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Fitness training appears as a coping mechanism (Goffman 1963) - a body, nor as a straightforward empowerment opportunity to fuel identity for the reproduction of the gender-laden normative ideal of the slender gym-goers, fitness activities are revealed neither as a power machinery, appearance and condition against the backdrop of Hollywood's bodies and which are typically formed fantasising about one's own physical that the initial body objectives - those that clients enter the gym with, aspirations change as different from motives for joining - not only because internal or intrinsic goals are arguably becoming more relevant within the field of sport itself, at least as sport practice at the amateur level is concerned. It is therefore important to consider closely the body ideals which are associated with fitness. The objectified symbolic dynamics evident in fitness magazines certainly do no exhaust fitness culture as lived culture. In this paper, I draw on fieldwork research in Italy and the UK and, listening to fitness participants (clients, instructors and trainers), I ask which kind of symbolic work happens in the gym around the body. Fitness gyms, like other institutions where recreational physical activities are conducted, are productive environments. This not only because they produce 'material' effects on the body, but also because they allow participants to negotiate and (re-)produce body ideals. As I shall show, attending a gym means working on the meanings of the "fit body". Such work involves a dialectical play between objectified fitness ideals as responding to broad cultural ideals and lived body objectives as negotiated through training. Gym instructors and trainers insist that their clients must learn to aspire to body characteristics that are within their reach and are actually produced by fitness activities. And clients' motives for continuing training in a fitness gym are typically different from motives for joining - not only because internal or intrinsic aspects of training become more important, but also because external aspirations change. As self-challenge, fun and sociability acquire relevance, body objectives shift in their specifications: many regulars echo trainers in suggesting that fitness training helps people "get real" about their bodies. Body realism is described as the embracement of the notion of "fitness" - as opposed to "superficial beauty" or "passive health". Regular participation in gym activities tends to naturalize keep-fit activities in the gym, it produces the endorsement of the body characteristics which are promoted by keep-fit work out (typically tone, stamina, energy, co-ordination, strength, etc.). It's partly through this that the initial body objectives - those that clients enter the gym with, and which are typically formed fantasising about one's own physical appearance and condition against the backdrop of Hollywood's bodies or Olympic athletes - are worked upon and re-appraised. For regular gym-goers, fitness activities are revealed neither as a power machinery for the reproduction of the gender-laden normative ideal of the slender body, nor as a straightforward empowerment opportunity to fuel identity. Fitness training appears as a coping mechanism (Goffman 1963) - a device through which one's own inadequacies with respect to body ideals are negotiated, without necessary implying a cultural shift in those ideals. Fitness participants, in particular, seem to use their capacity to negotiate with body ideals to accomplish important futurework (Fine 2007). By this, I mean that they identify and monitor indicators of their future embodied identity via the body management tools acquired in the gym. They thereby deploy these tools in the attempt to establish what they may perceive as a continuity between past, present and future embodiment. Futurework as predicated on fitness knowledge thus appears as a detailed coping mechanism to deal with bodily uncertainty, under the broader, culturally hegemonic rhetoric of risk management.
**Sub Plenary 1**

**SP1.1**

**An Anthropological Analysis of the Experience of High Performance Sportspersons in the Biobío Region of Chile**

Vargas, CV; Cornejo, MC; Matus, OM
Universidad De Concepcion, Chile

The present investigation objectively analyzed the sporting development of high performance Chilean sportspersons from a social anthropological perspective using the experience of athletes in cycling, athletics, weightlifting, and canoeing from the Biobío region, and their participation in some of the most recent competitions between 2006 and 2010. These sportspersons attracted enormous attention from the public due to media coverage of them and the globalization of the sports industry, which in large part contrasts with this investigation and the degree of knowledge surrounding their condition of being human and the principle constituents of a sporting realm recognized today as one of the most influential and dynamic social systems of contemporary society.

The approach of this study was a mixture of qualitative and quantitative methodologies, through the application of an on-line questionnaire, complemented by semi-structured interviews. From the most critical results, we diagnose a slightly late sporting start, deprivation of public sport, privatization of the local Olympic system, institutional weakness, and a lack of professional perspectives over a long period as part of a process of social alienation of high performance sportspersons that questions the foundational principles of modern Olympism.

Keywords: Olympic movement, globalization of sport, sports industry, privatization, amateurism, social alienation.

**SP1.2**


Mezzadri, E; Souza, DL; Marchi Jr, W; Godoy, L
Paraná Federal University, Brazil

Due to the upcoming Olympics and Paralympics Games of 2016 in Rio de Janeiro (JO/PO-2016), many actions are being developed in connection with the organization of this sport mega-event. This research project was conceptualized in terms of the overall landscape of Brazilian sport combined with JO-PO-2016 and its possible legacies.

We will investigate: (1) the intentions and actions of the federal, state, and city government agencies linked with the National Sports System, including the Brazilian Olympic and Paralympic Committee and the national governing bodies of Olympic sports; (2) the perceptions of scholars and people in organized civil society, and (c) the information presented by the media in relationship to the Games’ legacies. We aim at identifying, describing and analyzing the characteristics of the expected impacts of the JO-PO-2016 project, the proposals of the organizations involved, and the strategies used to achieve stated goals. We will also investigate, in the long run (from 2012 to 2018), if the predicted legacies are effectively achieved from the point of view of intellectuals, sport and leisure consultants, and leaders of various institutional spheres of Brazilian society.

Official documents, bibliographic references, interviews, focus groups, and media material will be the sources of data used to understand the characteristics and impact of the Olympic and Paralympics Games Rio 2016.

**SP1.3**

**The Identities of the Brazilian Olympic Female Athletes: the “Points of Temporary Attachment” of Women in Sport**

Tralci Filho, MA
Escola de Educação Física e Esporte da Universidade de São Paulo, Brazil

The aim of this study is to analyze the formation of the Brazilian Olympic athletes identity and the construction of this social role both in the Olympic stage as in the Brazilian social context, based on the methodology of the History of Life. For that approximately seventy interviews were conducted and six are present in this work. The history of the relationship between women and sport in Brazil is marked initially by prohibitions and regulations, maintain the subterfuge of maternal attributes and subsequently by an exaltation of the female body in its sensual aspects. Thus, women’s sport has continued to be a field of male mediation. Narratives of Olympic athletes, confronted with the theoretical framework of cultural studies, specifically the work of Stuart Hall on the identity in post-modernity, indicate that, despite the inclusion of women crecente in various sports, this has not been a rethinking of the social roles of men and women in sport. Draws attention that this inclusion was not as confrontational as in other countries, keeping relations with the Brazilian feminist movement’s history. So many athletes have a speech supporting a separation between athlete’s life and life as a woman, holding that, although they are athletes, they are still women. Therefore, the athletes affirm a sense that they are uncomfortable standing on a male-dominated field.

**SP1.4**

**Private Interests in the Olympics in Brazil**

Almeida, BS1; Sonoda Nunes, RJ1; Marchi Júnior, W1; Mezzadri, E; Souza, DL; Marchi Jr, W2; Godoy, L2
1UFPR, Brazil; 2UFPR/CAPES; WVU, Brazil

The election of Rio de Janeiro as host city of 2016 Olympic Games caused a general commotion in Brazil. In the first moment, all the attention was set to the public sphere and sports entities that were directly involved in the bid. After some years of preparations, it is possible to identify other interests, such as those from the private companies. In this sense, we aim to identify the private companies that are involved in the project of the Olympics and Paralympics in Brazil and discuss their probable interest and benefits with it. In order to develop the descriptive phase of the research, we map the brands that have advertisements in main Brazilian newspapers and magazines after the election’s day, comparing them to sponsors and supporters of the 2016 bid and Organizing Committee. The data analysis showed the possibility to divide our findings in three groups of companies. First, brands that don’t have or announce any previous relation to sport but used the advertisement spot to create a positive association to the election. Second, those companies which have some previous investment in sport and use it as a form to associate their brand to the successful bid. And third, companies that invested in the Olympic bid and have specific interest in the election of Rio de Janeiro. It was notable in the first two groups some strategies of ambush marketing. Regarding the third group, we also develop some analysis of their current position in the Brazilian economic field to consider some future business opportunities with the games. For some of them, there are evidences of future profit directly related to the public investment in infrastructure in the city of Rio de Janeiro.
Masculinities and the “Tocho mixto” (Mixed Flagfootball)

Participant
García González, V
Universidad Autónoma Chapingo, Mexico

The question that is being explored in this on going research is wether gender relations, and specifically sporting masculinities, in a mainstream sport league, where men and women play together, “Tocho Mixto” (Mixed Flag football), are renegociated and/or reconstructed. Ethnographic research has been focused on a flagfootball community in Mexico and has examined men’s and women’s sporting experiences withing this community.

The Commonwealth Games 2014: A Legacy for Glasgow

Zealey, P1; Russell, K2
1Glasgow 2014, United Kingdom; 2Glasgowlife, United Kingdom

Glasgow will be hosting the Commonwealth Games in 2014. This is a great coup for a city which has a proud tradition of hosting large sporting and cultural events, is itself the home city of well known sports clubs but has also experienced structural upheavals which have left a lasting legacy. Like many other large sporting events, the Commonwealth Games is an opportunity to showcase the best in athletic endeavour and sporting behaviour. It is also an opportunity to leave a different kind of legacy - by laying the foundations for nurturing future athletes but also by making a difference to as many people as possible in Glasgow and Scotland. Several organisations have come together to make sure that these Games have a lasting and positive impact on the Host city.

How are these aims are to be operationalised and realised? In this sub-plenary three speakers who have an active involvement with the Glasgow 2014 legacy agenda will present some of the opportunities and challenges they are working with to make a difference.

Paul Zealey, of Glasgow 2014, will explore what prospect there is for a lasting legacy from the Games for people and communities across Scotland.

Mark O’Neill, also of Glasgowlife, which delivers cultural and leisure services to the City of Glasgow, will explore the potential for urban regeneration given by Glasgow 2014.

Keith Russell, of Glasgowlife, will explore how Glasgow 2014’s legacy is being implemented in communities in Glasgow.
Are there Still Social Barriers to Women’s Rugby?
Joncheray, H
Paris Descartes University - Sorbonne, France

The French rugby union federation only opened its doors to women in 1989, some 20 years ago. The number of female players never stopped increasing since then, but it’s always represented the same share among affiliated members: 2 to 3 percent. We asked ourselves why this figure was so stable and if it wasn’t the reflection of social barriers conveyed by both the players’ circle and the rugby sphere. In order to answer this, we questioned 15 persons who belong to the world of French rugby (federation employees, amateur and professional referees, players, journalists, coaches) and almost 200 female players. We thus asked the rugby sphere what they think of women’s rugby through interviews, and via questionnaires we asked players what they retained from their circle’s opinion about the fact that they play rugby. The results show that despite a development of women’s participation in rugby and the presence of an official discourse accepting of women, representations haven’t evolved much. Our results underline the fact that rugby’s actors are afraid that women may become more masculine by playing rugby, and that they encourage them to play in a more feminine way. The players’ circle is also reserved, mainly for fear of physical injuries. We thus hypothesize that women may have benefited from more equal opportunities regarding access to a sport considered more masculine, but that the representations surrounding the engagement in it resist change.

Can Female Athletes Speak in Taiwan? A Spivakian View
Hu, TW; Hwang, TDJ
National Taiwan Sport University, Taiwan

The postcolonial feminism has been a lots of discuss at sociology. But it still may not discuss at sport of sociology.

Purpose: This study describe the context of postcolonial feminism firstly, and then introduced about Spivak’s subaltern study. Finally, this study examining that how female athletes were facing the gender ideology and patriarchalism in Taiwan. And then introduced about Spivak’s subaltern study. Finally, this study examining that how female athletes were facing the gender ideology and patriarchalism in Taiwan. And then introduced about Spivak’s subaltern study. Finally, this study examining that how female athletes were facing the gender ideology and patriarchalism in Taiwan.

Methods: This study was used literature analyze and depth interviews to deconstruct analyze.

Results: Through the hegemony of media, comments, or social perceptions, The study consider that Taiwan’s female athletes can’t speak at all, even they got the success, Because they still depend on power class in order to speak. Or self-judgment to be silence even. Therefore, maybe they will be sport subaltern forever.

Conclusion: This study was hope to inspire more the sport and postcolonial feminism study in Taiwan. And further let female athletes wake up from the gender ideology and patriarchalism, finally to promote equality and development of sport and gender in Taiwan.

Getting Taken Seriously: Roller Derby, Gender & Sporting Legitimacy
Breeze, M
University of Edinburgh, United Kingdom

Roller derby - a women-led sport organised on broadly ‘Do It Yourself’ principles - is practiced in contested relationships to institutions, industries and ideals of popular and/or dominant sport. Concerns with getting taken seriously, with roller derby’s status as ill/legitimate sport, permeate the group I research with and animate skaters’ action; from the grand, such as campaigning to be recognised as an Olympic sport; through the mezzo, as in the implication of team selection policies and the development of logos and uniforms; to the micro, as with wording on promotional posters, push-ups in skaters’ lunch-breaks, and re-legitimating fish-net stockings in favour of branded sportswear. The ‘problem’, of roller derby is how to be and become ‘sport’ in an inherited, and gendered, context of sporting normativity not entirely of skaters’ own making. The imperative among participants is to get taken seriously, according to an existing definition of serious, in a local context where the meaning of seriousness is somewhat up for grabs. This paper begins with the assumptions that sporting legitimacy is thoroughly normative along multiple axes, and is implicated in unequal distributions of various forms of privilege. It is therefore unsurprising that research participants’ desires for sporting legitimacy are fundamentally ambivalent. As skaters claim the ‘serious’ sport-ness of roller derby their practices hold a range of slippery objects, values and subject positions somewhat together in dynamic tension. In this local context the gendered meaning of serious sport is changed.

A Postcolonial Critique of the Development and Diversity of Groups Advocating the Advancement of Women and Sport
Matthews, JK; Pike, ECJ
University of Chichester, United Kingdom

The existence of a variety of international organisations, networks, and individuals working to break down barriers for women in sport has been collectively recognised as “a social movement which reputedly represents a global community of women from different countries and social and cultural groups throughout the world” (Hargreaves, 2000, p.215). In 1994, the first World Conference on Women and Sport resulted in the Brighton Declaration on Women and Sport and the International Working Group and Strategy on Women and Sport. While Brighton may have provided the foundations of a new collective for these groups, their membership has consisted predominantly of White, Western, middle-class women being ‘joined by neo-colonial elites’ (Hargreaves, 2000, p.215).

This project utilises a mixed-methods approach including a semiotic analysis of archived documents and semi-structured interviews with current and former women and sport personnel including key figures from Brighton. Drawing on post-colonial feminist theory, the project critically evaluates the argument that women and sport groups’ policies homogenise and attempt to represent women within Western ideologies. Scholars have argued that Western groups should pay greater attention to, and learn from, non-Western groups’ experiences and ideas (Ashcroft, 2001; Minh-ha, 1989; Spivak, 1999). This research analyses the emergence and development of women and sport organisations, whether they have become more varied in personnel over time, and how post-colonialist agendas have impacted upon the policy developments of the diverse groups involved.
Free Communications

FC2.1
Black Versus White Amateur Football Match: a Democracy Class from the Slums of São Paulo, Brazil
Abrahão, B.; Nascimento, P.
Centro Universitário Metodista, Brazil; University of São Paulo, Brazil

Evolving from a football dispute between bachelors and newlyweds, the “Black versus White” match outstood from its humble beginning to offer today an elaborate all Sunday event with four football matches taking place in the vicinity of São João Clímaco (southern region of São Paulo). Its moniker being the result of a man’s perspicuous observation of the ethnic tensions of the community and his commitment to end it, back in 1972. As a result, the games took shape along the years turning it into an annual event whose matches standardized according to the age of its participants. The definition of who is black or white is established by their bonds of affection rather than their complexion - something that might seem estrange and alien to foreigners and even to some Brazilians as well. Following the recurring references from ethnography and, specially, those owing to oral history, this presentation offers a documented body of oral discourses and photographs covering four generations connected to the matches. Such data was collected during a semester, by bimonthly visits to the core members responsible for the event. The goal of this research aims at debating how “Black versus White” is symptomatic of the Brazilian way of dealing with differences. Instead of the belligerence typical of the imperialist nations, this behavior takes the differences as a starting point to political practices of collectivism due to a good sense of gregariousness, alterity and altruism. It is the so-called “Brazilian way” or “Brazilian Knack”, usually carrying negative connotations, servicing a democratic government of peace and love.

FC2.2
Race, Gender and Interuniversity Athletics: Black Female Student - Athletes in Canadian Higher Education
Sabay, D.
University of Toronto/OISE, Canada

Despite the documented history of women’s athletics and minority students’ participation in Canadian post-secondary institutions, little is known about minority female student-athletes and their experiences within Canadian higher education. The dearth of information is paradoxical, considering the academic and athletic legacy of this subgroup, and the noted importance of the student experience and athletic participation within Canadian universities. Thus, the aim of this study is to gather data on the experiences of Black female students who participate in athletics, to gain an understanding of their experiences as students, as athletes, and as Black women. Additionally, the study intends to help fill the gap in the existing literature on race, sport, and the student experience in Canada. The main research question is as followed: What are the university experiences (academic, athletic, and social) of Black female student-athletes at four Canadian universities? This investigation utilizes a mixed method approach consisting of an online survey and interviews. More so, participants for the study are recruited from each of the four Canadian Interuniversity Sport (CIS) regions. Further, the study utilizes an intersectional framework to examine how race, gender, athleticism and the student role intersect to shape the student experience. As the study is a work in progress, the paper will provide an overview of the study and initial findings.

FC2.3
“Breakdance - that's me!” Identity Construction among Young Breakdancers
Fjøgstad, T.
Norwegian School of Sport Sciences, Norway

In a rapidly changing world. The globalization of the hip-hop culture and breakdance gives young people around the globe a framework for expression and a source for identity formation. The hip-hop culture was originally created in the ghettos of New York, in the early 1970s. Today the tradition of hip-hop culture and breakdance has grown into a worldwide phenomenon, and offers young people identification with and acceptance by, a global society that crosses racial, ethnic and geographical boundaries.

The results are part of a larger Ph.D. study. The objective of the study is to contribute to increased knowledge and insight into the lives of youth and their construction of identities. In this paper the focus will be on the meaning of breakdance in the lives of young men - how young men uses breakdance in their identity construction.

The data material is produced by the use of fieldwork (6 months) among young breakdancers in Oslo, combined with semi-structured interviews with breakdancers aged 15 to 30 years old. Preliminary results indicate that breakdance offers multicultural men identification and belonging in a global society, regardless of the development of a sub-cultural identity. Being “different” is viewed as a positive identity factor. By performing breakdance in Norway, young people seem to create their own bricolage - they negotiate and renegotiate their local cultures and traditions with global influences that may lead to new cultural hybrids and gender performances. Theories about youth and identity construction, feminist theories about gender, and power relationships, will be used in the further analysis of the data-material.

FC2.4
Cultural Function of Australian Aboriginal Sporting Celebrities
Hallinan, C.
Monash University, Australia

Withdrawn
oftentimes produces pedagogical spaces that privilege (hetero)normative
texts and images of sporting bodies that are frequently presented without
discussing alternative perspectives. Relying on a sociology of education framework,
this presentation interrogates how repetition functions in the curriculum
created by students in two undergraduate sociology of sport courses,
pervasive part of the formal and hidden curricula in the sociology of
sport when communicated as pedagogical discourse, repetition becomes a
delimits how these bodies in motion are activated visually
Moreover,
repetition, creates vertical and horizontal hierarchies by privileging ways
of thinking (and being) about the body in sport and physical culture that
delimits how these bodies in motion are activated visually. Moreover, when
communicated as pedagogical discourse, repetition becomes a
pervasive part of the formal and hidden curricula in the sociology of
sport and physical culture. Through an analysis of new media narratives
created by students in two undergraduate sociology of sport courses,
this presentation interrogates how repetition functions in the curriculum
and offers pedagogical strategies for countering repetition when using
new media narratives as a visual method in the classroom.

1University of North Carolina at Greensboro, United States; 2University
of Moncton, Canada

The multiperspectivity and ambiguity in public gambling by analyzing
the spatial and temporal organization of a very particular lifeworld that
is hardly difficult to access but rather complicated (and expensive) to
investigate. I conceptualize the velodrome as a multilayered space
which provides an unruly room for its largely working class-clients to
challenge the official ideology of social achievement based on effort
and achievement while simultaneously highlighting its symbolic values
and merits. Field notes from visits to various sites and events are
consulted to outline the spatial arrangements and temporal sensations
that connect and disconnect the keirin experience from everyday life.
I am going to show know how patrons cope with a fate that is hardly
ever on their side by linking their statements and my observations with
a Durkheimian notion of the ritual and Goffman’s concept of “testing of
character”.

Synthesizing Social and Managerial Science in Sport for Development Methodology
Hollander, W
University of Johannesburg, South Africa

The S•DIAT has gained international recognition as evidenced in
academic publications and report overviews. Yet, the strength and
synthesis of paradigms brought a new dynamics to programme evaluation
within the framework of strategic management and delivering sport for
development programmes for optimal social impact. The instrument
design and implementation will be discussed based on extensive case
study analyses of the GIZ/YDF (a youth development through sport
programme) that was implemented since 2007 in 9 African countries.
The main findings relate to causal relationships between programme
management and delivery, and various programme design principals,
founder involvement to meet requirements of sustainability and
multi-leveled social impact according to pre-designed indicators. The
increase in instrumental sophistication provide a basis for the meaningful
synthesis of reporting on Indicator Monitoring Scores that dovetail with
required qualitative data to be collected and methodological refinement.

Paradigm-crossing in Sport for Development Research
Burnett, C
University of Johannesburg, South Africa

The emergence of ‘sport for development and peace’ as an applied
discipline within the field of the sociology of sport, is evidence of
disciplinary maturity, yet poses unique and related opportunities and
challenges. Research in the field of ‘sport for development’ (as emerging
body of knowledge), has been increasingly criticized for lacking in clarity
of conceptual frameworks, scientific scrutiny and methodological
standardization. The critique of the ‘lack of evidence’ discourse has at
its core, complex and diverse stakeholder interests, research-based
needs (including programme design, strategic decision-making, policy
development, approach, management and implementation realities), as
well as the relevance for theory building and validation of conceptual
and methodological frameworks. The paradigm-crossing mostly stems from
undefined boundaries evidenced in post-modernist research
traditions and research that are grounded in a myriad of disciplinary
fields and disparate foci. The complexity is exacerbated as academic-
practitioners advocate for a more pragmatic paradigms juxtaposed by
academics arguing against post-colonial endeavours. A comprehensive
study of the GIZ/YDF (Deutsche Gesellschaft für Internationale
Zusammenarbeit’s Youth Development through Football) programme,
implemented in 9 African countries since 2007 (in partnership with the
Nike Sport for Social Change Network, with 43 NGO-members and
government sector), serves to interrogate this issue. Profiling multi-
stakeholder segmentation and interchange should meaningfully inform
multi-foci research and dissemination of results.
I conclude with the need for more research to explore this complex terrain.

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**FC4.2**

*Celebrating Deprivation? Paradoxical Poverty in Recollections of Growing Up in Scotland by Professional Football Players*

McKendrick, JH
Glasgow Caledonian University, United Kingdom

Scotland’s deprived neighbourhoods are typically portrayed in a negative light, presenting challenging living conditions for all. Concern is raised at the lack of opportunities for younger children to engage in outdoor activity and, on the other hand, the unruly public presence of teenagers. The poverty of place is understood to compound poverty in place. In sharp contrast, deprived neighbourhoods tend to be portrayed as ideal nurturing environments in football auto/biographies. This paper reports on a systematic analysis of over 75 auto/biographies of professional football players who grew up in Scotland. This will afford an opportunity to reflect on the wider significance of acknowledging the qualities of deprived neighbourhoods and encouraging children and teenagers to use neighbourhood space.

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**FC4.3**

*How the Classicist Theoretical Perspective can Explain the Participation and Violence in Ultra Groups of Oporto*

Seabra, DA
Fernando Pessoa University, Portugal

Since the work of Harrington published in 1968, that the social status/class has been considered an important characteristic to be taken into account when you try to understand the audience present in football stadiums. Some authors, such Critcher, Hargreaves or even the Leicester Group, consider the working class culture and values as an important dimension in explaining the hooliganism. Ian Taylor was one of the authors that attributed more value to the connection between hooligans and the working class as an explanation of this social phenomena. Relying on the comparative study of four Ultra groups that support the top three football clubs of Oporto (known in Portugal as claques) which led to the PhD thesis entitled Claques Portuenses. Um estudo de grupos organizados de adeptos em contexto urbano (The Oporto Ultra groups. A study of organized groups of supporters in an urban context), the proposed communication intends to present data that demonstrate the importance, but also the limitations, of the classicist theoretical perspective to understand and explain youth participation in Ultra Groups, as well as their involvement in acts of violence. This comparative study was based in quantitative and qualitative data obtained through participant observation, interviews, life stories and inquiry by questionnaire.

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**FC4.4**

*‘It’s Just Such a Class Thing’: Rivalry and Hostility between Female Football and Rugby Union Fans in One British City*

Pope, SE
University of Bedfordshire, United Kingdom

The experiences of female sports fans have been largely invisibilised in academic research and there is also a lack of comparative work which examines fans of different sports. This paper marks one contribution towards changing this. 85 semi-structured interviews were conducted with female fans of the men’s professional football and rugby union clubs in the British city of Leicester. I begin by exploring the meaning of place and locality for female fans. Many respondents expressed a local attachment to the sports club, with sporting and urban affiliations seemingly interrelated. Crucial differences also emerged between sports fans in their adherence to, and articulation of, urban or non-urban affiliations.

I move on to discuss how these highly specific spatial and place associations may have played a part in generating - and may also reflect - the deeply entrenched and barely concealed sense of mutual hostility between football and rugby union fans. This was argued to be largely shaped by and expressed through the combined impact of relations of place, gender and social class. For female rugby fans for example, local football supporters were typically branded as ‘thuggish’ or ‘violent’, while football fans critiqued the supposed social superiority of rugby union fans and their (middle-class) styles of dress and restrained modes of support. I suggest that football was widely regarded as reflecting ‘low culture’ or was regarded as ‘prole’ sport, whereas rugby union was often seen as symbolising something rather more upmarket and aspirational and thus was more associated with ‘high’ culture. I conclude with the need for more research to explore this complex terrain.

