners, who used to be seen as the subordinate and minor group in sports, have eventually attracted international sporting goods manufacturers to jump onward the bandwagon of holding women’s road running events. This study drew upon: (1) excavating how Taiwanese media represented road running women, especially on their characteristics, gender power relationship, body aesthetic values; (2) exploring different road running related actors’ marketing strategies, mainly on their gender preference, understanding of women road running, and cooperation with different actors. By conducting discourse analysis and in-depth interviews, this paper compared six road running books, six volumes road running magazines, also interviewed three road running related actors, including magazine editors, sporting goods manufacturers, and road running organizers. Through this preliminary analysis, I attempt to conclude the gender discourses in road running publications and how road running gradually became a popular leisure activity for Taiwanese women as a gendered practice.

The Cotswold Olimpicks: An intersection of sport, politics, and the media
Mark Brewin, The University of Tulsa (United States)
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The paper uses an historical case study to examine how modern publics use sport, in conjunction with media technologies, to create an identity. Some social theorists have argued for the dominant role of print in constructing modern publics, particularly during the early modern age. Jürgen Habermas and Benedict Anderson are well-known proponents of this position. A much different tradition looks at the way that members of publics perform a sense of the political world before each other, through ritual or ceremony. In the study of sport, an example of this latter kind of argument would be John MacAloon’s work on Olympic ceremonies.

The paper tries to show that the origins of this debate begin very early in the modern era. In the seventeenth century, the political battles in England between Puritan reformers and their Royalist opponents was in part a debate over what sorts of activities should be properly public. Puritans were antagonistic toward ceremony and public festivity, and promoted instead print-centered sources of public expression, based around Biblical texts; monarchists wrote and spoke in favor of the celebrations and traditions of “Merry Old England.” An example of how this debate was carried out can be found in the printed and written discourse surrounding an early modern sporting celebration, the Cotswold Olimpicks. Through investigating the strategies of both sides in this debate, I argue, we see the beginning of an argument about the nature of political identity that continues today.

The Patronizing Attitude of Printed Media Towards a Ski Jumping Champion in Slovenia
Mojca Doupons Topic, University of Ljubljana (Slovenia)
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Marjeta Doupons, Educational Research Institute (Slovenia)
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Media approach and write about successful athletes in different ways. They may, for example, put emphasis on the athlete’s achievements, on the role of sportpersons and teams in the society, or analyze the importance of certain people and organizations who contribute to the athlete’s success. They may, however, approach athletes (and sports in general) in a less desirable manner. In Slovenia, newspapers often describe athletes and their achievements based on journalists’ judgments on how the athlete behaves and/or on judgements of their physical appearance. For this study we chose to analyze media coverage of a particular Slovenian ski jumping champion. We aim to analyze the attitudes of journalists and their underlying presumptions, as they are explicitly and implicitly written in the articles. The sample of articles is drawn from the Slovenian media: we analyze articles that were published in 3 daily printed newspapers and 2 online portals during the seasons 2014/15 and 2015/16. We use linguistic pragmatics approach (to undercover existing presumptions and implicit meaning) and methods of critical discourse analysis (e.g., use of metaphor and rhetorical devices). Preliminary results show that the attitudes in newspapers’ articles patronize the ski jumping champion. For example, they tend to present him as young boy and not as a man (he is 23 years old), and they often comment on his possible physical attraction. We will also discuss if and how media coverage of the ski jumping champion differs from coverage of other athletes in Slovenia.
Sports, Inclusion and Exclusion

Friday, June 10, 2016
09:00 – 10:30 AM
Reading Room


Jordan Dawson, Loughborough University (United Kingdom)
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In 2012, London successfully hosted the Games of the XXX Olympiad. One legacy of hosting the event is the 560-acre Queen Elizabeth Olympic Park located in Stratford in the heart of London’s industrial East End. The Park is located across the four Park Boroughs of Hackney, Newham, Tower Hamlets and Waltham Forest, each distinct in character but with similar trends towards clusters of wealth in a sea of often stark poverty. Two of the five elements that constituted the official legacy policy rhetoric in the build-up to the Games were focussed around urban regeneration and inspiring a generation. The Park should be viewed as a long-term anchor to the future achievement of these goals. Post-Olympic spaces, however, are currently poorly understood in terms of the practices and perceptions of visitors. Given the disruption and displacement caused to the local community through the Games, the Olympic Park is potentially the greatest asset to the surrounding boroughs. This paper examines the practices and perceptions of Park visitors compiled from a two-year longitudinal visitor survey conducted in The Park. It outlines how both visitor practices and perceptions are shaped by diverse axes of social difference such as race, age and place of residence and consequently argues that urban regeneration through the Queen Elizabeth Olympic Park has generated new processes of social inclusion and exclusion in East London.

Innovation for Social Inclusion in Sport: A case study of skateboard and gender

Anne Tjønndal, North University (Norway) anne.tjonndal@uin.no

Studies of innovation in sport have mainly focused on technological innovations aimed at consumers or at enhancing performance among elite athletes. These studies often build on a theoretical understanding of innovation as new ideas, which lead to new products. In my paper I understand innovation as substantial and organizational changes with the intention of producing a qualitative change in a specific context. These types of innovations are less materialistic and rarely result in new products. My paper seeks to explore how and in what ways innovation can contribute to increased social inclusion in sport.

Social exclusion in sport can occur based on personal factors such as social class, gender, age, ethnicity and religion. Considering the many health benefits from playing sport, it would be highly beneficial to minimize social exclusion in sport. The following paper is a qualitative study of a Norwegian skateboard club and their strategies working towards increasing the number of active women; a commonly marginalized group in skateboarding. The analysis demonstrates the skateboard club’s process of planning and implementing organizational and practical innovations to attract more female members. The results indicate that there are some key innovative factors, developed and utilized by the club in their work to increase gender-based social inclusion. Of these, the most important changes were; 1) developing specific and local organizational goals and aims for social inclusion, and 2) developing and implementing low cost activities directed towards the specific group subject to social exclusion from the specific sport context.

Sport Development Initiatives: A Sociological analysis in context to India

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Despite the potential of sport development to highlight broader social complexities, sociologists in India remain disinterested in the area (and sport generally) as avenues of legitimate study. Yet, sport development programs provide sociologists opportunities to know and engage with body politics, questions of structure & agency, and social transformation. In this paper I draw on Bourdieu & Giddens to understand the construction and consequences thereof, sport development projects and the broader processes to which they are a part. I discuss my research with youth and, consider how sport development agendas are often confounded by tensions, negotiations, and resistances contours of the local context. The factors influencing sports participation have emerged as a point of interest among academics. In order to detect determinants of sports participation, a constructive and exploratory research has been adopted. The data drawn in this study has a sample size of 500 interviews, spread over two States.

The inclination of parents given their background towards putting their children in sports shows a declining trend. With rise of income, inclination towards sports does increase. In many ways sport represents a social ‘field, a structured space of positions that impose specific determinations on those who enter it. Rather than simply enhancing individual freedom and opportunity, sport-based programs serve as social control and regulation. Basic education is important for gaining foothold in sports for social neoliberalism. Social environment, geographical conditions, educational arrangements and the regional economy determine to a large extent if personal development and ambition are able to flourish.
Public Sport Services: the Effective Path of Using Sport for the Social Inclusion of Rural-Urban Migrants in China

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In the context of China’s economic and social transformation, using sport to promote the social inclusion of Chinese rural-urban migrants is of significant importance for the “population urbanization” strategy proposed by China’s central government. By means of empirical survey, this research found that rural-urban migrants’ lack of basic sport rights, insufficient sport and other resources, underdevelopment of sport social organizations, and inappropriate management philosophy are major obstacles preventing the inclusive characteristics of sport from taking effect in China. These problems are entangled with each other and not solvable by any of the public, private or voluntary sector alone. The only way out is to rely on the support of public sport services, because public sport services in China are expected to have the following characteristics, enabling problems mentioned above to be solved systematically and Chinese rural-urban migrants to be included into urban society through various well-organized sport activities: with the essence of “fairness and equality”, basic sport rights of Chinese rural-urban migrants can be ensured; with the basic concept of “people-orientation”, diversified and actual sport need of Chinese rural-urban migrants can be found and satisfied accordingly; with the supply mode of “multi-cooperation”, benefit of public, private and voluntary sectors can be balanced, and their resources can be integrated; with the assessment principle of “result-driven”, all cooperated parties involved will “do the right thing” and “do the thing right” to make sure that sport activities are well organized and will make contribution to the social inclusion of Chinese rural-urban migrants.

Sports and Migration

Friday, June 10, 2016
09:00 – 10:30 AM
Cupola Room

How North Korean refugees build social capital using amateur football clubs in the UK and South Korea.

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The purpose of my research is to understand how social capital develops within voluntary football clubs in which North Korean refugees participate in. Putnam (2000, p. 19) defined social capital as “connections among individuals – social networks and the norms of reciprocity and trustworthiness that arise from them”. And social capital is seen to “add many positive features to life in society, to provide positive development for individuals, and for building community capacity” (Zakus, Skinner & Edwards, 2009, p. 986). However, it could be argued that little attention has been given to some minority migrant groups. Thus, this research is investigating North Korean football clubs as North Korean refugees are a new and distinctive migrant group in South Korean and British society.

This research draws upon data obtained from semi-structured interviews with individuals involved in the voluntary football clubs in both South Korea and the United Kingdom as well as participant observation. Participant observation was particularly necessary for this research because North Korean refugees wouldn’t accept the request for an interview if they did not know the researcher. Findings to be discussed cover three case studies of one football club in the UK and two in South Korea. These case studies were carried out over 18 months and involved a number of in-depth interviews with members and organisers and periods of observation at each of the clubs.

Small country coming to terms with sporting migration

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This paper focuses on the issue of migration within the sporting policy of Slovakia, a “small country” which has limited human and economic resources to invest into elite sport. It presents a case study on a “threat” of sporting emigration to another country posed by a young Slovak alpine skier in 2015, which was widely debated in the public and the media. In the background to this stood a problematic situation in the national skiing federation and the recently drafted state sporting policy. While migration of athletes in a commercial manner – moving for better contracts to different clubs abroad – has become a normal part of the sporting world, the migration to different national teams is not yet an accepted practice in the Central-European context. By analysing media texts and debates regarding the case of the skier Adam Žampa and his threat to represent a different country, I look for the arguments regarding the role and responsibility of a national sporting representative/elite athlete. I also observe the identity politics at play in the political proposals regarding the financing scheme for sporting federations in Slovakia. This paper considers variables, such as the size of grassroots participation and achievements of the elite athletes in the sport in question. The case of alpine skiing is a unique example also due to the wide popularity of the sport, yet low registration base at the grassroots in Slovakia.

Exploring Migration Patterns of Female non-U.S. Nationals in U.S. Intercollegiate Basketball

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Increasing globalization and professionalization of the sport industry brought about migration of sport labor across the globe, who transverse continents for better opportunities abroad, with primary objective being pursuance of academic and athletic goals. Sport labor migration research disproportionately focus on male migrant athletes (Maguire, 2008). The theoretical perspective used to guide this study is the theory of preferred worker (Waldinger, 1994). The purpose of this study was to explore migration patterns of non-U.S. national female basketball players into the 5 major associations of intercollegiate basketball in the United States (NCAA Divisions I, II, II, NAIA, JUCO) for the 2014-15 season. The significance of the study lies in generating new knowledge about women involved global college basketball migration. The data used in this study were derived from NCAA, NAIA, and JUCO athletic department websites. Descriptive statistics were used in data analysis. The findings of the study revealed 689 non-U.S. national female migrant basketball players from 98 countries and 6 different continents participated in women’s intercollegiate basketball. Anglophone speaking countries were predominant (Canada, Australia, and United Kingdom) and some none-Anglophone countries (Spain Sweden and Serbia) were highly represented. In absence of language, the Anglophone basketball migrants would be classified as highly skilled. Given Canada’s proximity to the United States, the country had the largest number of female basketball migrants. Implications include the presence of brawn-drain on the exporting countries but gains are made when elite athlete development elevates countries prestige national teams, with the importing nations gaining high caliber players to.

Migration of players in domestic and foreign leagues: identification and analysis of migration channels of Hungarian professional football

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Sport migration has become more frequent in Hungary after the country joined the European Union in 2004. It has become a common practice, mainly in team sports such as football that clubs build their teams around experienced foreign players while marketable Hungarian footballers are transferred to foreign teams. These interconnected processes are often linked to the low standard at Hungarian football clubs and the lack of youth athlete development programs in the country. The aim of this study is threefold: first, to overview the regulatory system of Hungarian football; second, to analyze domestic and international statistics on migration of footballers; third, provide examples based on in-depth interviews with a player agent and a scout. Finally, the study puts the characteristics of football players’ migration in Hungary into an international comparative perspective. The preliminary results show that footballers having signed to the Hungarian D-1 clubs are from more than 50 countries. Most of them had played in the member-countries of the UEFA before. Compared to the neighbouring countries, Hungary has the highest percentage of foreign players in the first division but in relation to on-field success and off-field standards, we are lagging behind them. Meanwhile, the demand for Hungarian players by foreign teams has decreased while some Hungarian talents are being trained at several European top clubs.

Sports, Physical Activity, and Aging

Friday, June 10, 2016
11:00 – 12:30 PM
Picture Room

‘Because my husband would have been bored to tears... if I’d have said “let’s go swimming”’ Oral Histories of Family Membership and Physical Activity Careers: A Synthesised Approach to Understanding Physical Activity and Well-being in Family Contexts across

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As it appears physical activity is not a widespread family practice (Day, in press), attempting to collect comprehensive life histories sensitive to connections between physical activity habits and family influences across the life course would be unnecessary. Reflecting upon data from my PhD study and the experience of collecting this data, it is argued that simultaneous investigation of physical activity careers and oral histories of family membership offers a more useful, meaningful and authentic approach. Furthermore, synthesis between career and oral history interviews highlight complex inter-relationships between physical activity experiences, family relationships and recollections of well-being. More specifically, participant’s stories provide rich explanations that are supplementary and different to trends identified between family relationships and well-being in the ‘new science’ of happiness (see Layard, 2011) and assumptions made in the exercise sciences about the contribution of physical activity to well-being. Consequently, people’s accounts of well-being emerge as meaningful, intimate and delicate moments in time that are both memorable and crucial to their physical activity careers and family memberships across the life course. It is thus also suggested that although socialisation is a process, the ways in which interviewees recall, interpret, relive and reinterpret this process in reference to family and physical activity is nonlinear, unpredictable and highly personal. In closing it is tentatively proposed that the methodology outlined represents a more practical and human-centred way of understanding social influences upon physical activity and well-being than has traditionally been utilised in the exercise sciences.
30-30-30: An Intergenerational community physical activity initiative that works!

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The province of New Brunswick’s (Canada) 30-30-30 Wellness in movement strategy is a community-based model for physical activity and healthy eating. The goal of the 30-30-30 strategy is to increase physical activity levels and healthy eating habits at the community level using four key elements of the community capacity building approach: 1) Partnerships, 2) Awareness, 3) Actions and 4) Research. This paper presents the latest findings of a pilot study using the 30-30-30 strategy within a senior citizens setting. Using a socio-ecological framework, more than 10 pilot sites with over 300 seniors accompanied by 10 kinesiology students led by an action research approach were able to substantially modify unhealthy eating and physical activity habits among seniors and their grandchildren.

This session will explain the 30-30-30 strategy in detail and offer recommendations for best practices for physical activity and healthy eating initiatives within intergenerational settings in the community, at schools and at home.

Middle aged women and the pleasure of playing

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Currently, “there is little research that explores how people, as embodied subjects, negotiate and produce meaning about healthy lifestyle practices in the complex socio-cultural, economic and political conditions of advanced liberalism” (Fullagar 2009, 122-123).

