Keynote
Thursday, June 13, 2013
9:00 AM - 10:30 AM
Salon A

Sport, Music and Song: Ways of Seeing Aboriginal Identities in Modern Taiwan
Alan Bairner, University of Loughborough (United Kingdom) A.E.S.Bairner@lboro.ac.uk

Relatively little is known outside Taiwan about the island’s indigenous minority. Indeed, some of the most successful members of this group – those who have played MLB such as Chin-feng Chen and Chin-hui Tsao – are probably not even known to belong to indigenous tribes except by the most obsessive aficionados. The main aim of this presentation is to demonstrate that by focussing on relatively small, local case studies, it is possible to contribute to broader debates. The talk specifically addresses the place in Taiwanese society of indigenous people, who make up only 2% of the island’s population, with particular reference to the politics of identity. What is revealed, however, is intended to throw light on a wide range of issues that have resonance extending well beyond the shores of Taiwan. These include the spread of Christianity, colonialism and its legacy, national identity, memory, authenticity, the symbolic importance of space, and the relationship between popular culture and identity formation.

Sport Mega-Events
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Salon A

Participation Legacy and the Hosting of Mega-Sport Events
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The legacy of a mega-sport event for a host nation or city can take many forms. This can include non-sporting gains such as urban renewal, destination marketing and associated economic development. Sport related benefits can include the development of new facilities, reinvigorated sport organisations, modern equipment and possible growth in sport participation. This paper is focused on this last idea, exploring the impact hosting mega-sport events have had on sport participation in Australia. The study is focused on three recent events: the Sydney 2000 Olympic Games; the 2003 Rugby World Cup; and the 2006 Melbourne Commonwealth Games. While some studies suggested that sport participation did increase in Australia following the staging of the 2000 Olympics, the failure of associated organisations to maintain consistent data makes it difficult to support this conclusion. Post 2000, the development of a more consistent data, and the increasing discourse surrounding the concept of sport participation legacy, it is now possible to examine sport participation trends in Australia with more certainty. This research analysed sport registration data collected from national federations as well as data collected from the Australian Bureau of Statistics and the Australian Sport Commission. The findings present a mixed picture. It is evident in some sports, particularly at the junior level, that elite success and the hosting of major events resulted in a short-term participation bounce. However, this growth was often not sustained over the longer-term.

Social Leveraging of Elite and Mass Participation Events: a Case Study of the Tour of Flanders
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Governments increasingly invest in the hosting of sport events. In order to gain support for hosting, governments reconcile economic and political objectives with local popular cultural and social ones. Different levels of government strategically use sport events as a vehicle to achieve positive social outcomes. This process is known as social leveraging.

This presentation details research examining social leveraging of the most popular annual cycling event in Belgium: the Tour of Flanders. In this
event elite cyclists participate in a 258 km race from Bruges to Oudenaarde with 600,000 to 800,000 people watching along the route. Approximately 34 million people in Europe view elements of the Tour on television. Also, 16,000 amateur cyclists participate in the mass participation event. This year marks the 100th anniversary of the Tour, which is accompanied by an additional investment of over €3 million from the Flemish government to create sporting and cultural activities that are themed around the Tour, resulting in a cycling festival for citizens and international visitors.

Qualitative in-depth interviews are completed with members of the organizing body of the Tour of Flanders and government officials at the municipal, provincial, and regional levels who host the event. Results show that the social leveraging framework can be extended from a linear to an iterative process. This submission not only discusses how the Tour of Flanders is leveraged, but also how strategic objectives differ among levels of government and how event-themed activities change public policy and the built and/or social environment in host cities.

Mandating Action: Leveraging the 2010 Winter Olympics
Amanda De Lisio, University of Toronto (Canada)
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In the wake of a sport mega-event, host cities invest enormously in order to create a favourable impression of local communities to the (watching) world. The 2010 Winter Olympic host, Vancouver/Whistler, British Columbia, who strove to brand communities as the healthiest and greenest Olympic/Paralympic host in the world via the creation of a provincial health campaign, ActNow BC, proved to be no exception. In order to capture the attention of young people across the province, ActNow BC created support material for newly-implemented school health policies. Using qualitative data, this presentation will analyze the extent to which ActNow BC policies and other public strategies, socially leveraged (O’Brien and Chalip, 2007; 2008) around the Games, materialized within the local context. In particular, it will discuss the impact of the campaign on a group of young people (n=14) from a high school in the Greater Vancouver Area and demonstrate the manner in which public policies were used to fashion a particular vision of an ideal citizen (both active and healthy) as oppose to creating lasting health legacies for those living within host communities.