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**FC4.5**

*Athletes, Celebrity and Political Activism: Interests, Actions and Barriers*

Darnell, S
Durham University, United Kingdom

The current political moment is marked by renewed levels of social activism, at both global and local levels. The Occupy Movement, the London Riots, and the Arab Spring stand as three such examples. This activism connects, to an extent, to two other contemporary social and cultural phenomena. One is the role of high profile persons, or even celebrities, in supporting political action and serving as important political voices, arbiters and cultural diplomats. The second is the broader social and political demands placed on sport, particularly as organizations and citizens connect - socially, geographically and politically - in and through sport in support of social change, political reform and resistance.

This paper employs this literature in combination in order to explore the connections between sport, celebrity and political activism. A number of athletes are currently outspoken politically, and organize events, foundations and campaigns for change, yet little is known about their experiences or perspectives in such processes. I examine the recent efforts of such high-profile/celebrity athletes in the service of political activism and social change and, drawing on interviews with activist athletes, explore the subject positions and meanings of sport that both underlie and emerge from this activity. The results illustrate sport itself to be fraught political territory and also speak to the importance of considering the political dimensions and connectedness of sport within efforts of resistance and social change, as opposed to perpetuating the stereotype of sport’s social and political utility and/or exceptionalism.
In recent years, the use of pesticides for cosmetic purposes has been banned in many parts of Canada with one common exception: spraying on golf courses by certified course managers. In this presentation, which draws from policy documents and interviews with golf industry representatives, among other sources, we consider why golf has evaded this regulatory constraint. On the one hand, our analysis identifies a gradual move towards ‘responsible golf’ since the 1980s, whereby golf course managers willfully adopted environmental ‘best practices’ and industry leaders communicated golf’s green sensibilities to the public. This helped demonstrate to policy makers golf’s natural devotion to sustainability, and thus the lacking need for external regulation. On the other hand, we highlight the shift towards (neoliberal) environmental managerialism at the level of government over this same period, in which the state favoured corporate-driven solutions to environmental problems so as not to compromise economic growth. The role of industry in Canada’s Pest Management Regulatory Agency is cited as an important example of this policy approach. We conclude our presentation with commentary on golf and environmental regulation in the future, stressing the empirically grounded view that historical insights should compliment scientific ones in policy making going forward.

FC5.2
A State of Exception: Golf and Environmental Regulation in Canada
Wilson, B1
1University of British Columbia, Canada; 2University of Toronto, Canada

In recent years, the use of pesticides for cosmetic purposes has been banned in many parts of Canada with one common exception: spraying on golf courses by certified course managers. In this presentation, which draws from policy documents and interviews with golf industry representatives, among other sources, we consider why golf has evaded this regulatory constraint. On the one hand, our analysis identifies a gradual move towards ‘responsible golf’ since the 1980s, whereby golf course managers willfully adopted environmental ‘best practices’ and industry leaders communicated golf’s green sensibilities to the public. This helped demonstrate to policy makers golf’s natural devotion to sustainability, and thus the lacking need for external regulation. On the other hand, we highlight the shift towards (neoliberal) environmental managerialism at the level of government over this same period, in which the state favoured corporate-driven solutions to environmental problems so as not to compromise economic growth. The role of industry in Canada’s Pest Management Regulatory Agency is cited as an important example of this policy approach. We conclude our presentation with commentary on golf and environmental regulation in the future, stressing the empirically grounded view that historical insights should compliment scientific ones in policy making going forward.

FC5.3
‘Rewarding the Winners and Punishing the Losers’: The Politics of Performance Budgeting in Elite Sport
Sam, MP
University of Otago, New Zealand

Targeting funds to a select ‘few’ organisations is an increasingly recognised principle of government funding distributions for elite sport. This paper examines the principles of performance-based budgeting in relation to neoliberal reforms and evaluates its implications for contemporary sport policy development. Drawing from data in New Zealand, it is suggested that performance budgeting schemes generate unintended consequences including: a) the paradoxical tendency for the central agency to be blamed for having too much control over sport and for not being sufficiently accountable for results, and b) the propensity for NSOs to become less innovative over time due to increased accountability requirements and tighter monitoring. Each carries implications. The former reminds us that broader political risks cannot be ruled out, and may effectively negate targeting’s promise of allocative fairness and responsiveness. The latter warns that such regimes may hinder organisational learning and induce NSOs to follow ‘best practice’ at the expense of developing new best practice. The ‘depleatability’ of targeting as a policy instrument is discussed in relation to the London Olympic Games and New Zealand’s goal of ‘winning consistently’.

FC5.4
Inclusion of German Student-Athletes - Unsolved Problems with Regard to the Olympic Games 2012
Bendrich, B
Georg-August-University Göttingen, Germany

The general perception in Germany is that high profile athletes earn enough money to support themselves even after their active career. But this assumption is amiss and only true for a single European sport: soccer. In most other sports it only applies to few numbers of athletes.

In Germany athletes heavily rely on jobs in the armed forces, federal border control, police or for a private sponsor. For athletes with higher educational aspirations at universities, chances seem limited and often exceptionally difficult. In comparison to other international sports powerhouses like the US, Germany doesn’t offer their student-athletes special support. Often athletes reach their limits in both areas and decide between either an academic or athletic career. The German government, sports associations and federal states have to challenge these issues, to be able to change the current developments and to retain a spot as one of the leading sports nations in the world. Without real structural changes in higher education and new binding regulations in favor of a combination of academic and athletic high performance, it is likely that the current negative developments even increase in the near future. Currently German athletes remain to be athletes, who solely rely on the financial support of different federal institutions without being able to receive a proper education for their future jobs. If the German society possesses a real interest in the all around development of their athletes, it has to change the current support system in favor of student-athletes. Based on an analysis on the versatile problems of today the author aims to present different ideas to solve the crisis.

FC5.5

FC6.1
Skirtboarders.com: A Case Study of Youth Engagement Through Community Sport Media Production
Dallaire, C; MacKay, S
University of Ottawa, Canada

The Skirtboarders purposely contest dominant discourses of femininity on their Internet skateboarding blog. Through Web self-(re)presentations the crew seeks to contribute to a “movement” encouraging other young women to take up the sport and in doing so, to express a variety of femininities. Interviews with Skirtboarders reveal the similarity between their sporting and Internet engagement and processes that Foucault (1988a) referred to as technologies of the self. We draw on the four dimensions outlined by Foucault (1985) by which an individual constitutes herself as an ethical subject - ethical substance, mode of subjection, ethical work and telos - to analyze the Skirtboarders’ reflexivity and critical engagement both in skateboarding and in blogging. This case-study illustrates how women-driven forms of social media can provide a foundation for individualized transformation, in this case, the constitution of not only “Skirtboarder” subjectivity but of a movement as well, producing a larger collective identity (Taylor and Whittier, 1992). Yet, analysis of the blog and interviews with blog users reveals paradoxical dimensions of the Skirtboarders.com project. While manifesting third-wave feminist sensibility, the Skirtboarders reproduce normative discursive fragments commonly found in mainstream and alternative media (re)presentations. In addition, while the Internet coverage of their skateboarding performances does contribute to a movement promoting skateboarding among girls and women, doing so by focusing on this one crew raises tensions between access to the Skirtboarder identity and the development of a wider female skateboarding community.
FC6.3

Gender Identity and Physicality in Climbing
Dilley, RE
University of Sheffield, United Kingdom

Drawing on findings from an in-depth qualitative study of 19 women climbers, this paper explores the relationship between how the gendered body is culturally and discursively constituted, and how it is lived, in the context of women climbers’ physicalities. There are a number of reasons why climbing is a particularly interesting site in which to critically examine the lived experience and socially constructed nature of gender, sport and the body. The body is increasingly central to people’s sense of identity and specifically to people’s ideas about gender differences. It has been suggested that sport is one of the most significant ‘battlegrounds’ where notions of gender are being fought over, re-enforced and sometimes re-inscribed. There is growing recognition that for many people sport and leisure are increasingly important sites of identity formation in late-modernity and this is certainly the case for core participants in extreme sports such as climbing. Furthermore, some researchers have suggested that extreme sports have created alternative spaces that cultivate and embrace different forms of, and ideas about, female physicality. This paper will critically explore these issues through a discussion of the women climber’s negotiations of gendered discourse in relation to the meaning of muscle and climbing identities.

FC6.4

Race, Class, and Female Masculinities: Women's Rugby as a Site for Examining Black Female Masculinities
Adjepong, LA
University of Texas at Austin, United States

This paper is part of a larger study on gender that analyses the relationship between race, class, power, and violence for female athletes. I begin by examining the ways in which the black female body problematizes the concept of female masculinities, and investigating how the discourse on black female athletes complicates the construction of female masculinities. I use sports as a way to understand how female bodies can challenge power and violence as exclusively masculine domains, and how black female athletes disturb prescriptions for femininity and masculinity. My research addresses two specific questions. First, how do black women athletes challenge ascription of masculinities to black bodies? And second, how do sports complicate the notion of female masculinities, especially when considered in relation to ideas about black athleticism? I conclude by outlining a case study that examines the ways female athletes challenge theories of masculinities and how race and socioeconomic status animate a tension for conforming to some gender prescriptions while resisting others.

FC8.1

Preserving Urban Imaginaries: The Need For Un-Structured/Claimed/Developed Land in Cities
De Lisio, A
University of Toronto, Canada

If architecture can offer a text to examine, the text of a Game-related venue is (often) forcibly erased. The infrastructure which once occupied the land is demolished while the soil, the foundation of the site, is bio-remediated to eliminate the histories of the past. It is what McKee (2008) in his work on local restoration, post-Hurricane Katrina would describe as an “ecological tabula rasa” (p. 90). I wanted to write a paper that would explore the former histories of Toronto’s West Don Lands before it is transformed into the 2015 Pan/Parapan American Games Athletes’ Village. In doing so, I hoped to become better positioned to articulate the stories that once defined this space. However while writing, I became increasingly attached to those stories (and the similar stories told of other abandoned, undeveloped urban spaces, situated on the fringes of world-class cities) than I had ever planned. Within Toronto, we are witnessing the transformation of the waterfront into a site that will “showcase a modern community where design excellence, sustainability and technology come together” (Waterfront Toronto, 2011) and offer “a kind of Yorkville on the water” (Director of Waterfront Toronto, John Campbell, 2011). Given the effort to construct these capitalist imaginaries in a metropolitan marked by the dwindling opportunities for people to secure affordable housing, I intend to demonstrate the manner in which a wasteland, filled with immense uncertainties is - in the absence of a socially just and environmentally sustainable development plan - more needed now than ever before.

FC8.2

The “Sustainable” Games: An Examination of the Triple Bottom Line of Sustainability in Sport Mega-Event Bids
Pentilafalo, CP
University of British Columbia, Canada

Recent bids selected to host the world’s most prestigious sport mega-events have increasingly relied upon claims of sustainability to validate hosting, providing countermeasure for assumed negative externalities and expenditures associated with games’ planning and staging processes. This ameliorating influence of sustainability as applied in sport mega-event bids has benefited from the inclusion of the “triple bottom line,” an interpretation of sustainability that features the intersection of economic, environmental, and social spheres of impact. While London 2012 strives to deliver a sustainable Olympic Games this summer, similar claims featuring the “triple bottom line” have been made by organizers of the 2014 Commonwealth Games (Glasgow), 2014 Winter Olympic Games (Sochi), 2015 Pan American Games (Toronto), and the 2016 Summer Olympic Games (Rio de Janeiro). Through the use of critical discourse analysis (CDA), this paper will examine the aforementioned bids and review the creation of economic, environmental, and social sustainability categories. By questioning the discourses of sustainability that have informed the authoring sport mega-event bid books, examining how prevailing discourses of sustainability have been deployed, and reviewing the applicable international reporting standards, this paper will show how the use and proliferation the “triple bottom line” undermines, rather than augments, claims of sustainability made in sport mega-event bids.
Widening Participation in English Golf Clubs

Pinckett, D; Leslie, G; Poller, G
University of Lincoln, United Kingdom

According to recent large-scale participation surveys, golf remains a highly exclusive sport in England. Indeed, English golfers are typically white, middle-class males in their mid 50s (Active People Survey, 2010). Historical studies of the game go some way towards explaining this situation by outlining various mechanisms of social exclusion in golf clubs - such as nomination processes, interviews and segregation of spaces - that helped to limit participation to those with the requisite economic, social and cultural capital (Vamplew, 2010). The purpose of this study was therefore twofold: first, to determine the extent to which these mechanisms of social exclusion remain prevalent in modern golf clubs; and second, to describe the nature of those mechanisms.

A two-step cluster analysis was performed on data from 850 golf clubs in England (44% of all clubs) in an attempt to identify clusters of clubs that shared similarities in terms of exclusivity (cost, membership demographics, ease of access). Three main clusters were identified - cheap male clubs; typical clubs; exclusive family clubs - from which three case studies were sampled for in-depth ethnographic investigation. Observations were recorded at each of the three clubs before semi-structured interviews were conducted with a range of members, coaches and committee members.

The three case studies were compared and data were interpreted using concepts derived from Bourdieu's theory of practice (Bourdieu, 1992). The institutional structures, cultural norms and everyday practices of the different golf clubs are discussed in the context of policies designed to widen participation, imposed by golf's governing body.

Sport Megaevents as Contested Terrains of Economy, Culture and Identity: Insights from the 2011 Rugby World Cup

Jackson, SJ
University of Otago, New Zealand

This paper seeks to highlight the value of studying sport mega-events, as a way of understanding key aspects of our social world. The overall aim is to focus on Rugby World Cup 2011 in order to illustrate how one sporting event, in one remote part of the globe may hold enormous potential for gaining insights into the role of sport as part of a wider network of economics, culture and identity. While we might list these three components separately, increasingly it is evident that commerce, culture and identity are intimately interrelated. First, I highlight the social and cultural significance of sport mega-events as strategic sites of cultural analysis and, in turn, illustrate how the 2011 Rugby World Cup serves as a contested terrain. I begin with a brief overview of the sheer scope of the contested terrain of RWC 2011. From direct government investment in the event, to the public subsidization of new sport stadia, to controversies over the price of All Blacks jerseys - I will try to illustrate the multidimensional nature of this sport mega-event with respect to economics, culture and identity.

Shifting the Field of Play: Utilising Capital to Promote Social Inclusion in Sports-Based Outreach Projects

Hayton, J
Durham University, United Kingdom

This paper will analyse the capacity of a regional sports-based outreach project to transcend the systems of relations intricately plotted within Pierre Bourdieu's notion of field, and in turn, facilitate the socialisation and integration of its participants.

The Sport Universities North East England (SUNEE) project represents an alliance between the region's five universities to tackle social exclusion, and promote and nurture social capital and civil responsibility through the vehicle of sport. This joined-up approach to sports development provides the region's student volunteers with vast opportunities to gain both experience and qualifications as sports coaches, mentors and leaders by working with a range of 'hard to reach' groups.

Using semi-structured interviews (n=40), this study draws upon the experiences of student volunteers and provides an insight into how the dynamics of the SUNEE project enabled them to develop relationships and increase social connectedness with the 'hard to reach' groups.

The paper focuses on the interplay between participants' field position, the stock and flow of capital, and the status of the habitus over the course of the project. The case made is that the SUNEE project instigates a shift in the social field by drawing socially diverse and objectively unconnected social agents towards a shared environment. The paper argues that these two diverse groups are drawn together as the products of conscious or unconscious investment strategies employed by participants to accrue social capital in order to 'get on' and 'get ahead'.
**FC11.1**

A Retrospective Inquiry into the Socialization Effects of Physical Education and Youth Sports in the United States  
Buchanan, RB  
Emory & Henry College, United States

There are various ways that sports as social constructions are involved in socialization processes which occur due to our interactions with one another and our social world. Contrary to popular belief, sport participation in and of itself does not always result in positive outcomes for those who play. This is evident in research studies indicating that burnout and withdrawal from competitive youth sports in the United States are often due to a lack of enjoyment and fun. From a sociological perspective, the process of socialization includes actively participating and making decisions about what types of sports are most or least important to oneself and society, the relationships involved, and the meanings that one gleans from the range of experiences offered (or not offered) through sport. This paper offers an analysis of the socialization effects of youth sports in the United States from a socio-cultural approach in which retrospective inquiry and theoretical considerations provide an opportunity to create positive sport experiences for all youth.

**FC11.2**

Perception of Role of Football in the Daily Life of Children in Kampala (Uganda)  
Safirkova, S1; Rato Barrio, M2  
1Palacky University, Czech Republic; 2Universidad Politécnica de Madrid, Spain

The study describes how different stakeholders see the role of football in the daily life of children in Uganda. The aim of this paper is to describe and analyse the different perceptions potentials and limitations of football used in child personal development. Among the mentioned stakeholders there are the adolescents who play football, their parents, coaches and teachers. Here, football is being said to play an important role in the adolescent lives but its efficacy still remains questionable.

The described qualitative research uses participant observation and semi-structured interviews. These interviews were applied on the non-professional football team of The Kids League (Uganda) during the Football for Hope Festival in South Africa in 2010 and on the other stakeholders in their communities in Uganda in 2010 and 2011. In the team there were eight participants (four males and four females). Later, in Uganda the researcher interviewed some of the player's parents, coaches and teachers. All the interviews were done in English which is the officially spoken language in Uganda and was understood by the interviewees. The interviews were transcribed and are being analyzed in ATLAS.ti.

Among the first conclusions it is possible to mention that for the children themselves football is important because it enables them to be exposed and to be taught the discipline. They also mentioned that football kept them out of the troubles in Uganda and some of the interviewees would like to start their professional career. All the conclusions from the interviews will be presented during the conference.

**FC11.3**

The Effect of Physical Educational Class in Verbal Aggressive Behavior for the 9 class in the Governorate of Djelfa  
Brahimi, T  
University of Kasdi Merbah Ouargla, Algeria

The purpose of the study is to identify both physical and verbal aggressive behavior during the physical educational class, for the 9th grade students. A random cluster sample of 330 students was selected from the education directorate in Djelfa governorate (165 females and 165 males). To reach the objectives of the study a questionnaire of 30 items was developed as a tool to collect data, and distributed over two dimensions; physical aggression and verbal aggression. The statistical methods used were: mean, standard deviation, and correlation. The results of the study were as follows: 1) Moderate aggressive behavior both verbally and physically as the percentage of the physical aggression is 2.14 and verbal aggression is 2.13 out of 4 points. 2) There is a correlation between the verbal and physical aggression with a coefficient of 0.74. The study recommends developing and enhancing the physical educational curriculum so as to absorb the students’ potentials and vent them out properly through participations in sports and safe activities, which would allow students to attain emotional balance.

**FC11.4**

Action Plan for the Formation of Moral Values in Judo Athletes and it Fights of the EIDE “Ormani Arenado” of Pinar del Río  
Martínez Martínez, WMM  
CEPROMEDE, Cuba

In the juvenile free and Greek fight athletes and in those of juvenile judo it is evidenced: lack of responsibility and commitment manifested in absences reiterated to the sport trainings in the competitive stage, lack of discipline in the control of the corporal weight on the part of the athletes during the competitive stage. For what we intended: To design a plan of actions for the formation of moral values in the fight athletes and judo of the EIDE “Ormani Arenado” of Pinar del Río. One will work with the population of 71 athletes of the Free, Greek teams of Fight and of Judo of the EIDE “Ormani Arenado”. We Use the following methods: Diagnostic: Comics, Interviews, Observations. For Intervention:

- Parents’ schools
- Participation shops
- Dynamic of groups
- Advice to trainers in the teaching process during the training. The whole process of formation of moral values that proposes this project can influence in the quality of the trainings and the sport results, in the partner-psychological climate of the teams, in the moral commitment and sport ethics, in the personal quality and of the behavior of our athletes keeping in mind the basic demands of these sports.
FC12.1
Can a Football Player be Gay? Sexual Citizenship in English Professional Men’s Football
Bury, J
University of Bristol, United Kingdom

While sociologists have frequently used sexual citizenship to account for state-led legislative reforms on homosexuality and subsequent new rights and responsibilities for gays and lesbians as well as emerging categories of so-called sexual citizens, little usage has been made of the term to explore the shifting (homo)sexual rights landscape and new sexualities within quasi-institutional settings. I suggest that English professional men’s football offers an ideal terrain to fill this gap. Not only do emerging anti-homophobia policies and campaigns in addition to media discourses collectively introduce the subject of the ‘gay footballer’, but they also raise significant questions about forms of inclusion, exclusion and sexual rights in the landscape of English professional football. In this context I describe how the ‘ideal-typical’ citizen footballer in England has historically been both male and heterosexual and argue that full and inclusive citizenship in English professional football not only requires the existence of institutional and grassroots campaigns, but a more nuanced understanding of what homophobia, heteronormativity and (homo)sexuality signify within the context of English professional men’s football. By critically discussing these terms, I aim to point to challenges for campaigners and policy-makers as well as future areas of academic research in this area.

FC12.2
Sexual Diversity in Sports: Participation, Perception and Acceptance
Eling-Machartzki, A; Smits, F
Mulier Instituut, Netherlands

Social differentiation in sport participation and social in/exclusionary mechanisms are important subjects of sport policy and research. However, apart from common ‘knowledge’ or perception, not much is known about sexual diversity structuring sporting biographies or about the general acceptance of homosexuality in different sport settings. In the last decennia, several, mainly qualitative, studies have gained insights in the existence of hetero- and gendernormativity within (team) sports. Some recent studies in western societies have also suggested the erosion of homophobia, even in masculine team sports with an homophobic image, like football. In our study on sexual diversity in sports, we collected quantitative data among several subgroups - self-identified homosexual men and women; a matched reference group of heterosexual men and women; sport participants - of a large representative online panel. Moreover we collected qualitative diary data among gay and heterosexual members of mainstream male sport teams. The results show that sexual preference partly structures sport biographies, especially among men and mainly with respect to participation in particular sports organizations (eg. club sports) and sports (eg football, fitness). Mirroring Dutch society in general, our data furthermore suggest that there is a general acceptance of homosexuality, even in men’s team sports. Nonetheless, the results also reveal that the acceptance is conditioned by gendernormativity and vulnerable.

FC12.3
Suspicions, Dismissals and Acknowledgements: Femininities and Sexualities in South African Female Club Football.
Ogunniyi, CL
University of Johannesburg, South Africa

Past research has established that certain sport spaces are more liberating for individuals that do not adhere to heteronormative practices. For women, these spaces are traditionally in sports that are considered more ‘masculine’, such as in South African club context of football. Within these spaces gender identities and sexualities continue to be flexible and negotiated. This research uses in-depth ethnographic research and ‘comprehensive’ case studies with 21 female football players (n=11, under 15; n=10, senior players) and their significant others (n=48) in two South African townships. The ‘comprehensive’ case studies focused on relationships between individuals that affect choices and perceptions, how the participants make sense of their sport experiences and sexual identities. In one location, an atmosphere of acceptability provides the opportunity for participants to feel more open about their sexualities, discuss their understandings and acknowledge homosexuality of themselves or their significant others. Whereas the power relations in the second location led to a closed environment where the participants were less open to discuss sexualities and promoted femininity of the players as an alternative to the stereotypical non-heteronormative pattern. Female football in South Africa remains sexually diverse, offering a place for liberation in some locations, while remaining restrictive or promoting an alternative femininity in other places, depending on social acceptance, ideological practices, and power relationships.

FC13.1
Sport-related Drinking: Who’s missing
Palmer, C
Deakin University, Australia

The paper sets up an emerging research agenda for sport-related drinking. It has developed out of a research trajectory that explores the social meanings and cultural practices attached to drinking in sport. That research, however, has highlighted new relationships to drinking that remain underexplored areas of social inquiry. In particular, female drinkers and non-drinkers in sporting codes where strong normative codes of drinking are present are yet to be fully explored in sociological treatments of sport-related drinking. This paper, then, argues for the importance of widening the empirical and conceptual base of drinkers and drinking in sport so as to avoid reproducing stereotypes and assumptions of sport-related drinking that are more common to popular and press accounts of drinking in sport.
FC13.2

Student-Athlete Attitudes Towards Current Anti-Doping Rules

Testzel, SJ1; Weaving, CD2
1University of Manitoba, Canada; 2St Francis Xavier University, Canada

This presentation focuses on Canadian varsity-level athletes’ experiences and perceptions of banned performance-enhancement drugs, ergogenic aids, and supplements marketed to enhance athletic performance. In-depth, semi-structured interviews with forty student-athletes from three Canadian universities were conducted as part of a larger project on gender and doping. In this component of the study, student-athletes were asked to share their perceptions and evaluations of the acceptability and effectiveness of anti-doping rules, the current banned substances list, and anti-doping testing procedures. One theme that emerged from both the male and female student-athletes’ responses was a solid opposition to the inclusion of marijuana on the banned substance list. Many participants noted they did not understand why marijuana was classified as a restricted or performance-enhancing substance in sport. Using Karsten Stueber’s argument for understanding rule-following behaviour as complex dispositions, we analyze the student-athletes’ justifications for classifying marijuana as a non-performance drug and situate their opposition in the context of Canadian university culture and recreational drug use.

FC13.3

Study of Attitudes Regarding Doping among Male Combat Sport Athletes in Pinar del Rio

Gámez García, KGG
CEPROMEDE, Cuba

The phenomenon doping has even been evidenced in the base of the sport pyramid. In this investigation we intended to value the attitudes concerning the use of doping in the masculine athletes of combat sports of Pinar del Rio. We worked with 50 athletes whose ages oscillate between 16 and 18 years. We applied the following techniques: differential semantic, composition, interviews, drawing, stairway of the life. We use empiric distributions of frequency, correlation coefficients and contingency charts. We obtained a prevalence of attitudes with an address of rejection toward the use of the doping. The attitudes of rejection about use of doping are characterized to possess a minimum intensity and the attitudes of acceptance to possess a maximum intensity.

We obtained a prevalence erroneous beliefs about the doping in the studied athletes. They associated the doping with the attribution of effects of power, they unknow the sanctions and the negative effects for the health. The erroneous beliefs don’t influence directly in the attitude but influence in the intensity of the attitude regarding the doping.