In this paper we present information about the experiences and the “making meaning” of a group of Danish middle-aged women who played floorball (a game similar to indoor hockey) in a physical activity intervention conducted by the Centre for Team Sport and Health. Drawing on Foucault’s concepts of disciplinary power and governmentality, we explored via 15 semi-structured interviews the women’s reasons for participation and their experiences with playing a team game. The interviews revealed that they had internalized the messages of ‘healthy ageing’ and felt guilty about their previous inactive lifestyle. However, their participation was also influenced by changing life circumstances. For the first time, they had time to exercise and experienced that playing games did not (only) require self-discipline but provided pleasure. Yet, it still has to be discussed if the “pleasure of playing” can have a long term effect, not only on members of the middle classes but also on other groups of the population.

How can we make sure that lessons are more efficient and truly change inactivity habits? A research action with an innovative sport association.

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The aim of this action research is to develop children physical activity (7-11) who live in poor area. In those territories, too many difficulties are cumulated (Gasparini & Vielle-Marchiset, 2012), a general health statues more damaged (IRDES, 2009), a lack of physical practice (Lefèvre, 2010) and rare sporting infrastructures (ONZUS, 2013). That is the reason it seems essential to offer sport opportunities to these young people while facilitating the positive impact understanding. That brings us to ask whether innovative physical practices awareness could change perceptions and habits of these children about physical activities? Our principal assumption claims that knowledge transmission has to be combined with ludic and motor applications for changing strongly children social habits, knowledge is fully understood associated with periods of games, theoretical input then moments of debates. For that, semi-structured interviews will be organized with children on the subject of physical activities at large and the obstacles of it. The goal is to define children representations and reference discourses.

In addition to a control group, three groups will participate: the first group will be orally informed on the benefits of sports, the second will also practice ludic games and the last will combine oral knowledge, game practices and moment of debates. In this preliminary research, the research’s first part will be just presented from hundred children in five pilot schools.

Women Leadership in Sport

Friday, June 10, 2016
11:00 – 12:30 PM
Large Lecture Room

Women battling for a space in snowboarding

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The paper examines women’s agency within the Norwegian Snowboard Federation (NSBF). In 2003, a group of women snowboarders established PowderPuffGirls (PPGirls) which worked to promote women’s snowboarding in general and within NSBF. The focus of PPGirls was to facilitate women-only sessions at practice and camps in order to recruit more female snowboarders, as well as educating female coaches and referees to make female snowboarders more visible and to serve as role models for the younger generation. PPGirls did not operate with memberships rather the group is best
describes as a network utilizing web channels and personal contacts in communication. The first part of the paper describes the origin and the agency of PPGirls, based on qualitative interviews with six women who have had a large influence of the development of PPGirls. At the time the data collection was conducted, in 2012, the future of PPGirls appeared uncertain since women's issues in the NSBF were planned to be incorporated within all areas of the organization; in other terms 'gender mainstreaming'. How the 'gender mainstreaming' has worked out are the central issues of an ongoing 'second phase' of the study where interviews are undertaken with some of the interviewees of from the study in 2112 still holding central positions within NSBF.

Analysis of Factors Influencing Women Leadership Development Programme in Sport in Turkey

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In the recent years, leadership development programs for women have aimed to provide a better understanding of their communities and contribute to both social networks and new business opportunities. Various non-governmental organizations help to ensure equal rights for women by organizing leadership educational programs to encourage women to become. Unfortunately these kinds of programs are not included in sports organizations in Turkey. Today many countries have implemented leadership development programs, for example The Women Leaders in Sport-Australia, Women and Leadership Programme-Canada, Women and Leadership Development Programme-UK. The purpose of this research was to examine the organizational and socio-cultural factors involved in the development of sports and women's leadership educational programmes in Turkey. Research methods used include document analysis and analysis of statistical data. The results indicate that 97% of presidents and 95% of secretary generals of sports federations in Turkey are male. In order to be successful in the elections process of sports federations, candidates need political-economic capital and other forms of influence within the sports community. Unfortunately, at present female athletes constitute only 27% of all athletes in Turkey revealing that women’s political-economic capital is less compared to men. To date, studies conducted in Turkey reveal that the regulations of sports organizations make it difficult for sports administrators to establish policies aimed at increasing the number of female athletes and, in turn, the number of female sport administrators. Moreover, sports management staff and sports organizations seem to have negative attitudes towards women managers. This study suggests that in order to advance the development of women’s leadership training program in Turkey, the socio-cultural structure of the sports organizations and gender relations must be considered.

The hiking guides: an egalitarian gender regime?

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This communication analyses the gender relations in a sports profession, the hiking guides. In this prospect we will combine Pierre Bourdieu’s concept of field (1980) with Raewyn Connell’s concept of gender regime (1987). The aim is to show how the position of this profession in the mountain jobs field has consequences on the hiking guides’ gender regime.

To identify this gender regime, we will compare through biographical interviews, the professional practices of eighteen men and eleven women, all hiking guides working in the Pyrenees, the Southern French Mountains. In order to understand well the differences between the interviewees (Mennesson, 2012), we will also study the social conditions necessary to the involvement in the job and the gender impact on this process.

The data show that the studied gender regime strongly differs from those identified in the mountain sports world (Laurendeau, 2008, 2010; Stoddart, 2010; Thorpe, 2009, 2010) or in other sports professions (Norman, 2010). The position of the interviewees, at the bottom of the hierarchy of the mountain jobs field, seems to favour similar modes of work for men and women. This assessment does not totally cancel the differences between the sexes, especially concerning the articulation between work and private life (Pederson, 2001).

The gendering of coach leadership from an athlete perspective. The case of Norwegian boxing

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Coach leadership represents one of the most visible, mediated and male-dominated leadership career in sport. This study explores the gendering of coach leadership. Two aspects are highlighted: (1) athletes perceptions and understandings of the gendering of coach leadership, (2) constructions of gender in coach leadership and how these may affect women's advancement in sport.

The study has an athlete perspective on coach leadership. The data material consists of qualitative interviews with Norwegian amateur boxers, seven females and five males. The theoretical framework derives mainly from feminist studies of management and leadership.

The analyses indicate that extensive experience and a previous successful career in boxing are important factors for the athletes’ thrust in the leadership practices of the coach. These factors are described as more significant for female than for male coaches. The athletes have gendered expectations to male and female coaches and their leadership forms. This gender difference mirrors an essential
and naturalized understanding of masculinity and femininity. The leadership styles and characteristics linked to male coaches are considered as more efficient and important and those associated with female leadership. The gender composition of coach–athlete dyads is found of significance for how athletes consider the leadership forms of male and female coaches in coach–athlete dyads with male coaches, a paternalistic leadership form is often described, which in particular involves serious challenges for the career development of female athletes.

Sports, Ethics, Law, and Education
Friday, June 10, 2016
11:00 – 12:30 PM
Small Lecture Room


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In South Africa, sport stands out as a major instrument towards social change, especially during the two decades since becoming a democratic state. Junior sport, the bedrock of eventual international participation, is mainly practiced in public schools, with teachers as coaches.

Children’s rights – and more specifically an overemphasis thereof - have become a matter of concern in the sport coaching context. Admittedly, this worldwide focus on children’s rights can be understood in the light of their vulnerability and the prevalence of child abuse in a variety of spheres, including that of sport coaching. However, all indications are there - based on empirical evidence - that teachers are increasingly reluctant to take up coaching or supervision responsibilities, even where moderate risks exist.

Taking risks is an inherent characteristic of the execution of numerous sport skills in especially contact sport such as rugby. Proper management of risk factors by skilled coaches will ensure that all the advantages of sport participation - physical, mental, social and educational - will materialise.

Viewed from an Education Law perspective, this paper explores the current application of tort law in countries such as South Africa and the UK. The way in which the application of the law provides protection to the player, but unfairly exposes the responsible teacher-coach, is considered. The paper defends the claim that a biased approach currently exists, hampering both rugby development, social justice and educational progress by rendering coaching too high a legal risk due to an overemphasis on children’s rights.

Effects of educational games for children with intellectual disability

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The benefits of an active lifestyle include not only fitness, but also the promotion of a sense of inclusion and improved self-esteem. These benefits are also valid for children with disabilities.

The purpose of this study was to examine the effects of educational games program on children with intellectual disabilities. The data were collected by means of participant observation in the activities with 21 children during an 8-weeks period of time in line with the therapeutic recreation course at a university. During the activities the researcher took field notes and also used video recording in order to reconsider her field notes in data analysis process.

The data obtained from the observations were sorted into three main themes as: physical improvements, sociability and cognitive development. With regard to physical improvements the researcher observed that some children gained new physical knowledge and ability on some movements during the activities and also two children with multiple disabilities (physical and intellectual) became more flexible in doing activities. The sociability theme implies the progress of the children through becoming more courageous, happy and outgoing persons from the beginning to the end of the 8 weeks activity program. In terms of cognitive development it was observed that throughout the weeks, children started to gain more competence on understanding the rules of games and teachers’ directions more easily. In conclusion, it was seen that physical education games activity program had positive effects on children with intellectual disabilities in terms of physical, social and cognitive aspects.

Teaching Fair Play: In the Classroom and Beyond

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The concept of ‘fair play’ is considered an imperative teaching component of successful physical education classes. (Vidoni, 2014) Sport and physical activities are not only seen as, but market themselves as, main instruments for teaching new generations to act, live, and behave ‘fairly’. Since the United Nations (UN) declared 2005 to be its International Year of Sport and Physical Education we have seen a significant expansion in the use of sport as a tool for initiating social and economic development. At the same time, the sport industry itself is dominated by hyper-commercial enterprises that make no effort to disguise their cardinal objective of delivering entertaining products to maximize profit margins. This forces us, educators, to reflect on the debate existing between the ‘conscience’ and ‘commerce’ of sport management.(Hums, 2010) The
purpose of this paper is to analyze some ethical composition and ramification of ‘fair play’ in sport management related situations by sharing three immersive learning initiatives for studying fair play behavior. Comparing and contrasting the development, implementation, and results of the three innovative approaches to teaching fair play in physical education teacher education, sports management, and sport for social justice classes, this paper concludes that there is a global trend towards social entrepreneurship, especially among young people. After intermittent reinforcement of fair play behaviors students started to resist unfair behavior, recognize unfair practices in different sport settings, and found the opportunity and creativity to implement sport-based programs in their own neighborhoods, which made a world of difference for those who participated.

**Zubiaur’s Way: back to the Future**

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José Benjamín Zubiaur (1856–1921) was an Argentinean educator and pedagogue. Promoter of sport, physical education, and the modern Olympic movement.

Argentina participated in the establishment of the first International Olympic Committee (IOC) in 1894 when Pierre de Coubertin chose José Zubiaur as the first Latin American member. The Argentinean remained as an IOC member until 1907 when he was dismissed for non-attendance at IOC meetings. Despite his dismissal, he was a promoter of sport throughout Argentina and encouraging Argentinean involvement in the modern Olympic movement. He worked for education and sport, and influenced the development of sport in education and Olympic participation in Argentina.

This article examines whether changes in the current structure of Argentinean sport and the organization of the Youth Olympic Games (YOG) 2018 will give the opportunity to follow in the footsteps of José Benjamín Zubiaur.

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**Negotiating alcohol consumption contexts: Juniors playing in senior community sport teams**

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Alcohol is ever-present in contemporary society’s daily life; it is integrated in social gatherings in the general community and is reflected and reproduced in community sporting clubs around Australia (Clarkson, 2010). The sport-alcohol nexus has been studied to understand the exposure of sport club members and spectators and its impact on the members, with Palmer (2011) reporting the need for more diverse research on the nexus. The most frequently reported results are that people in sport clubs have a higher level of alcohol consumption than general society (Tobin, Fitzgerald, Livingstone, Thomson, & Harper, 2012; O’Brien, Blackie, & Hunter, 2005). It is important therefore to consider the role of organisational culture and group norms in community sport club setting and the effect these have on alcohol consumption attitudes of underage players. While adults or children are frequently the focus of the sport-alcohol nexus studies, the finding from this study addresses a gap in the literature by studying how minors who play in senior teams negotiate alcohol consumption occasions, such as celebration or commiseration after a game, team bonding occasions, club or team events, and end of season celebrations.

Sports involved in data collection include: rugby union, Australian rules, surf lifesaving, and cricket. Interviews were
conducted with club committee members along with junior (15-17 year olds) and senior (over 18 years of age) team members and examined through qualitative content analysis.

**Marathon Running, “Bodies for Others,” and Social Class in Estonia**

**Toomas Gross, University of Helsinki (Finland)**

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Like many other countries, Estonia is currently experiencing a fitness boom and the growing popularity of recreational long-distance running is one of its most notable aspects. Since the turn of the millennium, the number of Estonians running at least one marathon a year has grown nearly twentyfold. This paper seeks to understand the corollaries of this process and links of the marathon boom to broader socio-economic and value changes in the country, as well as to novel ideals of health, wealth, and success. Drawing on fifty narrative interviews with recreational runners and the content analysis of dozens of runners’ blogs, I will pay particular attention to “runner’s bodies.” Bourdieu’s notion of “bodies for others” is helpful for making sense of the runners’ perception of their bodies in the changing social and economic environment. As I will suggest, long-distance running as a bodily experience is related to middle-class identity. According to Bourdieu, a sport is more likely to be adopted by a social class if it does not contradict that class’s relation to the body at its deepest and most unconscious level. Recreational marathoners subject their bodies to regular physical strain, which corresponds to various class-specific ideals of self-discipline, motivation, success, and perseverance. Constant self-monitoring and measurement by means of modern technology are also increasingly common. Such technologically enhanced and informed “optimisation of the self” constitutes a new form of biopolitics that fits with the neoliberal values of efficiency and productivity.

**Living with Insecurity: the constitutional mechanisms of a boxing camp in Manila, the Philippines**

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Drawing on a one-year, live-in ethnography study of a boxing camp in Manila, this paper explores the constitutional mechanisms of the institution to manufacture professional boxers. “Living with insecurity” is the key concept to tackle the topic. One of the major features of boxing gyms in the Philippines is the live-in program. This status is unique, and does not appear in other countries such as the United States or Japan. An inducing factor for the high levels of participation in these live-in programs is due to socioeconomic factors that see many Filipino boxers being recruited from the lower classes and already living under shelter problems. For them, boxing is literally a survival strategy which has been taken up to ward off living on the streets. Boxing gyms are not only training places but also living places; therefore, in this paper, the term “boxing camp” is used instead of “boxing gym.” Boxers fear retiring from fighting because not only they will no longer be able to practice the sport but also they will lose their shelter and wind up back on the streets. Conversely, the managers of these boxing camps manipulate their boxers’ fears and anxieties to propagate a comprehensive system of corporeal discipline and control. This paper highlights that “living with insecurity,” or the continual fear of Filipino boxers to be thrown out of the camp, enables the continuation of a lifestyle grounded in intensive physical training and corporeal discipline.

**Sports, Politics, Identity Formation, and New Media**

**Friday, June 10, 2016**

**11:00 – 12:30 PM**

**Cupola Room**

**World Cup 2014: An analysis of the international media coverage**

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The 2014 World Cup’s legacy may be discussed in several areas, with consequences which go beyond the goals of one mere work and will only be fully understood in the long-term. The great investments on infrastructure, the wave of protests that took place in June 2013, Brazil’s defeat and the image the World Cup left of the country are only some of the topics which shall be approached. The bequeathed image of the matches abroad was one of great distress for the government, as well as for the general population, worried about a possible legacy which would relate the country to misery, violence and disorder, determining in the long run Brazil’s position in the international scenery. In the present paper we attempt to delineate how Brazil was perceived abroad during the period of the event. Therefore, the coverage of nine media outlets in three different languages was analyzed: BBC, CNN, The Guardian, The New York Times, Daily Mail, Le Monde, Le Figaro, El Pais and El Mundo, which published 699 articles about the most diverse themes regarding the Brazilian society.
The Media Representation of pro-Japan sentiment in Taiwan’s sport and national identity: A post-colonial perspective

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This essay adopts a post-colonial perspective to analyze the reproduction and configuration of pro-Japan sentiment in the construction of national identity via sport in Taiwan. This essay also aims to illuminate how the pro-Japan sentiment was produced under Taiwan’s multi-colonial history and focuses on the development of baseball in Taiwan. Methodologically, the essay critically reviews historical literature to examine mass media representations, including documentaries (The Affair of Three Cities: The Game) and drama films 〈Kano〉. Sport, specifically baseball in this essay, is a production of modernity. It was introduced to Taiwan during the Japanese colonial period. The KMT government employed power to eliminate cultural products which embodied colonial implications such as baseball in order to legitimize their governance. In the struggle between pan-Chinese nationalism and native Taiwanese nationalism, the anti-Japan or pro-Japan debate involved the discourse of decolonization. However, pro-Japan sentiment has been associated with the anti-China consciousness of Taiwan nationalism in sport contexts. To sum up, the construction of Taiwan nationalism magnifies the modernity of anti-colonialization. The current predicament indicates that Taiwan has not been fully liberated from its colonial past just yet.