Sport and Globalization
Thursday, June 13, 2013
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Salon C

United Students Against Sweatshops: Social Protests and Global Activism Against Sweatshops Where Sporting Goods for Universities Are Made
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A fundamental feature of capitalism is the exploitation of labor. The result has been persisting structured conflicts between workers and their capitalist employers. Social movements organized by workers and their organizations and by activists on behalf of the workers have been an enduring characteristic of capitalist societies. Contemporary sport is an integral component of the global capitalist political economy. Sporting goods manufacturing is one of the most flourishing global export-processing industries. Sweatshop labor is the dominant method employed by sporting goods and equipment suppliers. Beginning in the early 1990s Nike Social Movement campaigns brought their message about Nike’s Asian sweatshop factories to American university campuses. A rising tide of student activism led to the founding of the United Students Against Sweatshops (USAS) in 1997, a grassroots organization of students who formed a powerful and dynamic social movement targeting Nike, Adidas, and other global sporting goods corporations, particularly those making collegiate licensed products under unhealthy, unsafe, and unfair working conditions. In 2012 more than 200 college and university campuses in the United States had member chapters, in
addition to dozens of organizations worldwide not formally linked to USAS. USAS has successfully adopted antisweatshop codes and institutional policies against sweatshops, especially sporting goods firms who make collegiate licensed merchandise. Combining qualitative methods about USAS leaders, activists, and sweatshop workers, along with extensive document analyses, I employ a conflict/cultural perspective to examine various features of this social movement -- its purpose, organization, methods, leadership strategies, and outcomes.

Navigating Bodies, Borders and the Global Game: Football, Out-Migration & the Adolescent Male Body in West Africa
Darragh McGee, University of Toronto (Canada) darragh.mcgee@mail.utoronto.ca

How do adolescent males in West Africa understand and experience the game of football in their everyday lives? And in a localized youth culture which is increasingly defined by the spectre of out-migration, to what extent is the practice of playing football allied to, and a vehicle for, the ubiquitous desire to 'go outside'? The proposed paper is framed around such pertinent empirical questions, revealing the way in which subjective articulations of what it means to 'play the game' for adolescent males in West Africa are both a localized manifestation of, and a corporeal response to, the crystallization of a European football labor market and the concomitant proliferation of talent recruitment initiatives on the African continent. The unique contribution of this paper lies in its capacity to shed new light on the precarity of the adolescent male body in late modernity, situating its dialectical relationship with the market forces of neo-liberal capitalism, and to our understanding of how athletic bodies move through, act on, and negotiate the enabling and constraining parameters of global sport. Drawing on extensive ethnographic fieldwork in Ghana and semi-structured interviews with adolescent males, the paper seeks to explicate the contextually-specific meanings of education, work and play as they are inculcated in the adolescent male body, and vis-a-vis the emergence of football as a vehicle of migration.

The Transnational Flow of Body Cultures: The Globalization of Modern Yoga in the 20th Century
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Modern transnational yoga has increasingly become understood as a predominantly Anglophone phenomenon in spite of its Asian inspirations - one of the first and most successful products of globalization. Now one of the fastest growing health and fitness activities, said to be 'oxygen for the modern soul,' modern yoga can be found everywhere among the affluent, educated and especially women. This paper will discuss how interest in yoga thought and practices began to grow in the late 19th century as the result of an ongoing dialogical exchange between modern body culture techniques originating in the West and the various discourses of modern Hindu yoga that circulated throughout the nineteenth century. It will focus especially upon the feminization of hatha yoga as it was reframed and incorporated into female physical culture practices in the West during the 20th century and examine claims about some of the risks and benefits which have flowed from this classic example of Hobsbawm's 'invention of traditions.' As Anne Harrington reminds us in relation to the history of mind-body medicine, eastward journeys rarely take us into another world for they are located within colonial cultural discourses and narratives that have already established themselves as familiar. They simply take us deeper into ourselves.
**Sport Spectatorship and Fandom**

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Salon D

**Female Fans’ Experience of the Significance of the Supporters’ Trust Movement**

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This paper looks in detail at how female fans have reported their experience of the supporters' trust movement in England: a new, democratic and equitable way for supporters to become involved in the life of their club, and become part of a fan community broader than simple club allegiance.

Based on the narratives of my respondents, this paper suggests that the trusts' democratic framework makes it uniquely accessible to female fans; involvement is open to everyone, and holding office in the supporters’ trust movement is dependent on a one-member-one-vote election rather than on one’s existing social network of fandom and having the ‘right’ contacts.