FC14.1

“You Can’t be too Vain to Gain if you want to Swim the Channel”: Marathon Swimming and the ‘War on Obesity’

Throsby, K
University of Warwick, United Kingdom

In the contemporary context of a ‘war on obesity’, sport and physical activity are habitually cited as an essential element in ‘fighting fat’. The Legacy Action Plan for the London 2012 Olympics, for example, cites the event as “our best chance in a generation” to take action against rising obesity rates by encouraging people to become more active. This proposal is guided by the assumptions, firstly, that fatness and fitness are mutually exclusive, and secondly, that physical activity inevitably leads to weight loss. These assumptions have been widely criticized by fat studies scholars who argue that they rely on problematic evidence and are driven by moral assumptions about the character traits (and failings) of those who are fat.

English Channel swimmers provide a challenging counter to the equation of sport with weight loss, since part of their preparation frequently involves either weight maintenance, or purposeful weight gain, with body fat prized for its insulating properties. Drawing on observational and interview data from (auto) ethnographic research on the process of becoming a Channel swimmer, this paper explores swimmers’ attitudes, practices and experiences in relation to embodiment in both a fat-phobic society and a fat-valuing sub-culture. The paper argues that while purposeful weight gain poses a significant challenge to the prevailing equation of fatness with ill-health, it is still understood within the community primarily within the dominant values of the ‘war on obesity’, and in problematically gendered ways.

FC14.2

Bodybuilding and Health Norms

Coquet, R
UNIL - ISSUL (Institut des Sciences du Sport de l’Université de Lausanne), Switzerland

Weight rooms’ slogans loudly advocate the benefits of physical activity on health to attract an ever-growing number of new customers, significantly in Switzerland (Lamprécht, Fischer, Stamm, 2008). Nonetheless, this reference to health is not universal. Our data, primarily collected from a participant observation in a gym and some fifteen depth interviews (for now) conducted with individuals representing various profiles, all indicate the existence of a variety of techniques used to maintain or to develop muscles. Thus, some followers go as far as adopting behaviors seemingly at odds with their health by consuming plenty of performance enhancing drugs, even though the risks incurred by this pharmacology are well documented. Our results suggest that commitment in the practice of bodybuilding and individuals’ life courses can help us understand these behaviors which can seem harmful for the uninitiated. Individual careers and the environments in which they evolve seem to provide key explanatory elements. By managing the risks inherent to the consumption of body shaping pharmacology (Monaghan, 2001) or by progressively normalizing them (Coquet, Olt, 2011), users of these substances redefine in depth and in their own way the notion of health. These elements help explain the ineffectiveness of health recommendations to this community. The linkage and the analysis of this data will enable us to better understand the emergence, or the non-occurrence of these « deviant » behaviors, through the analysis of the careers of these weights rooms customers.
**FC14.3**

**Sedentary Behaviour: From Normal to Pathological**

Palmer, VJ; Tulle, E
Glasgow Caledonian University, United Kingdom

The term sedentary behaviour is increasingly used in physical activity research to describe behaviour that requires minimal energy expenditure, mainly sitting and lying. In recent years many physical activity researchers have shifted their focus from how active people are to how sedentary they are, concluding that sedentary behaviour is as important, if not more important, than physical activity for health benefits. Inspired by Canguilhem's (1989) analysis of modern medicine, this paper will explore the idea that sedentary behaviour has been reconstructed as ‘abnormal’ or ‘pathological’ and will examine the discursive processes which have accompanied this. It will explore the ways sedentary behaviour is defined and portrayed in current sport science and public health literature. Currently, research on sedentary behaviour tends to focus on measuring how long individuals sit throughout the day, measured objectively using accelerometers or by self report measures. Generally, the latter focuses on activities such as sleeping, sitting, lying, television viewing time and other screen based time. Few studies report on the quality of sedentary time or the value that individuals place on such time. It could be argued that sedentary behaviour, like physical activity, has been medicalised by researchers, media and healthcare practitioners, resulting in prescriptive guidelines for sedentary behaviour, similar to those used for physical activity. Consequently through this process of medicalisation, activities once considered to be ‘normal’ in Western society may are now reconstructed as ‘risk’ behaviours, with a moral undertone.

**FC14.4**

**“You’re Going to Tell Me Off!” Promoting Sitting Less and Walking More at the Workplace**

Martin, M; Bort, J; Puig-Rivera, AM
University of Vic (Catalonia), Spain

This paper analyses the qualitative data obtained by interviewing 8 participants three times within a 19 week programme which had as its central objective: sitting less and walking more at the work place. This programme was carried out with the administrative and teaching staff in two Spanish Universities: University of Vic in Catalonia and University of Vigo in Galicia. The participants were encouraged to follow 3 different stages of the programme: the ramping phase for 8 weeks; the maintenance phase for 8 more weeks; and then 3 weeks of adherence phase. The main data was collected quantitatively through different surveys and physical measures. Nevertheless, in order to complement this data and to strongly validate the efficacy of the programme, in-depth interviews were also carried out. The goal of these interviews was to explain the subjective meanings and experiences of some participants in the programme. The results are mainly twofold. Firstly, they show participants’ embodiment of the discourses regarding the need to improve health by becoming more physically active at the work place. Secondly, they raise the contradictions that are the basis of these discourses. On the one hand, the taking-for-granted the need to become more physically active in everyday, more sedentary, tasks at the work place and, on the other, the feeling that there is no material time to get away from one’s desk even for a short walk. Furthermore, the results also manifest the lack of structure at the work place for encouraging and facilitating sitting less and walking more.

**FC15.1**

**Doing the Poland - Polish Spectatorship in Changing World of Football**

Burski, J
University of Łódź, Poland

I would like to propose a presentation of specific insight into the problem of football spectatorship and its internal processes which occurred in last twenty years in Poland. As a PhD student I am working on a research project concentrated on mechanisms of creating football fans’ community in local contexts. Especially I am exploring discursive processes which appearing between traditionalism and modernity in modern football and consequences of this processes which I found inter alia in growing number of fans’ associations established in Poland in last ten years, conflicts between local fans’ communities and football clubs’ authorities, and, at the same time, exploring by die-hard fans number of ways to make money in football business, spreading out through the Polish cities subculture of modern hooligans, taking a part in political debates by formal and informal groups of fans which occurred at the central and at the local level as well. This is only a few phenomena worth mentioning in talking about Polish football fandom.

Speech will include a brief report from qualitative research - a foundations of PhD thesis - based on interviews with members of LKS Lodz’s fans’ community. It allows to show connections between my methodological and theoretical approach to this concrete research and sociocultural at all this case it has to be said that PhD project is in his sociological and anthropological roots related to British social sciences and their heritage functioning in research field of football spectatorship.

Key words: football fandom; modernity, traditionalism, qualitative research, Leicester School

**FC15.2**

**Social Media and Social Movements in Association Football: Exploring Spirit of Shankly and Liverpool F.C.**

Millward, P
Durham University, United Kingdom

Manuel Castells (2009) discussed how social networking technologies are becoming vital tools through which social movements mobilise, create action and operate. This paper will discuss this theory with its application to Liverpool F.C. supporters’ Spirit of Shankly movement (see Millward 2011), by explicitly looking at the role of fan-direct Internet ‘messageboards’ (see Millward 2008), Facebook, and Twitter in mobilising supporters and organising various repertoires of action.
changes in the societal attitudes to sport created a state of “neither with
that the ambivalent phenomena on the different areas of sport and the
research results of the recent period
the current relationship of Hungarian society and sport, based on the
support of this area
tendencies in competitive sport significantly decreased the social
increase of inequalities between different social strata, the negative
In addition to the general symptoms of economic and social
success of competitive sport did not remain crucially important for the
discourses
which used to receive less attention, such as Sport for All or student
beneficiary of the socialist sport model; the problems of other areas
phenomenon was especially apparent in elite sport, the number one
of the system of financing hindered its efficient completion
the conditions of the civil takeover of sport were created, the collapse
had to adapt to the new economic and legal circumstances
changed dramatically in the Central East European Countries
During the past two decades the interaction of sport and society has
The objective of the present paper is to analyze
International Journal of the Sociology of Sport
Jiménez-Pérez, P
In the political sciences, there has been a growing body of research
In this context, some writers have drawn neo-Foucauldian writings on “governmentality” into
many Tottenham fans - as well as some of the key stakeholders involved
in officially endorsing “The Y-Word” film - felt that the video did not
adequately address Tottenham Hotspur’s complex relationship with the
Jewish faith and failed to sufficiently understand or demarcate between
the different uses and meanings of ‘Yid’ as both a derogatory epithet
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As a consequence, Tottenham Hotspur fans have experienced
complicated relationships with the ‘Y-Word’ (i.e. Yid). On the one
hand, they have suffered anti-Semitic abuse from opposing supporters
who have used it disparagingly to refer to them. On the other hand,
Tottenham Hotspur fans have appropriated and embraced this term
by identifying themselves as the ‘Yid Army’ in chants and songs. This
study unpacked the intricacies of the relationship of Tottenham Hotspur
FC and its fan culture with the Jewish faith, employing a multi-method
approach. This involved: (1) analysis of media representations of the
2011 release of Kick It Out’s ‘The Y-Word’ film, which condemned the
use of ‘Yid’ in football fandom; (2) interviews with key personnel from
the stakeholders involved in making and endorsing the film; (3) analysis
of fan discourse collected through ‘e-zine messageboard’ comments
about the film and use of the ‘Y-Word’. Our initial findings suggest that
many Tottenham fans - as well as some of the key stakeholders involved
in officially endorsing “The Y-Word” film - felt that the video did not
deadly address Tottenham Hotspur’s complex relationship with the
Jewish faith and failed to sufficiently understand or demarcate between
the different uses and meanings of ‘Yid’ as both a derogatory epithet
term of endearment

The “Contested Politics of Supporter Owned Clubs
Poulton, G
University of Manchester, United Kingdom
In recent years English football has seen the rise of a number of
supporter owned clubs in response to financial uncertainty within the
professional game. This paper draws on twelve months ethnographic
research with supporters of FC United of Manchester (hereon FCUM), a
fan-owned club set up in 2005 by Manchester United fans in opposition
to the Glazer family’s leveraged buy-out at Old Trafford, to look at the
relationship between supporter ownership and wider politics. I begin
the paper by looking at how several FCUM supporters/owners have
a background in far-left politics and look at the reasons why those
previously involved with formal leftist politics are now involved in
supporter activism instead. I then look at the competing notions of the
political value of FCUM, as a social movement, amongst supporters.
I discuss how some FCUM supporters argue that the club as a
collectively owned entity represented a form of ‘football socialism’ and,
furthermore, the club serves as a wider model for the way things should
be owned and run in the wider economy. I then discuss how other fans
reject this analysis by arguing that FCUM’s political value is restricted to
the sphere of football, as a model for how football clubs should be run
and owned, and that FCUM should not be understood as reflecting any
particular ideological standpoint.

Epithet or Endearment? Uses of the ‘Y-Word’ in Football Fan
Culture: A Case Study of Tottenham Hotspur Football Club
Poulton, E; Durrell, O
Durham University, United Kingdom
This paper offers a preliminary analysis of our findings from an on-going
study exploring the complex relationship that football fans of English
Premier League club Tottenham Hotspur FC have with the Jewish faith.
The origins of this complexity stem from Tottenham Hotspur traditionally
attracting Jewish fans as a result of its location to Jewish communities.
As a consequence, Tottenham Hotspur fans have experienced
complicated relationships with the ‘Y-Word’ (i.e. Yid). On the one
hand, they have suffered anti-Semitic abuse from opposing supporters
who have used it disparagingly to refer to them. On the other hand,
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the different uses and meanings of ‘Yid’ as both a derogatory epithet
term of endearment.

Society and Sport in Central Europe, Particularly in Hungary
Gál, A
Semmelweis University Faculty of Physical Education and Sport
Sciences, Hungary
During the past two decades the interaction of sport and society has
changed dramatically in the Central East European Countries. Following
the 1989-1990 political and economic transition, Hungarian sport also
had to adapt to the new economic and legal circumstances. Although
the conditions of the civil takeover of sport were created, the collapse
of the system of financing hindered its efficient completion. This
phenomenon was especially apparent in elite sport, the number one
beneficiary of the socialist sport model; the problems of other areas
which used to receive less attention, such as Sport for All or student
sport, only emerged later and with less emphasis in political and social
discourses. Sport policy makers striving to achieve that the continuous
operation of elite sport is ensured despite the fact that the international
success of competitive sport did not remain crucially important for the
society. In addition to the general symptoms of economic and social
crisis, such as the rise of unemployment, value changes and the drastic
increase of inequalities between different social strata, the negative
tendencies in competitive sport significantly decreased the social
support of this area. The objective of the present paper is to analyze
the current relationship of Hungarian society and sport, based on the
research results of the recent period. In the conclusions it is remarked
that the ambivalent phenomena on the different areas of sport and the
changes in the societal attitudes to sport created a state of “neither with
nor without” in the relationship of society and sport.

The “Government” of Community Sport under Advanced
Liberalism?: a Case Study of Community Sport Policy in Japan
Kaneko, F
Graduate School of Social Sciences, Hitotsubashi University, Japan
In the political sciences, there has been a growing body of research
which interrogates the change in systems of governing in contemporary
liberal democratic countries during the decades. In this context, some
writers have drawn neo-Foucauldian writings on “governmentality” into
many intemrogations. As a consequence, the insights have been applied
to analyses of the nature of sport policy in specific countries, such as
Australia, New Zealand and the United Kingdom.
This paper investigates the “governmentality” behind the current
community sport policy in Japan. For this purpose, the paper draws
on the data with analyses of key policy documents published by the
Government and national sporting organisations.
From the analysis of policy documents during a decade, we can find
the characteristics identified within the political context of governing
under “advanced liberalism”. For example, in The Strategy for Sports
Nation, the Government expects “Comprehensive Community Sport
Club” to act as the base of “new public commons” to solve various
issues in the their community by theirselves. In a sense, there seems to
be the ongoing process of autonomisation and responsibilisation, one
of typical features of governing under “advanced liberal” rationalities.
At the same time, however, we should take account of the differences
between the countries subject to by previous studies and Japan,
in terms of the history of the development as the welfare state, and
the relationship between the Government and the voluntary sports
organisations, when we draws insights from neo-Foucauldian writings
on “governmentality” into the comparative studies of national sport
policy.
**FC16.3**
The Ramifications of Modernization on Community Sport Organizations: A Critically Informed Case Study
Kitchin, PJ; Howe, PD
Loughborough University, United Kingdom

The modernization of public organizations through the adoption of business processes has been a fundamental feature of British politics over the past twenty years. This agenda acts as an institutional pressure to make recipients of public funds more efficient and accountable to government and their ‘citizen consumers’. In order to achieve the requirements established by modernization a number of management-inspired (New Managerialism, New Public Management) tools and techniques have been used. This paper seeks to examine the case of a community sport organization and its experiences of seeking to conform with these pressures. The purpose of this paper is to contribute to our understanding of modernization and its ramifications on recipients of government and other statutory sector funding. To achieve this purpose we will draw Tati’s (2010) organizational conceptualization of Bourdieu’s (1977) habitus using data collected through a longitudinal, ethnographic study that encompassed active-member observations and formal and informal interviews. The findings highlight how the organizational habitus acts as a moderating force that determines the success, or otherwise, of the organization’s strategies, policies and actions. This permits us to explore how institutional pressures, such as modernization interact with the organizational habitus and in doing so assists us in understanding the factors that facilitate or resist change.

**FC16.4**
Measuring Social Capital in Queensland Rugby Clubs
Zakus, DH1; Skinner, JL1; Ogilvie, J1
1Griffith University, Nathan Campus, Australia; 2Griffith University, Mt Gravatt Campus, Australia

Sport clubs provide many social services and can be a way to meet government policy goals. A current goal for sport clubs is to deliver social inclusion outcomes and provide social capital for their members. This study is part of a research project between the Queensland Rugby Union and academic staff members of Griffith University. The research was conducted to measure how rugby in particular and sport in general contributes to the development of social capital across various locations in Queensland. It seeks to understand the development of social capital in the community and for rugby clubs in those communities. The 52-item survey is designed to identify individual attachment to the QRU Reds team, to their own rugby club, and to their community. The survey developed through published research sources was delivered online. Responses from 481 rugby club members resulted in 316 usable cases. Scale items were found to have high internal consistency with a Cronbach’s alpha of 0.91. The five factor solution derived from the factor analysis accounted for 45.48% of the total variance in the scale items and fit with initial assumptions that networks, trust, reciprocity, social norms, and agency were the key conceptual elements of social capital theory. The paper concludes with an analysis of the elements of each factor, how the elements cohere in terms of social and policy goals, and a debate around the use of sport social capital in delivering on social and policy goals.

**FC17.1**
A Critical Review of the Multi-Method Approach Employed in Closing the Gap
Ryan, P A1; Duval, L2; Suckling, S J2
1Newman University College, United Kingdom; 2Staffordshire University, United Kingdom

This paper explores the Closing the Gap project, a lottery funded project using sport and physical activity to engage young people at risk of social exclusion in Stoke on Trent (UK) and provides a critical review of the methodology employed to evaluate the programme. Sport and physical activity initiatives were introduced to a range of partner organisations, with sustainability a fundamental aim of the programme. Themes emerging from the intervention’s evaluation included a change in the culture at most of the partner organisations, higher levels of participation by some young people and staff, greater knowledge of local facilities and an understanding that sport and physical activity can be a useful tool to meet the wider aims of an organisation working with disadvantaged and excluded young people. Drawing on the Context, Mechanism, Outcome (CMO) methodology allowed a balanced evaluation of what mechanisms worked for which organisations and why. However, despite efforts to use innovative methods a number of limitations remained and it is argued that sport should be used within a multi-faceted approach.

**FC17.2**
Social and Cultural Factors that Affect Children’s Involvement in Sport in 21st Century China
Dong, J1; Zheng, L2
1Peking University, China; 2Tsinghua University, China

Sport is often considered as an opportunity for children to learn culturally relevant sports skills, an environment for teaching children important attitudes and values. However, this presumption is largely determined by a number of social agents such as parents, teachers, peers, administrators and the mass media. To promote children’s sport globally it is crucial to investigate the respective roles of the agents and their relationship with children and sport. Based on literature review, case studies and educational experiment in China, this paper intends to explore the following social and cultural issues relating to children and sport: how teachers’ attitudes towards sport affect children’s participation in sport. How parent’s interest and expectation affect their children participation in sport? How do coaches develop appropriate relationship with parents? Does public concern about children’s safety in the community affect children’s engage in sport? How to attract children into sport in the era of computer and internet? How to run sports programs for children from different social and geographical stratification? What challenges and problems are faced with children and sport at both elite and recreational levels in 21st century?

By analyzing the social and cultural factors behind children and sport the paper claims that concerted efforts of government, school, community and family are needed to realize the positive fuctions of sport for children’s overall development and different approaches should be taken for children with different social class and geographic locations.
Sports as a cultural element in India represents a very diversified complex. Some of the sports are universally known and others are very local in their identity and context. This is very true of the participants or the stakeholders who are involved in these sports activities. Sports mainly appeal to the young people. But the question is how do we define young. Here in the Indian context we can stratify the young population according to the school grades i.e primary, secondary and higher education. The interest of all three categories are different due to their interest and aim. The present paper aims at understanding the role of sports in the life of university students and their orientation towards sports. This paper is based on the case study of National Law University Lucknow, India.
**FC18.2**

**Women's Sporting Embodiment: Insights from Feminist and Sociological Phenomenology**

**Allen-Collinson, J**; **Hockey, J**  
*University of Bath, United Kingdom; University of Gloucestershire, United Kingdom*

Sociological or cultural phenomenology, which can trace its roots in Husserlian philosophy via Schutz's later social phenomenology, has until recently remained relatively under-utilised within the sociology of sport, perhaps somewhat surprisingly given the centrality of the body in both sporting endeavours and in many forms of phenomenology. A corpus of sociological-phenomenological work is, however, now beginning to develop in studies of sporting embodiment, together with an interest in how feminist phenomenology can be applied to the study of women's sporting embodiment and lived experience. These specific forms of phenomenology explore the situatedness of women's lived-body experiences under a particular historically-specific social structure, rather than seeking to identify more universal and timeless 'essences' of experience. This paper explores some of the ways in which we might contemplate utilising feminist empirical phenomenology to analyse female sporting embodiment. The paper draws upon data from two autmethodological projects on distance-running, in order to demonstrate the rich possibilities of applying what we might term a sociologized form of phenomenology to investigate, and breathe life into, the corporeally-grounded experience of sports participation.

**FC18.3**

**Influence of Culture on Sports Performance Among African Females**

**Hanyelu, CN**  
*Gambia College, Brikama, Gambia*

Athletic performance involves creative displays of skills as demanded by each sport; these attributes enable the performer to participate with much efficiency and good reaction time, with less or no injury sustained in the process. It is generally believed that good performance in sports is a pivot on which sports achievement rotates. African females are in a good position to perform convincingly well in sports, but due to some personal constraints, these are not always to be the case. Culture, which shapes the way of life of people, covers all the folk ways of a society such as language, custom, and dressing, as well as the symbols and artifacts that people develop. Together, these play major roles in determining the sports performances level of African female athletes. Culture within the sport context acts as a watch dog, controller and modifier of attitudes because of its confining role in the day to day life activities of women. In Africa, we believe and respect culture; unfortunately, though, there has been significant conflict among sports, culture and females. As far as Africa is concerned, it is proper to have and respect culture; however, I argue that most of these concepts should be modernized, especially where they adversely affect the womenfolk. The females are subjected to the background by these cultures; they are allowed little or no freedom to engage in a lot of things, including sports. The researcher used questionnaires distributed to 100 female students and 75 married women. Findings and recommendations were drawn to reflect possible ways of improving the situation for females in African sports.

**FC18.4**

**Inclusive Representations of Masculinity and Homosexuality in Association Football**

**Cleland, J**  
*Staffordshire University, United Kingdom*

This paper draws on three studies concerning masculinity and homosexuality in association football. The first drew on 3,500 fans via an online anonymous survey conducted in 2010 and found that, contrary to assumptions of football fan culture and identity, fans are permissive and welcome more openness from players. The second focused on an online ethnography on forty-eight association football message boards concerning fans' views towards the presence of gay footballers. A content analysis of over 3,000 anonymous posts was examined to see whether hegemonic or more inclusive forms of masculinity existed. Despite evidence of orthodox views towards homosexuality, a majority of supporters demonstrate more inclusive forms of masculinity through the rejection of any posts that they feel have homophobic intent. Rather than avoiding any contestation of orthodox posts, fans challenge them and value on-the-field performance the most. The third focused on the print media’s reaction to Anton Hysén coming out in March 2011 and examines whether, in 2011, they portray more inclusivity towards homosexuality than in 1990 when British footballer Justin Fashanu came out. Highlighting a change since 1990, a significant number of articles stress the need for football’s key stakeholders (players, fans, clubs, agents, the authorities and the media) to accept players who are homosexual to help break football’s last taboo. Overall, all three studies broaden Anderson’s (2009) inclusive masculinity theory by presenting evidence of the existence of multiple masculinities in a number of different environments.

**FC18.5**

**Cameras for Healing in Haiti: An In-depth Look at Sports for Development and Peace Using Photovoice Praxis**

**LeBlanc, RG**  
*Université de Moncton, Canada*

In partnership with the internationally known photographer Maurice Henri, the University of Moncton’s humanitarian mission to Haiti 2012 used photovoice praxis during their 4th sport for development student delegation initiative in order to better understand and document their local impact. How the ‘affective turn’ in visual literacy might play a role in furthering the sport for development movement’s goals and agendas in a way that is anti-oppressive and anti-colonial was the main objective. This paper draws upon therapeutic leisure paradigms and offers additional insight of the power of photography as a tool for healing and development. Participants were able to communicate their experiences and their hopes with photographs made onsite while providing therapeutic exercises by expressing their hopes and dreams via the medium of photography to empower and facilitate self-expression. This session presents (visual) research findings from the forty two club members, who by their own initiative, travelled in the spring of 2012 with three main objectives:

- Distribute more than 2 tons of soccer equipment (84 ice hockey bags)
- Organize games and offer workshops to more than 2 000 (K-6) children
- Implement a $20 000 microeconomic project in Port-Salut

Analysis of this approach and its results will be presented and discussed during the session. Both authors received the Paul Harris Fellowship Award from Rotary International and the YMCA’s Peace Medallion in recognition for their efforts. Henri’s work has been acquired for permanent collections and has been shown in many museums and galleries in Canada and the United States.
Male involvement and utilization of HIV services is a major challenge in Africa, United Kingdom. To be successful and sustained as an HIV prevention strategy among men, sports activities need to be integrated with and complemented by interventions that increase men’s ability to make informed choices and decision and network with other groups to learn how to make money, save and invest in income generation activities.

Based on studies in Zambia, Kenya and Norway I wish to dwell on questions of power and autonomy in sport and development partnerships. Whose interests are Sports NGO’s serving and pursuing?

Sports such football, volleyball, basketball and traditional wrestling have a high appeal and can sustainably hold the attention of both men and young boys. In the context of HIV and AIDS, this appeal can be tapped into to mobilize men and young boys to create awareness about gender dynamics and HIV, increase access to HIV counselling and testing and advocate against HIV-related stigma and discrimination. Sports groups can also be used to create social support networks that enable members to adopt and sustain positive behaviour—consistent condom use, reduction of sexual partners, adherence to treatment, and provision of support to those infected and affected by HIV and AIDS.

To be successful and sustained as an HIV prevention strategy among men, sports activities need to be integrated with and complemented by interventions that increase men’s ability to make informed choices and decisions and network with other groups to learn how to make money, save and invest in income generation activities.

This paper explores the relationship between the Olympic Games and politics based on theories of hegemony and postcolonialism. In particular, Olympic Games traced back to its origins in ancient Greece. The mythology surrounding the origins of the Olympic Games with Western history and civilization. This paper also discusses the modern Olympic movement with the political issues. The concepts from Gramsci and Said also provide alternative perspectives on the complex relationship of the Olympic games with power, politics and culture. Although the mission of Olympics emphasis on the spirits with understanding, friendship, solidarity and fair play. However, in reality, the connection between the Olympic Games, politics, and commerce conceal the complexity and hybridity between power, politics and culture.
It is well established that the institutions of sport and media are deeply entwined, now forming what can be called the ‘media sports cultural complex’. Among media, newspapers have been in something of a decline as new digital technologies have emerged and stimulated complex’

This paper will present an analysis of coverage of Olympic-related issues in the British press in the run up to London 2012. In particular, it will concentrate on two distinct, yet related, themes: fear and contradictory statements on the need to support the event. It draws inspirations from the observation that as the London Games approach the two themes have been gaining increasing prominence in the press. On one side, readers are constantly reminded of possible dangers that the mega-event will entail, from unprecedented traffic congestion to terrorism and the spread of disease. On the other hand, the public is encouraged—implicitly and explicitly—to be supportive of the event and “grumblers” are chided. Drawing on insights gained from discourse analysis and Appraisal Theory (a linguistic framework for the analysis of evaluative language), this paper will argue that the public is being faced with contradictory messages and burdened with conflicting expectations. In so doing, the paper will highlight the role of the media in shaping (and confusing) perceptions in relation to so-called “mega events” (specifically the Olympics). It will also argue that, in a post-religious, post-ideological society, the latter have become a preferred site for the display of allegiances and fears previously associated with other such domains and have mutated linguistic practices from them.