Correlates of Young People’s Attitudes toward the Use of Political Symbols in Football Games

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The use of political symbols (national flags, images of national or ideological heroes, graphics and text) by fans during football games has occasionally attracted media attention in Cyprus, especially due to sanctions by UEFA, which prohibits political symbols during football games, other than those that represent the official identity of a football team. Associations and mainstream fans generally wish to control such actions to avoid formal sanctions and negative publicity; yet, they occasionally allow the display of symbols they consider historically legitimate (e.g., the use of the Greek flag in Cyprus as a symbol of Greek identity). Certain fractions of more fanatic fans promote and celebrate the use of such symbols (even some that are disturbing to the common sentiment, e.g., swastikas), to win points in the “symbols war” (Stylianou and Theodoropoulou, 2015), i.e., the communicative warfare between fans of opposite teams. In this study, we use data collected in 2011 through a survey of Lyceum students (15-18 years old) focusing on attitudes toward the use of political symbols, specifically, whether certain demographic, attitudinal, perceptive and other variables are associated with whether one likes or dislikes the display of such symbols during football games. We find that students who are less conventional and more materially oriented and have lower grades and more deviant friends express more positive reactions toward the use of any such symbols. Attitudes toward specific symbols (e.g., whether left-wing or right-wing oriented) are affected by different variables, including conventionality, life satisfaction, perceived control, deviant friends and religiosity.

Representation of Corruption, as Social Problem in Romanian Soccer Discourses

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Due to the fact that public talk on football is more than a speech on soccer as game: it is an alternative public sphere where serious questions and issues about changing social environment and institutions are raised and presented to larger audience. Based on the collective definition theory of social problems developed by H. Blumer (1975) next to the adjusted cultural theory on social significance of sport by Gruneau-Whitson (1993) the research dealt with the social issues and problems raised and debated in public discourses on Romanian football, including corruption. I analysed articles published in central sport newspapers (2008-2013). The research method is based on text analysis and post-structuralist discourse analysis completed with text network analysis in order to represent the semantic networks. The findings show that the discourses are highly critical toward the larger institutional and social context. Their tone is negative and the approach rather social, debating social problems as corruption (and racism, labour rights, leadership or masculinity). The main conclusions is that talk about football in does not only approach and discuss problems already existing in public debates; it has been able to set and frame the agenda, especially regarding the problem of corruption in Romania. It raised questions that have become part of public agenda, and have had the capacity to shape the content of political debates. Moreover, football discourse is a factor consciously taken into account by the juridical and political system.
Sports, Gender, Sexuality
Friday, June 10, 2016
1:30 – 3:00 PM
Picture Room

“Let’s get those queers!” Homophobia and heteronormativity within young male sporting cultures in the Netherlands.

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Based on predominantly qualitative research, socio-critical sports sociologists from various (western) countries have in the past argued convincingly that heteronormativity and homophobia form early influences in organised competitive sport. In contrast, recent research indicates that homophobia is decreasing even in traditional male team sports such as football, and that acceptance of homosexuality is growing. However, research into the acceptance of homosexuality in the Netherlands shows that male teenagers who participate in sports are less tolerant than older participants. In this presentation, the main question treated is how young male participants in team sports experience forms of homonegativity and heteronormativity. To answer the research question, ethnographic research was conducted among young male participants in team sports. The results of this study shows that team sports in which young males and young adults take part can no longer be characterised as absolutely homophobic. At the same time, the findings show that homosexuality in these teams is still hardly a natural given, and that the acceptance is often fragile and conditional. Although the dominant forms of interaction may not be explicitly homonegative (any longer), they are still often hetero- and gender-normative.

Loneliness on the line: Women’s football in Turkey

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Women’s football in Turkey is a newly developing area that has formed its own stabilized league over the past ten years. However, while there have been some positive developments, some teams in the first division league have been closed down ending the professional football career prospects for some women. Grounded in the short history of women’s football in Turkey, the purpose of this qualitative, critical cultural feminist study was to gain a deeper understanding of the experiences of women football players in Turkey. With respect to methods, we utilized fotonovela as a participant-generated image method along with semi-structured interviews with six Turkish women football players for the 2015-2016 football season. Narratives written by women based on their experiences are rich sources of information for research and fotonovela is a favourable research tool endowed with the performative offerings that could uncover embedded meanings and feelings, visually and textually. The content analysis of interviews and the fotonovela that formed women’s own narratives revealed that women football players feel neglected because of the masculine domination and gendered power relations in the football field. Women, therefore, are always in the process of negotiation with power relations in order to gain access to football. Lastly, the fotonovela method disclosed how women permanently experience paradoxical conditions/feelings regarding being a woman footballer in a male dominated world.

Exploration of Subversion Strategy between Female Bodybuilders and Female Body Fitness Athletes

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There have been many changes in the field of bodybuilding due to the establishment of the body fitness event. This has caused an invisible power struggle in the bodybuilding field between traditional bodybuilders and commercial body fitness athletes. Moreover, the passion of the audience has accelerated this power struggle. Drawing on Pierre Bourdieu’s approach, those who have dominant positions in the sport field use preservation strategies to maintain their existing conditions, while those who have low capital utilize subversion strategies to upgrade their value. Those using these subversion strategies impel the people with vested interests by saying that they have different tastes. Applying this approach to study the female bodybuilding field, it was found in previous research (Jung-rae Lee, 2015) that bodybuilders take on preservation strategies and body fitness athletes adopt subversion strategies. This paper shows the change in the female bodybuilding field by considering the impact of these subversion strategies between female bodybuilders and body fitness athletes.

Understanding of Yon-Ko-Jeon Culture: The Phenomenon of Women’s Alienation in Yon-Ko-Jeon

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Yon-Ko-Jeon is a major intercollegiate sports rivalry in South Korea, consisting of an annual sports competition between Yonsei University and Korea University. This study discusses the phenomenon of women’s alienation in Yon-Ko-Jeon. In-depth interviews were conducted with 27 participants who were selected through typical case sampling and snowball sampling methods. By examining the constitutive characteristics of Yon-Ko-Jeon and analyzing the lived
meanings and experiencing essence (common experience about Yon-Ko-Jeon) of students, this study details the students' awareness, responses, and strategies with regards to the phenomenon of women's alienation from Yon-Ko-Jeon. A generalization of the findings reveals that the students' experiencing essence of the phenomenon extends from critical thinking to awareness, response, and strategy in a step-by-step and sequential process. Through illustrating the prevalence of gender inequality in sports, Yon-Ko-Jeon is also a reflection of the wider sociocultural context of South Korea, highlighting the hegemony of dichotomous gender roles inherent in South Korea's sports culture. The absence of female participation in Yon-Ko-Jeon reflects the larger cultural context of South Korea's male-centric sports arena. Such a gendered form of alienation results in the absence of women's sports activities and athletes, and this is an imminent problem not only for women who find themselves marginalised, but for society as a whole. In analyzing the lived experiences of students in the alienation of women in Yon-Ko-Jeon, this study provides insight into the hidden side of one of South Korea's largest intercollegiate sports rivalry.

**Politics and International Sport**

Friday, June 10, 2016
1:30 – 3:00 PM
Large Lecture Room

**Centralising, Negotiating or Delegating? An International Comparison of Athlete Development Governance**

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Many countries significantly invest in elite sport systems and the development of top-performance. Despite the high stakes attached to this “business”, knowledge of how national governments and sports organisations conceptualise, develop and manage athlete development is scarce.

We address this discrepancy by comparing athlete development governance in six countries: Australia, Finland, Germany, New Zealand, Sweden and Switzerland. Employing Foucault’s (1994) theory of ‘governmentality’, we theorize governance as constituted by distinct ‘government mentalities’ and ‘modes of governance’. Drawing on this framework, we investigate differences and commonalities in athlete development governance in the countries under study. The empirical material, which consisted of (a) 63 academic, governmental and sport organisational documents and (b) 14 informal expert interviews, allowed us to collate and to systematically compare case-specific data.

Our theory-informed analysis evidences how historical, political, sport organisational and conceptual forces affect athlete development governance. For example in Finland and Sweden, the pronounced sport for all tradition encourages decentralised modes of governance, while the federal political systems in Germany and Switzerland require athlete development funding to be negotiated. Despite these differences, the results also indicate a common trend towards more managerialist government mentalities, increasingly targeted forms of funding and efforts to systematise athlete development.


**Sport, as a tool of diplomacy in Russia and in Hungary**

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Sport has a unique role, it can bring people together. It is frequently used as a tool for rebuilding relationship when classic diplomacy fails. Through sport there is the possibility for countries to gain in prestige and to reinforce their tarnished status in the international field. Thus, sport diplomacy offers opportunities although it also has numerous shortcomings and can even backfire – as I will demonstrate in my presentation.

This project studies the way sport has been / and being used in this way by Russia and Hungary. In case of Russia I show how it tried to gain international standing through sport - particularly the Sochi Winter Olympic Games - and how, similarly, Hungary uses sport for the same purpose planning to host the Olympic Games of 2024.

In case of Russia, it is clear that these hopes and expectations didn’t get realized. Furthermore, Russia these days undergoes the biggest doping scandals in history, which arguably not only undermines its standing in the field of sports, but also creates a negative image with repercussions on ordinary diplomacy.

In my paper I will argue that these should offer warning signs for Hungary in its endeavor to capitalize on big sport events in terms of domestic support and international standing.
Sport: a tool for reaching EU external policy goals?

Bence Garamvolgyi, Hungarian University of Physical Education (Hungary) garbence89@gmail.com

With the ratification of the Lisbon Treaty (2009) sport became a competence of the European Union. The White Paper on Sport (2007) is the first EU policy document mentioning sport as a tool for EU’s external relations, while the Pierre de Coubertin Action Plan (2007) identifies the use of sport as a tool for EU development policy and promotes sport as an element of the EU’s public diplomacy. Notwithstanding these ambitious policy papers, only a limited number of measures were taken in the last years to develop sport-based interventions outside the EU. The primary objective of the paper is to explore EU sport-based development projects involving partner organisations from third countries. It also investigates the ways sport has been included in EU external policies, such as the neighbourhood policy, the development policy and the humanitarian aid policy. The qualitative analysis of EU policy documents is complemented with first-hand interviews with key persons involved in EU sport policy. The analysis of EU funded projects using sport for development and cooperation purposes constitutes the quantitative part of the research. The paper demonstrates that sport was already used as a tool for achieving EU external policy objectives, often promoting European values at the international level. Sport and civil society organisations were the main drivers of the early sport-based cooperation with third countries. However, the lack of EU actions and policies in the field hinders the development of sport-based interventions and the promotion of sport in EU public diplomacy.

The role of Oligarchs in Sport in the Post-Soviet Space

Rolando Dromundo, Università di Pisa (Italy), rolmau@yahoo.com

The fall of the Soviet Union brought the arrival of 15 new polities to the international scene and allowed the conditions for the appearance of new local elites. The oligarchs that emerged, were capable of amassing huge fortunes in only few years, thanks to their links with political authorities while beneficiating from murky privatisations, cronysm, racketeering and other mafia related activities.

After an initial period in which they created their economic base, mostly around energetics, they started to expand to other areas like services, banking, media and in many cases to sports while looking also in many cases to take a grasp on political power. The possibility to own football clubs, either in their countries of origin or elsewhere, allowed them to shape their image differing to the ones they depicted. Afterwards, these oligarchs obtained roles not only as football club owners, but also allowed them to acquire influence among national and international sport federations.

Altogether, the evolution of the role of oligarchs from the Post-Soviet space in Sports shows two problematics. First, the lack of accountability of international sport institutions that allow the participation of personalities with dubious legal backgrounds to become owners and even sport authorities; second, the use of sport as a way to improve the image of these ‘new riches’ among the local population while they acquire legitimacy and even political presence in the international scene. To this extent, some cases in the Post-Soviet space are analysed.

Sporting Careers

Friday, June 10, 2016
1:30 – 3:00 PM
Small Lecture Room

The professionalization of amateur French football

Pierre-Cedric TIA, Evry University (France) pctia@hotmail.fr

Each season, there are more than 4000 apprentices in French football academies but less than 10% of them get a professional contract in the Elite French football market (Ligue 1 and Ligue 2). Contrary to popular belief, for the majority of apprentices (90%) this is not the end of their career or ambitions. French sociologists like Frederic Rasera (2010; 2014), showed that a lot of ex-apprentices, rejected from academies, integrate Amateur French football market (third, fourth and fifth division) because of their high skill level. Consequently, if sometimes they surrender the ambition to become professional footballer in the Elite, the Amateur French football market gives them the opportunity to live through football without “professional” status. Indeed, most of football’s ex-apprentices secure work in amateur teams. This means that they make money in order to train and develop for advanced football competition. This paper discusses the sociological definition of a French professional footballer. Using both, a qualitative approach (20 semi-structured interviews with amateur players) and a quantitative approach (longitudinal study of ex-apprentices born between 1987 and 1997), we show that the boundaries between amateur and professional status are very slender. Actually, we will develop two main arguments. First of all, we will demonstrate that the difference between amateur and professional status is sometimes just a legal difference. Then, we illustrate that there are several different professional football markets in France.

‘It’s a taboo subject’: A sociological analysis of the secrecy of wages in a professional football changing room.

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Drawing upon the concepts of figurational sociology, this paper examines issues of money that are central to a professional footballer’s workplace experience. Based on semi-structured interviews with 34 current and former
Inside/Outside the Ring: Female boxers in Trinidad and Tobago
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Although Trinidad and Tobago have produced two female world boxing champions, the sport has generally remained in a fledgling and uncertain state. However, the recent appointment of former world champion Ria Ramnarine as coach of the national women's team has imbued hope that female boxing can build on earlier successes once an enabling environment is available. Using qualitative research, this paper seeks to gain an insight into the lives of six female boxers. The study focuses on four aspects of their boxing lives. Firstly, understanding how and why they got into boxing and related issues and challenges. Secondly, the meaning they attach to the ring? Thirdly, in the hypermasculinised boxing space, how do they negotiate among themselves to provide a means of support and survival? Fourthly, how has this interaction worked in negotiating and challenging existing hypermasculine boxing space, how do they negotiate a societal culture that questions their sexual orientation, sexuality and unrestrained physicality with negative labels and tags about their sexual orientation, sexuality and physical expression? This study will provide a voice and knowledge of the lives of female boxers which can inform policies and programmes to allow for greater equity of resources of not only female boxers but all female sporting programmes.

A Qualitative Meta-Synthesis of Elite Athletes’ Experiences in Dual Career Development

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Dual career development of elite athletes has gained wide attention in the past two decades. The purpose of this study is to employ a qualitative meta-synthesis method to explore the literature on dual career experiences of elite athletes from 1996 to 2016. A total of 20 studies will be examined with regard to how elite athletes experience dual career (combining athletic career with education or work). Inclusion and exclusion criteria were developed during the process to produce a clear statement of applicability of this study. Initial synthesis of findings intends to extract common themes using coding involve reciprocal translation and a further analysis will be followed to reveal the process common to the elite athletes’ dual career experience in which themes will be categorized. A developmental perspective will be adopted in this qualitative meta-synthesis study in order to delve deeper into determinants of dual career development of elite athletes. Discussion focuses on potential stakeholder involvement in the dual career development of elite athletes and the possible measures on elite athletes' dual career programmes should be taken into account. Future research may apply the findings of this study as a conceptual framework to a particular context in which dual career development of elite athletes has not been explored, especially in the Asian context of China.