Indeed, this paper presents anecdotal evidence that suggests women are more likely to become involved in supporters’ trusts, possibly because combining motherhood with part-time work or being a stay-at-home mother with no paid work outside the home enables women to have more time to devote to this voluntary work. It draws parallels with the ‘support’ roles women seem to be expected to take in supporters’ movements (as opposed to roles that put them in the public eye), and the ‘support’ roles women are expected to take in other situations, such as within the domestic sphere and in conversation.

It also discusses the particularly ‘gendered’ roles assumed by people within the movement, and how respondents felt they were perceived by male fellow fans, with some feeling that putting oneself in a more visible role within the fanbase opens them up to sexism.

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**Understanding Gender Relations Among Sport Fans**

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While there is evidence that both women and men support sport teams and players (Fink, Trail, & Anderson, 2002; James & Ridinger, 2002; Robinson & Trail, 2005), sport fandom is commonly understood as a male activity (Pope, 2011; Wann, Melnick, Russell, & Pease, 2001). Women are marginalized as sport fans by men, who question their knowledge and commitment, thus reinforcing their superiority over women (Crawford & Gosling, 2004; Pope, 2011). There is also evidence that women are involved in marginalizing other women as sport fans (Jones, 2008). One gap in the sport fan literature, however, is an examination of men and women’s lived experiences as fans, with a specific focus on their interactions at the local level to negotiate relationships between and among them. As Crawford (2004, p. 54) noted, “supporter communities are not just defined by a shared sense of belonging, but also by patterns of exclusion and even opposition to others.” Using the revised concept of hegemonic masculinity, which “recognize[s] the agency of subordinated and marginalized groups” (Connell & Messerschmidt 2005, p. 847), the purpose of this study is to examine gender relations among sport fans within a local context.

A case study approach will be used to limit the focus to fans of a particular team (Yin, 2009). In-depth interviews will be conducted with 16 – 24 men and women who self-identify as fans of the same Canadian professional sport team. The data will be analyzed through assigning codes, and identifying categories and themes (Strauss & Corbin, 1990).
Female Rugby Union Fandom Pleasures: Analysing Content and Context in Focus Group Talk
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This paper investigates conversations between New Zealand female fans of male rugby union in focus group talk. In focus group discussions fans exchanged knowledge about playing strategies, rules changes, predictions for their teams, and joked about their attraction to favourite players. They did not dismiss a romantic interest in certain players, although they did not see this interest as most important to their fandom, nor did they underplay their knowledge of the sport. More importantly, they did not consider these passions as incompatible, but rather reasoned that overall they brought an immense pleasure and pride to their lives and enabled them to ‘let loose’. In this paper I draw on sociological accounts of sports fans and focus group methodology to explore the participants’ interaction and talk about their fandom. While academic attention to female sports fandom has provided some critical challenges to the assumption that sports fandom equates to masculine fandom, limited information is available on feminized or feminine sports fandom pleasures and practices (Tanaka 2004; Kim 2004). In the paper focus group conversations are reproduced in order to show how fandom identities are constructed in interactions between the women who share experiences, sometimes agreeing and sometimes disagreeing and modify their opinions about the pleasures of being a female fan of male rugby union.

Living by Numbers: Press Reporting of Elite Athletes’ Ageing
Emmanuelle Tulle, Glasgow Caledonian University (United Kingdom) e.tulle@gcu.ac.uk

Lay and scientific pronouncements about ageing are ostensibly in transition. Whilst biomedicine continues to inform the dominant discourse of old age and ageing, associating ageing with inevitable biological decline and extending this to psychological and social ageing, there is evidence that within this discursive space that ageing decrements can be counteracted by inter alia physical activity interventions targeted at improving physiological and biomechanical function. The ageing body is therefore under reconstruction: from an intractable to a malleable body, a failing body to a body in progress. There is also a new cultural economy of ageing which is a response to the wholesale marginalization of the

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Sport, Ageing and Embodiment Amongst Silver Surfers
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Images of surfing have tended to reflect consumer culture’s fascination with youthfulness, simultaneously perpetuating a myth that participants are reckless, risk-seeking hedonists. This image, however, is being challenged with increasing numbers of older male and female surfers taking to the water. Drawing on interviews with (what the media have dubbed) ‘silver surfers’, I explore the experiences of older people who surf. While ageing is often conceptualised as a phase of cognitive and physical decline, surfing is being used as an identity resource in the extension of ‘mid-life’ (Featherstone & Hepworth, 1991) and in the process of negotiating (anxieties about) ageing (Tulle, 2008). I highlight the ways in which older surfers challenge dominant discourses about physical activity, risk, age, and gender embodiment. Yet, in accordance with the politics of neoliberalism, ageing is increasingly seen as a life-phase where individuals can, and indeed are increasingly required to keep themselves physically and cognitively healthy (c.f.Millington, 2012) via adopting appropriate sport and leisure activities. The paper therefore considers the ways in which neoliberal discourses of health - in which consumer-citizens take personal responsibility for their well-being – influences surfing identities, practices and discourses.
old. The body is problematized as contributing to social and cultural ageing and its reconstruction as a malleable body endowed with physical capital may offer the opportunity to resist ageing as framed within a decline narrative.