It is argued that these findings are sociologically revealing

The text constructed during a qualitative interview with Jackie Brock-Doyle, Head of PR and Media for the London Olympic Bid Committee (LOBC), and The Sun newspaper’s coverage of London’s bid for the 2012 Olympic Games were analysed to identify the discourses and practices of the LOBC and The Sun newspaper to determine whether, and more importantly how, the journalists of the UK newspaper with the greatest readership carried the discourse of the LOBC to its readers.

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The two primary research questions that directed this project were:

The study is limited to the meaning and significance of using smartphone apps in the Netherlands, however, in view of worldwide popularisation of smartphones, acquired knowledge and insights will have wider validity. In total 244 respondents participated in two surveys. These groups complied to general characteristics of Dutch social media population.

Various sports organizations these days use smartphone apps in order to connect with fans, participants, spectators, customers and others. To understand the impact of the use of smartphone apps in sports, a study was examined. The two primary research questions that directed this project were:

- What objectives do sports organizations have when deploying sport apps;
- What motives do users have for using sport apps. The study is limited to the meaning and significance of using smartphone apps in the Netherlands, however, in view of worldwide popularisation of smartphones, acquired knowledge and insights will have wider validity. In total 244 respondents participated in two surveys. These groups complied to general characteristics of Dutch social media population.

Studies show that sports organizations active in apps for Events, Teams, Leagues and Clubs mainly use apps for community building purposes and as a communication tool. Connecting to additional customers or fans is to a lesser extent an objective for smartphone app deployment.

Vast majority of smartphone users turn to sport apps in order to receive information and latest news of the event, team, league or club in which they are interested. To a lesser extent apps are used in order to share information with others. Only 14% of app users is interested in receiving (special) offers from the sports organization.

Users of apps for active use, such as Runkeeper, use their app while performing sports exercises. About 25% of this group use these kind of apps for every sporting activity they execute. Almost half of the respondents report that they are increasingly more active in sports due to the use of an app.

**FC21.1**

Olympic Discourse and Mediations: The Sun Newspaper and the London Olympic Bid Committee

Mackay, CL

GCU, United Kingdom

Drawing on Michel Foucault’s concept of discourse, the paper explores how tensions between the discourses and practices of Olympic bid committees and those of journalists affect the domestic newspaper coverage of Olympic bids. The text constructed during a qualitative interview with Jackie Brock-Doyle, Head of PR and Media for the London Olympic Bid Committee (LOBC), and The Sun newspaper’s coverage of London’s bid for the 2012 Olympic Games were analysed to identify the discourses and practices of the LOBC and The Sun newspaper to determine whether, and more importantly how, the journalists of the UK newspaper with the greatest readership carried the discourse of the LOBC to its readers.

**FC21.2**

No Pain no Gain: Discourses of Fear and Allegiance in Media Pre-Olympic Discourse

Racchini, SC

The British Library, United Kingdom

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**FC21.3**

A Tale of Two International Surveys of Sport in the Press, 2005 and 2011: Narratives in Flux?

Rowe, DC

University of Western Sydney, Australia

It is well established that the institutions of sport and media are deeply entwined, now forming what can be called the ‘media sports cultural complex’. Among media, newspapers have been in something of a decline as new digital technologies have emerged and stimulated different kinds of text and textual practice. Yet newspapers, which also provide much of the content for online, broadcast, mobile and ‘social’ media, remain influential vehicles for the provision of information and ideas about sport, and in shaping the socio-cultural meanings and values that surround contemporary sport. This paper addresses two sport surveys conducted under the auspices of the Denmark-based Play the Game Non-Government Organization. The first analysed a total sample of 10,007 articles from 37 newspapers in 10 countries in 2005, while for the second in 2011 there were 17,777 articles from 80 total sample of 10,007 articles from 37 newspapers in 10 countries in

**FC21.4**

Sports Organizations and Smartphone Apps

Graaf, de, WG

The Hogeschool van Amsterdam, University of Applied Sciences, Netherlands

Various sports organizations these days use smartphone apps in order to connect with fans, participants, spectators, customers and others. To understand the impact of the use of smartphone apps in sports, a study was examined. The two primary research questions that directed this project were:

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FC22.1
Linkage Between Elite Sport and Grassroots Sport: Who decides Which is Which?
Ebisihama, H
Seijo University, Japan

Introduction: International competition to win as many medals as possible in the Olympic games is getting more serious year after year. In many countries gaining more budget for the promotion of sport is accounted for the target of winning more gold medals. As a result top athletes are created and nurtured in the elite academy apart from the local community. This phenomenon leads to the widening gap between elite sport and grassroots sport in some countries. Political decisions and the people’s recognition of how sport should be played are compulsively involved to create the boundary between these two categories of sport.

Method: Sport Policies of three countries, UK, Republic of Ireland and Japan, is examined comparatively. Document analysis and interviews are used in this research.

Discussion: In UK, elite sport and grassroots sport are promoted by two different organizations, UK Sport and Sport England. On the other hand, as for the Republic of Ireland, Irish Sport Council is responsible for both categories of sport and created the pathway from grassroots to the elite. In Japan, Japan Sport Association has two sections, which promote elite sport and grassroots sport separately. Sport policy can be a mirror of the public value of sport. This aspect is well-illustrated in these three countries. How the linkage or continuity between two categories of sport can be created? In this paper, current problems and future perspectives are examined.


FC22.2
Perpetuating a Culture of Impunity: Clientelism and Corruption in Argentine Football
Paradiso, E
Simon Fraser University, Canada

Since the fall of the last military regime in 1983, Argentina has enjoyed a succession of stable democratic governments. While this created an atmosphere of optimism where progress became an attainable goal, there is also much uncertainty around many pressing social issues. In Argentina, the world of football serves as a microcosm where many of these issues can be observed. Among them we find clientelist networks that involve club officials, politicians, the police, and groups of organized fans. In recent years, these networks have led to an increase in cases of violence and corruption tied to political and economic interests. Grassroots responses to widespread corruption and impunity in football led to the creation of non-governmental organizations (NGOs). These NGOs, however, are often unable to effect change given the political context in which they operate. Contrary to what happens in other national contexts, the spread of violence in Argentine football is encouraged by social leaders through corrupt political and economic arrangements that benefit all parties involved. Within this particular context, and in spite of the role played by NGOs, viable solutions remain elusive.

FC22.3
Diagnostic Evaluation of Public Policies for Sport and Leisure: Needs, Intentions and Possibilities
Leonidio, LFS1; Menezes, V; Pedroso, CP; Seixas, T; Aguiar, T; Vieira, AL3
1Faculdade ASCES, Brazil; 2Universidade Federal de Pernambuco, Brazil; 3Laboratório de Gestão Esportiva e Políticas Públicas, Brazil

In the academic environment has become conventional to discussion and analysis of public interventions in different social policies. In the area of sport and leisure could not be different, it is common to discuss their policies, especially those coming from the state. These evaluations mostly focus their analysis on post-implementation of a given intervention, ie, little is said about what comes before the development of that policy. Also, realize that many of the policies developed in the area of sport and leisure (as well as other social groups) are solely based initiatives arising from the profile manager or policy interventions that are presented in context. Thus, few are based on real needs of the community to be served. The objective of this study is from the literature review evidence point out the importance of conducting a diagnostic assessment that enables assist in the planning and implementation of policies, in order to contribute significantly toward the objectives set. We believe, and present conclusions while still preliminary, the need to develop a specific methodology focused on public policy planning in the context of sport and leisure in Brazil.

FC22.4
Big Society-Big Deal: Gauging the Threat to the Social Capital of Sport in England
Adams, A
Southampton Solent University, United Kingdom

Sport in England continues to be reliant on voluntary sports clubs, which are increasingly instrumental in the delivery of British sports policy. The underpinning and often taken-for-granted resource of sports volunteers provides a huge potential resource of social, technical, economic and intellectual capital. This was a key resource for New Labour 1997-2010 and has similarly become a key resource/underpinning feature of the ‘Big Society’ favoured by Prime Minister David Cameron.

Big Society has been succinctly defined by what it isn’t, the big state, (Alcock, 2010), rather than what it is. Some, such as the New Economics Foundation (2010) have referred to it as ‘the Government’s big idea for structural change and social renewal’, whilst other have called it a ‘big fat lie’ (Toynbee, 2011). It is clear then that whilst Big Society has endured, from rather slim beginnings, it is not unproblematic in social and political thought, given that as a concept it combines community action, localism, empowerment and state retrenchment within a seemingly collective action framework.

This paper seeks to a) unpack the rudiments of Big Society and social capital, b) offer social capital as analytical tool and c) ask whether it is possible to avoid what Horch (1998)has described as ‘self-destroying processes’ when sociological concepts are transferred rapidly to the arena of policy and politics.
amateur sports organizations
reacted to by audiences, and how it is (un)systematically policed within
parental behaviour manifests in amateur sport, how it is culturally
of figurational sociology, this paper reviews how and when problematic
within the boundaries of policy radar screens
amateur sports cultures, parental misconduct has a tendency to fall
how, while generally recognized as a potentially serious problem in
protect the rights of child participants
amateur sports (namely, ice hockey and soccer) in Ontario, Canada to
potentially abusive) parenting is organized and performed in and around
study addresses how cultures of tolerance toward aggressive (and
abusive and potentially exploitive behaviour is approached as socially
tolerated deviance. Taking previous research on sports violence as
theoretically sensitizing, this three-year ethnographic/interview-based
study addresses how cultures of tolerance toward aggressive (and
potentially abusive) parenting is organized and performed in and around
sports playing fields, and questions what policy frameworks are used in
amateur sports (namely, ice hockey and soccer) in Ontario, Canada to
protect the rights of child participants. Evidence from the field illustrates
how, while generally recognized as a potentially serious problem in
amateur sports cultures, parental misconduct has a tendency to fall
within the boundaries of policy radar screens. Read through the lens
of figurational sociology, this paper reviews how and when problematic
parental behaviour manifests in amateur sport, how it is culturally
reacted to by audiences, and how it is (un)systematically policed within
amateur sports organizations.

Kicked into Touch: Parental Misconduct in Amateur Sport
Atkinson, M
University of Toronto, Canada
Aggressive rule violation in sport is at times wanted and institutionally
protected by established players, leagues, audiences, and other
stakeholders. Interesting is that athletes' parents are given, in
particular amateur sports contexts and cultures, a certain license to be
aggressive with their children in and around sport fields. As Stebbins
notes (1996), sport is a place where wide degrees of aggressive, abusive and
temporally exploitative behaviour is approached as socially
tolerated deviance. Taking previous research on sports violence as
theoretically sensitizing, this three-year ethnographic/interview-based
study addresses how cultures of tolerance toward aggressive (and
potentially abusive) parenting is organized and performed in and around
sports playing fields, and questions what policy frameworks are used in
amateur sports (namely, ice hockey and soccer) in Ontario, Canada to
protect the rights of child participants. Evidence from the field illustrates
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within the boundaries of policy radar screens. Read through the lens
of figurational sociology, this paper reviews how and when problematic
parental behaviour manifests in amateur sport, how it is culturally
reacted to by audiences, and how it is (un)systematically policed within
amateur sports organizations.

FC23.2
Exploring the Sport Careers of University Students in England
Haycock, D
University of Chester, United Kingdom
Despite persistent declines in sports participation with age, it is often
assumed that higher education can help enhance, or at least preserve,
the sports participation of students. This paper critically examines this
assumption and explores what changes, if any, occur in university
students’ participation in sport and physical activity during their time
in higher education, and how these differ for different kinds of students
from different social backgrounds. The paper is based on 124 structured
interviews and 36 semi-structured interviews conducted with third year
undergraduates from two English universities. Through the use of the
retrospective recall, the interviews sought to examine: (i) the development
of their sporting and leisure careers thus far; and (ii) and the complex
relationships that exist between students’ sport and leisure participation
and their time in university education. Preliminary findings suggest that
a significant proportion of students who participate in sport at university
are those who had already developed wide sporting repertoires before
entering university, and whose sporting careers and predispositions
were formed during childhood and youth. The analysis also reveals
that the campus based sports provisions available to students are
disproportionately used by, and benefit, residential students, whilst
the sports participation of commuting students is typically confined to
non-campus-based leisure provisions that are available to them locally.
It is concluded that if there is a “higher education” effect on sports
participation, it is that attending university prolongs participation among
those students who were already predisposed to do so.

FC23.3
Sports Participation and Children: the Effect of Parental Sports
Participation
Tiessen-Raaphorst, ZH
Netherlands Institute for Social Research, Netherlands
Sports participation in the Netherlands is the highest at children
between 10 and 12 years of age. Thereafter the sportsparticipation
shows a big decrease. The question is what affects the
sportsparticipation of children and the decrease around 15 years
of age. One factor could be parental sportsactivities and opinions
on sport which influence the sportsparticipation of their children.
In my study I aim to determine which factors contribute to the
sportsparticipation of children. Thereby I will use Dutch data on
sportsparticipation, which were collected every four year between 1979
and 2007. In this survey all members of households of 6 years and older
where questioned, which gives unique information about parents and
their children.
The theoretical framework used includes approaches employed in feminist organization sociology, where gendered practices are seen as an integral part of organizational processes. The main findings indicate that the recruiting process is shaped by informal procedures and practices. The candidates are most often recruited from the male employer's organizational and personal network and few formal educational qualifications are required. The male sport directors perceived their selection practices as general and gender neutral. The female sport directors were on the other hand aware of the influences of gender in the hiring process and tried to negotiate the consequences of these influences. In most cases there was a positive correlation between the gender of the employer and the gender of the national coach hired.

The main findings indicate that the recruiting process is shaped by informal procedures and practices. The candidates are most often recruited from the male employer’s organizational and personal network and few formal educational qualifications are required. The male sport directors perceived their selection practices as general and gender neutral. The female sport directors were on the other hand aware of the influences of gender in the hiring process and tried to negotiate the consequences of these influences. In most cases there was a positive correlation between the gender of the employer and the gender of the national coach hired.

The higher the level of organization, the lower the number of women represented in these jobs. Although the Dutch and European constitution forbids discrimination on the basis of gender, ethnicity, abledness and sexuality, increasing equality based on these social relations is complex because the resulting dichotomous constructions are embedded in the history, practices and experiences of organizations and of individual lives. Often research in the area of gender and sexuality focuses on obstacles women encounter and pays relatively little attention to this complexity. In this paper we argue that the lack of diversity in leadership in sport is a complex constellation of multiple relations of power that have been insufficiently theorized. In this paper we therefore use various theoretical frameworks to explore the underrepresentation of women in sport organizations and show how a binary focus ignores the complexity of social relations of power. Specifically, we draw on theories of intersectionality as the intersection of gender, race, class, and sexuality as a result of these social relations.

The gender and sexuality of the employer and the gender and sexuality of the candidate are shaped by fluid and intersecting hierarchies of institutional power, gender, and sexuality. This framework allows us to understand how these multiple negotiations take place and how they intersect and influence each other. For example, we can see how the gender and sexuality of the employer and the gender and sexuality of the candidate influence each other, and how these influences are shaped by the institutional context in which they operate.

The purpose of this paper is to explore how different theoretical lenses can be used to look at diversity/homogeneity in leadership in sport organizations. Although there has been a significant increase in the number of women athletes in all sports, women remain relatively under-represented in positions of leadership in sport. The higher the level of the position, the lower the number of women represented in these jobs. Although the Dutch and European constitution forbids discrimination on the basis of gender, ethnicity, ability and sexuality, increasing equality based on these social relations is complex because the resulting dichotomous constructions are embedded in the history, practices and experiences of organizations and of individual lives. Often research in the area of gender and sexuality focuses on obstacles women encounter and pays relatively little attention to this complexity. In this paper we argue that the lack of diversity in leadership in sport is a complex constellation of multiple relations of power that have been insufficiently theorized. In this paper we therefore use various theoretical frameworks to explore the underrepresentation of women in sport organizations and show how a binary focus ignores the complexity of social relations of power. Specifically, we draw on theories of intersectionality as the intersection of gender, race, class, and sexuality as a result of these social relations.
Outdoor Life and Physical Activity at The Riddu Festival - How Does it Create Indigenous People's Identities?

Skogvand, Bq
Hedmark University College, Norway

The Sami young people who started the Riddu Riddu Festival in 1991 have been able to create a unique opportunity for exchanges between different indigenous and minority groups. The festival takes place in the village Mannadalen/ Olmaivahkki which is a multi ethnic area with Samis, Kvens and Norwegians. Through fieldwork during three years I studied how physical activities included in the festival create the indigenous people’s identities. Traditional games like “Goatsuballo”, indigenous dances and walking on stilts, and traditional work-educating activities; for example hanging of grass, lasso-throwing, “lafting” of houses, fishing and playing with sea shells were included in the festival. Outdoor life with hiking and learning of skills in how to stay out in the nature was a crucial activity for the children and youngsters. They stay out all day through the whole festival, and they have at least one stay-out overnight trip in the nature. Some other activities like four-wheel driving can both be defined as work preparing if parents work with reindeer herding, but can also be a competitive sport. Other sport activities included were a cycling race from the city Tromsø to Mannadalen, climbing, football matches, frisbee and taekwondo lessons. I found that the focus at the festival is to create and teach “indigenous hearts” through knowledge about different cultural and physical activities. Therefore the physical activities for children and youngsters is a mixture between traditional and modern activities which have origins both locally, nationally and globally, influenced by different ethnicities and indigenous groups not only activities from Samis, Kvens or Norwegians.

Brazilian Judo is at the 5th generation of coaches - sensei: a view over the most important judo sensei in Brazil

Nunes, CL1; Rubio, K2
1UFRGS, Brazil; 2USP, Brazil

Judo is a very popular sport in Brazil. This paper discusses where it has started, when and who were the most important professors in the beginning and nowadays. The roots of judo in Brazil and how was its development will be analyzed. The methodology we used was oral history of life hybrid with search at documents. We had interviewed all judo athletes (23) that won medals in world championships and/or Olympic Games until 2010 as well as their coaches at a total of 90 interviews. Judo’s origin was in Japan as a physical educational method, idealized by Jigoro Kano in 1882 in Kodokan. In Brazil, Mitsuyo Maeda and Soishiro Stake, two Kodokan masters started the diffusion of Judo in 1914, through real combats and challenges. After that, several Japanese immigrants had contributed to the development of Judo. Before the II World War we have appointed Ryozo Ogawa and Yassuishi Ono, from old jiu-jitsu styles and Katsutoshi Naito, Sobei Tani, Tokuzo Terazaki and Yoshimaza Nagashima among others from Kodokan. The second generation of professors still Japanese or nikkeis, like Massao Shinohara and Fuyu Oide. After that Uichiro Umakakeba, Orlando Hirakawa and Paulo Duarte had a astonished job. We found only two non Japanese who came to Brazil with enough knowledge to teach Judo, Sensei Georges Mehdi, from France and Sensei João Griff Vassoux, a Brazilian who had learned Judo in Switzerland. Nowadays, we note that the head coaches of the most important clubs in the country are Brazilians like, Florianio de Almeida, Mauro Oliveira, Antônio “Kiko” Pereira and Mário Tsutski. Judo sensei, coaches, oral history, Brazilian Nikkei.

Perceived Cultural Competence Levels among Challenge Course Facilitators

Lange, EH1; Gill, DL2
1Campbell University, United States; 2University of North Carolina at Greensboro, United States

The purpose of this study was to provide a greater understanding of the perceived levels and the importance of cultural competence within the context of challenge course facilitation and professional practice. One hundred seventy-two challenge course facilitators, who are currently members of the Association for Challenge Course Technology (ACCT), completed online surveys regarding cultural competence in professional practice. The findings showed that challenge course facilitators, who work in diverse recreational and educational settings globally, felt that cultural competence is an important issue in their professional practice and for the challenge course industry. Overall, the perceived levels of facilitator cultural competence (awareness and knowledge) were fair to good while the perceived levels of cultural skills varied from limited to good. Cultural competence was rated and ranked as the lowest professional skill when compared to the four other professional skills (core, risk management, technical, and facilitation) in regards to proficiency and importance for professional practice. Facilitators commented that cultural diversity is an important issue in the industry as professionals and participants are not as diverse as the current U.S. demographics. Challenge course facilitators acknowledged that training and education in cultural competence would improve their professional practice and positively influence the industry. This research adds to our understanding of cultural competence in challenge course professional practice, the importance of cultural diversity in the industry, and the importance of cultural competence as a professional skill.

Sport for Development and Peace: Achieving the Millennium Development Goals through Sports-Based Initiatives

Mann, JC
College Forward, United States

This dissertation discusses the developmental benefits that can be achieved through the growing “Sport for Development and Peace” movement. Using numerous findings by multinational corporations, non-governmental organizations and private contributors during the United Nations’ 2005 International Year of Sport and Physical Education (IYSPE), along with descriptions of progress in the six years since the IYSPE, this document connects sport-based initiatives with the increased push to achieve the Millennium Development Goals (MDGs), targets set out by the United Nations’ member groups to eliminate poverty, hunger, infant mortality rates and the spread of deadly diseases including HIV/AIDS and malaria, all while improving gender equality, empowering women and promoting environmental sustainability and international cooperation.

While analyzing the economic impacts of major sporting events including the Olympic Games, Commonwealth Games and the Fédération Internationale de Football Association (FIFA) World Cup, along with exploring the role of the sports apparel and equipment industries in setting economic policies in the developing world, this paper explains how sport-based policies and political initiatives can help achieve the MDGs. Furthermore, measuring the successes of physical education and camps, coaching seminars and community outreach programs provides crucial evidence of the triumphs of sports programs at the grassroots level. In order to achieve the Millennium Development Goals by the fast-approaching 2015 deadline, the implementation of sport-based initiatives is an essential component for success.
Towards an Ecological Understanding Of ‘Sport and Development’ Movement Using an Organizational Database

This study aims to compile a comprehensive database of organizations that are engaged with the ‘sport and development’ movement, so as to provide the basis for understanding the process through which this movement has evolved over time. In so doing, it is also aimed towards construction of a social movement theory from the perspective of organizational ecology. This paper presents the structure of the database and the logic behind it, as well as some preliminary findings. The last decade has seen a rapid global growth of “sport and development” movement. In particular, the latter half of the decade has seen “emainstreaming” of the movement. The United Nations has made its advocacy official, several foundations have launched best practice awards, and the number of both not-for-profit and for-profit organizations engaged in sport-for-development has rocketed.

Producing African Football Labour: The Case of Ghana

This paper examines the production and transnational migration of Ghanaian football labour. It does so via an inter-disciplinary approach that utilises perspectives rooted in the sociology of development (global value chains) and economic geography (global production networks). The framework employed here is used to address six core research questions: how is Ghanaian football labour produced; who are the key agents and agencies in this process; what are the transnational networks through which football labour moves; what is the institutional context within which the trade operates locally, nationally and internationally and how does this shape football labour production; that is engaged with the ‘sport and development’ movement, so as to provide the basis for understanding the process through which this movement has evolved over time. In so doing, it is also aimed towards construction of a social movement theory from the perspective of organizational ecology. This paper presents the structure of the database and the logic behind it, as well as some preliminary findings. The last decade has seen a rapid global growth of “sport and development” movement. In particular, the latter half of the decade has seen “emainstreaming” of the movement. The United Nations has made its advocacy official, several foundations have launched best practice awards, and the number of both not-for-profit and for-profit organizations engaged in sport-for-development has rocketed.

Globalization and Chinese Elite Sport Policy after the Beijing Games: from a Major Sports Country to a World Sports Power

This paper investigates whether the hosting of the 2008 Olympic Games has influences on China’s current attitudes toward globalization in terms of its elite sports policy. Semi-structured interview and documentary analysis are conducted as the method of data collecting in this study. The involved interviewees are 28 officials from several relevant elite sports organizations in China, including General Administration of Sport, Chinese Olympic Committee, six national sports associations regarding soccer, basketball, track and field, swimming, volleyball, and table tennis between 2010 and 2011. Above all, the analysis of China’s coping strategies toward globalization would be much based on Houlihan’s framework of ‘Patterns of Globalization’(1994). The results show that, firstly, China takes three strategies on its coping with globalization, as followed: taking leadership in international sports organizations, reinforcing the elite sports system especially for the disciplines of track and field, swimming, soccer, basketball and volleyball, and thus administrative organization with opener vision in global markets. Secondly, under the force of globalization, how to deal with the problems regarding free transfer of players and commercialization, especially when the tensions between the national interests (the performance of national team) and the commercial interests of the athletes, clubs and sponsors, would be the very challenge China needs to take on. In brief, the successful hosting experience urges the Chinese government’s inclination to take part in the trend of globalization, and further its call for a promotion: from a Major Sports Country to a World Sports Power.

Cultural Citizenship and Televised Sport in the Digital Era: The ‘Two Solitudes’ of Canadian Public Broadcasting?