Teaching Physical Education and Coaching

Friday, June 10, 2016
1:30 – 3:00 PM
Reading Room

"We occasionally 'do' a bit of anti-racist stuff on a school theme day, alongside things like drug abuse." Examining white privilege in Physical Education contexts

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Anne Flintoff, Leeds Beckett University (United Kingdom) a.flintoff@leedsbecket.co.uk

Existing research on race and racism in PE has explored the experiences of black and minority ethnic young people or student teachers (e.g. Azzarito 2009) leaving white people's role in relations of racism as largely unexplored (Flintoff et al, 2014). This silence around whiteness and its' taken-for-grantedness in everyday practices in PE/TE masks the ways in which it operates to benefit and privilege white people, whilst marginalising people of colour (Douglas and Halas 2011).
The paper aims to break the silence and using a critical whiteness lens (Garner 2007), asks how do white PE teachers/teacher educators do race and how do they act white? It draws upon narrative data generated in Norway with 9 participants (6 teacher educators, 3 teachers). The participants engaged in a process of collective biography (Davies and Gannon 2006). Using memory triggers, they wrote short stories about race in a range of different settings — childhood, schooling, sport, workplace — and then shared these tales with each other in a type of group interview, interrogating the texts and reflecting upon the kinds of truths and discourses that have produced them.

The analyses reveal how the physical educators’ ‘colour blind’ narratives are steeped within the normativity of whiteness against which other ethnicities are measured. Whiteness is constructed along a hierarchy (e.g. ethnic Norwegians awarded higher status that ethnic Samis), and intersects with social class and gender. The narratives illuminate how contradictory understandings of race and racism simultaneously interact to challenge and/or reproduce discriminatory values and behaviours.

The Indigenous elite athlete and coach interface: Cultural (in)competence in Aotearoa/New Zealand.

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This presentation provides the stories, experiences and interpretations of Māori elite athletes who clarify issues regarding the Indigenous athlete and coach interface particular to the sporting context of Aotearoa New Zealand. The cultural competency of high performance coaches requires consideration given that more Māori (and Pasifika and ethnically diverse) athletes are appearing on the global stage of elite sport for New Zealand. An analyses of the narratives suggest that coaches who choose to ignore Māori traditions and culture, that is they choose not to see Māori identity, essentially fail to see Māori elite athletes holistically. This is important particularly if the athlete considers their Māori identity as an important element in elite sport participation. Examples are provided of the reciprocal (and perhaps detrimental) effects of the Māori athlete-coach relationship in relation to cultural (in)competence, supplying a greater comprehension, consciousness and conceptualisation that may result in the development of effective Indigenous athlete-coach relationships.

What Should Be New in Coaching Education? An Overview of USA Participation at the Youth Olympic Games

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The International Olympic Committee in Singapore inaugurated the Youth Olympic Games (YOG) in 2010. The YOG are focused around a vision to inspire young people to participate in sport and learn about the values of Olympism. Thus, this new Olympic initiative showcases a Cultural and Educational Program (CEP) along its innovative Competitive Program. The aim of this paper is to evaluate both these programs and the extent to which they shall influence the development of coaching education in the USA. Based on young US athletes’ as well as their coaches’ experiences at the 2010; 2014 Summer and 2012; 2016 Winter Youth Olympic Games this paper identifies strengths as well as potential areas of improvements in coaching education in the USA. By conducting interviews, analyzing primary and secondary sources as well as social media sites the study argues that the YOG demonstrate that along with the YOG, alternative Olympic programs, ones that are more sensible to Olympic education and values of Olympism are not only desirable but also inspirational to young US athletes and their coaches in continuing their everyday routines once the Games are over.

Football Academies as Educational Environment

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The aim of this presentation is to demonstrate how Hungarian football academies operate as educational environment within the secondary education system. We also outline the academies’ functions and structures and the relationships to sport pedagogy. Finally, we examine whether any of the sport academies provide opportunities for disadvantaged children. The theoretical background draws upon history and concepts related to Hungarian sport schools and talent development. Currently, there are 17 football academies in Hungary.

We suggest that there are three very distinct types of academies. The first group is called pro-sport oriented academies, the second group is called developing academies, and the third group is named parochial support academy. The first aim of the research focuses on site visits to the academies where we chart the academies’ functions and structures and the relationships to sport pedagogy. Finally, we examine whether any of the sport academies provide opportunities for disadvantaged children. The theoretical background draws upon history and concepts related to Hungarian sport schools and talent development. Currently, there are 17 football academies in Hungary.

We suggest that there are three very distinct types of academies. The first group is called pro-sport oriented academies, the second group is called developing academies, and the third group is named parochial support academy. The first aim of the research focuses on site visits to the academies where we chart the academies’ professional occupation and their pedagogic occupation. With respect to methods we used a questionnaire to seek the views of young footballers in the academies. Interviews were also conducted with the coaches from the academies and we also analysed various documents. We found significant differences between the three academy groups. The pro-sport oriented group has a developed infrastructure and the highest qualified coach base. The parochial support academy’s operation has a parochial structure. The developing academies’ structure is similar to the pro-sport oriented academies, but these academies do not have
Are trainers blind or clear-sighted? Interpreting social-emotional relations in a sports team

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The research compared the social perceptions of the players and coaches of a high-level sports team practicing a collective contact sport. The objective is to determine the trainers’ ability to interpret the social perceptions between the players they coach. Twenty-two players of the French national women’s rugby team were asked to fill out sociometric questionnaires. The two trainers - male and female - were also asked to fill out this questionnaire, but pertaining to their perceptions of the social relationships between the players. The analysis shows that in spite of their long-working cooperation with the group and their active observer status, the trainers were able to perceive 50% of the positive relationships and only 10% of the negative relationships, on average. On the other hand, their specialisation - most often, each trainer takes care either of the backs or the forwards - favours their perceptiveness.

How Power Moves: A Foucauldian Analysis of [In]Effective Coaching

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Michel Foucault (1995) outlined in his seminal text, *Discipline and Punish: The Birth of the Prison*, how the development of modern power and the subsequent application of a range of disciplinary techniques and instruments across a number of social institutions produced a variety of effects. As one example of these effects, we have been able to show in our previous research both how endurance running coaches’ everyday coaching practices are informed by their use of various disciplinary techniques and the degree to which this limits their effectiveness (Denison & Mills, 2014, 2015; Mills & Denison, 2013, 2015). However, missing from these analyses was any consideration of discipline’s instruments, as well as other aspects of Foucault’s conceptualization of modern power such as the confession, and the degree to which they might inform endurance running coaches’ understanding of how to coach effectively. To address this gap, we present in this paper how the exercise of discipline’s instruments by endurance running coaches, or what Foucault referred to as the ‘means of correct training’, along with the confession, effects endurance running coaches’ understanding of how to coach. More specifically, based on interviews and observations with 15 male high-performance endurance running coaches in the United Kingdom and the United States, we intend to show how discipline’s instruments, in step with the confession, operate in ways that restrict and limit endurance running coaches’ understanding of what it means to be a progressive and innovative coach and how this can undermine athletes’ potential to succeed.

Elite athletes in France and the acceleration in the pace of life

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The increasing competition between nations changes athletes’ living condition (SPLISS, 2015). One aspect is pressure on athletes’ time organization. Athletes’ pace of life is characterized by different time requirements: training time, competition time, studies time, care and recovery time, family, social, leisure and emotional time. These requirements of different natures define a schedule of activities to carry out. The context of increasing sport requirements (more competitions to progress in ranking, more training, longer travelling time to tournaments, incentives to use new care services, pressure to devices for distant supervision, etc.) and the legal obligation in the French context of pursuing success in sport and studies (the “double projet”) creates, among coaches and athletes, question about the ability to face these requirements and to make them compatible with other social expectations and duties (Rosa, 2005).

We have conducted a survey about life rhythm of elite athletes training in National Institute of Sport, Expertise and Performance in season 2014-2015. 530 on 580 athletes have been questioned through questionnaires.

In this paper, we want to:

Present arbitrations made by athletes to manage between all these time requirements; describe athletes’ managing time strategies; identify time’s masters (Darmon, 2013) who are able to juggle efficiently with all these requirements.
Performing technological change: environmental articulation of bicycle test-rides

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In the realm of recreational cycling the object bicycle is subject to continuous technological development – whether by an innovation driven industry or tinkering riders – and collateral contestations as currently in mountain biking. Such changes are said to affect ride practices and to being materially accessible by the body simply through riding. Test-rides however need to happen somewhere and in some context, as an extension of sales. I argue that technological developments not only affect the object bicycle or the rider’s body, but relations of human-technology-environment by both irritating and enabling them through collective renegotiations.

By drawing on ethnographic data of mountain bike test-rides in California and Austria from my ongoing doctoral thesis, I aim to provide an understanding of how technological changes of bicycles are made accessible, and thus performed in materially and discursively shaped environments of extended sales experiences. From mobile ethnography, i.e. riding along with talks during or after, also insights to emotional attachments add to understanding how riders’ relations to bike and environment are affected by the (changed) materiality of this assemblage. Calling attention to the riding environment then serves to highlight the mobilizing background against which bicycle technology is renegotiated.

Indigenous and Sami Nature life – Outdoor activities across the globe?

Bente Ovedie Skogvang, Hedmark University of Applied Sciences (Norway) bente.skogvang@hihm.no

‘Friluftsli’ – loosely translated to ‘outdoor life’- has been described as a deeply embedded aspect of Norwegian culture. The concept is reflected in a number of different activities and pastimes, many of which have long history in Norway and are associated with some of the earliest settlements and ways of life of indigenous people. Friluftsli for the Sami’s; the indigenous people of Norway, Sweden, Finland and Russia, has been associated with their way of living, which was closely connected to their work, for example involving reindeer herding, harvesting, hunting and fishing to get food to live from. Over time however, the activities that have come to be associated with outdoor life have expanded to include aesthetic, adventurous and outdoor sports, a trend that has been associated with urban areas which is particularly prevalent among the middle and upper classes. The activities at the indigenous festival Riddu Riđđu is studied through fieldwork, with 38 in-depth interviews and observation in a seven years period (2009-2015). Sami and indigenous sports and outdoor life are a crucial part of Riddu Riđđu, which build bridges between participants. In contrast, indigenous people all over the world still have to fight for their identities and rights in their everyday life. Such a festival seems to be ‘the every-year carrot to be oneself together with others who are similar from all over the world’. In addition, the festival seems to spread the interest and visibility of indigenous people’s sports and outdoor life activities all over the world.

Sports and Identity

Friday, June 10, 2016
3:30 – 5:00 PM
Picture Room

The Traditional Popular Game of ‘Ano’ and Tuvaluan National Identity

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This study provides the first empirical and historical account of the role of Ano in the reproduction of national identity in Tuvalu. Ano is a popular traditional game in Tuvalu and originated in Nanumaga one of the nine islands in Tuvalu. The Ano game was passed on through elders’ oral history as a custom before the Europeans arrived in 1819. The Ano ball was originally made from the skull of a great chief or much loved head of a family; following their death the skull had to be cleaned, including the jawbone and put in a temple for worship. Ano has been described by outsiders as a cross between volleyball and murderball, Tuvaluans of all ages and gender can play. This study focuses on the role of national identity and analyses data from internet resources, publications and interviews with Tuvaluan elders. Overall, this study explains how Ano is played, its heritage, and its significance within Tuvaluan communities. To this end the study highlights the role of Ano as a cultural, social and political practice as well as a significant symbol of Tuvaluan national identity.

Survivors in the Water – The Case of the Croatian Water Polo Team at the 1996 Atlanta Olympics

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The goal of this paper is to analyze the changing role and importance of high performance sport through the case of water polo at the 1996 Atlanta Olympics (when the Croatian Water Polo Team won the silver medal) as a process of shaping national identity in Croatian society. In order to analyse this case, several different methods have been used including: six semi-structured interviews with athletes, content analysis and discourse analysis of media and documents. Winning the silver medal at the 1996 Olympic was almost less important as the result of the match which
was called the "war-game". It was the first official match between Croatian and Yugoslav teams (composed of Serbian and Montenegrin players) after the declaration of independence of the Republic of Croatia and the 5-years war between former Yugoslav countries. The Croatian team victory over the Yugoslav water polo team was considered "more precious than gold" for most of the public which helps confirm the thesis about sport serving as a form of war by other means in times of peace. Despite the tradition and continuity of results, water polo is no longer as popular in Croatian society compared to basketball or football. However, the results achieved in water polo played an important role in the process of building and shaping national identity in Croatian society, especially in the 1990s, years crucial for the constitution of Croatia as nation-state.

I am a Footballer: An Ethnographic Study of Footballer's identity in Lower Division South Korean Football

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This paper is an anthropological ethnography of a footballer's identity in the K3 league, the lowest division of South Korean football. Specifically, this research investigates how those people who identify and profess themselves to be footballers live their daily lives with particular attention to what it means to be a footballer. Drawing from data collected over 6-months of fieldwork in the Jungnang football club, I analyzed the way that their self-identity as a footballer is reinforced, maintained, weakened or confused.

As a footballer one’s daily practices have to be created within their own social world, and the body is the place where the meaning of being a footballer is shaped and contested by others including: the club, manager, teammates, friends, family and doctors. Thus, the meaning of being a footballer is constantly negotiated, (re)constructed, accepted, contested by them. This is the point where a footballer's habitus appears, habitus that links the player to the team as an agent to a structure. During the process of becoming a (good) footballer, players experience the team as communitas, while also displaying non-communal practices. Players are constantly under pressure to fit into the team in order to be selected by managers to play but must also operate individually if they want to transfer to another team to sustain their career. Yet, ironically, this paradoxical concept, 'non-communal community' always has the potential power to draw a new boundary of a 'we'. Experiencing social death and survival as a footballer at the end of the season, their proclamation, "I am a footballer", is not a statement of permanent fact but rather 'always' a temporary, ongoing expression of will, and thereupon becomes a culture through daily, embodied practice.

Sport and Popular Culture

Friday, June 10, 2016
3:30 – 5:00 PM
Large Lecture Room

Exploring Online-Offline Cultural Capital Construction of the “Otaku” in Taiwan

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“Otaku” is a Japanese term that refers to people with an obsessive interest in animation, comic books, and video games (ACG). This study investigates how the cultural capital of otaku is constructed in Taiwan. Through focus-group interviews, we discovered that otaku were not an “invisible” group. Rather, their interest in ACG was expressed both online and offline. As “information elites,” they were generous in the information-sharing process. Otaku were also found to adhere strictly to group norms when participating in forums, which creates a high level of trust in the virtual community. Besides, they have their own lifestyle, and build cultural capital in the society. In this way, they can connect with other Otaku online and offline and develop their lifestyle.

Flawed Heroes: exploring biographies of Scottish footballers

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The ghost written autobiographies, together with most of the biographies, of professional sports people have a poor reputation, both for their suspect literary quality and for the lack of insight they provide into the lives of their subjects. However, this paper argues that much depends on what the reader brings to the books and is able, as a result, to take away from them in the form of sociologically valuable data. In support of this claim, the paper examines the personal stories of three Scottish-born footballers - Jim Baxter, George Connelly and Peter Marinello - whose experiences serve to confirm well-known stereotypes about working-class Scottish masculinity but in rather different ways. Although these players are less well known, at least outside Scotland, than George Best and Paul Gascoigne whose problems have been regularly documented and subjected to social scientific analysis, the paper argues that their life stories are no less informative in relation to such concepts as celebrity, masculinity, national identity, and social dislocation.
Humour in Sports
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This study is an attempt to analyse elements of humour in sports events, and especially in broadcasted, released or published sports reports, advertisements and other materials. The study will try to explore the questions such as “what constitutes elements of humour in sports”, “what are various dimensions of humour in sports”, “what is the link between humour and bodily features and capabilities”, “what does it say about social hierarchy of bodies in sports as well as in other fields of life”, and “how can humour in sports be interpreted from a critical/deconstructive perspective”.