This paper will explore how the ageing of well known male elite athletes – Lance Armstrong and Roger Federer - has been dealt with in the Anglophone and Francophone written press. I will show how an extended career in the athletic field positions these athletes in an ambiguous relation to the dominant discourse of old age. In particular I will show how the strategic deployment of numbers is used to encase these athletes’ bodies into a linear model of physical change, rendering fluctuations in athletic capital (competence, performance and income) into incontrovertible evidence of inevitable decline and that only exceptional reputational capital can rescue the athlete from the grips of this discourse.

The Embodied Pleasures of Physical Activity in Older Age.
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Noreen Orr, University of Exeter (United Kingdom) Noreen.Orr@pcmd.ac.uk

The embodied pleasures of physicality have received little attention within sociological studies of sport and exercise. This is particularly the case when it comes to the ageing (sporting) body. Drawing from life history and visual data produced with 50 regularly active adults age 60 years and over, this presentation will illustrate how pleasure is experienced with and through the active body in diverse and multiple ways. It argues that the embodied pleasures of being active in older age can provide alternative meanings of physical activity, which, in turn can offer a different way of promoting physical activity across the life course.

This presentation forms part of the Moving Stories project, funded by the ESRC (RES-061-30-000551) www.ecehh.org/publications/moving-stories

Sport in Asia
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Salon F

Underdog Boxers as Social Products: How Nameless Filipino Pugilists Constitute the Bottom of the Asian Boxing Market
Tomonori Ishioka, Hokkaido University (Japan) ishioka@edu.hokudai.ac.jp

Through the cases of nameless Filipino migrant boxers, this study aims to illuminate the social structures of the Asian boxing market and its mechanism of constantly producing “underdog opponents.” Recently, boxing popularity in the Philippines has dramatically increased because of the emergence of a superstar, Manny Pacquiao. However, countless anonymous Filipino boxers are considered as underdog opponents in the ring in Japan, Korea, and Thailand. For instance, in 1996, Filipino boxers fought 150 fights in Japan, but the result was 11 wins, 133 losses, and 6 draws. It reflects the social positions of Filipino boxers in the market that they take up the role expecting to lose. However, the fact that Filipino boxers themselves aspire to engage into these roles should not be overlooked. This is because of not only the relatively high price of purse but also the honors to experience fights abroad. This study dissects the sociosymbolic relationships between the position of Filipino boxers, which constitute the bottom of the Asian boxing market, and their disposition, which is an engine to devote themselves to these disparity trades. By using Pierre Bourdieu’s theory of practice, this study presents an economic–sociological investigation on the Asian boxing market.

"Big Football Plan": Football Policy in Taiwan (2010-2013)
Liang Kun Min, National Taiwan Sport University (Taiwan) a8255@ms25.hinet.net

This paper examines how the Taiwan Ministry of Education promotes the “Big Football Plan” and explores the relationship between participants since 2010 including FIFA, the Taiwan MoE, CTFA, and schools. This study evaluates the "Big Football
Plan" policy and employs the method of semi-structured interviews with government officials, the CTFA Secretary-General and the international group of cadres. This provides the basis of a critical discussion of the power relationship among the MOE, CTFA, and FIFA. In sum, this study finds some social effects and power relationships through the “Big Football Plan” in Taiwan.

Key words: FIFA, football policy, Taiwan

Sport and Media
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Salon A

Media Framings of North Korea in the London 2012 Olympic Games
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In this presentation I report findings from an analysis of mainstream news-media framings of North Korea’s participation in the London 2012 Summer Olympics. The research was guided by the following questions: 1) How was North Korea’s involvement in the Olympics understood and portrayed within mainstream news-media in South Korea and in a selection of other national contexts?; 2) What differences were there, if any, between the South Korean coverage and other international news-media coverage?; and 3) What might these differences imply about decision-making processes in mainstream news-media, and/or about how journalists might be implicated in the promotion of stereotypes and/or xenophobia?

The study draws on and assesses existing theory and research on news media coverage of conflict, sport, and nationalism with particular attention to the interrelated concepts of ideology, hegemony, and Orientalism (Said, 2003). The analysis is guided by Norman Fairclough’s (1995) Critical Discourse Analysis approach to examining how language operates in framing events and topics in a manner that may make some points or perspectives more visible than others. The overarching goal of the study is to provoke thinking about the role of sport media producers in peace promotion and in the perpetuation of conflict and cultural violence, the potential impacts of mass media on audiences, and possibilities for developing more critically-informed approaches to creating media messages.