In this presentation we examine some of the differences between English and French sports programming, and the contradictions between the Canadian Broadcasting Corporation (CBC) and Radio-Canada (RC) in providing over-the-air telecasts of National Hockey League (NHL) games. In 2006, for example, the CBC secured a new six-year contract with the NHL rumoured to be worth CDN$600 million, thus preserving the network’s iconic show, Hockey Night in Canada. However, RC was unwilling to make a similar financial commitment to the NHL, and, since 2004, hockey broadcasts have aired exclusively on the cable sport specialty network RDS. These developments, in turn, marked the end of La Soiree Du Hockey - a cultural institution in Quebec - and curtailed the viewing rights of fans to watch matches involving the Montreal Canadiens in French on the public broadcaster. Drawing from interviews with executives from the CBC and RC, we review these developments and examine the seemingly divergent mandate of the public broadcaster in providing over-the-air coverage of hockey games for all Canadians. We propose that what is ultimately at stake in these debates is not just the fate of hockey on the CBC and RC (and the Olympics, and other major sporting events that are important to Canadians); it is the type of role that the public broadcaster should play in contemporary Canadian life, and thus the future of both networks. These are not just issues for hockey fans, then, but matters of national interest.
The discussion of the disabled subject as consumer marginalization of disabled persons unable to "overcome" their own social and economic liberal individualism in ways that lionize the Paralympian but pathologize other words, it privileges personal responsibility, self-management, and most relevant and potentially problematic as a neoliberal ideology the "supercrip" narrative can be read in a variety of ways it is perhaps the achievements of individuals to "overcome" their disabilities This is most apparent in the "supercrip" narrative, which celebrates the notion of commonality as it relates to American sporting identity. The body of the paper examines the cases of television access to Major League Baseball and the National Football League and how their evolution relates to cultural citizenship rights. The conclusion reflects on strengths and deficiencies in marketplace solutions to servicing cultural citizenship and raises issues about the tensions between the rise in “premiumization” strategies by Major League Baseball and the National Football League and how their impact on the enjoyment of watching a mediated sporting event. Disposition theory research in the area of sports has stalled in recent years, but remains a relevant theory. This study specifically aims to measure a fan’s level of enjoyment to see the potential impact playing fantasy football had on enjoyment levels. A 16 week longitudinal study was employed to test the level of enjoyment of participating throughout one fantasy football season. A national sample was recruited through a snowball sample; 73 participants completed the 16 week analysis. Results showed fantasy football had a significant impact on enjoyment for multiple research questions. Findings and implications for future research are discussed.

This paper examines a sampling of contemporary representations of elite disability athletes in television advertising in North America. The paper primarily focuses on the celebrity emergence of Paralympian Oscar Pistorius, the South African sprinter whose prosthetic limbs have become a site of controversy in recent years. Using Pistorius and his advertising campaign with Nike as a point of entry, this paper investigates how “disability” is presented within the emerging discourses of Paralympic sport and advertising. It explores the discursive effects of Paralympian adverts, produced by sponsors like Nike, Powerade and Visa featuring athletes like Pistorius, Rohan Murphy and Cheri Blauwet. Borrowing from critical disability studies and poststructural theories of the body, the paper examines how “disability” as “difference” is celebrated, contained and articulated in relation to other identity categories. The advertisements are read within and against neoliberal discourse as a set of ideological assumptions linked rather intimately to late capitalism. This is most apparent in the “supercrip” narrative, which celebrates the achievements of individuals to “overcome” their disabilities. While the “supercrip” narrative can be read in a variety of ways it is perhaps most relevant and potentially problematic as a neoliberal ideology. In other words, it privileges personal responsibility, self-management, and liberal individualism in ways that lionize the Paralympian but pathologize disabled persons unable to “overcome” their own social and economic marginalization. This is especially troubling in relation to advertising and the discussion of the disabled subject as consumer.

Sports have always been a source of entertainment for humans, both as participants and spectators. The Fantasy Sports Trade Association (2011) estimated 32 million people over the age of 12 in the United States and Canada played fantasy sports, and that number is expected to continue to rise. The study of fantasy sports is a relatively unexplored area in communication research. Presently, fantasy sport research has only looked at uses and motivations, as well as the impact on sport consumption. The disposition theory of sports spectatorship is a theory which looks at a sports fan’s level of enjoyment while watching a sporting event; to date, no research has been conducted to determine the impact being involved in a fantasy sport on the enjoyment of watching a mediated sporting event. Disposition theory research in the area of sports has stalled in recent years, but remains a relevant theory. This study specifically aims to measure a fan’s level of enjoyment to see the potential impact playing fantasy football had on enjoyment levels. A 16 week longitudinal study was employed to test the level of enjoyment of participants throughout one fantasy football season. A national sample was recruited through a snowball sample; 73 participants completed the 16 week analysis. Research questions assessed the impact fantasy football teams had on enjoyment for NFL games, the impact of individual fantasy players on enjoyment, and the impact on favored and hated teams, among other variables. Results showed fantasy football had a significant impact on enjoyment for multiple research questions. Findings and implications for future research are discussed.
FC29.2
A Sociological Perspective of Teasing, Banter and Bullying in Males Physical Education
Mierzwański, M
York St John University, United Kingdom

The recent (2010) White Paper on Education provides evidence of the government’s recognition of bullying as an issue within schools. This alongside research from Kreagar (2007) and Jones et al. (2008) demonstrates that bullying within schools is an on-going issue. Physical Education (PE), the only school based subject that focuses on pupils’ bodily performance and the only subject that continues to separate boys and girls, provides a homosocial site where males construct a masculine athletic centre through their everyday peer group interactions. Teasing and banter are often accepted within male PE as part of the ‘game’ and serve to contribute to the development of a masculine identity. However, evidence suggests that teasing and banter often precede bullying interactions, thus suggesting that PE may be a site within schools for bullying to occur. This study, as part of a PhD project, will apply a critical approach to examine the normalised practices of power within schools. Bourdieu’s concepts of habitus, field and capital will be used as analytical tools to understand males differing positions and practices within PE with particular reference to understanding pupils and teachers interpretations of teasing, banter and bullying within PE. The primary method of data collection will be ethnography. This process will allow the researcher to gain important insights into the covert processes involved in teasing, banter and bullying within the field of male PE.

FC29.3
The Influence of Adolescent Peer Culture on Perceptions of Physical Activity Participation
Méquin-Tremblay, R1; Laberge, S1; Marquis, M2; Baril, G; Ouimet, AM2
1University of Montreal, Canada; 2Institut National De Santé Publique du Québec, Canada

The early adolescent years mark an important drop in physical activity participation. Peers have frequently been identified as important social determinants of physical activity involvement (PAI) during this period of youth’s lives. This study explores the influence of adolescent peer culture and social dynamics on perceptions related to PAI. Qualitative data were collected through semi-structured interviews which were conducted with 12 to 14 year old boys (n = 12) and girls (n = 10) attending schools of three different locations (urban, suburban and rural), socioeconomic statuses, and ethnic compositions. The interview guide broached topics such as friendship, bullying, emotions, and sensations relating to PAI. The analysis of participants’ accounts focused on social interactions as they relate to physical activity in different settings. In the context of Physical Education classes, PAI tends to be associated with more experiences of rejection than in the context of spontaneous play or extracurricular sports. Coeducational school settings seem to facilitate the emergence of unequal relationships based on performance norms. These norms appear to be more constraining for boys, for whom being competent in sports seems to be a central identity component. Girls are also constrained by these norms, but react by finding support from other girls. Peer dynamics can therefore transform youth’s perception of PAI: from a pleasurable activity between friends outside of school, to an activity centered on the evaluation of personal physical performance during Physical Education classes.

FC30.3
Changing Female Sport - Changing Femininity?
Béki, P
Semmelweis University Faculty of Physical Education, Hungary

Based on the theory of Metheny (1965), women can choose three different categories of sports in terms of their social acceptance. At the two ends of this spectrum, we can find the masculine sports which are not recommended for women, and the sports which are considered as especially feminine. The formation of the concept of masculinity and femininity and the relationship between the two genders has been strongly influenced by female sport, which has been developing dynamically in the past half a century. An increasing level of ‘intrusion’ can especially be observed in sports labelled as traditionally masculine. The influence of female sport can also be marked in the way stereotypes related to masculinity and femininity are strengthened or weakened when people see women competing in combat sports, football or ice-hockey. The presentation reports on the first results of a PhD research which deals with the gender stereotypes related to female representatives of Olympic sports. In a survey conducted among future sports practitioners (n=500), two main questions were put forward:

- Where do future they place different sports in the categories offered by Metheny?
- How do they see the female representatives of these sports? The hypotheses were as follows:
  - More and more sports belong to the category which is socially accepted for women
  - Respondents mainly reject female combat sports and see boxers as the most masculine female athletes Data were processed with the SPSS 17.0 program. The results are presented in accordance with the hypotheses.

Key words: Female Athletes, Gender Stereotypes, Gender Roles

FC30.4
Sporting Women Globally: Gender Equity and Alterglobalization
Safai, P
York University, Canada

In a forthcoming book entitled “Sport and Global Social Movements” (Harvey, Horne, Safai, Darnell, and Couchesne-O’Neill; Bloomsbury Academic), empirical focus will be paid to the idea of alterglobalization, in general, and the study of select global social movements (movements that also fall under the larger umbrella of alterglobalism), specifically, as they intersect with sport. This paper will focus on gender inequity broadly, with specific attention to women’s rights and the women’s movement, within and outside of sport. Discussion of this theme will include a historical analysis of global feminist waves and movements - from late 19th and early 20th century suffragette (first-wave feminist) advancements to second-wave feminist tenets to more contemporary third-wave and post-colonial feminist (and post-feminist) criticisms and approaches. Transsexual and transgender issues and rights will also be explored. The movement can be summarised as follows: Identity; feminist. Adversary: male domination. Totality: gender plural society. The paper will then examine how the various waves of feminisms have influenced (i.e., have manifested themselves in) and been influenced by sport as well as by sport academics. The paper will conclude with a survey of some key contemporary international women sport initiatives and organisations and their links to larger alterglobalist women movements as well as possible future directions for gender equity/ rights in sport.
The End of Olympic Games? Commercialization Challenges to Olympism
Vytautas Magnus University, Lithuania

This paper may be seen as dystopia. It discusses the perspectives of the development of the Olympic Games in consumerist and liquid society context. Z. Bauman, emphasizes the tendencies of fluidity. He points out that economics liberation from traditional political, ethical and cultural involvement was due to the melting of “solid structures”. This established a new order described in purely economic terms (Bauman 2000: 4). For example, the 2008 Beijing Games attracted perhaps the most political and valuable discussions since the end of the Cold War. It is hard to disagree with critics claiming that even today, despite perfect infrastructure and huge commercial success provided by Chinese, the officials of Olympism still blush for narrowing the lids when picking Beijing for the Games. The high moral requirements for the host of the game were pushed into the background by the financial interest. At the official level, China was not even questioned for the choice, but at the same time de facto there were number of protests on the country’s policy in Tibet and the conditions of human rights. Growing profit from the Olympic Games satisfies economics’ whims. But what can be expected if the growth stops or recession starts? J. Baudrillard argued that such “savage” aspects as competition will not disappear (1993) from sport, most probably the Games will remain as well. However, it is interesting to consider how the impact of possible economic capital on the Games could look like in the future? The paper discusses two scenarios: how the Olympic Games would look like in case of further commercialization; and how the Olympic Games would look like after removal of commercial glitter?

Is It Possible to Achieve a Participation Legacy From the Olympic Games?: A Public Sociology Approach
University of Toronto, Canada

Despite promises of a legacy of increased participation in sport and physical activity that were made in association with Olympic Games for the last 12 years, the results have been disappointing.

This paper outlines the evidence of participation from several countries, and the reasons for the failure to keep the promises. Using a public sociology perspective, the paper also outlines a strategy for achieving a participation legacy from future Olympic Games.

Past legacy promises have usually assumed that inspiring athletic performances by high performance athletes are enough to motivate increased participation. The evidence suggests that efforts to achieve a legacy of increased participation need to become an integral part of the efforts involved in organizing a major games.

The Olympic Values: Global Dynamics and Competition
1Pontifical Catholic University of Rio Grande do Sul, Brazil; 2Universitat Autònoma de Barcelona, Spain

The Olympism (Olympic Philosophy) as a sponsor of a value system remains an ideological framework in the service of human development; otherwise it would not have any usefulness. In this approach, the Olympic Movement has its philosophy supported not only by an excellent sport activity schedule, but, especially by the use of sport as a factor for men’s improvement. According de Olympic Charter, by associating sport with culture and education, the Olympism proposes the creation of a life’s attitude based on the joy of effort, the educational value of good example and respect for universal fundamental ethical principles. So, it is considered that the human development is a formation process and the enlargement of the quality of choices that people can fulfill, exceeding the social asymmetries of gender, of age and geography. As stated by McNeely (1980), the Olympic Movement should be an open system for everyone and should not become simply a synonym for a set of opportunities to a limited numbers of collectors of gold medals. This historical tradition has been followed closely by the modern world institutions that encourage ethical attitudes, adjusting the Olympic Movement to our time. In this scenario, caused by Abreu’s (2002) multicultural look, we pose the following questions: how can the Olympic values be brought for discussion and then attached as a part of an Economic and Social dynamics? How can we proclaim and ‘affix’ universal values, considering cultural and social diversity? In an epistemological perspective, to what future should we address these values?

The Function of Olympic Football
1Pontifical Catholic University of Rio Grande do Sul - USP, Brazil; 2Universidade de Sao Paulo - USP, Brazil

The proposal of this paper is to discuss how the Olympic Games are understood from the perspective of Brazilian football athletes who participated in this competition. The method used in this research was Oral History. In Brazil, probably because of the victory of its team in five World Cup Championships, there is an appreciation of this tournament, meanwhile the absence of a gold medal in the Olympic Games leaves the brazilian’s football in a second plan. However, the survey found that it was a pride for the athletes to participate in the Olympic Games and it was emphasized the presence of the Olympic spirit in this competition.
Bases Apart: Examining the Migrations of Elite Footballers to Poland’s Ekstraklasa
Southampton Solent University, United Kingdom

The intention of this paper is to offer a preliminary analysis of the migrations of professional footballers to Poland’s top division - the Ekstraklasa. Based upon a series of interviews conducted with migrant players located at Ekstraklasa clubs, the paper focuses specifically on the factors that influence the players’ decisions to migrate to that particular league. The paper identifies that whilst the Ekstraklasa might sit outside of Europe’s core football economies, it still offers much as a migration destination for certain sorts of players. Specifically, the paper shows how tangible factors such as financial gain and the opportunities to play in Europe’s elite club competitions are juxtaposed with a number of structural factors that push migrants from particular locations and which are contoured by the players’ desires to progress in their careers. The paper concludes by showing that the motivations of the migrants cannot be reduced to any single causal factor, but rather, to be more meaningful, both tangible and structural factors should be seen to be at work.

Historical Review of Taiwanese Government Involvement in International Sport Organizations
Graduate Institute of Sport & Leisure Management, National Taiwan Normal University, Taiwan

This research is to examine the development of Taiwanese government involvement in the international sport organizations (ISOs), particularly focusing on the International Olympic Committee, the Olympic Council of Asia, and International Sport Federations from 1949 to 2012. By utilizing content analysis and based on international relations theories to help analyze data from related official documents, journals, etc., the findings suggest that different leaders’ political thoughts has affected the ways Taiwanese government involved in the ISOs. During the earlier era of Martial Law in the Chiang Kaishik’s regime, the government offered limited civil freedom in participating in the international non-governmental organisations, including the ISOs; thus, most of Taiwanese representatives in the ISOs are elites from the military and diplomatic systems. However, under democratization during the presidency of Lee Tenghuai, more representatives came from the business, academic, and athlete communities. While this situation became common in Chen Shuiyan’s regime, “Taiwan” was a preferred name over the worldly accepted “Chinese Taipei” when involving in the ISOs under president Chen’s “Taiwanization.” Now, “Chinese Taipei” was viewed as a more feasible approach to participate in the ISOs in Ma Yingjeou’s “viable Taiwanization” accepted “Chinese Taipei” when involving in the ISOs under president Shuibian’s regime, “Taiwan” was a preferred name over the worldly and athlete communities.

At the Core, but not Much More: Sport Sociology in the Canadian Kinesiology Undergraduate Curriculum
University of New Brunswick, Canada

This study investigates the prevalence and content orientation of undergraduate sport sociology courses in kinesiology departments at Canadian universities. While several Canadian institutions have notable strength in sport sociology at the graduate level, the undergraduate level is important since the vast majority of students study at that level, and need exposure in the first instance. In Canada, CCUPEKA (Canadian Council of University Physical Education and Kinesiology Administrators) certification requires that an undergraduate kinesiology/physical education program must have, as part of their core, “two courses in social science and/or humanities area.” Undergraduate course calendars (online and hard copy) were consulted to see what kind of courses are offered by various institutions to meet this core, and whether or not other courses were regularly offered that went beyond this minimum requirement. Comparisons were drawn among course offerings in other sociocultural sub-disciplines (sport philosophy and history). While there are institutions with multiple undergraduate course offerings, it appears that most institutions offer little beyond the minimums, with some finding creative ways to meet even those.

A more troubling trend is the rare institution foregoing CCUPEKA certification to increase their scientific content. The results of this study are contextualized within economic pressures and trends towards the “collapsing” of the social sciences and humanities in universities, student demands for “clear” career paths, and the changing relationship of the sport sociology field towards kinesiology and the “parent disciplines” in recent years.

The Geopolitics of the UEFA Euro 2012 Cup Bid
University of Pisa, Mexico

The host of the UEFA Euro 2012 Cup was given to Poland and Ukraine, two countries that share a long history of rivalries. Their participations in international football tournaments in the last years were far from decent. That’s why, considering other bids and specially the better financial support that the Italian bid presented, it is possible to think that there were other reasons to choose the Polish-Ukrainian bid rather than just the economic and sport factors. In this case, the geopolitical factor. The arrival of Viktor Yushenko to the presidency of Ukraine in 2005 went together with the United States goal of pulling the country into NATO and out of the Russian sphere. This fact fractured even more the multiethnic population of this country. In that sense, different actions were planned to soften the approach to the west. Besides, between 2005 and 2007 the Kaczynski brothers as president and prime minister of Poland had also as one of their priority policies to strength ties with the U.S. Building a conjoint bid with Poland instead of Russia, becomes complex in Ukraine where almost half of the population speak Russian as mother tongue and where historical ties with Russia have been part of history. Organizing a Euro Cup, coordinates transportation, logistics and security. So, wouldn’t the Euro Cup would be a suitable way so Ukraine would commit in security issues with a NATO member like Poland? Until what point the UEFA’s Executive Board that chose the bid in 2007 took part in the geopolitical game? It is difficult to know, but it would be naïve not to think about it.

At the Front, but not Much More: Sport Sociology in the Canadian Kinesiology Undergraduate Curriculum
University of New Brunswick, Canada

This study investigates the prevalence and content orientation of undergraduate sport sociology courses in kinesiology departments at Canadian universities. While several Canadian institutions have notable strength in sport sociology at the graduate level, the undergraduate level is important since the vast majority of students study at that level, and need exposure in the first instance. In Canada, CCUPEKA (Canadian Council of University Physical Education and Kinesiology Administrators) certification requires that an undergraduate kinesiology/physical education program must have, as part of their core, “two courses in social science and/or humanities area.” Undergraduate course calendars (online and hard copy) were consulted to see what kind of courses are offered by various institutions to meet this core, and whether or not other courses were regularly offered that went beyond this minimum requirement. Comparisons were drawn among course offerings in other sociocultural sub-disciplines (sport philosophy and history). While there are institutions with multiple undergraduate course offerings, it appears that most institutions offer little beyond the minimums, with some finding creative ways to meet even those.

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FC33.2

Theorising Liquid Modernity and Contextualising Research within Sociology of Sport

Campbell, NJ
University of East London, United Kingdom

The use of Postmodern (PM) theories to frame research within the sociology of sport is now common and abundant and has feasibly become outdated. Lee (2005) comments that PMism is in decline due to its failure to go beyond the critique of foundationalism. This presentation proposes the concept of Liquid Modernity (LM) as an alternative theoretical structure for research on the sociology of sport. LM, introduced by Zygmunt Bauman, concerns itself with the juxtaposition of increased freedom and mobility with accelerated anxiety in an era of deregulated consumption. Although Bauman’s metaphor of LM is well received elsewhere he is not regarded as a contemporary sociological thinker in the UK. Importantly, there remain few empirical studies of LM within the realm of sport sociology. However, Bauman’s work appears exceptionally malleable and current, providing alarmingly accurate comments on contemporary western society. I will promote LM for researching sport - more specifically within the domains of identity, otherness, experience and consumerism. I develop LM as a progressive and unconventional theoretical concept which would advance the field greatly.

I detail how the PM account of contemporary issues within the sociology of sport is becoming increasingly irrelevant and provide examples of how PMism theory fails to explain and uphold many of the modern contentions of sociology within sport research by producing studies with little pragmatic application. I advocate the use of LM theory to ameliorate a number of research areas of interest to the sociology of sport by demonstrating how the theory can be extrapolated to serve future research in the sociology of sport arena.

FC33.3


Weedon, G
University of British Columbia, Canada

This paper is intended as a contribution to a critical political economy of academic journal publishing, and as an advocacy for its reform by scholarly associations and institutions, with a specific focus on the study of sport and physical culture. Drawing on recent commentary surrounding the inhibiting conditions of the journal publishing industry and (resistance to) policy concerning the (un)restricted circulation of online content, the premise of the argument is that a shift from physical to digital modes of journal production opens up unprecedented opportunities for scholarly associations and institutions to negotiate and regain ownership of their research. The paper discusses: 1) issues of restricted access to and ownership of academic research in relation to intellectual property rights; 2) the interpellation of (sporting) intellectual subject positions within the contours of the journal publishing industry and the corporate university; and 3) the possibilities and limitations of nascent open access publishing models as a means to invigorate the impact and fidelity of our work. While my principle intention is to hasten debate surrounding these substantive matters amongst our scholarly community, and although I am generally supportive of reform, my concluding comments guard against the notion that a transition to open access publishing is progressive in and of itself in our collective pursuit of meaningful political, economic and socio-cultural change.

FC34.1

Sport Governance in the Czech Republic: Again at a Crossroads

Slepičková, I
Charles University in Prague, Faculty of Physical Education and Sport, Czech Republic

Sport has gone through a very complex and turbulent process during last 20 years in the countries of Central and Eastern Europe including the Czech Republic. This process has been linked to new political, economic and social conditions set up in the beginning of ‘90s of last century. The fact that this transition was not realised under clear and correct conditions each time, is seen also in Czech sport governance. Now, Czech sport is suffering by enormous lack of financial sources, by its weak position in relation to state and by certain destabilization of sports movement or more precisely of its governance. The study is solving two main problems: how the crucial features of transformation process were reflected in sport area, and how the changes that then occurred, affected the current sport governance. The comparative analysis is focused on important points of Czech sport governance (mainly political, organizational, and legislative) which have happened in last two decades. The changes in positions of state, voluntary sector and local self-government are described and discussed.

FC34.3

The Emergence of Evaluation Capacity Building to Improve Guipuzcoan Sport Policies

Aldaz, J
University of the Basque Country, Spain

This article presents, in summary, the model for evaluation capacity building and organizational learning that is being used in the Sports Service of the Diputación Foral de Gipuzkoa for organizational change toward a culture of evaluation. This organizational change seeks to promote and extend this culture to all agents in the sport Gipuzkoa since, their involvement is critical in the incidence of sports policies of the Provincial Government of Gipuzkoa and demonstrates the emergence of a culture change to the political management based on evidence (Pawson, 2006).BR? We are therefore faced with a bet of change towards a culture of evaluation to pollute with their principles, how to make policy based on transparency, promoting citizen participation and learning, since the efficiency of programs and policies only sports can ensure efficient by involving the stakeholders, whether de facto or potential groups.

In this sense, it underlines the special importance of involving different actors in the design, implementation and evaluation of sports programs and policies that are or may be beneficiaries.
A Square Peg in A Round Hole: The Football Industry and the Capitalist Political Economy  
Kennedy, P  
Glasgow Caledonian University, United Kingdom  
The modern football industry is often portrayed as embracing capitalist enterprise, increasingly commercialized and awash with capital. This paper argues that if one uses surplus value extraction as the measure of the essence of capitalist enterprise, then football is not strictly capitalist. The usual culprit for this deviation from the norms of capitalist enterprise are elite players and their agents absorbing surplus value in the form of spiraling fees, salaries and perks. However, it is equally the case that football clubs do little to resist this situation. Drawing upon a selection of English Premier League (EPL) football clubs as case studies, the paper argues that the football industry is not driven to focus on surplus value extraction, because the greater drive is to act parasitically on outlying industries for external sources of revenues. Ultimately, the political economy of debt pervasive within the football industry is premised on not only the apparent inability to control elite player salaries, but also the industry’s ‘elected affinities’ with other sources of revenues, combined with the complex relationship between fan and club. All of which conspire to create an industry befitting the speculative nature of the current phase of capitalism. 

Key words: football, football players, capital, surplus value, financial speculation

Educational Activity or Heavy Burden?: a Postwar History of Japanese Teachers Coaching Extracurricular Sport Clubs  
Nakazawa, A  
Hitotsubashi University, Japan  
In Japan, teachers not only teach students inside the classroom, but also coach them in extracurricular sport clubs. This system of extracurricular sport clubs is a distinctive feature of school education in Japan. This system is dependent on teachers’ volunteerism because the clubs are not included in the course of study. Thus, there are some problems for teachers (e.g. inadequate allowance, overtime work). However, teachers see extracurricular sport clubs not as a heavy burden but as an educational activity. Why do they think this way? Furthermore, the contents of extracurricular sport clubs seem to have no relation with school education, so why do teachers identify sports as school educational activities?

In order to examine these questions, this study uses a historical approach because we assume that the way Japanese teachers see extracurricular sport clubs as educational activities is constructed throughout postwar history. This study addresses the postwar history of Japanese teachers coaching students in extracurricular sport clubs, focusing on teachers’ own interpretations. By examining their own narratives, this study examines why and how Japanese teachers have interpreted extracurricular sport clubs as school educational activities.

The Influence of College Athletes’ View of Sports Values on Career Decision Making in Korea and China  
Zheng, Y.N.; Young-Shin, W  
Yonsei University, South Korea  
The purpose of this study was to analyze the correlation between sports-related values and career choice among University athletes in China and Korea. Data was collected via a self-administered questionnaire and deductive reasoning. The targets of this research were research students, freshmen to senior year, who are attending sports Universities in Seoul, South Korea and Beijing, China. Through convenience sampling 540 questionnaires were distributed and 501 were returned. In terms of values, it was found that economic, social relations, entertainment and religious values associated with a sport corresponded with the career choices of each athlete. In addition, each of the values satisfied two categories of important values: reasonable and anaclitic. In Korea, the economic (marketability), social, entertainment, character and religious values were reasonable, and religious was also anaclitic. In China, economic, entertainment, character and religious values were reasonable, with economic and religious values being anaclitic.