Sport is a field where bodies are strictly categorized according to skills, capabilities, as well as features, sizes and appropriateness. Bodies carry several “socially-value-laden” markers related to class, gender, colour, ethnicity, culture of origin and so on. There are more or less clear bodily norms and expectations in many sports and certain bodily dispositions which do not fit well to those norms and expectations might be object of mockery. Beside bodily inappropriateness, people who do not have the required know-how in sports might also be the object of mockery. Some long established judgements about working class (as having rough, unpolished, uncivil power) and female bodies (as being seducing femme fatales) find reflection also in humour in sports. Analysing the elements of humour with specific examples in contemporary sports events and their reports, this study will try to develop an understanding of economic, political and socio-cultural inequalities in sports field.

In the Intersection of Sport and Dance: Figure Skater Emmanuel Sandhu in ‘So You Think You Can Dance’
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The US reality TV show ‘So You Think You Can Dance’ (SYTYCD) has been adapted to 23 countries. Its now globalized format is based on auditioning professional dancers (under 30) out of whom 20 are selected to compete for the title of the ‘most favorite dancer’ based on a panel of judges and audience votes. In this paper, I examine the former Canadian Olympic figure skater Emmanuel Sandhu’s appearance as a dancer in the second season of Canadian SYTYCD. To analyze how sport and dance intersect in the mediated popular culture, I draw from Deleuze and Guattari’s (1987) term ‘faciality trait’ through which an individual is required to take up a position in the binary modernist construction of identity (e.g., masculine/feminine, Black/White, athlete/dancer, lower class/upper class) that reduces the complexity of one’s embodied existence “to what can be captured and coded through the faces that are socially recognizable...and psychically convincing” (Lorraine, 2009, p. 84). I plan, therefore, to capture how Sandhu’s ‘athlete’s face’ become recognizable, psychically, but also physically convincing face of dance through SYTYCD. In addition, I examine how the moving body might disrupt or align with various binary characteristics as they continue to emerge within late capitalism.

Sports, Development, and Peace
Friday, June 10, 2016
3:30 – 5:00 PM
Small Lecture Room

An Own Goal in Sport for Development: Time to Change the Playing Field
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This article (published in the Journal of Sport for Development) questions the long-term effectiveness of the Sport for Development and Peace (SDP) field. While other disciplines such as public health engender a critical perspective on development, research shows many SDP programmes exhibit an ongoing gap between evidence and practice. Even if SDP is applied in the right manner and results in the intended change there are deeper structural issues at play. While developing the individual to realise his/her capacity is important, reviews of the sector reveal a lack of SDP initiatives that challenge societal structures that caused this ‘underdevelopment’ in the first place.

Alternatives exist. The SDP field should incorporate a social justice approach and compliment programming with policy and advocacy work. This includes challenging sport policies that favour elite, organised, competitive, commercial sports, including mega-events which tend to exacerbate inequalities in developing countries. Furthermore SDP efforts receive a fraction of revenue from the globalised sport sector, and this is skewed in terms of class, race, gender, (dis)ability and geography. The field faces ethical challenges, including unequal North-South relations and the use of a deficit reduction approach, while the need for stronger coalitions and more robust research still exist.

Evidence suggests many SDP actors often reinforce the problems they target. Providing more programmes, coaches, equipment and infrastructure is necessary but not sufficient. Until SDP actors challenge the systems that (re)produce underdevelopment, they may be merely scoring an own goal in the fight for social change. The time to change the playing field is now.
Sport for Peace or Sport for Development: Uncoupling two distinct genres

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Sport for Development and Peace (SDP) has become an umbrella term for a diverse set of project and research initiatives. However, these initiatives reside within two major camps and while both of them aim to engender positive change through sport, there are distinct differences and foci: (1) projects focused on disadvantaged communities, with goals such as social inclusion, gender equity and socio-economic development; and (2) projects focused on societies under extreme stress, with goals of conflict resolution and peacebuilding in the wake of turmoil (Darnell, 2012; Coalter, 2013). We contend that the breadth of activities under the banner of SDP has made the efficacy of this umbrella term problematic. Instead, we argue, it is now more logical to differentiate two distinct genres, one aimed at development (Sport for Development – SFD) and another aimed peace (Sport for Peace – SFP). Although there may be similarities across both genres in terms of structure and resourcing, we will demonstrate that there are fundamental differences in terms of objectives, philosophies and strategies. Based on current literature and our own experiences as field researchers, volunteers and project leaders in both SFD and SFP around the world, we argue that the two arms should be conceptualised differently. We conclude that it has become disadvantageous to refer to the ‘SDP field’ as one, because its two constituent genres are substantially different. The literature therefore needs to dispense with SDP and, recalibrate SFD and SFP as two discrete classifications for projects committed to positive social change.

Doing our Bit by Wearing our Kit: Liverpool FC, Standard Chartered and the Post-Colonial Subjectivities of ‘Ethical’ Football

David Webber, University of Warwick (United Kingdom) david.webber@warwick.ac.uk

Since 2012, Liverpool FC has on occasion displayed on its famous red shirts philanthropic messages concerning the global charitable initiatives of its main sponsor, Standard Chartered. This self-proclaimed ‘Perfect Match’ has led the club to commemorate World AIDS Day, and seek to raise awareness of avoidable blindness in the developing world through the bank’s ‘Seeing is Believing’ programme. More recently, this ‘match’ has also promoted ‘Global Goals’, a campaign “to help end extreme poverty, fight inequality and injustice and tackle climate change by 2030”. The purpose of this paper is to consider the post-colonial subjectivities of this so-called ‘ethical’ shirt sponsorship. It notes how, on one level, a lucrative partnership between one of the world’s most famous football clubs and a banking institution firmly ensconced within the ‘new markets’ in which Liverpool would seek to extend its support, makes a great deal of commercial sense. Furthermore, such a partnership is an attractive vector for both club and sponsor to display a strong sense of corporate social responsibility through their joint support of these development-led initiatives. Critically however, these otherwise laudable commitments have been assimilated within a set of post-colonial hierarchies deemed crucial for consolidating the global economic ambitions that both Liverpool and Standard Chartered harbour. It is against this backdrop of imperial expansion that this paper concludes, these health issues have not only been simplistically portrayed but actually co-opted in the pursuit of wealth accumulation within the post-colonial spaces of these new markets.
Sports, Performance and Performance Enhancement

Friday, June 10, 2016
3:30 – 5:00 PM
Reading Room

Classification process in Paralympic Games: from differences to feelings of injustice

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In order to participate in the Paralympic Games, the athlete must accept an evaluation process conducted by classifiers (doctors, physios, trainers, etc.). A class is assigned to each athlete according to a standardized procedure (Classification Code), to achieve optimal fairness. Bodies and mind of those paralympic athletes are measured.

But sometimes, measures are protested, since there are too many differences between two athletes to put them in the same class.

How exactly does the classification process take place? Under what conditions inequality (political, biological, social, economic) may be perceived as unfair by the actors? The aim is to explain the production of feelings of injustice.

This enquiry was made by several methodological tools: testimonies (n = 40) with athletes, classifiers and institutional leaders; « participant observation » as a volunteer to be close to the face-to-face athlete-classifier interaction in the cloakroom; and participant as a rookie classifier in a French national classifying process.

To achieve this aim, we will use the Max Weber classical paradigm of analysis (zwekrationalitat, weltrationalitat).

Finally, the analysis will lead us to question the meaning of terms like "equal opportunities", "unfair competition", "sporting fairness".

Observing the ecology of professional cycling: Froome’s incredible performance at the 2015 Tour de France.

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The 2015 Tour de France, provides a very interesting opportunity to observe how the cycling profession is under scrutiny and may be discredited or defended. Froome’s incredible performance was at the center of arguments that reveal how the cycling specific ecology functions.

We present research on how the various actors publicly intervened in this debate in 2015. The preliminary analysis of this specific ecology helps us to observe: how riders develop roles to portray a team's presentation (Goffman, 1956); how “scientists” and other actors, fight to explain Froome’s performance. Some of them expressing doubts, others display a more critical view to discredit his performance; how race organizers and UCI (International Cycling Union) position themselves in this polemic.

The ecology is complex because each type of actor is playing a specific game, depending on its own professional environment. For example: journalists’ position is dependent on other journalists and on the opposition between different media; UCI and race organizers positions are understood through their wish to reaffirm their role and their power on cycling; scientists to keep their roles as experts.

On Rules and Social Practice: Anthony Giddens, Charles Dubin, and Anti-Doping in Canada after the Ben Johnson Scandal

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Rules, as Anthony Giddens has demonstrated, are complex. In Constitution of Society, Giddens makes the distinction between informal and weakly sanctioned rules of everyday life, and formalized and strongly sanctioned ones. While we most often think of the latter as having a greater impact on our lives, it is in fact the former, Giddens shows, which impact social life to a much greater degree. This paper builds on these insights to consider a crucial moment in Canadian anti-doping history. After a scandal at the 1983 Pan American Games in Venezuela, Canada created its very first anti-doping policy. Subsequently, Ben Johnson’s positive test in the 1988 Olympic Games led to the Dubin Commission into the use of drugs in sport in Canada. By the mid-1990s – only slightly over a decade since the affair in Venezuela – Canada found itself at the forefront of anti-doping internationally. Events in Canada from that period had direct impacts on anti-doping policies internationally. It is worth revisiting events before and after the Dubin inquiry, in addition to the specific manner in which Charles Dubin interpreted his mandate as head of the Commission. While the informal and weakly sanctioned rules of the everyday lives of athletes and coaches pushed Canadian sport towards an instrumentally rational approach to winning medals, the formalized and strongly sanctioned rules emerging out of Dubin’s recommendations looked back to sport’s amateur past for guidance. Ultimately the tensions built into this conflict continue to be played out in international sport’s “war on drugs.”
A quantitative analysis (2005-2014) that questions the effectiveness of anti-doping policies based on morality

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Since the 1960’s, doping has generally been denounced as an individual violation of sport ethics and rules. Anti-doping policies, based on this conception, propose two types of instruments: education and sanctions directed towards users and providers of illegal drugs. Despite this, the problem of doping persists, especially in cycling where approximately 30 riders are caught every year for Anti-Doping Rules Violation (ADRV). We worked with the Union Cycliste Internationale (UCI) to develop and administer a sociological survey analyzing riders as workers and identifying doping as an organizational risk (Aubel, Ohl 2014). Our analysis of 14 of 18 UCI ProTeam athletes (first world division) lead us to consider that a team’s organizational features can increase the risk of doping (Taverna, 2014, Aubel & Ohl, 2015 a & b). To strengthen this observation, we studied the profile of the 115 sanctioned riders who worked in the two first world divisions between 2005-2014. Using quantitative methods, we compare sanctioned riders to the 2682 riders employed in these two divisions during this period. This comparison allowed us to identify the specific career path of sanctioned cyclists. Furthermore, our results led us to ascribe doping use to a “sociological excuse” (Lahire, 2015) but to show that to fight the organizational risk of doping, ”moral based tools” are not the most relevant ones.

Poster Session

Friday, June 10, 2016
3:30 – 5:00 PM
2nd Floor Hallway

High-Priced Youth Sport Clubs and Social Capital in Korea: Why Mothers Spend Money on Private Youth Sport Clubs

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The fact that sport clubs help youths improve their physical and psychological health is well known. In the current climate, sport clubs and extracurricular-sport activities in schools are increasingly in South Korea, and high-priced youth sport clubs have also become widespread. Some evidence suggests that mothers invest more in private youth sport clubs than in public sport clubs and extracurricular-sport activities within school. This phenomenon raises an important question about why mothers invest in high-priced youth sport clubs. This study is a preliminary investigation involving interviews with 6 mothers that are part of a specific “mothers’ group”. The results highlighted two main findings. First, each mother had already formed a certain social network for their children. At regular mothers’ meetings, they shared information about the high quality of education which depended on a quality instructor, facilities, and learning style. One of the interesting discoveries of the research was that educational information, including youth sport clubs, was only shared through certain mothers’ meetings. The mothers made their children participate in high-priced youth sport clubs with the same schedule. Second, the mothers want their children to have a high quality social network that includes those who have similar social capital through the sport club. This means that participating in a high-quality sport club is a way to maintain children’s social capital. Based on this preliminary research, we highlight the increasing challenge of trying to narrow the gap of inequality in social capital through sport alone.

Moral values and Sport: Searching the ethics of reciprocity via the Russian case

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The Russian history shows the dependence of sporting practices on social relations and cultural networks. Kolesov, a Russian linguist, has found out that in the XIX century, moral meaning of sportsmen was determined by risk charlatanism. The XX century radically changes the attitude towards sport by means of introducing social soviet practices pursuing the communist moral ideal. The XXI century introduces a new approach of the Russian society to the morality in sporting activities. Capitalism and globalization have put the Russian sport practices within the ambivalent social structure: amateur and professional. The Amateur sport practices are more socially and culturally specific, being less dependent on international relationships. We had been interested in understanding the reciprocal social context concerning the norms, morality and values of relationships among sportsmen. Our empirical research was conducted in 2014 in Saint-Petersburg, based upon the data provided by The Resource Center of sociological and Internet researches of Saint-Petersburg State University. The investigation was intended to identify the motives, which guide athletes through their career. So we launched an Online-poll and examined the opinion of 100 respondents,
inhabitants of Saint-Petersburg, Leningrad region. The main questions of the survey were regarding classification of the main functions of sport, their bifurcation into more important or less important, and the division of the current sporting practices into admissible and unacceptable. The answers of the respondents show the disintegration of the spiritual and material qualities of sportsmen and the society. This, in its turn, leads to violations of sports ethics.

**Metric Properties of Perception of Corruption in Football Scale**

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The aim of this research is to determine the metric properties of the Perception of corruption in football scale (Beslač, 2013). The scale consists of 33 items regarding corruption of players, officials, referees, sports betting, and includes some general statements about corruption in football, with answers on 5-point Likert scale. The scale was given to a sample of 315 students of kinesiology (214 males and 100 females, one gender unknown), aged 18-31 year. Measurements were done anonymously, during regular lectures. The results of data analyses show that the scale has a clearly defined first object of measurement. First eigenvalue of matrix of item correlations explains 30.4% of the common variance, followed by second eigenvalue explaining a much smaller proportion, only 6.2% of the common variance. Average inter-item correlation is 0.268. The scale shows high reliability, and Cronbach's alpha coefficient is 0.916. The lowest value of an item on the standardized first principal component is 0.259, and only two items have values lower than 0.30. Total results of the scale were defined by unweighted summation; the distribution does not differ significantly from a normal distribution, tested by Kolmogorov-Smirnov test (d=0.047, p=0.287). The excellent results of this 33-item version of the questionnaire suggest that it could be shortened and nevertheless retain good metric properties.

**Gender Differences in Perception of Corruption in Croatian Football**

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The aim of this research is to establish gender differences in perception of corruption in Croatian football. The hypothesis was made that female population, due to much lower engagement in sport and less positive attitude toward football (Bosnar & Prot, 2008), should have lower level of corruption in football perception. The sample of this research consists of 206 male and 95 female students of kinesiology from University of Zagreb. The subjects were given Perception of corruption in football scale (PCF, Beslač, 2013). It consists of 33 items regarding corruption of players, officials, referees, sports betting etc. in Croatian football, with answers on 5-point Likert scale; total result of the scale was determined as simple sum of item results. Besides PCF, students were given 7-point scale assessing general attitude toward football. As first, simple t-test on total PCF result was done, and no significant difference was established. The difference of general attitude towards football was proved with F-value = 66,418 and p=0.000000. Then, general attitude towards football was partialised from PCF result using least squares regression; however, the difference was still unsignificant (R=0.06; F1.136; p=0.287). The results mean that initial hypothesis has to be abandoned; the reason can be aggressive media approach in last decade, which can influence the perception of corruption in sport all population, interested in football or not.