The Metamorphosis of “the Sick Man of East Asia”: Bodily Discourse in the Chinese Press Coverage of Foreign and Chinese Athletes at the Olympics, 1984-2012
Yiyin Ding, Waseda University (Japan) ding-yiyin@moegi.waseda.jp

After the 2012 London Olympics climaxed in a magnificent finale, the Chinese team carried home a record 38 gold medals. This remarkable success has taken China further from the former stereotype of the “sick man of East Asia” and toward one of the leading Olympic sports’ powerhouses. The purpose of this research is to conduct a content analysis of bodily-related discourse in the Chinese press coverage of Chinese athletes and foreign athletes to test the hypothesis that the growing success of Chinese participation in the modern Olympics has reshaped the Chinese body perception. It also attempts to explore modern China’s role in the world and its relations with other countries and regions.

The content analysis searched for Olympic-related sport articles and/or headlines containing the Chinese characters for body ‘身’ (pinyin: Shen) /’体’ (pinyin: Ti) during the eight summer Olympics that China has taken part in since 1984, in two Chinese newspapers: Titan Sport and the People’s Daily. The articles were analyzed for positive and negative bodily characteristics, and coded for the attribution of these characteristics to Chinese and foreign athletes. Further comparisons were made between the Chinese and major opponents from East Asia and the West (namely Europe and North America). The presentation will interpret the hidden message behind the bodily representation of Chinese athletes such as the ways in which Chinese athletes are perceived to be physically inferior to athletes from the west but physically superior to fellow East Asian athletes.
Nationalism and the National Basketball Association Finals: An Analysis of Announcer Discourse
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One of the key themes of contemporary media is to entertain the audience; a central “function of the media [is] for diversion and enjoyment, in which the media provide stories, features, music, and films to make audiences laugh, cry, relax, or reflect rather than gain information” (Wilson, Gutierrez, & Chao, 2003, p. 40). Through the framing of sport broadcasts, which become the individual scripted storylines, commercial media seek to generate a large viewership as possible in order to on-sell viewers to advertisers and sponsors. Entman (2007) suggests that framing is a “process of culling a few elements of a perceived reality and assembling a narrative that highlights connections among them to promote a particular interpretation” (p. 164). As such, this study seeks to uncover how the concept of nationalism was portrayed by commentators during the broadcasts of the 2011 National Basketball Association finals. Further, the scripting tactics will be uncovered that were employed by sportscasters to possibly enhance the salience of storylines to viewers through a post hoc reconstruction of scripts. While a wide body of literature exists on nationalism and sport, this research analyses a series of events not often studied, an NBA finals. A content analysis of announcer discourse will be conducted to uncover how American (N=22) and international (N=8) professional basketball players were portrayed by announcers. A reliable and validated 15 category taxonomy (Scott, Hill, & Zakus, in press) will be used to analyze and evaluate the frames that were used by announcers to depict NBA players.

Sports and Gender
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Salon C

Male Gatekeepers as Access Points to Public Spaces for South African Female Footballers
Cassandra Ogunniyi, University of Johannesburg (Canada) cogunniyi@ymail.com

Discourses of hegemonic masculinity are associated with the historical and social construction of power, control of spaces, and relationships between men and women, masculinity and femininity. Public spaces continue to be dominated by men while private, domestic spaces are occupied primarily by women. One of the reasons women have struggled to gain access to sports arenas is that sports are often located in the public community space, controlled and dominated by men. In these contexts access for women remains restricted and limited. This research examines twenty-one comprehensive case studies within South African women’s football (soccer) including interviews with players, parents, siblings, cousins, teachers and coaches. Qualitative and quantitative methods were used for data collection and analysis. The results confirmed past research that family composition and sport history are important factors in children’s sport participation patterns. In these cases, 19% of the girls had a father that was the most influential and 24% were influenced by an older brother or cousin. In two of the cases, both the player’s mother and father had played soccer, however the father was still the most influential in the player’s initiation into football. These cases demonstrate that in order for women to gain entry into the public sport sphere they required the assistance of a gatekeeper such as a male sibling, parent or coach, or an intermediary such as a school sport team, which reinforces the dominance of men in controlling access to public spaces.
Hard Choices: Career Paths of Men and Women in (and out of) Sport Industry
Todd Crosset, University of Massachusetts, Amherst (United States)
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This presentation is a slice of an on-going 10 year longitudinal study that employs both qualitative and quantitative methods to explore the impact of gender on the career trajectory, satisfaction and the choices of mid-career managers and executives in the sport industry.