Hyperandrogenism Regulations and the Cultural Politics of Emotion  
Wells, C.J  
University of British Columbia, Canada  
In 2009, following her dramatic victory in the women’s 800m final at the IAAF World Championships of Athletics, South African runner Caster Semenya was required to undergo ‘gender verification’ testing to confirm that she is “fully female” and therefore eligible to compete as a woman (IAAF, 2009). Leaked test results, reported by Australian media, indicated Semenya possesses both male and female internal structures, as well as testosterone levels three times higher than average for women (Levy, 2009). Public expressions of disgust, compassion, and shame attended both the announcement of the tests, and their results. Against this backdrop (itself informed by “histories of articulation” (Ahmed, 2004) which secure female sporting bodies as heterosexually healthy, and natural), new regulations governing allowable levels of testosterone in female athletes were enacted. Through a reading of the emotions expressed by athletes, fans and officials surrounding the 2009 gender verification controversy, I interrogate how emotions framed the controversy and enabled the new policy for women in athletics. Ultimately I conclude that although the new regulations take up the mantle of compassionate care of female athletes, they also bound the female athletic body in service of the dominant gender order by affirming and codifying cultural fears of sex ambiguity and the “monstrous female” (Magdalinski, 2009).
Factors Concerning Perceptions of Sexual Harassment in Sports Settings Among Top-Ranking Japanese Coaches and Athletes
Takamine, O
Meiji University, Japan

The purposes of this study are (1) to compare perceptions of sexual harassment among Japanese coaches and athletes active at high levels of competition and (2) to explore factors relating to those perceptions.

Questionnaire surveys were conducted in 2007 and 2008, with the responders being coaches and athletes who were to participate in Japanese National Sport Festivals. They were questioned as to their perceptions regarding sixteen sexual harassment items. Seven hundred thirty-five coaches and three hundred fifty-nine athletes above 18 years old were subjects of the analyses.

Statistical analyses indicated greater tolerance in the perception of sports-setting sexual harassment among athletes over that of coaches, among females over that of males, and among younger persons over that of older persons. Regression analyses indicated that gender affected perceptions of sexual harassment but that position in sports settings, i.e., coach vs. athlete, did not. It is particularly notable that the tendency found here for a more indulgent attitude toward sexual harassment in sports settings among Japanese females active at high levels of completion, over that of their male counterparts, differs from the results of previous studies.

‘De-Sportizing’ Sport for Social Change: Liminality, Communitas, and Festivity in ‘Sport For All’ Events
Scherchele, D
University of Padova, Italy

Sport festivals marked by merrymaking and a festive atmosphere are often organized to promote intercultural relations, gender equality, and social inclusion. While scholars are usually asked to evaluate the extent of the events’ impact, there is still a relative scarcity of theoretically underpinned research into the processes by which these impacts can be generated. I argue that particular attention should be paid to the ways these events engender a liminal space which temporary de-structures and/or subverts the usual social categorisations, hierarchies, and representations. In order to foster sociability through fun and festivity, sport games are often placed within a wider range of leisure and cultural activities. By multiplying the sources of collective effervescence, the organizers provide each participant with several opportunities to become protagonist of the event, thus attracting and simultaneously celebrating different groups and individuals. Such a polycentric (multi-focal) ritual has the potential to paradoxically turn diversity into a common ground for interaction. Social contamination is usually reached by ‘de-sportizing’ the sport activities, for instance by partly downplaying their competitive dimension, fluidifying sporting categorizations (through gender- and generation-mixed activities), and breaking the separation between protagonists and spectators. Drawing on different exemplary cases (such as the Mondiali Antirazzisti, Open Fun Football Schools, Intercultural Sports Meeting, Amsterdam World Cup, and others), I will analyse how the events’ features and shapes become relevant in the tactical creation and utilisation of liminality and communitas.

Unique-Ultimate Sports & Academy
Ikwuagwu, DU
Football Development & Training, Unique-Ultimate Sports & Academy, University of Lagos, Nigeria

1 For example, over the periods of 13 years ago, my Sport/Football Academy (Unique-Ultimate Sports & Academy) have fully involved in Talent Identification and Early Development Programmed Voluntarily, in partnership with some community authorities. The programmed used a series of physical tasks and an interactive Sport Interactive - to determine the suitability of sports for young people. In order to investigate the validity and applicability of the programmed “SPORT/ SOCCER for HOPE” commissioned the Unique Ultimate & Academy to undertake an academic review.

2 In producing the review all known research into talent identification and development worldwide was considered both in sport and in other domains.

3 In introducing the review the following points are made:
3.1 Researchers in all domains are attempting to find a way of identifying talent.
3.2 In developed western countries, scientific approaches increasingly are being used.
3.3 Skills and aptitudes shown at a young age do not automatically translate into talent development and performance.
3.4 Talent may be lost or never recognized because of lack of opportunities.
3.5 Lessons, practice and encouragement appear to precede exceptional performance.
3.6 Development patterns vary among individuals and different components develop at different rates.
3.7 The quality, type and intensity of training are important.
3.8 Evidence suggests that it takes ten years of concentrated training to reach the highest levels.
3.9 Training must be directed at improving or developing a skill. It should be purposeful and goal-directed.
3.10 ‘Deliberate practice’ requires time.

Talent Identification and Early Development Programmed Voluntarily, in partnership with some community authorities
At Ikra Educational Training Centre (IETC) based in Kisongo Community, 15 km from Arusha City Centre, we have encouraged participation in sports to help build community, to encourage exercise as part of our Sports for Health (S4H) Programmes and to involve the wider community using sports as a tool for sustainable community development. Presently many homes within the Kisongo Community do not have access to clean and safe water and adequate sanitation and are not connected to the national grid. We are working with orphans, street children and other vulnerable groups to organize football, basketball and volley ball teams to provide a sense of community for these children and enable them to access universal basic education at our demonstration nursery and primary school, Arusha Hillside School. We shall also introduce sports opportunities for people with disability especially as many of such people are usually neglected in our society. The paper shall make a presentation of the efforts Ikra Educational Training Centre (IETC) and other NGOs are making to use sports as a tool to promote sustainable community development in Tanzania/East Africa.
and development worldwide was considered both in sport and in other domains. School pride, and with it, social prosperity.

Findings showed that school pride is unique in terms of its sources and on other forms of pride.

In particular, it is often amalgamated with national pride, family pride and personal pride by academics and is thus rarely mentioned.

Perceptions of School Pride Through the Yonsei/Korea University Sports Competition Yeongojeon

School pride and the way it affects, and is affected by social change have been largely overlooked in academic analyses of South Korean society. In particular, it is often amalgamated with national pride, family pride and personal pride by academics and is thus rarely mentioned.

3.5 Lessons, practice and encouragement appear to precede exceptional performance.

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3.8 Evidence suggests that it takes ten years of concentrated training to reach the highest levels.

3.9 Training must be directed at improving or developing a skill. It should be purposeful and goal-directed.

‘Deliberate’

Perceptions of School Pride Through the Yonsei/Korea University Sports Competition Yeongojeon

Sheard, A; Young-Shin, W

Yonsei University, South Korea

School pride and the way it affects, and is affected by social change have been largely overlooked in academic analyses of South Korean society. In particular, it is often amalgamated with national pride, family pride and personal pride by academics and is thus rarely mentioned.

This study assessed the public perception of school pride through Yeongojeon, the largest sports rivalry competition in South Korea, to uncover the extent to which it is dependent on national pride, family pride, personal pride and large-scale social change. In order to fully understand the nature and evolution of school pride, data was collected from two major sources: extensive interviews with three generations of Korean students who attended Yeongojeon over a period of thirty years, and newspaper articles and other multimedia pertaining to the event.

Findings showed that school pride is unique in terms of its sources and associated emotions, but at the same time is also mutually dependent on other forms of pride. In addition to this, recent declines in school pride were found to be directly related with deterioration in the traditional Korean social structure and its collective nature, and the subsequent rise in personal pride and individualism. Finally, school pride was found as one of the engines driving student political power, one of the most vital elements of social change in Korea. With the uncovering of these facts, South Koreans can take their first steps towards revitalizing school pride, and with it, social prosperity.
FC39.2

What can Al Pacino Teach Norwegian Youth? Glocalized Hollywood Meaning at the Team Handball Arena

Broch, TB
Norwegian School of Sport Science, Norway

This presentation highlights how gendered meaning is constructed within a Norwegian handball team. A squad of 15-16 year old male handballers in the Oslo region were followed during the season of 2011-2012; an approximate duration of eight months. Two practices each week as well as games and tournaments during the weekends were attended. The role of the researcher included participation in the coaching staff, managing and assisting the head coach during practices and games, as well as partaking in the handball practice among the athletes (play specific activities and drills when the group was shorthanded). Of specific foci during this presentation will be the team’s use of a Hollywood produced story; the motion picture Any Given Sunday. Applied as a team motto, integrated as part of their practice focus and used as a pregame ritual; the team has extracted Tony D’Amato’s (played by Al Pacino) infamous pregame speech from the movie. This use of a televised story is analyzed as a particularly illustrative case representing a general form of meaning making. Any Given Sunday represents a narrative resource drawn upon to elaborate and enhance the teams’ own storied and masculine identities. Within the group of young men, the movie message creates a constant flux of sense and meaning making. Different contexts allow different interpretations, different subgroups are allowed different usages and different persons reenact and transform the message in creative ways.

FC39.3


Hartmann, RL
Sport University Cologne, Inst. of Sportsociology, Dep. of Gender Studies, Germany

A number of studies reveal that the media coverage of male and female athletes is unequal regarding two general aspects: First the amount of coverage, revealing the under-representation of women athletes in the sports media, second the type of coverage, indicating various strategies of trivialization, marginalization and sexualization of women athletes. However, there have been only very few systematic studies in Germany on this topic. During the last three decades social change has affected the gender order, management of sport events and marketing of athletes. The question to put forward is, whether the representation of sportsmen and sportswomen has changed as well. In order to get answers to these questions we designed two follow-up studies to the research of KLEIN (1986), which allow to compare the early findings of 1979 with data from 2000 and 2010. Four daily German newspapers were examined by a systematic content analysis with an interrater-reliability of .90 in average. We made use of the methodological instruments of the original study by KLEIN adapting and refining some of its categories according to more recent theoretical aspects and international findings. Although there is only little change in the quantitative relation of articles and photographs devoted to male and female athletes the data shows various qualitative changes in the presentation of athletes that will be discussed.

FC39.4

Role Models for the new Millennium: Athletes’ Portrayal in Sports Illustrated Advertisements

Waters, SE; Smith, LR
Auburn University, United States

The goal of the present study is to update our knowledge of gender representations by investigating Sports Illustrated advertising, using Goffman’s (1979) study of nonverbal displays of gender behavior in addition to Hatton and Trautner’s (2011) schema for measuring the frequency and intensity of objectification in a content analysis of these variables. Numerous studies examine how the different genders are covered during sporting events, but little empirical research examines the portrayal of athletes in print advertisements. The purpose of this study is to examine 15 years of Sports Illustrated advertisements using male and female athletes to determine the different ways the genders are presented. Hypotheses posited male and female athletes would be portrayed similarly to male and female models. The frequency and intensity of objectification is hypothesized to increase for females, but not for males, in the 15 years that are analyzed. By concentrating on male and female interaction and their relationships in advertisements, this study goes further than only discussing women’s issues as do many content analyses. Additionally, female athletes’ presence in media has decreased over time (Messner & Cooky, 2010); consequently how female athletes are visually represented becomes even more critical. Finally, this study employs self-categorization theory as its theoretical base (Turner, Hogg, Oakes, Reicher, & Wetherell, 1987). Athletes employing stereotypical gender displays within the context of print magazines are viewed as becoming depersonalized by the researchers.

FC39.5

The Representation of Post-Colonial Korean Identity in the Media Coverage of the World Baseball Classic 2009

Lee, JW
The University of Edinburgh, United Kingdom

This paper concerns with the representation of the post-colonial Korean identity in the media coverage of the World Baseball Classic 2009. Korea had been occupied by Japan from 1910 to 1945, and Korean people experienced a highly exploitative and discriminatory colonial policy during this period. As a result, the feelings of anti-Japanism are deeply embedded in the contemporary Korean culture. The case of baseball is particularly interesting because although the ball game has its origins in the United States of America, Japan also develops its own distinctive baseball culture, and it is this Japanese version that had a significant impact on the popularisation and the professionalization of the sport in the Korean Peninsula. Indeed, the trace of Japanese colonialism can be found in the process of the development of Korean baseball.

In terms of sampling and methodology, this study examines four quality newspapers and four sport only popular newspapers in the Korean media outlet. The media contents are analysed in a qualitative manner and thematic and discourse analyses are used. A grounded theory approach is also utilised in order to theorise the findings. The result shows that the anti-Japanese sentiment was evident in the coverage of the baseball matches between South Korea and Japan. The collective memory of the Japanese occupation is continually reminded by the media, and war-time metaphors especially related to the resistant movement during the colonial times frequently appear in the sport pages. Overall, it seems that an anti-colonial struggle is not over yet at least in the baseball ground.
FC40.1
Early Warnings: FIFA and Governance in Trinidad and Tobago
Soccer
McCrea, RD
The University of the West Indies, Trinidad and Tobago

Recent convulsions within FIFA relating to bribery allegations in its elections have again directed global attention to its governance or lack thereof and the governance of sport in general. Given the national origin of one of its major executive officers, his alleged involvement in the scandal and the location of the alleged bribery attempts, much attention was focused on the Caribbean and Trinidad and Tobago in particular. What has been lacking, however, in the global media coverage of this event has been a proper examination and understanding of the governance problems that have plagued Trinidad and Tobago soccer historically, which predate the recent impasse. In this regard, based on secondary sources, a survey of officials (n=28), players (n=148) and player interviews, this paper shows that the administration of soccer on the island has been historically engulfed by various conflicts over player strikes, payment to players, professionalization, rival leagues, proper accounting, participation in decision making which have stemmed from an entrenched anti-democratic organizational culture and very hierarchical model of governance. This culture has been fostered by the ruling body’s heavy resource dependence on one person, the weak nature of many local clubs, combined with the absence or weak nature of player and supporter organizations. Consequently, it is argued that even if FIFA cleans its augean stable of governance, it may have little impact on the creation of a new culture of governance in Trinidad and Tobago football if the peculiar local factors which helped to nourish it are not also changed.

FC40.2
New Forms of Governance of the Sporting Elite: Between Deterritorialization and Systemic Integration
Leliope, F
INSEP, France

The French model of sport organization is now facing an institutional crisis because of the emergence of new actors. Originally highly centralized, relying on the public service delegation given to sports federations and the provision of State executives within those federations, there is now a trend towards decentralization of public policy in high-level sport. Local authorities have not only become the largest institutional funders of sports (31% against 9.7% by the state), but they also see their roles expand. Prerogatives relating to elite sport, traditionally reserved to the State are now an integral part of their duties. Thus, their activities are diverse and multifaceted as they fund the athletes and the high level structures, and extensively support the creation of sports facilities and sporting events. The development of territorial marketing strategies which use sport as a collective representation and identity factors, but also as electioneering factor, highlights these new forms of engagement in the management of elite sport.

The success of the elite sport athletes who do not pass through the central structures of the state can question the centralized and vertical model of French high level sport, which is achieved by clarifying the new role of local authorities. This analysis, conducted by the National Institute of Sport Expertise and Performance (INSEP), through two case studies can reveal the existence of sub-systems of organizations specific to each geographical region. It is therefore interesting to understand their role in the national model, understand the issues, while highlighting the rivalry for power and governance that is generated.

FC40.4
HIV Governance, National Sports Associations and the Multisectoral Response
Banda, D
York St John University, United Kingdom

Sport is being increasingly recognised for the contribution it can make to the Millennium Development Goals and, in particular, the response to the HIV / AIDS pandemic. While indigenous Sport-for-Development non-government organisations (SID NGOs) have worked collaboratively with other health based NGOs, this study focused on National Sports Associations (NSAs), which are quasi-autonomous organisations. Centring on four NSAs (football, netball, basketball and volleyball) as the multiple cases adopted in this qualitative approach, this paper examines the response of each case to the multisectoral response approach in Zambia. The method used for data collection was semi-structured interviews with NSA presidents and secretary generals to gain their perspectives on how each NSA has mainstreamed HIV into work-based HIV programmes and grassroot implementation. Documentary evidence from NSAs was also used to examine policy and practice. Using theories of governance and Matland’s ambiguity and conflict model, the paper will discuss the role that NSAs have played within HIV governance and implementation in Zambia. The lack of engagement at strategic level and the unstructured implementation patterns will be discussed. The findings show difficulties in involvement of the Department of Sport Development, the National Sport Council and subsequently NSAs in policy design forums and a lack of political steer to have a comprehensive HIV/AIDS strategy using sport as a tool. Recommendations focus on how the revised sport policy document can respond to the lack of HIV strategic plan details, uncertainty regarding goals and ambiguity regarding how to achieve the goals.

FC41.1
Rugby and Olympic Education: Reasons for the Practice of University Rugby in Brazil
Machado, RPT
Universidade Federal de Lavras, Brazil

Rugby is a collective sport with very specific educational characteristics, is very little practiced in Brazil. With the return of this sport to the Olympic program just in the games of Rio de Janeiro in 2016, I believe that it should have a large increase in the number of practitioners in the coming years. The characteristics of the sport make it justifiable enough to be applied in school physical education classes, but the lack of knowledge of the teachers, makes it away from the motor experiences of Brazilian children. The contact with the sport often appear for the first time during the university life, and this research was born from an curiosity to seek the reasons for the practice of this sport never practiced before, the continuity of the practice, and the educational elements that it presents. Through a questionnaire with open questions with 10 women and 9 men, with time of experience about 26.5 month, we tried to respond this questions. The women tried this sport by curiosity, while the men sought by its characteristic of collectivity and the pleasure that it provides, and to be identified with the sport. The character of union and the educational values were fundamental to the continuity of practice, and when asked what were these values, the main responses were discipline, overcoming, friendship and respect. We observed that the values present in program of Olympic Education is present in rugby, and it is not present in physical education classes for lack of knowledge and preparation of teachers. This first approach show some points that prevent the insertion of rugby in the schools of Brazil, and one way that it could be done.
FC41.2
Triathlon within the Secondary Physical Education Syllabus
Machota Blas, VE
Spanish Education, Spain

Withdrawn

FC41.3
Exploring the Coaching Philosophies of Novice Sport Students
Graham, LH
University of the West of Scotland, United Kingdom

Increasing participation in sport attracts much interest, both as a tool in combating rising obesity levels and as a means of improving the likelihood of producing elite athletes. Sport coaches play an essential role in developing positive and engaging sport climates and coach educators have identified that a strong coaching philosophy is a central factor in the provision of these positive experiences. A coach’s philosophy is composed of their values and beliefs and is influenced by their life experiences and background, comparable to the sociological concept of habitus. This study explored the coaching philosophies of 1st year sport coaching degree students in order to establish; their understanding of the concept of philosophy, the primary values and beliefs expressed, and the origins of these beliefs. The written coaching philosophy statements of 77 sport coaching students, submitted during their 1st semester were examined. Inductive content analysis generated several key areas to which students tended to refer; Encouraging Fun, Importance of Success, Building Relationships, Developing Character, and Origin of Beliefs. Consistent with previous research on novice coaches, it was noted that participants appeared to struggle to articulate the precise nature of their philosophy and in particular, how it would translate into action. Results also highlighted the importance of experiential learning or habitus, versus formal education. The development of coaches able to reflect and modify coaching approach is imperative for inclusive and effective sport provision. Analysis of the means by which coaches acquire and articulate their philosophies could assist in this process.

FC41.4
The Lived Experiences of a Wheelchair Sport Intervention amongst Secondary School Pupils Aged 11-12 In Lincolnshire
Evans, AB; Brown, LJ; Bright, JL
University of Lincoln, United Kingdom

Typically, integrating disability sport focuses on attempts to include disabled individuals within traditionally non-disabled sports, or scheduling disabled sports events within mainstream sport competitions (Nixon 2007). Both have little success. Further research is needed to help rearticulate negative conceptions of disability in sport (Fitzgerald 2005).

This study investigated the lived experiences of fifty 11-12 year old school pupils who participated in ‘The LSP Wheelchair Sports Project.’ The intervention utilised a reverse-integration delivery, incorporating wheelchair basketball into PE lessons for 12-weeks. Pupils were both disabled and non-disabled. Semi-embedded ethnographic observations were completed during the intervention. Observations highlighted key themes which were discussed with pupils in post-intervention group interviews. Pupils’ experiences and attitudes towards disability sport were investigated using Bourdieu’s (1983) theoretical framework.

Key themes included physical frustration, behavioural disengagement and a growing sense of empathy with disabled performers. Pupils felt increased understanding and respect for the physical requirements using wheelchairs. Many pupils had previously dismissed disability sport as physically unchallenging before participation. The sudden shift in physical capital among non-disabled pupils appeared to be particularly acute. Pupils felt frustration in coping with unfamiliar physical limitations.

We conclude that reverse integration methods offer value in changing young people’s pre-conceptions of disability sport. Despite initial frustration, pupils’ self-confessed ignorance of disability sport was altered.

FC43.2
Rio 2016 Olympic Games: Actors and Interests in Brazilian Sport’s Agenda Setting
Mascarenhas, F; Athayde, P; Ribeiro, M; Miranda, N
University of Brasilia, Brazil

This research sought to identify the actors and interests that provided the terms of debate on the application from the city of Rio de Janeiro to host the Olympics in 2016, shaping the sport’s agenda in Brazil. It is a qualitative study that relied on documentary survey constructed from institutional sources - news published by the Ministry of Sport, Brazilian Olympic Committee’s electronic portal, 2016 Game’s electronic portal, Dossier Application - and material produced by the print media - newspaper Folha de São Paulo. In the analysis for the period from September 1st, 2006 to July 29th, 2010, that is, from the definition of Rio de Janeiro as applicant city to release the Host City Contract, 1037 records were identified. For the treatment of this material, was used the content analysis’s technique, guided by the following units: actors and roles; themes and terms; present visions and concepts. It was concluded that the 2016 Games results from a broad coalition of public and private sectors. By municipal and state governments, urban entrepreneurship, by federal government, national developmentalism, by Brazilian Olympic Committee, personalism and paternalism, on the part of national capital, real estate speculation. It builds thus a symbolic investment which operates the legitimacy of the Olympic Project as a national sport’s policy organizing principle, whose effects involve the redefinition of city and country’s advertised image and boosting local economies included in globalization processes.
Free Communications

FC43.3
Capoeira and the Olympic Games
Mello Figueirôa, K;Mariinho Mezzadri, F
Universidade Federal do Paraná, Brazil
Practiced in over 160 countries, Capoeira wants to get to the Olympic Games. In 2008 there was a demand for this and the leaders of the International Olympic Committee (IOC) found most viable that it happened a little later. Supporters of Olympic Capoeira say that with an Olympic status, Capoeira would have more support, visibility and, finally, the recognition and respect that it deserves.

Only in Brazil, there are more than five million practitioners and the International Federation of Capoeira (IFCA) has 32 affiliated countries, more than many other sports that are already recognized by the IOC. Despite being very popular in many parts of the world, the IOC still ignores this sport.

After eighteen years of great effort, in May 2010, Capoeira got its recognition by "International Association of World Sport Federations" now SportAccord, as "Observer Status" - the first level of recognition by the IOC. To pass the second level, the IFCA would have a period of two years to meet some demands made by SportAccord.

In this process there may be advances in the recognition and legitimization of Capoeira, however, it is possible that Capoeira has to fit into a single format and thus lose its traditions.

There is a large diversity in Capoeira, which is a barrier to the sportivization and, at the same time, it is the element responsible for the richness and magic it has. It is unknown if this sportivization will be good or bad for the Capoeira, nevertheless, it is almost inevitable. In addition, the election of Brazil to host the Games in 2016 will cause a social and cultural change in this country and can significantly mark the history of Capoeira.

FC43.4
The Legacy of Processing of Amateurism in Professionalism among Brazilian Olympic Medallists
Alves de Oliveira, LL
Escola de Educação Física e Esporte-USP, Brazil
Sport in Brazil for many years was essentially amateur. Demanded of athletes and their families' dedication to train and participate in competitions, keeping the accepted standard in most of the world. This attitude is related to an amateur status being ruled by one of the canons Olympic amateurism. This paper aims to analyze how the transformation from an amateur to professional structure is influencing the training of athletes and the organization of sport in the country and the method to be used is the oral history, from the testimony of the athletes who lived through this period of change. Amateurism was forgotten as founding and fundamental elements of the Olympic movement in the late 1970s, a movement which emerged the guise of athletes as employees of companies to escape the condition of professional sport and the possibility of broadcasting that gave visibility to athletes, encouraging commercial enterprises to have their brands associated with them. The practice of sports in Brazil was essentially amateur until the 1980s, according to an established standard in much of the western world. However, with the economic opening of the sport observed after the Los Angeles Games in 1984, professionalism was more firmly established among the rich countries, where the sport can now absorb and develop the current characteristics. For the Brazilian athletes this transformation was seen as another barrier to be overcome for an Olympic celebration and then the possibility of becoming a winner.

FC44.1
Physical Activity, Health and Volunteering: Values, Communities and Cultural Diversity
Mansfield, L
BC.SHaW Brunel University, United Kingdom

This paper discusses volunteering in the promotion of physical activity for health and in relation to generating civic cohesion and self-regulation. It explores my own on-going experiences of volunteering in a network of health trainers working over the past 12 months within Asian communities in West London. I present some preliminary findings about the organisation and structure of health volunteering as well as Asian communities in West London. In this regard, and how volunteers relate to each other and the people they want to help. While current research about sport volunteers tends to focus on volunteering as a component of sport service delivery and sees recruitment and retention as a marketing problem this discussion considers the significance of theoretical perspectives associated with a civil society perspective in understanding volunteering in community health contexts. In this paper I illustrate the complexity of volunteering, highlighting that physical activity provides a context for promoting particular values about health which are intertwined with personal and community values of volunteers in relation to localism, religious affiliation and spirituality, and ethnic and cultural diversity.