**Coaches and Bullies: Misrepresentations of Physical Education in Film**

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Films occupy a prominent place in societal story telling. They may reflect cultural trends and norms, or push their boundaries. They may serve as a simple escape, subtle propaganda, or sharp calls to action. They can be understood for their cinematic artistry, use of technological techniques and advancements, or compelling plots. In short, films are complex cultural artifacts, which can be explored in a myriad of ways. In this presentation, we examine the ways in which physical education is represented in film. We explore the trends of representations for what they tell us about the place of physical education in society, our understandings of what constitutes physical education and those who teach it. We provide a critical analysis of 52 films spanning from the ‘exercise instructress’ of The Women (1939), to the physical education teacher turned sport professional in Pat and Mike (1952) and the disciplinarian ‘Governor’ of The Loneliness of the Long Distance Runner (1962) to comedies including Porky’s (1982) and Mr. Woodcock (2007) and dramas like Rudy (1993) and Mr. Holland’s Opus (1995). We look for trends over time and across genres, offering a systematic analysis of all scenes related to physical education. We argue that these public stories of physical education over time reflect collective feelings and imaginings of physical education, which impact beliefs and attitudes about the profession, and therefore shape policy impacting physical education offerings.
Observations on Taoyuan Indigenous slow pitch softball
Using Bourdieu’s concepts of practice, habitus and field theory
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Using Pierre Bourdieu’s concepts of practice, habitus and field theory this study examines the real life situation of Taiwanese Indigenous athletes in their local context. Bourdieu conceptualized the field of sport as an inter-independent space which could be affected by the wider social system. This point of view could help us further understand the social context of sports phenomenon and other important social categories, such as class and ethnicity, in our analysis framework. This is particularly important given that every kind of sport occupies a special position within the space of sporting practices. This article focuses on Taoyuan Indigenous slow pitch softball players, to be analyze their relative position within their sport. The overall general finding is that through their sporting practices indigenous softball players consolidate their fields within the softball domain, with every victory helping them to re-construct their own indigenous field.

Sport Economics, Business and Society II
Saturday, June 11, 2016
9:00 – 10:30 AM
Picture Room

Relationship between forms of practice and types of consumers in sport tourism
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Sport and tourism is a winning duo and constitute a real driver for socioeconomic development in territories. Some tourist destinations have based their strategies on tourism and have created a virtuous socioeconomic dynamics where outdoor sports are a real factor of competitiveness. The French Rhône-Alpes-Auvergne Region is a perfect illustration of this. It has incorporated sport tourism into its economic strategy. In 2011, it captured 14% of the whole French tourist consumption, which represents 20 billion € (8.4 % of the region GDP). Thus, we consider sport tourism consumption as an important socio-economic fact which merit to be analyzed sociologically in reference to the “concept of forms of practice”. In other words the structures of consumers’ budgets and sports’ costs are insufficient to understand the consumers’ behaviors and to estimate the consumption generated. This paper is based on two case studies of the French sport tourism with questionnaires. The outcomes highlighted: a typology of consumers, patterns of spending and consumption generated. Finally, this paper provides indicators and key figures which participate to define sport tourism as a socio-economic sector playing a role in tourist destinations development.

"One Tribe, Be Brave and Change the World": become LesMills.

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This proposal of communication talk about the sport, body and wellness market, through a fitness company from New Zealand. Indeed, since 1968, with LesMills, the cult of the body became an international business, using a new definition of the healthy body which is mean to take care of yourself by exercising regularly and eating well. LesMills explain that we have to "change the world" with this new sports and health ideology, taking all people in the same way to become "everydays heroes", as they said. We have to be dynamic, happy, without stress, able to achieve sport performance with current norms of beauty, while at the same time remaining mum, dad, lover, boss, etc.

In the first time, we'll present the organizational dimensions of the management system. We seek to show a management "by body" which engender a process of incorporation of this fitness company culture. This process seems to be efficient to adopt and promote implicitly a special ideology about a way of live in accordance with current social demands.

In a second time, we’ll analyse a vocation development by LesMills employees. Indeed, the company create a social group where we can explore a process of interiorisation of specials norms, values and beliefs during entry into the profession. It’s becoming a new way to identify professionals and followers of this company.

Finally, the sake of this communication is to show logics of production of a sports passion in the aim to embody LesMills, and more, to "becaume LesMills".

Sport: only a simple tool of profit?

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Sport often presented as a remedy to society’s ills, making sport a linchpin of the population’ wellbeing: empowering health, educate people reach their goals or good examples for future generations. On the other hand modern sport is slowly becoming a simple tool of profit. Individualism, competitiveness, high performance, and productivity each factors, easily connectable with elite sport.

The aim of this paper is to formally examine the existence of sport’s potential impact on national wellbeing. Using data on self-reported attitude toward sport and in-depth interviews with Olympians, sport-loving amateurs and sport-ignorants we test for the impact of elite sport and national athletic
success on happiness. We hypothesize that the well-being factor associated with elite sport is questionable and strong positive relationships of leisure sport background involvement with well-being for both males and females.


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The Brazilian School Games (BSG) are competitive sports events promoted by the federal government that exists since 1969, and from 2005 have been organized by the private association Brazilian Olympic Committee (BOC), in partnership with government. Each year, this event brings together almost 8000 public and private school students aged 12 to 17 from all Brazilian states. They compete in 14 sports: Athletics, Badminton, Basketball, Beach Volleyball, Chess, Cycling, Futsal, Handball, Judo, Olympic Fight, Rhythmic Gymnastics, Swimming, Table Tennis and Volleyball. We gathered final results data from the BSG, since 2005 until 2014, and mapped the participation of Brazilian regions/states and schools. Thus, the purpose of this research is to provide an overview of the BSG scores and related inferences on the development of school sport public policy. This research is part of “Inteligência Esportiva”, a project that investigates the public policy programs in performance sports developed by the Sports Ministry in Brazil. From this data, Southeast of Brazil has the best representation in the BSG, followed by South, Northeast, Midwest and North region/states, however São Paulo is the state with the largest representation. Regarding results by sport, there are patterns for the different regions, such as Rhythmic Gymnastics in South and Southeast and Badminton in Northeast. The results by school showed that students from private schools stand out in sports such as Swimming and Rhythmic Gymnastics and students from public schools in Athletics and Cycling.

Sports, Politics, Olympics
Saturday, June 11, 2016
9:00 – 10:30 AM
Large Conference Room

The Olympic Games and Physical Activity Promotion: London 2012 and Rio 2016

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Following the formal addition of legacy to the Olympic Charter in 2002, the hosting of the Olympic Games is increasingly being justified in part because of the event’s perceived capacity to bring about a long-term increase physical activity (PA) participation in the host nation. This presentation critically reviews the PA policies and initiatives delivered in association with both London 2012 and Rio 2016. Attention is given here to a range of social factors that render mass participation-based legacy objectives of this nature particularly problematic. These include the respective roles and responsibilities of the various public and private organisations and actors that co-operate around PA participation, the practical difficulties that must be overcome in order to increase PA, and the challenge of proving the effect of the Games on PA conclusively. The interaction between these factors and the respective social contexts of the UK and Brazil therefore offers a useful vantage point from which to consider an increasingly prominent aspect of contemporary rationales for hosting the Olympic Games.

The Olympic Spirit and Illiberalism: Hungary’s “Game”

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How does sports interact with politics? Since the unapologetic directive of the Roman Empire to offer “panem et circenses” to quiet the masses, sports have continued to covertly and overtly serve political ends. With the legacy of the Cold War when international sports served as yet one more arena for the confrontation between communism and capitalism, it is worthwhile to analyze how the previous Eastern Block reinterpreted its role in international sports diplomacy.

Budapest’s application to host the 2024 summer Olympics may serve as a critical juncture to reveal some of the most notable changes both in politics and sports in the post-communist region. Should the Hungarian capital city be successful, it would be only the second time the Games were in Eastern Europe, after Moscow in 1980. While Hungary is proud to be among the 10 most successful medal-winning countries in Olympic history, its democracy and economy have been faltering lately. On the political spectrum, surging
populism and the rise of the xenophobic far right placed the country among the most stringent in rejecting asylum seekers and economic migrants while continuing to marginalize ethnic and religious minorities at home. On the economic spectrum, hosting the Olympics would place an enormous burden on the country which is much smaller and substantially less prosperous than the other applicants. This presentation will analyze the domestic reasons and international rationale that led to Budapest’s application to host the Olympics.


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This study is part of a project for the monitoring of planning, construction and implementation of sports legacy of the Olympic Games - Rio 2016 financed by the Coordination for the Improvement of Higher Level Personnel (CAPES) of the Brazilian Ministry of Education. Our goal in this stage of the project was to carry out an analysis considering the planning, targets and funding of the Federal Government for actions related to the sport between the years 2008 and 2015, thinking above all of its relations with the proposals contained in the Bid Book and in the Legacy Brochure of the Olympic Games Rio 2016. The research is qualitative and uses as instruments the documental analysis, taking as a model the procedures recommended by Bardin (2006), and narrative interview (JOVCHELOVITCH; BAUER, 2003). The sources used were: a) The Bid Book – Rio de Janeiro’s Candidature File to host the 2016 Olympic and Paralympic Games and Legacy Brochure of the Olympic Games Rio 2016; b) official web pages of the Brazilian government, the Ten Year Plan for Sports and leisure, the Multiannual Plan of the Federal Government and official documents of accountability of the Federal Government to understand how the public funds were used; c) interview with a component of the National Secretariat of Sport, Leisure and Social Inclusion (2015); d) other documents on sport, sports mega-events, public policies, legacies and related matters, which formed the basis for a global understanding about the analyzed subject.

A little less conversation, a little more action please: recruiting young leaders into national Olympic sports systems

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This paper reports findings from a study on a policy by the Norwegian Olympic Committee and Confederation of Sports (NIF) aiming at the recruitment of young voluntary leaders into organized sports, the so-called young leaders program (YLP). Utilizing the 2016 Lillehammer Youth Olympic Games (YOG) as contextual motivation, 223 young people (between 14 - 19 years) have participated in the program so far. The combination of implementation theory and neo-institutional theory enables the analysis of interconnections within the organizations and individuals involved in the policy process: the implementing agents (organizers of YLP) and the target group (young people). Qualitative data were collected through interviews with organizers and participants of YLP, observations at gatherings, as well as document analysis. Data collection was still ongoing by the time of submission. However, tentative results show a mismatch between the young people's expectations and what the implementing agents and their respective organizations were able to deliver in terms of YLP. The paper discusses this mismatch caused by lack of resources, communication and implementation strategies, and non-fulfilled expectations at recipient policy level. Too long lectures were reported as negative perceived by the YLP participants. More gatherings, interactive program points would have been suitable. All YLP participants were promised to be assigned volunteer leadership positions during the YOG. However, this promise could not be realized which caused dissatisfaction among the YLP participants. We argue that clash of top-down implementation is conflicting with the needs and wishes of young people and might lead to unintended outcomes.

**Sports and Gender**

Saturday, June 11, 2016
9:00 – 10:30 AM
Small Conference Room

"Women at the ‘roda’ are not to decorate, women at the ‘roda’ are to play the game": Capoeira as a tool for inclusion and identity among women prisoners in Brazil.

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This study is about how female prisoners in Brazil use Capoeira as a recreational space, but at the same time: (1) utilise this typically Brazilian fight/dance/game as a form of resistance against the disciplinary system into which they are inserted, and (2) use it to assert and express their
Our “sisters in law”: The media representations and gendered implications of baseball players’ wives and girlfriends in Taiwan

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Modern sports have long been associated with masculinity and represent a male-preserve in the process of sportization. Most females in this particular field are in a fringe and trivial position. This essay focuses on this very particular role of women in sport: wives and girlfriends, or WAGs, of male players. These WAGs are usually portrayed as sexy, dangerous destabilizers in western media. However, that is not necessarily the case in Asian contexts. This paper adopts discourse analysis to examine Taiwanese media’s gendered narratives and representations of elite baseball players’ wives and girlfriends, the “da-sow”, or, sisters-in-law. Baseball is the national pastime of Taiwan. Results show that elite baseball players were represented as masculine, national heroes. Their wives and girlfriends were portrayed as the secondary and quiet partners, or the supportive mothers of these players’ children. Furthermore, several players’ wives were interviewed to examine their interpretations, practices and identities as a “sister-in-law” of baseball fans.

Connecting Family Habitus and Gender: The example of children’s atypical investment in the world of sport

Christine Mennesson, CRESCO, University of Toulouse (France) christine.mennesson@univ-tlse3.fr

The family culture appears as a central element in children’s sports participation (Wheeler, 2012; Dagkas and Quarmby, 2012). In particular, the place occupied by sport in the family life style plays an important role (Macdonald and al., 2004). More generally, it is possible to identify a family habitus (Tomanovic, 2004; Weininger and Lareau, 2009), that organizes children’s engagement in leisure and physical activity.

However, children’s sports participation also varies according to their sex. If sports participation seems more valued for the boys, the atypical sports investments are less negatively judged for the girls (Messner, 2005; Mennesson, 2007). Studies analyzing family habitus have paid little attention to children’s gender-group membership. This paper offers an analysis of family habits in relationship to the atypical gendered uses of sport by children. I use Pierre Bourdieau’s (1979) theory of habitus to examine how family socialization structures atypical gender dispositions. This research is based on a qualitative survey led with about twenty children’s families. This paper discusses the cases of three girls who intensively participate in sport as well as three boys who do not like sports. The role of social class will also be discussed as it interacts with gender. The data shows that this process depends on the sexual division of child-raising tasks in the family, and also on what Pierre Bourdieu calls “the economy of affective relationships”.

Challenges of exploring women’s resistance in post-colonial hegemonic masculinity

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In Fiji, rugby is commonly associated with national pride and is a cultural practice intertwined with indigenous tradition – in particular, with the pre-colonial martial tradition in which male warriors played a central role. Nowadays, rugby is celebrated as the pinnacle of indigenous masculinity, and rugby players – as modern warriors – embody a unique and profoundly gendered ‘Fijianess’. Despite the dominance of this masculinist tradition, women have played rugby ‘in the shadows’ for at least over two decades. They have done so in the face of severe negative sanctions both from wider communities and from their own kin. In post-colonial societies where traditional as well as Western hegemonic masculinities have been jointly supressing women in a range of cultural spheres, including sports, it is particularly challenging to locate an explore personal narratives that would help outsiders understand the everyday challenges women face in such cultural contexts. In Fiji women’s rights movements have a relatively short history and social life remains profoundly shaped by a traditional, male-dominant gender hierarchy. This gender hierarchy is fortified by the longevity of the pre-colonial martial/masculinist tradition and its (re)articulation as part of postcolonial nationalism. Women rugby players (and female athletes in general) thus combat a doubly-entrenched gender structure. Based on our field research involving women rugby players, in this presentation we reflect on and explore the particular as well as general challenges we experienced when conducted research with a postcolonial disenfranchised population.
Sport, Risk, and Violence

Saturday, June 11, 2016
9:00 – 10:30 AM
Reading Room

Violence against Youth in Sport: What do Young Athletes Think?
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Unfortunately, the sport context does not always offer a positive experience for children and youth. Various forms of violence are present in sport (e.g. sexual abuse, physical abuse, emotional abuse, hazing). To date, the representations of sport violence by young athletes remain relatively unanswered. The objective of this research was to examine how violence and its various manifestations in sport have been understood by young athletes. In total, 60 athletes (35 girls and 25 boys) from a variety of sports and ages (12 to 17 years old) participated in nine semi-structured group interviews. The duration of these group interviews varied between 35 and 65 minutes. The interview data were analyzed through a content analysis using NVivo qualitative analysis software. Results showed that the way in which young people define violence seems to revolve mainly around individual behaviors that can take two distinct forms (physical or psychological) and can be perpetrated by different actors (parents, coaches, peers or the athlete himself or herself). In addition, it seems that the level of tolerance for violence in the sport context is linked to the meaning given to sports practice. In general, when the main reason for practicing sport is winning, violent behaviors seem to be more tolerated and even necessary. Finally, from their perspective, the importance of winning and high expectations related to performance (mainly from peers, parents and coaches) seems to be elements associated with sport culture, which allow to legitimize, justify or understand violent behaviors in the sport context.