Although, women’s participation in sport has expanded dramatically, sport remains a male dominated profession (Carpenter and Acosta, 2010). The objective of this project is 1.) to describe women’s “place” within the sport industry over time. Have women made inroads into the management of sport? If so where? 2.) to explore women’s experience and their choices as managers and executives within the sport industry and why women managers opt out of the sport industry. And 3.) to examine the impact of gender on career trajectory and satisfaction.

Following England (2010), we anticipate that women who leave the field of sport will take similar positions outside of sport where they experience more “gender fit”. Following Kmec et al. (2010) we anticipate that non-recruited job changes within the industry result in more gender segregation than do formal or informal searches.

This presentation is based on a survey distributed to 320 managers or executives who have worked in sport and/or are currently working in sport and fifteen life histories of women sport managers. The survey sample is comprised of equal numbers of men and women. All the respondents graduated with degrees in sport management from one institution between 1988 and 1999. The life histories are recorded and transcribed phone interviews.

Sport, Gender and Sovereignty – A Research Perspective
Gertrud Pfister, University of Copenhagen (Denmark) gpfister@ifi.ku.dk

In this presentation, I will define the terms gender and sovereignty, describe the propagation and interactions of these concept and provide an overview about the development and the current state of research in the field of sport sciences. Subsequently, information will be given on sport related gender differences and gender hierarchies in the sport systems of Western countries. A focus will be on of participation rates of men and women, on the gender proportions among sport leaders and coaches as well as on the media coverage of men’s and women’s sports.

In the second part of the presentation, I will refer to potential reasons for the gender differences and propose explanations based on relevant theories. I will draw, among others, on Connell’s and Lorber’s concept of gender, Bourdieau’s approach to habitus and taste as well as on socialization theories and theories on the cultures of (sport) organizations. Emphasis will be on the impact of sovereignty on gender relations inside and outside of sport.

The paper will end with a discussion of current issues and topics of future research, e.g. women and gender in sport politics, ageing and sport form a gender perspective, the involvement of men in traditional women’s sports or the IOC decisions about gender verification. These and other topics demand new research perspectives, international cooperation and intercultural comparisons.
Sport, Health and Risk
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Salon D

**Sport-illness Narratives by Patients and Medical Professionals**

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The medicalisation of sport and physical activity for both healthy and ill people fits within the ongoing process of healthism in society. Research among patients and (elite) athletes with (chronic) illness has shown that continuing participation in sport activities nowadays represent one of the dominant technologies for medical recovery and to recapture embodied self-worth and identity. However, apart from partly overcoming the often disruptive biographical impact of serious illness, sport participation can also function as ‘guilty reminder’, in explicitly manifesting the (physical) decline of the embodied selves of patients. Dominant published sport-illness narratives and those that circulate in health settings mainly form variations of Frank’s restitution and quest narratives and provide a selective map that affects personal experiences and social perceptions of illness. We assume a possible mismatch may exist between the lived and propagated sport-illness narratives for chronically ill people that can lead to feelings of guilt, miscommunications with medical professionals and low adherence to the promoted physical activity and sport programmes. In our ongoing study we analyse the interactive (re)construction and negotiations of sport-illness narratives among patients with different chronic illnesses (breast cancer, diabetes, depression and hiv) and their medical professionals. We will present the first outcomes of questionnaires and in depth interviews among patients and semi-structured interviews with specialized nurse practitioners and physiotherapists.

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**Injury as a Personal Matter: Views of Injury among College Soccer Players in Korea**

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*Sun-Yong Kwon, Seoul National University (South Korea) [kwonsy@snu.ac.kr](mailto:kwonsy@snu.ac.kr)*

Socio-cultural analyses about athletic injury have been relatively absent in South Korea, and this paper attempts to explore injury experiences among Korean elite athletes. In-depth interviews were conducted for college soccer players. Most athletes were found to have injury experiences at various times of their athletic career; however, they tend to neglect the fact that injuries could have a major effect on training and competition settings. Athletes, also, have a tendency of putting victory and triumph before themselves and feel the need to sacrifice personal agendas or problems when participating in sports. Athletes think injuries can become a disadvantage to their career, therefore, they participate in competitions and training sessions, despite the fact that the injuries are not fully recovered. Mostly, managing injuries and injury recovery is performed individually. Injuries are perceived as the athlete's personal responsibility which is not thought to be dealt on a team basis. The culture of individualized injury is discussed within the context of the Korean elite sport system.