FC44.2
The Evolution of Modern Cycling Culture
Hodgkinson, G
University of Westminster, UK
In this paper, I will discuss the history of modern cycling culture and how it has evolved over time. I will focus on the role of technology, fashion, and social movements in shaping cycling culture, and how these factors have influenced the way people think about and practise cycling. By examining the cultural significance of different cycling movements, such as Critical Mass and Grassroots Cycling, I will explore how these ideas have been shaped by historical events and social upheavals. Finally, I will discuss how modern cycling culture reflects the values and beliefs of society, and how it continues to evolve in response to changing circumstances.

FC44.3
Critical Mass: Toward a Model of Collective Conscience about Leisure in Modern Societies
Santos, A
CIES-IUL, Portugal
Critical Mass is a mass bicycle ride that takes place on the last Friday of each month in cities around the world. It is a spectacular and participatory event that celebrates modern grassroots politics, free expression and the potential for revitalized public spaces and environments. It transforms the conventional relationship between cyclists and drivers, and makes it a model for a new kind of relationship between people and the city. The study will show different ways in which people think about and practise cycling and explain how cycling provides particular ways of experiencing leisure time during working week.

FC44.4
The Legacy of Processing of Amateurism in Professionalism among Brazilian Olympic Medallists
Alves de Oliveira, LL
Escola de Educação Física e Esporte-USP, Brazil
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**Free Communications**

**FC44.4**

*The Mental: Discipline or Exercise?*

Mignon, P.  
Institut national des sports, de l’expertise et de la performance, France

> "Mental", "spirit", "brain" are words which are commonly used among coaches or commentators of elite sport as an explanation for high performance and as skills which need to be developed. Sport psychology is the discipline which is supposed to help develop these skills.

Sociological approach would look at « the mental » or « the spirit » as a question which allows to explore diverse theoretical topics. Some are fundamental like the opposition of neurosciences and social sciences about the nature of human action: on one hand, it is seen as the product of brain activity; on the other hand, it is seen as a product of culture and social organisation.

In the paper, we would like to look at this issue from two sides. One is to understand the economic role of sport as a discipline generated by coaches and sport institutions to produce docile bodies and minds and to technics usides by athletes to control their sport experience and build their success. This aspect will allow to look at mobilization of resources which could be different psychological technics or religious exercises and beliefs.

The paper will be founded on a research which is conducted in French elite sport.

**FC45.1**

*Intolerance and Violence Among Spectators: Towards a Psychosocial Explanation*

Harvey, A.  
Birkbeck College, United Kingdom

In this paper I attempt to think of spectator violence through both sociological and psychoanalytic lens to provide a psychosocial explanation for violence that takes into account social relations as well as individual and group psychic life. Violence among fans, motivated by racism, religious sectarianism, gang culture and homophobia, is a growing problem across Europe. By alloying sociological insights with Freudian psychoanalytic traditions I seek to explain how heightened emotions might arise that lead to expressions of intolerance or violence. My focus is in on male spectators watching a male sport such as football. From sociology, intellectuals such Michel Maffesoli have sought to explain how affective identification with ‘neo-tribes’ can help initiate a change in individual attitudes and behaviours. In the psychoanalytic tradition, Sigmund Freud sought to identify the mental dynamics that holds together the individuals in a group, creates the group’s forms, ensures its continuity and stability, or causes its disappearance. Freud emphasized the importance of a leader in a group: through identification with a leader, the group can present a cohesive unit. In the situation of football spectatorship, there is no leader through which one can channel the difficult feelings that might arise and therefore chaos might ensue. That experience can be exhilarating but can also feel very threatening, with gender and sex boundaries becoming blurred. In order to suppress that emotion, some individuals might act out a defensive position: instead of expressing desire, they express profound hostility.

**FC45.2**

*"Drinking Alcohol at this Event is ‘Just What You Do’”: Perceptions of Alcohol at an International Sports Event in New Zealand*

Gee, S.; Sam, M.; Jackson, S.J.  
Massey University, New Zealand; University of Otago, New Zealand

Sport and alcohol industries in New Zealand have long enjoyed a lucrative, yet contentious relationship. Within the commercial economy of the sport-alcohol nexus, alcohol industry sponsors not only capitalize on the appeal and excitement of sports events to increase brand awareness, but they also use sports sponsorship as a strategic opportunity to capture markets beyond traditional advertising. One particular sporting event in New Zealand that showcases these relationships and strategies is the New Zealand International Rugby Sevens Tournament; a two-day competition featuring 16 teams and arguably one of the nation’s most popular annual sporting events, attracting 35,000 live spectators and large-scale television viewing audiences both nationally and internationally. Since the tournament’s inception in 2000, several New Zealand beer brands have been co-sponsors of the event, enabling the brands to monopolize the sale of alcohol products and adorn the venue with promotional signage. Notably, the Sevens tournament has become known more for the fans’ fancy dress costumes and its binge drinking party climate, than for the actual sporting contest. This project explored the culture of alcohol promotion and consumption at the 2012 Sevens tournament. We asked attendees to complete a questionnaire regarding their perceptions of alcohol promotions and whether these promotions contribute to their experience of - and drinking behaviour during - the event. In this presentation, we discuss our findings of how live spectators of one particular alcohol-sponsored sporting event make sense of the role of alcohol as part of the entertainment package and the atmosphere of the Sevens.

**FC45.4**

*The Rise and Fall of the Egyptian Ultras*

Dorsey, JM  
S. Rajaratnam School of International Studies, Nanyang Technological University, Singapore

Militant Egyptian soccer fan groups, a year after playing a key role in the toppling of President Mubarak, are back to square one. The militants, hardened by four years of confrontations with security forces in stadiums, poured into Cairo’s Tahrir Square in January 2011. They hoped to break the barrier of fear that had stopped Egyptians from revolting against autocratic rule and had allowed the Mubarak regime to turn soccer into the equivalent of Marx’s opium of the masses. They also bolstered the defenses of protesters against attacks by security forces and Mubarak loyalists. The militants, ultras modeled on similar groups in Serbia and Italy, remained in the frontline of street battles in the year following Mubarak’s departure aimed at preventing the ancien regime from maintaining control of significant levers of power. But in a country tired of political turmoil, yet frustrated by a lack of tangible economic results of the revolt, electoral politics and political horse trading are pushing the ultras back into the stadiums where the revolt has fundamentally changed the relationship between fans on the one hand and clubs, managers and players on the other hand.

This essay will look at the rise of the ultras and how their struggle is increasingly becoming one less focused on the future of Egyptian society and politics and more on the removal of Mubarak era officials and the eradication of corruption of the game. It will explore how the return to square one is not a return to the status quo ante. If the ultras were in the past the sole campaigners for reform of Egyptian soccer, today the result of the success of electoral politics is making itself felt in stadiums too. Flush with electoral victory, the Islamists are vowing to initiate the very change the ultras have failed to achieve: a clean-up of the sports sector by replacing the Mubarak era’s associations as well as club board members linked to the ancient regime.
Attitudes Towards Sport and Body - A Theoretical Framework for Analysis of Sami and Norwegian Youth
Hervik, S E; Skille, E A
Hedmark UC, Norway

Research shows differences and similarities across Sami and Norwegian sport (Skille, in review, in process). The analysis of differences and similarities has treated elements related to sport policy, sport organization, and activities. Regarding activities, both forms and meaning associated to them - in an ethnic identity perspective - have been discussed. For example is reindeer racing a form of sport activity that only Sami participate in; therefore it gains other meanings than cross country skiing where Sami and Norwegians meet and compete.

This paper is the first step in going deeper in the analysis of similarities and differences of Sami and Norwegian sports and ethnicities. The last research into the topic was conducted in 1996, and showed clear patterns: Sami youth were more oriented to the working or practical body, while Norwegians were more oriented towards appearance or performance when relating sport/training to body. Two rather contra dictionary hypotheses may thus be generated: i) it can be believed that societal development erase some of these differences; ii) it may as well be hypothesized that the focus on Sami sport that has increased the last decade or so, facilitate cultivation of differences - especially regarding ethnic identities.

We will here present a theoretical and methodological framework for analyzing body and sport attitudes among Sami and Norwegian youth. Our basis will be Bourdieu and Focault, who despite explicit focus on ethnicity, offer a framework for analyzing similarities and differences - especially in a context where it can be expected that there is relations of power between a majority and a minority group.

Sport and National Identity in Hungary: Optimistic Discourse and the Narratives of Disappointment
Dóczi, T
Semmelweis University, Faculty of Physical Education and Sport Sciences, Hungary

Owing to the changes in its technological, economic and social environment, the national contexts that previously defined the world of sport have changed. The contribution of elite sport to boosting national identity has been taken for granted in the Hungarian public discourse; however, the relationship has not been examined from a critical point of view, in spite of the recent downturn in international performances. The objective of the author is to explore how reactions to possible failures and scandals are articulated in an otherwise optimistic sport discourse. Through the analysis of documents and illustrated by the results of a survey on a representative sample (n=1027) of the Hungarian adult population the research focuses on how the discourse is created and how it influences public views on sport. The results show that although the expectations of (sport) politicians and the media tend to overestimate the potential success of Hungarian athletes, identification with them decreases in case of failures and scandals. The role of the sport media is crucial in forming the sport discourse. The broadcasts and reports of elite sport events are delivered according to the trinity of expectation - result - analysis, which can become a circulatory process during the Olympics. However, regardless of the actual results, one thing remains certain: the final conclusion is always further or even stronger support of elite sport, either because “we are in a crisis” or because “we are on the right track”.

Reinventing Korea: Articulating the (Trans)national Construction of Korean Sporting Celebrities
Kwon, SY
Seoul National University, South Korea

This paper explores the recent representational politics of Korean sporting celebrities in the context of neoliberal globalization. It analyzes the Korean media constructions of Yuna Kim, the 2010 Vancouver Olympics gold medalist in the event of figure skating ladies’ singles, who has been one of the most highly recognized celebrities in South Korea. To articulate the recent development in the promotional discourse about Kim’s celebrity status, a range of governmental and corporate projects are also examined in addition to the mediated constructions. The primary goal of this analysis is to identify and interrogate the recent symbolic meanings of Kim’s transnational celebrity status. It is notable that Kim has been discursively positioned as a transnational celebrity who has effectively dismantled Korea’s collective inferiority complex rooted in the history of Korean modernity. The paper discusses a paradox that the popular discourse of Kim’s transnational celebrity status not only highlights the symptomatic achievement of Korea’s postcoloniality but also imagines and celebrates the West in the context of neoliberal globalization.

Alienation and Inclusion During the 2011 Rugby World Cup
Bruce, T
University of Auckland, New Zealand

In this paper, I focus on the voices and experiences of New Zealanders during the nation’s hosting of the 2011 Rugby World Cup. My fieldwork, interviews and a voluntary, anonymous online survey revealed a wide range of reactions to the Rugby World Cup ranging from complete alienation to a heightened sense of national belongingness. Locating my analysis in a cultural studies discursive approach, I examine the way in which the media and broader cultural representation of the Cup produced and legitimated certain kinds of knowledge, which then influenced how New Zealanders constructed their sense of identity, particularly in relation to the sport of elite men’s rugby union. I consider the discursive options available to, and used by, people who either fully embraced or attempted to reject this cultural story that articulated rugby to national belongingness.

This paper is the first step in going deeper in the analysis of similarities and differences has treated elements related to sport policy, sport organization, and activities. Regarding activities, both forms and meaning associated to them - in an ethnic identity perspective - have been discussed. For example is reindeer racing a form of sport activity that only Sami participate in; therefore it gains other meanings than cross country skiing where Sami and Norwegians meet and compete.

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Klethy, R
Glasgow Caledonian University, United Kingdom

Whilst there is widespread academic support for the value of volunteering within sport, there is very little research about Internships and their relative value in providing meaningful employment opportunities for graduates. Some recent research has focused on the opinions and structures from and within educational settings but has not highlighted internship experiences formalised within private sports environments. This study evaluated the perceptions and experiences of graduates working within a professional football setting.

Methodology: Subjects - 6 graduates all possessing sports science or equivalent undergraduate degree. Instruments - Semi structured interviews following a 2 year inter-disciplinary sports science intervention - Inductive process involved editing transcribed interviews into meaning units which were subsequently analysed into academic themes.

Results: High desireability factor for internship experience within professional football. Perceived experience significantly improves social capital within football. Importance of mentoring in the internship programme was identified. Importance of consistent and regular support.

Discussion: Results corresponded with much of the research from educational setting regarding merits of volunteering for internship positions within prestigious sporting organisations. Need for formalising internship programmes within professional football due to the demand for experience. Internship experiences suggests that clubs should adopt a greater ‘professionalism’ for graduate programmes and employ personnel qualified to supervise. Further research defining social capital within specific football domains is called for.

Retirement Sports Ex-basketball Players

Ferreira Júnior, NS; Angelo, LF; Rubio, K
Universidade de São Paulo, Brazil

The late 1950s and early 1960s marked the history of Brazilian basketball, both for winning the bi-championship and the bronze Olympic medals in 1960 and 1964. Distinguished by amateurism, basketball became the second most practiced modality in the country. The aim of this paper is to analyze the retirement process of this generation that experienced the bi-championship and the bronze Olympic medals presented itself one decade later if compared to men.

It was in Los Angeles-1932 when the first Brazilian woman competed in the Olympic Games. Professionalism in the Brazilian Olympic arena reached men first. Public policies preventing women’s involvement in a number of sports help us understand this process better. This phenomenon can be understood by analyzing both the imperative of the male Ethos in sports as well as the recurring Brazilian patriarchy even in modern times - residues of its colonial past. To women, professionalism presented itself one decade later if compared to men. The result of such delay culminated with an inedited accomplishment of Olympic medals by the Brazilian female competitors. There has been ever since a constant presence of Brazilian women up the Olympic podium. It in the past, the gap between men and women were abyssal, today their roles are even - their medals included. Atlanta was the beginning of this equalization process. The four medals earned in 1996 were conquered in basketball (silver), volleyball (bronze) and beach volleyball (gold and silver). With data in graphs showing a panorama of the Olympic participation of Brazilian Olympic female athletes, and also a synthesis of life history from 14 out of 28 women who conquered those four medals to Brazil, this paper aims at building a point of view from the 2016 Olympic Games host country. Through these female athletes’ account of achievements, we intend to exhibit their self-awareness regarding their roles as pioneers, considering that in Atlanta they started to occupy one of the last bastions of male dominance in society as a whole: the realm of high level sports.
motherhood that reinforce many dominant notions of the body-beautiful. Adverts are complex messages about pregnant embodiment, class and material realities of motherhood for many women. This paper focuses on how companies advertise to ‘mums to be’ and how within these advertisements the focus on pregnant celebrities who get ‘their bodies back’ ignores the anxiety that not being the only woman of the delegation, composing a reduced set of athletes compared to males. Not coincidentally, this period, women’s sports in Brazil was passing through a singular issue: although the military regime encompasses the sport as a mainstay of advertising of a strong government, the Brazilian Sports Confederation (CBD) prohibited the practice of a series of sports by women. This added to the few conditions to train and participate in competitions, has led, for example, the solitary presence of Wanda dos Santos and Aida dos Santos in 1960 and 1964 Games, respectively. The objective of this study is to analyze the role of women who competed for Brazil at the Olympics in the 60’s and 70 in the course of later achieved female participation and, consequently, in the Brazilian women’s sports history. For this, we adopt the methodology of History of Life, using as a primary source interviews with seven of the sixteen athletes who were in the Olympic Games on the mentioned period.

The purpose of this presentation is to explore the emergence and advertisement of several fitness companies that specialise in fitness for pregnant women in the Yorkshire area. It has long been recognised within the sociology of sport that fitness cultures are often marketed on the basis of women’s anxiety about their embodiment. However, only a handful of research has focused on the relationship between pregnant embodiment and fitness cultures (Dworin and Wachs, 2004, Nash 2011). For women, pregnancy is a time of shifting embodiment and can be anxious time for women who often become alienated from their bodies as medical discourses focus on the health of the baby and the medical aspects of pregnancy. Furthermore, pregnant bodies are under increasing social scrutiny and the pregnant women’s body becomes subject to public control and discussion. This is perhaps epitomized (and exaggerated) in the UK in TV ‘documentaries’ such as ‘Mums Behaving Badly’ which focuses on mothers who consume risky lifestyles, such as eating unhealthily and not exercising. Furthermore, the increasing focus on women and exercise during pregnancy has arguably increased through media focus on pregnant celebrities who get ‘their bodies back’ after giving birth. However, as Nash (2011) highlights the media focus on these women and their return to pre pregnancy weight ignores the material realities of motherhood for many women. This paper, focuses on how companies advertise to ‘mums to be’ and how within these adverts are complex messages about pregnant embodiment, class and motherhood that reinforce many dominant notions of the body-beautiful complex discussed by Maguire and Mansfield (1998).

This paper focuses on the surfing subculture in the South-West of England and the surfing types that exist within it. The popularity of the surfing in the South-West of England has increased immensely in recent years with with 66% of the 300,000 UK surf population based in the area. The impact these numbers have had on society in the South-West of England cannot be ignored. In a previous study by the author it was established four possible types of surfers existed in the South-West of England; the Wannabe, the Local Surfer, the Soul Surfer and the Professional Surfer. These “types” of surfer established are an application of Weber’s concept of “ideal typing”. A recent study by the author further developed understanding of these types with empirical evidence taken from ethnographic field work and interviews. This work also suggested the presence of other surfing types; the Founding Surfer, the Kook, and the Organised Surfer. In making sense of how these surfing types came into being this paper will focus on the development of a typology timeline highlighting two transitional periods in the surfing subculture’s past in England. These transitional periods were seen as waves of commercialism which highlighted historical surfing types and their evolution through these waves of commercialism to the types that exist today.
**FC49.3**

**Fluid Physical Culture: The Abject, Suffering and Ashtanga Yoga**

Atkinson, M  
*University of Toronto, Canada*

Curiously uncommon in cultural studies are analyses of sweat (and the emergence of other abject body fluids) in an array of cultural (re)production processes. Indeed, just as sweat is deemed repulsive and avoided in most contexts of everyday social interchange, theorists of (physical) culture have mainly eschewed the centrality of sweat as a marker and mediator of meaning, values and identities. This paper offers an analysis of how the bringing forth of abject fluids like sweat matter, quite centrally, in the production of cultural meaning in Ashtanga yoga; and more broadly, how abject fluids are obdurate social facts (Durkheim, 1951) shaping and articulating social practices and cultural relations of power (and suffering) in a society. Through a theoretical pastiche provided by the works of Jacques Ellul (1954), Bruno Latour (1993, 2005) and Norbert Elias (1987), the paper dissects observations and experiences assembled during an ethnographic effort on Ashtanga yoga enthusiasts in the city of Toronto. Here, ethnographic data reveal how profusely sweaty bodies are key material symbols and mediums of yogic cultural production; and, how sweaty bodies are deeply dialogical (and in conflict) with broader institutional norms governing bodies that ‘uncontrollably’ leak and spill into society. The analysis ultimately highlights how radically contextual research on the opening of the abject in movement cultures provides insight on how seemingly mundane aspects of physical culture are stark metaphors for prevailing norms, identities and relations of power and suffering in a society.

**FC49.4**

**Relative Age Effect in Elite Sports: Methodological Bias or Real Discrimination?**

Delorme, N  
*University Lyon I, France*

Sport science researchers refer to a relative age effect when they observe a biased distribution of elite athletes’ birth dates, with an over-representation of those born at the beginning of the competitive year and an under-representation of those born at the end. Based on the complete sample of French male licensed soccer players (n=1,831,524), we suggest that there could be an important bias in the statistical test. Using data from a national sport participation survey (MJS, 2010), this research examined the participants’ routine activities, social networks and personal agency (choice), both within and outside of the sports programme. In doing so a closer understanding of how participants attached meaning to the sports programme was achieved. The remaining eight were experiencing a variety of problems (outside and within the sports programme) preventing successful desistance. They still attended the sports programme on a regular basis but they did not describe the same sorts of benefits from it as the desisters did.

Using a Life Course Theory of Informal Social Controls (Laub and Sampson 2005), this research examined the participants’ routine activities, social networks and personal agency (choice), both within and outside of the sports programme. In doing so a closer understanding of how participants attached meaning to the sports programme was achieved. The paper suggests that in order to understand why some programmes work for some people only some of the time (Coalter 2007), a consideration of participants’ other routine activities, informal social controls, and personal agency is important, and a longitudinal approach is necessary. The Life Course Theory of Informal Social Controls (Laub and Sampson 2005) may provide a useful framework to do this.

**FC50.1**

**Sports, Substance Misuse and Desistance: A Life Course Perspective for Examining a Sports Programme.**

Landale, SA  
*Durham University, United Kingdom*

This paper describes the methods and findings which emerged from a longitudinal, prospective research study carried out between 2008-2011. The aim was to examine desistance from substance misuse among a group of 49 adults who were engaging on a sports programme as part of their recovery from chronic alcohol and drug addiction. Individual in-depth interviews were conducted with participants three times, at six month intervals, over a 12 month period. The follow-up rate was 85 per cent (n=138 interviews). In the third and final round of interviews, 19 participants were still engaging on the sports programme. Of this group, 11 were desisting. The remaining eight were experiencing a variety of problems (outside and within the sports programme) preventing successful desistance. They still attended the sports programme on a regular basis but they did not describe the same sorts of benefits from it as the desisters did.

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**FC50.2**

**POINTG: A Distribution-Free, Graphic Oriented Software for Analysing Questionnaire Data in Sociology**

Champely, S; Lefèvre, B  
*Lyon 1 University, France*

Despite the emphasis put on qualitative methods in French sports sociology, some research are undoubtedly better investigated by a questionnaire survey. Students or non-experts have therefore to face a huge amount of quantitative data without the necessary training. Depending on sociological questions, statistical analysis combines strategic (how to proceed?), tactical (which method?) and operational issues (how to interpret?). Using data from a national sport participation survey (MJS, 2010), it will be shown how the POINTG software was designed for such practitioners. Its graphical interface follows the usual coding/cleaning of data, univariate, bivariate and multivariate analyses. Considering the audience, the reference technique is crosstable analysis so methods allowing an automatic exploration called mulBivariate analyses were added. Two kinds of objects were considered: target variables with a specific interest and dataset slices (a subset of variables). POINTG automatically deals with the composite nature of these variables: categorical, ordinal and numerical. Bivariate analysis for instance could spontaneously produce a mosaic plot, side by side boxplots or a scatterplot. The best example of this hetero-statistics is linear modelling where the user only indicates the dependent variable and a slice of independent variables resulting in a multiple regression, a logistic regression, a proportional-odds or a logit multinomial model. Similarly, a generalised factor analysis framework mixes PCA and MCA. To help the interpretation, graphics are favored. Numerical summaries are shortened. Effects sizes and confidence intervals are preferred to significance tests.
This paper will present findings from a Content Analysis of two leading journals in the field of sports sociology - the International Review for the Sociology of Sport and the Journal of Sport and Social Issues. The study used the title, subject terms, key words and abstract to identify the main content of the paper. Descriptive statistics are used to identify and discuss,

- The key themes within the article (e.g., gender, ethnicity, education, disability, elitism).
- The sport / sports discussed.
- The methodology and methods used.
- The theoretical framework employed.

The research will identify how different themes, sports, theories and methods have developed and changed over the past twenty years. It will seek to identify areas of under-emphasis and potential areas for future research.

The involvement of an increased number of VIP in freetime sports may only be achieved if the questions below are answered:

- Which subjective and objective barriers make VIP refrain from involving in physical activity (PA)?
- Which factors motivate VIP to participate in PA?
- How often do VIP involve in PA?
- Do members of the target group feel and experience that sport can bridge the gap between disabled and non-disabled?

Answers for the above questions are provided by a questionnaire which contains 40 items. Respondents are Hungarian VI adults between 18 and 65 and representatives of all regions of Hungary. The research is based on the following hypotheses:

- VIP are physically less active than their sighted counterparts.
- VIP are often discouraged to do sport by the lack of adaptations.
- VIP refrain from PA due to their disability-related fears.

Although the research is currently in process, author is convinced that the results will help professionals optimize all measures taken to involve VIP in regular PA.

While disability sport may be gaining greater public profile in the lead up to the London 2012 Paralympic Games it is no latecomer to the UK sporting landscape. In spite of disability sport historically achieving greater success than the equivalent mainstream provision it has increasingly experienced more direct, interventionist approach from the peak agencies in UK sport. This presentation aims to gain a more critical understanding of the increasing institutional pressures placed on disability sport, with a particular focus on the cricket in England and Wales. We will draw upon Bourdieu’s key concepts of capital, field and habitus as a theoretical device for organizing and analyzing the experiences of managers operating within the sport. A longitudinal field study drew on staff experiences within an inter-organizational partnership that had responsibility for the delivery of a cricket programme for young people with disabilities. Preliminary findings suggest that a number of field strategies are in opposition to the aims of the partnership. Therefore, despite this formal relationship individual organizations, influenced by a shared competitive history, experience mild conflict over rights to promising junior athletes. In addition to these findings we argue that an additional outcome of this research is to demonstrate the suitability of combining the sociology of sport and sport management, thus improving both the practical relevance of the former and the theoretical foundations of the latter.
FC52.2

Being British and Scottish in International Football
Bradley, J
University of Stirling, United Kingdom

Numerous historical and sociological studies have reflected and deliberated upon the inter-play between culture, religion, identity and football. Such research looking at soccer in Scotland has also included several ethnographic studies of fans, including Scotland’s national side’s football followers. These supporters who follow the Scottish international football team are commonly referred to as the Tartan Army. This legion of supporters is popularly represented as notably patriotic, even a definition of Scottishness itself. However, for 300 years Scotland has also been part of Britain and Britishness has traditionally been a significant aspect of people’s identity in Scotland. British symbols such as the Union flag have a prevailing presence in Scottish life, including in football. This research utilises a series of interviews with members of the Tartan Army to explore the relationship between Scottishness and Britishness. This work is particularly topical and relevant as society in Scotland currently debates a choice between becoming independent or remaining the junior partner of the British Union.