Development of an intervention framework to prevent interpersonal violence against youths in sport

Sylvie Parent, Laval University (Canada)
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The scientific community is increasingly concerned by the prevention of interpersonal violence in sport. In recent years, various programs and initiatives have emerged in this regard throughout the world. Despite these efforts, few of them have been evaluated and the theoretical bases of interventions are not always clear, explicit nor present. Considering these limitations, an intervention framework using the Intervention Mapping Approach has been developed to enable government and organizations to base their interventions on this matter on reliable theoretical evidence. The Intervention Mapping Approach is widely used in health promotion program planning. The various steps of this approach adapted to the problem of interpersonal violence against youths in the sport context, yielded suggestions for interventions that are geared towards the achievement of eight outcomes, namely 1) the use of training methods and coaching style that respect the safe and healthy development of youth, 2) the disclosure of violent acts experienced to the concerned authorities, 3) the respect for teammates and opponents, 4) the creation of a sport environment that is free from excessive pressure for performance, 5) the democratization of relationships between sports actors, 6) the prevention and management of violent situations within sport organizations, 7) the incentive for policy makers in sports, the sports community and for youth protection officials to become leaders in the protection of youths in this context and 8) the promotion of a non-violent sport environment. Hopefully, this framework will contribute to building strong interventions to prevent problems of interpersonal violence in sport.

Managing Athlete Abuse in South Korean Elite Sport

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This paper examines ways in which athlete abuse has become a ‘human rights’ issue in South Korea. While South Korea’s elite sporting success has been widely recognized, the dark side of the success has received increasing public attention since the early 2000s. There have been increasing media and official reports about athlete abuse incidents as the need of elite sport reform has increasingly drawn public consensus. Three types of athlete abuse – the deprivation of education rights, physical and sexual abuse – have been identified as public issues while other potential cases of athlete abuse have been largely overlooked. A range of official policies, initiatives, and measures were developed by government agencies, national sporting bodies, academic and civic organizations, but the implementation effectiveness of the prevention/intervention efforts have been largely unexamined and questioned. We offer a critical contextual discussion of the top-down, individualized management of athlete abuse as a human rights issue, which has not been effectively implemented.
Enhancing the accidentology of mountain sports: a social innovation based on experience feedback methods applied to near-miss sequences

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The risk of severe and frequent injury associated with active pursuits in mountain areas is acknowledged. In France, the knowledge of such accident facts and causes seems perfectible. The first part of this presentation, rooted in the social construction of risks and based on 50 interviews, will consist of an analysis of this pessimistic statement: corporative, institutional, methodological and judicial stakes lead to a fragmented picture of accidentology and to the poor availability of data.

The second part of the communication will investigate the perspectives offered by the study of not only accidents, but also near-miss sequences. This dedramatized way to improve knowledge of accident sequences consists in grasping the preventive value of problematic situations, which could have escalated to an accident but where worse outcomes have been avoided. Moreover, incidents, much more frequent than accidents, provide a greater pool of data to comprehend accidentology from.

An international overview of existing accident and near-miss reporting systems will be presented. Although they provide interesting insights, most of them lack detailed information on the situations to enable thorough analysis of the data, and thus prevention improvement.

We created a comprehensive accident and incident reporting system to allow in-depth, multi-factors and system-based analysis of reports. This applied research constitutes, in itself, a social innovation, since it currently resulted in the implementation of an online, open-access, participative platform enhancing the preventive use of gathered experience feedbacks. This process will be described in sociological terms, through such concepts as network dynamics, compromises, enrolment, and appropriation.

Global social changes strongly influence human opportunities and interests in participation in sport and physical activities. However, despite global influences each country has its own special features and trends.

Russian society has changed dramatically over the last decade. Today’s students were born after the collapse of the Soviet Union, and have been increasingly shaped by renewed capitalist social practices. Although still influenced by the previous “socialist” generations they are now more independent in designing their lifestyles. Nevertheless their income, occupation and marital status impact on both the quantity and quality of their physical activity and leisure.

The aim of this research project was to study the sport practices and physical activities of students. More specifically, the study analyses aspects of time, space and the type of physical activities of students within the structure of their lifestyles. The study is based on one-week of self-report by a group of students with different social backgrounds, organized at the St-Petersburg State University during 2015.

Institutional, individual and social effects on students’ sport activity in the Hungarian, Ukrainian, Romanian and Serbian cross-border area

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The aim of this presentation is to measure the institutional effects of higher education (HE) on students’ sporting activity. Sport is an important element of health behaviour, its positive impact can be perceived not just on the individual level, but on the national and global levels as well. Beside individual factors, social factors play an important role in sustaining health behaviour thus the role of the HE environment is enormous. Based on Tinto’s integration-hypothesis we assume that students’ on-campus relationships connected with sport activities can increase the chance of doing sports; he/she does sport more frequently compared to their faculty peers. However, in contrast to Tinto, we assume that the off-campus friends’ sport activities also produce a positive pattern for students. Doing sport and hiking with friends, participation in sport clubs and in a fan club as societal factors can affect the students’ sport activity. We used a contextual variable to measure the influence of sporty/non-sporty faculty milieu surrounded by students. We think that it is considered to be a sport advantage if a student does sport activities more frequently compared with the mean frequency of doing sport by students of his/her social group. The other case is the sport disadvantage. Analyzes were made by using a database of an international survey among students of Higher Education Institutions in the cross-border area of

Sports and Physical Education at Schools / Universities

Saturday, June 11, 2016
9:00 – 10:30 AM
Ceremonial Room

Sport and Physical Activities in Life-Styles of Russian Students

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Global social changes strongly influence human opportunities and interests in participation in sport and physical activities. However, despite global influences each country has its own special features and trends.

Russian society has changed dramatically over the last decade. Today’s students were born after the collapse of the Soviet Union, and have been increasingly shaped by renewed capitalist social practices. Although still influenced by the previous “socialist” generations they are now more independent in designing their lifestyles. Nevertheless their income, occupation and marital status impact on both the quantity and quality of their physical activity and leisure.

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Hungary, Romania, Ukraine and Serbia (N=1972). According to our research results the disadvantaged students and students surrounded by non-sporty faculty milieu have a higher chance to gain sport advantage.

Old Practices, Sports Reforms and Coaches in a Quandary
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Many of South Korea’s sports policies were established by the authoritarian regimes between the 1960s and 1980s. While the state-led policy programmes have contributed to international sporting successes, they have also had negative consequences, such as the imbalance between community sports and elite sports, and the deprivation of the athlete’s human rights. Since the mid 2000s, and in an attempt to mitigate the negative outcomes, the government and sports governing bodies have implemented a range of reformatory initiatives. Consequently, the sports coaching setting in South Korea is currently undergoing rapid and extensive changes. This presentation examines how the elite sports coaches in South Korea, especially those who have grown up within the previous authoritarian sporting context, are framed by the sports reforms. Drawing from data obtained from official government documents, research reports, public statements of non-government organisations and media coverage, this presentation reveals how these coaches are predominantly depicted as embodiments of the old practices that the reforms were designed to stamp out. The conclusion suggests that more attention needs to be paid to the dilemma that coaches are facing in an environment that is increasingly hostile towards previously uncontested practices.

Japanese school sport as a space for “sociability”: Transformation of suburban Bukatsudo and students’ strategies to maintain their club
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In Japan, students traditionally consider extracurricular school clubs called Bukatsudo as spaces for playing sports. Regardless of their athletic skills, grades, and test scores, most Japanese students play sports after school in Bukatsudo. Furthermore, Japanese schools have used Bukatsudo not only to ensure students’ participation in sports but also to inculcate discipline. However, the global development of youth sports has impacted Bukatsudo, transforming clubs into highly developed, specialized, and competitive sports teams. For example, some Bukatsudo employ professional sports coaches; and, most of the time, students travel all over Japan to participate in national tournaments. Therefore, most studies have only focused on the physical and mental burden of students and teachers in Bukatsudo. However, this study approaches Bukatsudo from a different perspective. In some high schools, the Bukatsudo transformed not into competitive sports teams but to a space where students could stay and share a laugh with their friends. For instance, some suburban high schools face difficulties in gathering a sufficient number of students to form competitive teams because students who are highly skilled in sports tend to go to urban high schools with a highly developed and specialized Bukatsudo. Additionally, students in a suburban high school Bukatsudo, where we conducted this research, eliminated rigid and conventional rules in order to maintain Bukatsudo as a space for “sociability.” To exemplify the transformation of Bukatsudo, we conducted a case study of one high school football Bukatsudo.

Race and Ethnicity II
Saturday, June 11, 2016
11:00 – 12:30 PM
Picture Room

The Legitimization of Association Football in Australia
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Association Football (soccer) is the most played sport in Australia and its history in this country dates back as far as any football code played since European settlement. Strangely, however, football has apparently struggled to gain cultural traction. Most reporting of the game has focused on the game’s perceived foreignness and ethnicity. This single lane analysis seems inadequate and misleading; how can a game that originated in England be deemed as foreign in a country which, as a former colony, was almost exclusively British in its image, outlook and practices? And then, how can a multicultural society, as Australia was to become in the second half of the twentieth century, be one that shuns the sport of the people of the world? In 2003 the Federal Government commissioned a report into football’s governance and structure. The Crawford Report, as it has come to be known, has been marked as the time when football’s fortunes turned, and perceptions of it began to change. Football is now at the point where the sport’s highest office bearers claim that mainstream community acceptance has been achieved. Certainly the game’s media profile and competitive successes would seem to support the notion. The focus of this research, then, utilizing a qualitative methodology employing semi-structured interviews of senior sport and community/government stakeholders, is to ascertain how football became legitimate in Australia and, with this knowledge, play a role in the realization of the sport’s potential, and Australia’s with it.
Positional segregation across the diversity of U.S. collegiate football

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Our research builds on a sizeable array of scholarship that demonstrates racial positional segregation in professional and amateur sports. We utilize a large database of U.S. collegiate football players to compare geographic and contextual diversity that provide insights as to the sources of that segregation. To that end, we examine patterns of positional segregation across university size, schools with ties to religious institutions, historically black colleges and universities, private universities, and schools in different regions of the United States. By sampling all levels of collegiate American football, we approach traditional stacking research with a more complex array of data on student-athletes, including the vast majority of individuals with no aspirations for a professional sporting career. Our research benefits from linked geographic indicators of racial inequality and segregation at the U.S. county-level to assess whether positional segregation is linked with residential and economic segregation within an athlete’s home community. We attempt to extend stacking research by considering the influence of geographic space in terms of both where a player is from as well as the cultural environment they select for participating in collegiate athletics.

Taiwan’s indigenous peoples and the rise and fall of local baseball

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Hao Fan Chiang, Graduate Institute of Sport, Leisure and Hospitality Management (Taiwan) vincelfanchiang@msn.com

Through the perspectives of power and articulation, this research analyzed factors of the rise and fall of three baseball counties, Hualien, Taitung and Taoyuan in Taiwan, and the role that Taiwan’s indigenous peoples played. We did semi-structured interviews with baseball coaches as well as documentary research to construct the developing process of the three baseball counties. In the 1980s, Hualien had trained many elite baseball players because of the promotion of RET-SER. But with the decline of RET-SER, baseball popularity in Hualien had waned too. In 1990s, the mayor Chen of Taitung, invested resources to Taitung’s baseball and baseball teams of Taitung had become the most invincible teams in U12, U15 and U18. As a result, many of those elite players had become professional baseball players in Taiwan and Japan. More recently, many young baseball players have moved from eastern Taiwan to big cities with their parents and continued their baseball career in the new home. Taoyuan is a city with a large amount of indigenous immigrants in western Taiwan. Through integrating resources in the city, Mr. Chang, Cang-Bin helps to make Taoyuan another cradle of elite indigenous baseball players after Hualien and Taitung. With the articulation of the government’s support, efforts of local leaders, and the disadvantaged status of indigenous people, indigenous players have become main forces of student baseball in the three cities. The power of State and internal colonization is oppressing indigenous people in a deeper and more invisible way through baseball.

Selection challenges and controversies in South African National Rugby Teams: Open, Free and Fairness or there is a “Wiggle-Room”?

Philani Nongogo, Tshwane University of Technology (South Africa) nongogop@tut.ac.za

This paper discusses the selection challenges and controversies faced by the South African national rugby teams (and to some degree cricket and association football) in the post-apartheid era. Almost all communities (black and white) in South Africa’s then Cape Colony and later Cape Province, and the present day Eastern and Western Cape Provinces have played and enjoyed rugby for many years. These communities have a long history of the game and culture. A growing body of social scientific literature that has examined rugby and South African sport and thus, the generally long-held view and established narrative has however, been contrary. The white sporting fraternity in South Africa, especially in the post-apartheid and democratic dispensation, has apparently refused to change in favour of demographically representative teams and rather chose to stubbornly stick to the flawed and inaccurate view that rugby (and cricket) would need to be “introduced” and diffused to the black population because it has, ‘comparable to the whites, recently took up modern sports.’ Further, there have been arguments that these sports ‘are not in their culture,’ ‘they need to play soccer’ and that black people ‘are not trainable.’ This paper uses document reading and observation as research tools in an attempt to uncover these real or perceived selection challenges.
Sports, Health, and Well-being
Saturday, June 11, 2016
11:00 – 12:30 PM
Large Lecture Room

In search of identity: A critical auto-ethnography of hillwalking

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New narratives and practices have emerged which appear to challenge the decline narrative. However they are largely driven by experts and they are informed by a public health narrative which gives primacy to behaviour change, the scapegoating of the long lived for the crisis in health care provision and proselytises the need to engage in active lives. These I would argue represent a new politics of living which is underpinned by a neoliberal agenda.

I have been searching for forms of agency which offer opportunities for meaningful resistance to neoliberalism. Most physical activity interventions occlude the political and discursive constraints which provide the conditions in which people live their lives. By the same token, at the individual level, the complexities, vagaries of living life, making decision and, within the sport and physical activity context, of building a sporting/physical activity career, are ignored and people’s reluctance to engage in active leisure is constructed almost exclusively as a motivation deficit.

Using critical auto-ethnography I use my own experience as a starting point, to identify the complex interplay of personal, discursive, historical, cultural and social processes (otherwise understood as the weight of history) which have shaped my ability to call myself a woman mountaineer. In doing so, I am hoping to discern the potential for alternate and richer understandings of how we become active and most importantly how we can maintain this over time and into the later years.

Sport as medicine, guilty reminder or new meaningfulness: (Changed) meanings of sport and physical activity among people with chronic conditions

Agnes Elling, Mulier Instituut (The Netherlands) a.elling@mulierinstituut.nl

In the light of continuing healthism in many societies, sport activities represent an increasingly popular technology for medical recovery. However, apart from managing the often disruptive biographical impact of serious illness, sport may also function as ‘guilty reminder’, in manifesting the physical decline of embodied selves. Dominant sport-illness narratives mainly seem variations of the restitution narrative (Frank), that can be very meaningful for people with chronic conditions in terms of identification and inspiration. But they also provide a selective map of tellable stories that affects personal experiences, professional guidance and social

perceptions of illness (Sparkes). In this paper we present the outcome of a quantitative study – with narrative and qualitative elements - about (changed) meanings of sport and physical activity and experiences of guidance among four patient groups (breast cancer, n=104, depression, n=108, diabetes, n=181 and hiv, n=252. The results showed that the (changed) meaning of sport showed less clear patterns compared to the recognition/distinction of Frank’s three general illness narratives, although aspects of restitution (normalisation, sport as medicine), chaos (loss, failure) and quest (new meaningfulness) could be identified. The outcome presents a contradiction between an overall positive d) meaning of sport in managing illness and a rather negative overall evaluation of acquired guidance in sport and physical activity from health professionals within treatment trajectories. We discuss meaningful differences related to illness conditions, social determinants and experienced well-being, as well as the significance of our findings with respect to mainstream functionalist discourses and primarily medically based interventions and guidance.