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**Contemporary Dance Instructors’ and Yoga Instructors’ Views about Healthy Technical Training**

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The purpose of this qualitative study is to examine the importance of technique in contemporary dance instructors’ and yoga instructors’ understandings of healthy practice. Although contemporary dance and yoga differ from each other in several ways, both of these physical activities require high movement skills and the injury rates can be high among their practitioners (e.g., Aalten, 1995; Dryburgh & Fortin, 2010; Thomas & Tarr, 2009). Therefore, it is important to examine the instructors’ views about the role of
proper technical execution of the required movement skills.

My study draws from the insights of poststructuralist theory to examine the significance of the materiality of the moving body in contemporary society. While the knowledge bases or discursive forms (Foucault, 1973) that define contemporary dance, an art form, and yoga, a mindful (fitness) practice, differ, I am interested in comparing how the instructors in these highly codified forms of physical activity negotiate teaching their bodily practices in a ‘healthy’ and efficient manner. Theoretically, this investigation is framed by Michel Foucault’s (1991) reading of disciplinary techniques that create docile bodies in the current neo-liberal society. In addition, possibilities for creating ‘subjects’ (Foucault, 1987; 1993) who break out from the confines of discipline by using skillful bodily practices are considered. I use semi-structured, formal, face-to-face interviews (e.g., Kvale & Brinkmann, 2007; Markula & Silk, 2011; Patton, 2002) to map four women contemporary dance instructors’ and four women hatha/iyengar yoga instructors’ experiences of teaching movement technique.

Student-Athletes
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1:30 PM - 3:00 PM
Salon E

Listening to the Voices: The Experiences of Black Female Student-Athletes in Canadian Higher Education
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Reviews of the literature reveal that little is known about minority female student-athletes and their experiences within Canadian higher education. This dearth of information is paradoxical considering the academic and athletic legacy of this subgroup, as well as the noted importance of the student experience and athletic participation within postsecondary education. The aim of this study is to gather data on the experiences of Black female students who are involved in athletics. The goal is to gain an understanding of their experiences as students, as athletes, and as Black women. Additionally, the study intends to help fill a gap in the existing literature on race, sport, and the student experience in Canada. The main research question is: What are the university experiences (academic, athletic, and social) of Black female student-athletes within Canadian universities? This study will employ an intersectional framework to examine how race, gender, athleticism and the student role intersect to shape the student experience. This investigation utilizes a mixed method approach consisting of an online survey and in-depth interviews. This paper will present the findings of this study.

A Self-Reflective Approach to Understanding Former Intercollegiate Student-Athletes’ Educational Experiences
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Problem
Numerous intercollegiate student-athletes suffer academically. This has created a major concern regarding college athletics’ role within higher education (e.g., Hawkins, 2010; Duderstadt, 2000; Gerdy, 1997). This concern has prompted the higher education community to inquire about the extent to which intercollegiate athletics fits within the educational mission of the academy and whether or not student-athletes educationally benefit from their participation in athletics.

Method
Eight former U.S. Division I college athletes (four males/four females) in tennis, track & field, crew, and soccer were asked to participate in an individual semi-structured interview. Participants were asked to self-reflect on any experiences that enhanced (a) personal development, (b) academic development, and (c) any experiences that have left a lasting impression on who they are today. This study is framed by Astin’s theory of student involvement, Ryan & Deci’s self-determination theory, and Bronfenbrenner’s bioecological theory of human development.
Research Questions
1. How do former student-athletes believe that their participation in intercollegiate athletics influenced their personal and academic development?
2. How do former student-athletes feel that their experience in intercollegiate athletics continues to play a role in their lives?

Findings
The preliminary analysis suggests that the participants’ experience in intercollegiate athletics have motivated and enhanced their personal development, academic development, and have shaped who they are today.

Implications
This research contributes to our understanding of the academic and personal development of intercollegiate student-athletes and offers an opportunity for a broader discussion on how to realign intercollegiate athletics with the educational mission of higher education.

Student-Athletes’ Understanding of Doping and Gender: The Role of Misperceptions and Stereotypes
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Sarah Teetzel, University of Manitoba (Canada) Sarah.Teetzel@ad.umanitoba.ca
This paper presents the results of a three-year study examining female and male university student-athletes’ perceptions of gender and doping. To gain insight into the connections between doping and gender, the first step of the project involved the creation of an annotated bibliography summarizing the literature on doping and gender published in scholarly sources from the late 1960s to the present. This information provided the historical background needed to create an interview guide to address student-athletes’ understanding of gender and doping. The second step involved in-depth, semistructured interviews with a sample of 38 Canadian varsity athletes from three universities. Results from the interviews indicate that the student-athletes interviewed continue to echo several long held stereotypes about women athletes and doping, which we will discuss in this presentation. Building on the work of Lock (2003) and Davis and Delano (1992), this presentation analyzes the culture of doping at the university level and the persistent gender stereotypes that linger on university campuses. For instance, the pressure to adhere to societal standards in terms of ideal body composition, the use of weight loss supplements to achieve a specific physique, and the failure to recognize that the pursuit of leanness can hinder athletic performance and success.