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FC52.4

Muffled identity - Taiwan Aborigines in the Conjunction between National Sport and Identity Construction
Chiu, Wei-Cheng1; Alan, Bairner2; Hwang, Dong-Jhy3
1National Taiwan Sport University, Taiwan; 2Loughborough University, United Kingdom

Taiwan, due to its colonized historical experience, multi-ethnic society, and position in regional politics led it to be described as ‘a laboratory of identities’—from the conflicts between PRC (the People’s Republic of China) and ROC (the Republic of China) carried into international sporting arena over the legitimized representative of China, and then, shifted to the domestic struggle between KMT (Kuomintang) and DPP (Democratic Progressive Party)—two rivals political camps holding opposite disposition of national identity. Taiwan sports studies, basically, replicated the debates mentioned above to interpret the complexity and uniqueness of the engagement on Taiwanese. However, comparing the identity fault line with the ethnic structure of Taiwan society, those debates were just internal struggles within the Han Chinese, Taiwan aborigines who have been living there for thousands of years only occupy a marginal position in them. Paradoxically, aborigines and baseball—Taiwan’s national sport—have been made synonymous, however, their absence in identity discourse co-existed with the “national glory” they earned in baseball. This study, therefore, seeks to examine Taiwan aborigines’ situation in identity discourse, particularly focusing on the conjunction between national identity and aborigines’ baseball achievements. It reveals that due to the subordinate position and stigmatized identity constructed by long-term colonial situation, they lost the subjectivity to demand their disposition of national identity by sport achievements, and their ethnic identities have also been constrained as a “pan-aboriginal” model, neglecting the inner-heterogeneity composed by 14 tribes. Therefore, although they produced an over-represented phenomenon in the field of baseball, Taiwan aborigines are still in subjected positions both in political discourse and the processes of identity (re-)construction.

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FC53.1

When Grownup Kids Go Snowboarding
Sisjord, MK
Norwegian School of Sport Sciences, Norway

Snowboarding, in line with other ‘alternative’ or ‘lifestyle’ sports, is commonly considered to be a sport exercised by younger participants. For instance, a national survey conducted in Norway, shows the following age distribution on participation in snowboarding: 22% (15-24 years), 4% (25-39 years), and less than 1% in the categories over 40 years. Hence, it is reasonable to ask whether the relatively few adult snowboarders have continued with their ‘youth/adolescent the sport, or whether they have commenced snowboarding as adults.

The first question raised in the present study. The next question relates to the adult participants’ position and perceptions of themselves in the snowboarding culture. The empirical investigation is based on personal interviews with participants at a snowboard camp for adults, composing seven males and one female, one 19 years old: the remaining were aged between 33 and 41 years. The results show that except for the youngest participant all had been introduced to the sport as adults. The results further reveal “generation differences” in vital aspects of the snowboarding culture like skills and accomplishment and, jargon, equipment and social relations/communities of snowboarders.

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FC53.2

School-Based Physical Education in Secondary Education in Spain
Machota Blas, VE
Spanish Education, Spain

Withdrawn
The social conceptualisation of ageing as a costly health problem raises questions as to who benefits, whose interests are being furthered and dominant identities of Melbourne. The prominence and values the (hyper-commercialised) sports associated with the importance of hosting major events indicates a strategy that reflects reproduces dominant identities. A multi-method approach - the Australian Open Tennis Championships - will be examined - ‘Swim for Health,’ although not all participated in AA. Findings were thematically analysed using a figurational framework.

The production of city narratives occur through social relations between “those ‘public’ and ‘private’ actors who have the responsibility for making decisions regarding the physical and imagined landscape of contemporary cityscapes” (Silk & Amis, 2005:284). Melbourne, like many Western cities, has undergone an image transformation in an attempt to disassociate itself from a manufacturing past. This reimagining intensified through the 1990s as a result of a neo-liberal agenda adopted making decisions regarding the physical and imagined landscape of contemporary cityscapes. The purpose of this study was to clarify the behavioral characteristics of the foreign tourists who have returned after a great earthquake in Niseko. The research method conducted interview investigation and analyzed the qualitative data obtained from it. Now, the number of users of the Niseko ski resort decreases by 4 percent from last year, and foreign tourists are decreasing in number from 20 to 30 percent.

Results suggested participants’ experiences were linked to their perceived ‘aged’ status. Participation in AA brought awareness of the ageing body to the fore as an object of display, risk and of stigmatisation. Some perceptions of physical or emotional risk were interdependent with past experiences, such as learning to swim. Others originated in the experience of being stigmatised as old and at risk, such as diagnosis of chronic illness, obesity, or self-monitoring the visible signs of ageing.

This study indicates older adults framed their ability to participate in AA in terms of physical decline, increasingly limited physiological capacity, and in relation to their aged bodies being put on public display. Therefore, physical activity interventions should shift away from considering older adults as patients, moving instead towards a culture of enablement that considers the preferences of older adults implicitly.

The study is analyzed through an ethnographic approach, using participant observation at various leading events in Switzerland and New Zealand. The findings show that networks and social relations combined with commercial actors play an essential role in the organizational structure of snowboarding by sponsoring athletes, arranging events, contributing to product development and developing long-term partnerships with other key actors. This study aims to provide an analysis of the function of brands and is comparing the way the sport is organized between Switzerland and New Zealand. Sociological theories of subcultures and social networks are used to define the structures of the sport. The study is analyzed through an ethnographic approach, using participant observation at various leading events in Switzerland and New Zealand as well as over 40 semi-structured qualitative expert interviews with international core actors from 11 countries.

An actors mapping by means of a center-periphery framework has identified five main core groups: athletes, media representatives, brand-marketing managers, resort managers and event organizers. In both countries core actors possess different and multiple roles. Differences are in the economic system, economic power and amount of consumers, while Switzerland is integrated in a bigger market than New Zealand. The findings show that networks and social relations combined with specific knowledge on scene related attributes are leading to individual positions. Partnerships as well as competition are necessary for core acceptance, peer credibility and successful commercial interests. The interaction between all actors is a reciprocated process, where social capital, networks and identities are being shared. While the overall structure of snowboarding in both countries is similar, there are some distinct characteristics which make each one unique.

The reason why the number of foreign tourists located in Asia, its numbers have stayed at about 170,000 visitors per year. Inbound Tourism is strongly promoted in present Japan. However, the appeal is unskilled. The reason why the number of foreign tourists in Niseko has increased is because the foreigner himself excavated it, and developed the charm of Niseko through the business of travel. Though Niseko is a small town of 4,600 people, many foreigners have moved there in recent years, and the population has been increasing. However, many foreigners left Japan under the influence of the big earthquake on March 11, 2011, and the accident of nuclear power plant in Fukushima. Of course, Niseko also fell into the same state. Reservation of the hotel not only fell to the half, but the investment for development decreased sharply. The purpose of this study was to clarify the behavioral characteristics of the foreign tourists who have returned after a great earthquake in Niseko.
Each year in the UK several hundred trainees enrol on modern apprenticeships in the racing industry, many of them wishing to become jockeys; the majority are young women but it is the young men who are most likely to realise their ambitions. Within the racing industry this attrition is explained in terms of women’s embodiment: women are ‘not strong enough’, their bodies are the ‘wrong shape, or they are not ‘man’ enough. Indeed Lester Pigott, formerly a top jockey in the UK, is on record as saying that women’s ‘bottoms are the wrong shape’ for race riding (Alcock, 1978: 2). Such comments raise questions about the relationship between embodied knowledge and gender and whether female bodies can be and are disciplined in the same way as male bodies. In this paper we explore the extent to which female embodiment is seen as an obstacle to women’s participation in race riding, what sort of masculinity is embodied by those working in the racing industry, and whether women working in the racing industry, as stable staff or as jockeys, can in any sense be regarded as embodying masculinity. In order to explore these questions we use Bourdieu’s concepts of habitus, field, and capital; these conceptual tools enable an understanding to be gained of the relationship between the ‘horseracing field’, which we characterise as a patriarchal, masculine field of power, and the actors ‘practising’ within it.

FC55.2

“Be Fit To Learn And Learn To Be Fit”: Youth Geographies and the Affect(at)ions for/of Neoliberalism’s Bio-Spatiality

Butler, DA1; Charles, N2
1Institute of Advanced Studies, United Kingdom; 2University of Warwick, United Kingdom

This paper draws from a cultural geography study of youth’s physical activity within three unique environments in Toronto, Canada - a suburban school, an anti-homophobia school program and a private fitness club. I conducted forty photo-voice interviews with youth aged 7-19 years and seven interviews with teachers, principals and/or staff to examine the spatial and symbolic meanings that attach to institutionalized physical activity environments. Using a micro-genealogical approach to examine the ‘techne’ of neoliberal government and its deployment in space and place, I pay attention to the regimes and practices that direct, with a certain degree of deliberation, the ‘conduct of conduct’ of youth’s physical activity in institutional spaces. First, what I thought would be a story about feelings of spatial inclusion and exclusion only, turned into a discursive network of stories about; the body and its governance, citizenship, freedom and health vigilance in space and place. Second, a virulent discourse of emotionality, enabled and contained by neoliberalist health discourses and practices, emerged from space and place. Emotions such as happiness, pride, desire, pleasure, anxiety, shame, and disgust were articulated in participants’ photo-voice narratives and, like all knowledge forms, these serve to organize and divide space and subjectivities in particular ways and, more importantly, demonstrate participants’ affect(at)ions for/of biospatiality. However, neoliberal space is also a “space of loose ends and missing links” and it will require our continuous emotional, political and social interrogation to (re)imagine it and the subjectivities in/of it, otherwise.

FC55.3

Body and Postcolonial Feminism: Women between the Ambivalence and Balance about Participating in the Ballroom Dance

You, CJKW1; Hwang, TDJ2
1National Taiwan Sport University, Taiwan; 2National Taiwan Sport University, Taiwan

In the age of post, the body is a texture of observing the society, leading us to make clear the regular but abnormal experience of daily life. In the age of post, the body is a texture of observing the society, entering a sport field and whether women working in the racing industry, as stable staff or as jockeys, can in any sense be regarded as embodying masculinity. In order to explore these questions we use Bourdieu’s concepts of habitus, field, and capital; these conceptual tools enable an understanding to be gained of the relationship between the ‘horseracing field’, which we characterise as a patriarchal, masculine field of power, and the actors ‘practising’ within it.
A comprehensive study was carried out from 2006 to 2008 in the innovative methods for the prevention and treatment of chronic diseases. In 2002, healthcare networks were introduced in order to offer a holistic approach to patient care.

University of Lyon, France

In 2006, the International Rugby Board announced that Rugby Football Union would transition from an amateur game to a professional sport. This shift resulted in revealing the lack of welfare programs as well started a debate of whose duty it was to care for the professional rugby athlete.

The failure of the new structure to address the welfare needs of the athlete the Rugby Players Associations was created. This paper aims to establish the social history of the RPA’s Benevolent Fund as well discuss the fit for purpose of such an organization to address the lack of welfare mechanisms in Rugby Union.

The paper employs Professor Ruth Levitas’s three discourses of social exclusion as a lens to examine the work of the RPA and the RPA’s Foundation as a not-for-profit working to prevent social exclusion as a result of the new social and operational structure of the RFU in England.

The paper explores the Social Investment Model of the RPA’s Foundation as a program not just for addressing welfare issues in professional rugby but the possible application in addressing wider welfare deficit concerns in a global context.

The Rugby Player Association’s Benevolent Fund: Promoting Social Investment to Reduce Social Exclusion
Gaston LE
Durham University, United Kingdom

In 1995 the International Rugby Board announced that Rugby Football Union would transition from an amateur game to a professional sport. This shift resulted in revealing the lack of welfare programs as well started the debate of whose duty it was to care for the professional rugby athlete.

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Suicide in Sport
Malcolm, D
Loughborough University, United Kingdom

A number of high profile suicides in sports ranging from athletics, baseball, cricket, ice hockey and football have shocked the sporting world in recent years. Although, for instance, it has long been argued that the suicide rate amongst English test cricketers is almost double that of the UK’s male population, the commonsense assumption linking sport and health has meant that the phenomenon of suicide may have been neglected by sociologists of sport. This is particularly remarkable given that the sociological study of suicide is perhaps as old as the discipline itself.

This paper sets out a sociological agenda for the study of suicide in sport. Combining lessons from the epidemiology and sociology of suicide with the analysis of the interface between sports medicine and elite sports subcultures, the paper suggests a range of measures whereby mental health problems may be identified and appropriate treatment provided. The paper concludes by arguing that sport provides an important focus for the sociological study of suicide, and that suicide provides an important vehicle for the sociology of sport to demonstrate the social value of sociology.

The Development of a New Professional Jurisdiction in Adapted Physical Activity within the Healthcare Sector
Perrin, C; Lefebvre, b
University of Lyon, France

In 2002, healthcare networks were introduced in order to offer innovative methods for the prevention and treatment of chronic illnesses. These methods are underpinned by the move to redefine the established professional jurisdictions (doctors, physiotherapists, dietitians and sports instructors) within the sector of healthcare and/or sport and physical activity, and in newly emerging professional jurisdictions (Adapted Physical Activity professors).

A comprehensive study was carried out from 2006 to 2008 in the five networks for the management of childhood obesity and in the 66 diabetes networks operating at the time. The study made it possible to analyse the emergence of a new professional jurisdiction relating to education in and through adapted physical activity as part of the coordination of these networks, in line with the occupational ecology perspective (Abbott, 1988). Each profession is seeking to define and reassert the legitimacy of its position within the multiple disciplines coordinated. Thus, within this occupational ecology (Abbott, 2003), the professional jurisdiction of physical activity will arrange itself into cooperative units, starting out from a basis of alliances and competition. The alliance with doctors, who are waiting for the necessary educational expertise to develop in the networks, is likely to be a determining factor in the emergence of this new jurisdiction. Nevertheless, the progress of these APA professors in this particular context is just one changeable factor contributing to their official recognition as an established profession in the healthcare sector.

Myths, Clichés, and Stereotypes: Methodological Nationalism and the Local-International Fan Dichotomisation
Petersen-Wagner, R
Durham University, United Kingdom

Football is characterised as one of the most dynamic and illuminating domains of ‘globalisation’. Numerous accounts on how economic and cultural dimensions of globalisation processes impacted upon and changed football often evoked nostalgic images of what it ‘used to be’. To that extent, special attention was given to changes on football related to the commercialisation, mediatisation and the creation of a new international fan. In this paper, I utilise Beck’s theories of ‘cosmopolitanism’ and ‘methodological nationalism’ to discuss the existing research which has been undertaken on ‘foreign’ fans of English Premier League clubs. In doing so, I discuss that a cosmopolitan outlook is important to understanding the realm of football and in particular the ‘myths’, ‘cliches’ and ‘stereotypes’ associated to fandom. All dimensions are not just encountered in the national outlook of social actors, but are also crystallised in the methodological nationalist accounts from a wide number of researchers. As such, I encounter a clear dichotomisation of a local-traditional fan in opposition to a new-international fan. I argue that by equating ‘society’ to ‘nation’, and therefore homogenising fans in two contrasting groups, researchers are missing the intertwined transnational life. At the same time, an either/or approach is also seen, which blinds itself to all both/and alternatives given by the banal cosmopolitanisation glimpsed in football culture. In conclusion I call for a greater theorisation of the cosmopolitan turn in football, and in particular to notions of fandom and its local-international dichotomisation, and demonstrate that Beck’s theory is a useful tool to do this.
FC58.1
A Multi-Dimensional, Multi-Cultural Sports Attitude Scale Compares and Contrasts Americans, Germans And Austrians

Yakut, C.; Bean, JR
Lock Haven University of Pennsylvania, United States

This study tests a new sports attitude scale for cross-cultural study comparing sports attitudes in American, German, and Austrian university populations. To what extent are sports attitudes similar or dissimilar when comparing cultures with similar roots? In “sports need theory” sports meet important needs (group identity, personal identity, achievement needs, socialization, entertainment, health needs, social justice, aggression, collectivism, individualism, etc.), but may also reflect cultural prejudices such as racism, sexism and ethnocentrism. A total of 847 subjects (536 from Germany and Austria, 311 from the USA, 18-70 years old) responded to an online survey. Our populations were very similar in attitudes such as sports nationalism, importance of sports in education, support for diversity, sports promotion of international relations and sports media. However, more Americans displayed strong nationalistic tendencies in sport attitudes (58% vs.47%), watched sports more (60% vs. 32%), wanted to see more on-field violence in sports competitions (72% vs. 42%), were more in favor of punishing athletes who take performance enhancing drugs (52% vs. 9%), think young people get pushed too hard in sports competition (64% vs. 21%), viewed sports as a way of preserving cultural traditions (72% vs. 39%), and were more in favor of “counting medals” in the Olympics (55% vs. 37%). On the other hand, more Germans and Austrians than Americans strongly opposed any religious discrimination in sports (71% vs. 48%). It was concluded that, even with this limited sample; there may, indeed, be sport universals combined with particulars due to cultural variances in values.

FC58.3
Versatility Of Achievements In Top Level Sport In Context Of National Identity: Croatian Case

Gruic, I
University of Zagreb/ Faculty of Kinesiology, Croatia

Croatian national identity is predominantly defined by the trinity of 1) territory of Republic of Croatia, 2) Croatian language, and 3) Community of people sharing similar (predominantly catholic) culture, tradition, norms and habits. Many states have their own tradition of practicing particular sport activity. Throughout thirteen century of Croatian history, with many real facts and myths intertwining, Croatian national identity defended itself and absorbed many influences and traditions from closer and farther surroundings. Roman, Venice, Italian, and French influence were opposed to Byzantine, Russian, Serbian. Austrian and Hungarian influence were balanced by Ottoman/Turkish and Albanian. Gypsies and their culture were always present on a lower scale of influence. Important roles of Germany of United States, United Kingdom, USSR, countries participating in Non-Aligned Movement and many others formed a pattern of reinterpretation of Croatian national identity. In Croatia, in terms of top-level sport achievement especially during last two decades, reinterpretation of national identity could be considered successful on the basis of results achieved in different sport disciplines. Croatian people were successful in many different sports due to stability of the dualism of 1) tradition of undisputed monism of basic attributes of Croatian national identity, and of 2) acceptability and adaptability of diverse and versatile outer influences. Versatility of top-level achievements is a result of goal-oriented canalization of diversified patterns trough many single-oriented individual goals set in specific sports.

FC58.4
The influence of Japanese Immigration on the Brazilian Judo During the Past Century and Nowadays

Nunes, AV¹; Rubio, K²
¹UFGRS, Brazil; ²USP, Brazil

Judo is an ordinary practice in Brazil. This paper discusses how it has started and how was its development. The methodology we used was the oral history of life hybrid. We had interviewed all judo athletes (23) that won medals in world championships and/or Olympic Games until 2010 as well as their coaches in a total of 90 interviews. This research has analyzed the influence of Japanese immigration in Brazil and the role that it had over the judo development. Judo’s origin was in Japan as a physical educational method, idealized by Jigoro Kano in 1882 at Kodokan. In Brazil, Mitsuyo Maeda and Soishiro Satake, two Kodokan master started the diffusion of Judo in 1914 in the North Region. Sao Paulo and North of Parana in the Southwest were the regions where most of the Japanese lived at the beginning of the colonization. In there was born Judo in Brazil during the 30’s. From that time to today several Japanese immigrants have contributed to the development of Judo. Because the immigrants didn’t find good conditions, they have migrated internally and there they had plant the roots of Judo. South Region and Northeast didn’t receive too much Japanese, and there the Judo has started slowly and mixed with other styles of combat. From that time to today several Japanese immigrants have contributed to the development of Judo. Because the immigrants didn’t find good conditions, they have migrated internally and there they had plant the roots of Judo. South Region and Northeast didn’t receive too much Japanese, and there the Judo has started slowly and mixed with other styles of combat. After the II World War, Judo runs to be a Sport, and reach the Olympic Games by 1964. Other immigrants arrived by that time and helped the Judo organization, especially in the South and Central-west regions. The development of Judo in Brazil followed the ways of the Japanese immigrants throughout the past century. This 21st century, seems to have different ways to develop the practice, especially the sport. Judo, Japanese Immigration, oral history.
The main goal of this paper is to present the evaluation criteria of the scientific production and its disclosure, in the fields of Physical Education and Social Sciences, discussing the logic that affects the researchers of Sport Sociology. It starts from the assumption that the scientific fields have certain evaluation parameters, which can inadvertently make difficult the publication of the Sport Sociology’s studies in Social Sciences journals and Health Sciences journals, despite the possibility contained in the journal editorial. When we consider a broader discipline, such as Sport Sociology, the situation is even more complex, since the study objects are located between the Social and Health Sciences, leading to two situations, as shown from the empirical research, which mapped the journals of possible insertion of the Sport Sociology papers and the studies published in these journals in the year of 2010. We noticed in this scenario the difficult insertion of the aforementioned papers in the Social Sciences journals and the relatively low score of the research theme in the Physical Education journals, besides the dispute of space with the Natural Sciences, with a different logic of research and historically consolidated.


The Field of Sport Sociology in Brazil: The Scientific Production Dilemma between the Human and the Health Sciences

Ferreira, ALP; Vlastuin, J; Moreira, TS; Marchi Júnior, W; de Almeida, Bárbara S
1Universidade Federal do Paraná/Cepels/Alesde/Capes, Brazil; 2Universidade Federal do Paraná, Brazil

The main goal of this paper is to present the evaluation criteria of the scientific production and its disclosure, in the fields of Physical Education and Social Sciences, discussing the logic that affects the researchers of Sport Sociology. It starts from the assumption that the scientific fields have certain evaluation parameters, which can inadvertently make difficult the publication of the Sport Sociology’s studies in Social Sciences journals and Health Sciences journals, despite the possibility contained in the journal editorial. When we consider a broader discipline, such as Sport Sociology, the situation is even more complex, since the study objects are located between the Social and Health Sciences, leading to two situations, as shown from the empirical research, which mapped the journals of possible insertion of the Sport Sociology papers and the studies published in these journals in the year of 2010. We noticed in this scenario the difficult insertion of the aforementioned papers in the Social Sciences journals and the relatively low score of the research theme in the Physical Education journals, besides the dispute of space with the Natural Sciences, with a different logic of research and historically consolidated.


The Chess Game in Schools from the Perspective of Critical Theory

Bello, P; Barbosa, RF; Fortunato, G
Universidade Federal Rural de Pernambuco, Brazil

The chess game represents today, mainly in developed countries, one of the most effective educational tools. However, the perspective we see being adopted in Brazilian schools, is the chess game as high performance. The objectives of this study is in verify and understand if the perspective of high-performance chess game enters the school without pedagogical mediation and how it affects the students’ understanding of society, through physical education classes. To this end, we adopt a literature review by the survey documents, articles and book, focusing on critical theory came from the Frankfurt School. Thus, we call attention to the History, which shows that in determinate historical moments gymnastics, as well, other elements of physical culture (physical practices) was used as disciplining tool of bodies and we see chess game in schools seems to follow the same trend. This, being one of the games that contain more number and stricter rules, presents itself as an ideological vehicle for students adaptation to the socials norms, taking them a competitive behavior, this in turn are basic elements for stability and/or reproduction of capitalist system. We believe it necessary a pedagogical reflection that better understands the phenomenon of inception of chess game in Brazilian schools, aiming bring to a concept of sports that better attempts the democracy aspirations, other words, a concept that takes students to a critical thinking, therefore the emancipation. Thus, we believe it is necessary to break with the logic of capital (through the chess game) that tends to alienate the individual.

Thinking Sport Sociology Futures: Wild Paradigm Proliferations and Disjunctive Affirmations

Pringle, RG
University of Auckland, New Zealand

Claims that evidence-based research or an “epistemological orthodoxy … is seeping into the critical sociological study of sport” (Silk, Bush & Andrews, 2010, p. 105) have raised concerns that such proliferation “is threatening to neuter the political and critical potentialities of the sociology of sport” (p. 108). In the face of these alleged political problems, numerous calls have encouraged greater engagement with and promotion of qualitative research as a strategy to confront ‘methodological fundamentalism’. In this paper, I raise critical questions about the utility of these calls through reflecting on what the contemporary dominance of qualitative research has achieved for sport sociology. Although I identify as a critical post-structural researcher, I challenge the alleged benefit of sustaining the hierarchical binary of quantitative/qualitative research and, in contrast, encourage border crossings both within and between and social and physical sciences as a strategy for promoting greater interventions in issues of social justice. I thus argue against a reverse form of methodological fundamentalism (i.e. that critical qualitative research is the answer) and encourage the use of seemingly disparate methods. As examples, I concur with Donna Haraway’s call for the indispensability of statistics for feminist projects, Linda Smith’s desire for a re-inscription of positivism for decolonizing research and, Elspeth Probyn’s (2005) recognition that rather than critiquing, dismissing or ignoring ideas from biology or psychology, ‘let’s see what these ideas can do’ (p. xiv). I explore these themes to engender further conversations and healthy debate.


Leonidio, LFS; Bezerra, H; Medeiros, A; Tavares, I; Menezes, V; Moraes, AL
1Faculdade ASCES, Brazil; 2Laboratório de Gestão Esportiva e Políticas Públicas, Brazil

Within social projects, especially the sports, leisure and youth, the assessment represents an important mechanism to measure the effectiveness of practices developed by leading actors, seeking thereby to contribute more effectively with regard to participation, involvement, and absorption the objectives of the activities outlined for the participants. Knowing the results have been achieved enables understanding the success or failure of projects, where are the gaps and possible hits, allowing reflection on practice. Our methodological procedures were bibliographic slant and diagnosed within the area of literature references dealing with the main theme. We conclude that the evaluation process was established as the main tool for reflection and systematization of the actions developed in social projects.

Free Communications
Evolution of the Competitive Level for the Venezuelan Male National Soccer Team
Vallenilla, M.J; Gamardo, P.F
UPEL (Universidad Pedagógica Experimental Libertador), Venezuela

In the last decade the national Venezuelan male soccer team, nickname 'La Vinotino', has improved its international rank, moving in the FIFA international ranking from 111 in the year 2000 to 39 in 2011. This improvement that has been in-crescendo has created an impact in the country. Particularly, because South American tradition, in most countries, is soccer, nevertheless Venezuela has always been associated with baseball. La Vinotinto suddenly has captured the mass media attention and the followers have been multiplied; people have started to identify with their national team. So the main objective of the research is to identify the factors that have influenced on the success of the soccer team and that consequently have affected the sport culture in the country. It is a descriptive field research based on hermeneutic (Ortiz 2004) to analyze the last four decades of the team performance. Former coaches, soccer players and administrators have been interviewed for this process. The results so far are indicating the strong social impact that soccer has at this moment in the country, the visibility it has obtained is astonishing; it has influenced many areas and even political barriers. The relationship in the South American soccer national teams area has also started to change as the traditional 'Cinderella team' are starting to gain spaces, visibility and been heard. This is a research in progress.

Key words: soccer, social impact, success and national pride.
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