Mass Provision of Health and Wellness through Sporting Complexes in Urban Settings: The Case in Istanbul

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Istanbul is a highly hectic cosmopolitan city with a population of more than 20 million. Though there have long been industrial production in and nearby the city, the service sector has overwhelmed its industrial character in the last decades and in parallel the entertainment and leisure industry has diversified. Together with recent urban transformation and development plans, relatively big sporting complexes emerged in many parts of Istanbul mostly in order to supply the demand of relatively affluent sections of the population. These complexes are usually situated in or nearby huge housing complexes where relatively affluent professional groups could own or rent a house. In these complexes people can spend quite long hours doing several sporting activities like swimming, spinning, pilates, yoga, dancing, and so on. These complexes are usually designed in a way that people could relax in the sauna, steam room or through massage programs. People can refresh and socialize in the café restaurant of these complexes as well. For those who have a certain income level, these sporting complexes seem to have become a real alternative in a city where the land is densely populated and little space is left for parks, squares, open spaces for promenade or cycling. And those complexes function like sterile islands isolated from the chaotic city. It seems that if they have a certain purchasing power people from all age groups are attracted by those sporting complexes and because of high membership rates there are times that people might have difficulty in finding enough individual space in training studios. This study aims to understand the role of those relatively new complexes in city dwellers’ lives.
Leisure as Quality Time

Sachie Yoshihara, Tokai University (Japan) sachiey@tokai-u.jp

There is a growing awareness of the importance of quality leisure time in our lives. However, how we spend our leisure time is often influenced by the culture we live in. During the year which I lived in Germany, I was able to observe and experienced their views on leisure firsthand. I was struck by how different the German approach to leisure is from the Japanese. One of the major cultural differences which I observed was the strong emphasis Germans place on spending their leisure time with their families. This is due in part to the central role family plays in their lifestyles. To better understand these cultural differences, I focused on three ways we use our time: time spent at work; private time; and time for our families. These were in turn evaluated using the following criteria: waiting or watching. I defined work time as either ‘on’ or ‘off’; private time as time spent alone; and family time as time with other people, especially family. ‘Waiting’ time is the time we spend thinking about and determining how we spend our free time. ‘Watching’ time is the time which provides us with peace of mind. Using this framework, I wish to show how the quality of our leisure time is the key to achieving the Japanese concept of leisure called yutori.

Sports and Media II

Saturday, June 11, 2016
11:00 – 12:30 PM
Small Lecture Room

How Do Korean Sport Celebrities Communicate via Instagram?

Eunhye Yoo, Seoul National University (South Korea) silverspoon0706@gmail.com
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This paper examines ways in which Korean sport celebrities use Instagram to communicate with their fans and possibly other audiences. Our primary focus was to analyze characteristics of sport celebrities Instagram users, types of contents, and methods/strategies for communicating and interacting with fans. A total of ten male and female Instagram cases were selected for analysis. Instagram was the most frequently used image-based SNS among sport celebrities, through which they actively presented their everyday mundane activities not covered by mainstream media and other communication channels. It is noted that celebrities and their fans easily create their online communication space in which they share rather personal information using tag, hash, and reply functions. The primary feature of this communication is a form of ‘parasocial interaction’ by which fans respond to a range of posts initiated by celebrities. This paper discusses the nature and characteristics of the Korean sport celebrities Instagram community.

Boasting about Body, Fitness, and Weight Loss on Social Media

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It is increasingly accepted that social media, including the likes of Facebook, Twitter, and Instagram, plays a critical role in presenting and sharing thoughts expressed by people. Social media is also a place for communication as well as self-expression. Compared to the past, there has been a dramatic increase in the number of people who display information about body image, ways of losing weight, and various processes of fitness through social media. Within the context of social media, individuals not only boast and share self-management exercise and sport practices but also receive comments about their posts. This phenomenon raises several questions: (1) why do those who exercise and engage in sport share their self-management information through social media? (2) What do they want to communicate by exposing their self-management through social media? And (3) what is the nature of individual identity presented in social media, and furthermore, is one’s online identity identical to an individual’s real identity? Our analysis sheds light on the meaning of individuals’ self-management such as body, fitness, and weight loss presented through social media.

Sports journalism and gender division of emotional labour

Lucie Schoch, University of Lausanne (Switzerland) lucie.schoch@unil.ch

In the sports sections of the Swiss-French press, our field of research, we observe the development of a “feminine” writing that is characterized by a more human and emotional approach to sports news. Some women journalists deliberately use this unconventional style in order to prove that they can bring something valuable as a woman to their newsroom. Yet, the development of this “feminine” writing is also due to the fact that media commercially use “feminine” journalistic competences (Van Zoonen, 1998) and “feminine” emotional labour (Hochschild, 1979). This largely explains the recent feminization of this journalistic speciality in the Swiss press since 2000.
The ability to develop an emotional way of treating news is often perceived as feminine. However, in sports journalism, the emotional labour takes a specific configuration. On one hand, women develop a compassionate approach in their articles that are often focused on the sideshows of sporting events and only rarely on the sporting achievements themselves. On the other hand, men try to communicate their passion for sport. They like to share the emotions generated by the athletes’ shows and performances. As sport experts, they comment and evaluate the (counter-)performance without any empathy.

Thus, there is a gender division of the emotional labour within sports journalism. It is due to differences in socialisation between male and female reporters but also to their professional constraints. It tends to limit women journalists to a less valuable journalistic register and contributes to the male domination within the profession.

“I am a girl who knows the sport” - Female Sports Journalists in the Czech Media

Marta Chladová, Faculty of Social Sciences, Charles University in Prague (Czech Republic) martachladova@email.cz

This paper examines the experiences of female journalists presenting the sports news. Recent research reveals that although sports departments have become more tolerant, they are still predominantly patriarchal, and women who work there as sports journalists must overcome obstacles. Semistructured in-depth interviews with female reporters working in the sports departments of national and local newspapers as well as on public television and radio revealed that male journalists consider women to be an integral part of sports journalism in the Czech Republic. Women, however, perceive that gender inequality persists and that they are being treated differently and often they have to deal with some prejudice. The study concludes that female sports journalists have to face in their daily routines some difficulties resulting from playing on the male pitch.

Sports and Globalization

Saturday, June 11, 2016
11:00 – 12:30 PM
Reading Room

Advantaged or disadvantaged!? An analysis of cultural economy of transnational migration of Taiwan’s baseball talent

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The research takes the perspective of cultural economy to investigate transnational migration of Taiwan’s baseball talent and tries to understand the cause and mode of their transnational migration, and make sense of its follow-up effects on cultural identity and political economy. In order to achieve the purpose of this study, the research involved a literature review and in-depth interviews. The findings tell us about local conditions, developing problems and effects of cultural economy of transnational migration on Taiwan’s baseball talent are deeply influenced by sports globalization. From the four different dimensions of migration mode and route, report and broadcast of professional baseball, business of professional baseball and the cultural identity of baseball in Taiwan are gradually influenced by global sport power and MLB(Major League Baseball). These different kind of facts about transnational migration have proved that disadvantaged consequences outweigh the advantages for local society.

Pubs as Loci for Border Thinking: Football Supporters’ Practices and the Epistemology of the South

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The links between the alcohol and sport industries can be traced back to the invention of modern sport in the British Isles during the 19th century (Mason, 1980). Pubs became ubiquitous places where sport enthusiasts, and especially football supporters, socialised pre- and post-matches up to a point they are considered as a home away from home (Petersen-Wagner, 2015). The late mediatisation and commercialisation of football in England (Millward, 2011) reshuffled the centrality of stadia vis-à-vis pubs in its totemic significance for supporters. Departing from a cosmopolitan epistemology (Beck, 2010), we propose that instead of supposing pubs either connect or fragment socialisations, they should be sociologically imagined as a possible loci for border thinking that assumes both/and perspectives. We draw this argument from a detailed reading of Boaventura de Sousa Santos (2014) and Walter Mignolo’s (2000; 2009) complimentary calls for a distinct epistemic language to imagine transnational solidarities. By de-emphasising supporters’ bodily existence in time/space as a pre-condition for hot socialisations it is possible to envision how pubs become loci for both fragmentation and connection. The process of sociologically imagining transnational solidarities without assuming a necessity for metaphysical of presence (see Urry, 2008) allows us to critically deconstruct the normal Western sociological tradition and propose a distinct language for understanding football supporters’ cultural practices. We conclude by pointing out the relevance of sport, and particular football, in originating a true epistemology of the South.
Migration itinerary of African professional footballers and their socioeconomic support to the community

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This paper examines the contributions of some African professional footballers to the local community as they experience jet-speed transformation of their economic value in European leagues. By that their community expectation is to receive in return from these African players, having been successful professionally and financially in their migratory paths. In Africa, the shared values of the family and the community are important aspect of the social context that creates porous boundaries between them. Regarding the itinerary of African footballers, we analyse the choices of action to support the local community. Informed by the theory of Max Weber, we propose to base our discussion on the individual rationality; the decision making processes to either offer assistance or social behaviour to their communities. Our qualitative survey focused on professional players from West and Central African countries to include fourteen interviews and three autobiographies of African footballers. Although, this paper revealed some African footballers closed relationships; particularly those raised in the typical locale provide support via financial remittances and social projects like building hospitals, schools, facilities and health centres among others, but the underlying motives of their socioeconomic activities were further exploited to comprehend the rationalities of African footballers. This paper can conclude that African footballers’ rationality depends on the ‘give back’ phenomenon, and beyond this affirmation there is some form of obligation to give-back to the local community.

XI’s World Cup Dreams: from a Major Sports Country to a World Sports Power

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Football is among the world’s most popular sports; it was the first event whose development in the field of professional sport was highlighted by the Chinese government. Nevertheless, the professionalization of football in China didn’t actually improve China’s Olympic achievement in football. It seems that China’s poor football performance gave a slap in its leader’s face, especially if compared with the glory of China winning the most gold medals in 2008 Olympics. In 2009, China’s new leader, Xi Jin-Ping, made a public claim to promote elite football, putting forth his personal expectations of China’s being qualified both to join and to hold the FIFA World Cup and further winning the world championship. With great concerns from the state leaders, “campus football” was then put on the hot spot. Many private enterprises started to echo to the government’s policy, being willing to promote elite football as well. What’s more, the Chinese government even promised to take action on the separation of government and football associations, so as to accelerate football development. This research is based on the theoretical framework of state corporatism from the perspective of Schmitter (1979). Semi-structured interview was conducted as the approach to data collection, so as to help us understand how Chinese government integrated or subdued the relevant stakeholders such as NGOs and private enterprises, and further, discuss the interactions among.

Sports and Organizational Behavior
Saturday, June 11, 2016
11:00 – 12:30 PM
Ceremonial Room

Dropping out from sport. An analysis of the disengagement process and reasons for young girls to quit playing floorball

Inger Eliasson, Umeå University (Sweden) inger.eliasson@umu.se

Many girls and boys quit sport in their teens. The reasons for this have eluded scientists and sports organizations for many years. The aim of this study was to understand why girls quit sport and to increase knowledge about what sport clubs can do to prevent girls from dropping out from floorball. Particular focus was directed towards the disengagement process which girls undergo when making the decision to quit their sport participation. The study draws on Ebaugh’s (1988) sociological theory of the disengagement process and is based on data from 24 semi-structured interviews with 12 girls aged 13-18 years (n=12) and with one parent of each of the girls (n=12). The results show that the disengagement process can take from a few months up to two years before the girl takes the final decision. Six factors were identified as the main reasons for the girls to quit their sport with the results indicating that a combination of three to four factors are involved. The most salient factors were an increased focus on sport performance and results, changes in the team’s formation, new coaches and changes in the coach’s attitudes, interest in other activities or sports, lack of time and high demands on themselves. The results indicate that changes within the sport were critical to the girls’ decision. Overall, the research contributes to a deeper understanding of the disengagement process and the reasons for girls dropping out of sports in their teenage years.
“What about me?” Sporting professionals’ representation, advocacy and voice in uncertain times

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Geoffery Z. Kohe, University of Worcester (United Kingdom) g.kohe@worc.ac.uk

Democratic participation, representation, and advocacy have long been features of labour force politics. With regards to the working lives of modern sporting professionals there has been increased activity with regards to players’ unions, athletes’ and coaches’ commissions and entities like the Court of Arbitration for Sport. Notwithstanding the advantages and availability of these mechanisms, their place in sport deserves further scrutiny. The persistent and encroaching influence of multiple stakeholders (e.g., agents, sponsors, owners, lawyers, unions), have created challenges for sport organisations and those stakeholders who negotiate and represent athletes’ needs and interests. Within the context of sporting professionals’ lives, and in response to prevailing challenges therein, we focus on participatory, representational and advocacy opportunities. Our primary concern is the ways in which such opportunities may potentially be leveraged to improve the working lives of professionals and accountability of their sporting organisational environments writ large. We draw upon data generated through semi-structured interviews with six players and seven coaches from Balkan and Baltic regions working in professional clubs in Europe. Our analysis was concerned with: 1) the historical and contemporary contexts, issues and experiences therein; 2) the presence, utility and influence of advocacy and representation modes; and 3) the future roles sport organisations in these contexts may need to play in response. This work advances understandings of global sport settings and structures by examining some historical and contemporary issues that contour the lives of some sporting professionals in Europe.

Institutional settings and young professional leaders’ perceptions at sports events

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Anna-Maria Strittmatter, Norwegian School of Sport Sciences (Norway) a.m.strittmatter@nih.no

Being a leader at large-scale sports events involves many diverse and fragmented activities and responsibilities. In this demanding setting, the staff often consists of young professional leaders (here paid leaders with a minimum of five years of leader experience). Research about young leaders at sports events has revealed that organizational boundary conditions are influencing the execution of the tasks. The aim of this study is to identify the differences and similarities with regard to how young leaders perceived the institutional field and to what extent they were able to influence institutional practices on their own during the events. A young leader is defined by age (between 24 and 35); leadership is defined by operational level (middle level leaders and volunteer team leaders). Employing concepts from the neo-institutional theory, a multiple case study design and qualitative methods such as interviews and observation were conducted. The subject under scrutiny focuses on young professional leadership at two sports events: 1) the 2012 Innsbruck Winter Youth Olympic Games, governed by the International Olympic Committee, as a rules-based, controlling, organization demanding constant reporting; and 2) the 2012 Oslo World Snowboarding Championships with a hybrid organization and few written or legal frameworks such as agreements with suppliers or job descriptions for employees.

Results indicate that the exercised leadership is highly dependent upon the degree of institutionalization of the practices, rules and structures of the respective event.

Too big to jail: Match-fixing, institutional failure and contemporary sports betting

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Drawing upon new institutionalist approaches to politics and policy, this article examines how contemporary sports betting precipitates match-fixing and frames it as individual ethical failure. To capture the distinctive institutional design of sports betting, two governing models for sports betting are strategically juxtaposed and compared: (1) Korean professional football betting and (2) Korean motorboat race betting. Using an interpretive multi-method approach, this paper reveals that the Korean football-betting regime engenders an institutional failure by exposing its players to the danger of match-fixing, and its design enables responsibility for match-fixing to be shifted to individuals. By situating the contemporary nexus between sports and gambling within institutional contexts, this study suggests that emerging consequences, such as who is to blame for failure, are not something functionally determined; rather, these are determined socially and politically, and justified by the institution per se. This process unfolds through institutional power that labels individual ethical failure a much greater crime, only because the institution is too big to fail.
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