Sport and Alcohol
Thursday, June 13, 2013
1:30 PM - 3:00 PM
Salon F

Towards Hegemonic Drinking: A New Perspective on the Sports-Alcohol Nexus?
Catherine Palmer, University of Tasmania (Australia) catherine_palmer@hotmail.com

This paper engages with (and challenges) perhaps the single most dominant theoretical trope in studies of sport–related drinking, namely “hegemonic masculinity”. The paper continues an ongoing research agenda that asks sociologists to extend our conceptual, theoretical and empirical frameworks for thinking about sports-associated drinking. The argument presented is that persistent narratives of particular kinds of male drinking in sport have dominated the discourse, which has oriented analyses in particular ways and obscured other relationships to sport and alcohol, such as those experienced by sportswomen. Drawing on preliminary empirical data with sportswomen, the paper puts forward a case for “hegemonic drinking” in which drinking as a state or condition of ideology frames understandings of how particular ways of performing drinking seem natural and normal over and above who does them.
Boozing, Brawling, and Community Building: Sport-facilitated Community Development in a Rural Ontario Community
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The sport of hockey has been discussed extensively in relation to social identity formation and psychosocial outcomes both positive (Adams, 2006; Grunae & Whitson, 1993) and negative (Allain, 2008; Wattie et al., 2010) within Canadian society. In this paper, we utilize a case study of a hockey tournament hosted in a small, rural town in northern Ontario to examine and discuss the complexities of this rural community sporting event and its various social outcomes. Furthermore, we explore the tensions that exist between the values made explicit by institutional sporting bodies and policies, such as the Canadian Sport Policy, and the values embodied by the tournament in order to demonstrate how interpretations of these events may be flawed should they seem them destructive. We engage in discussions of social capital (Coalter, 2007), social identity theory (Cote & Levine, 2002), sport heritage (Ramshaw & Gammon, 2005), nostalgia for social experience and sport (Mason et al., 2005), as well as the Bakhtinian carnival (Robidoux, 2001) to examine how these idiosyncratic elements of the tournament that violate institutional norms have been retained due to their contribution to the positive social outcomes and consequent community development. We also highlight a need for more contextual interpretations of rural community sporting events in order to better understand the complex ways in which they may contribute to local culture and community development as well as how standardized understandings of the role of sport may be inadequate for interpreting these activities.

Sports Fans, Alcohol Use, and Violent Behavior
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To most people it seems perfectly obvious that alcohol use is one of the main reasons why sports fans exhibit violent behavior. However, the truth of the matter is that most drinking among sports fans does not result in violent behavior. Thus, the link between alcohol use and violent behavior among sports fans is more complex than it seems at first. This paper organizes and reviews the fragmented literature on alcohol use and violent behavior among sports fans. It appears that several factors might help to determine whether or not alcohol use among sports fans leads to violent behavior. These factors range from macro-level sociocultural factors found in wider society to micro-level characteristics of the individual sports fan. This demonstrates that any attempt to understand alcohol use and violent behavior among sports fans must consider sociological as well as psychological factors.

Sport, Politics and Policy
Thursday, June 13, 2013
3:30 PM - 5:00 PM
Salon A

"Dance then wherever you may be": Perceptions of 'Scottishness' in Highland Dancing in Glasgow, Scotland
Bethany Whiteside, Royal Conservatoire of Scotland (United Kingdom) B.Whiteside@rcs.ac.uk

Highland Dancing is viewed as a form of dance and sport, as a link to the romantic past of Highland history, and as part of a rigid competitive structure regulated by official boards and associations. Despite or perhaps because of these conflicting states, Highland Dancing may first and foremost be defined by its ‘Scottishness’, a conceptual myriad of cultural, social and political identities located nationally, regionally and locally (Bairner, 2001). A key performance arena for Highland dancers is Highland Games, widely recognised as both a tourism and sporting event, and through its location within these arenas, Highland Dancing has
become identified with a particular brand of nostalgic ‘Scottishness’ – that of the ‘old country’ – in Scotland and abroad.

Relevant studies have tended to focus on Highland Games as a whole and on events taking place in the diaspora (e.g. Chabbra et al, 2003; Ray, 2001). In this paper, I draw on interviews and observations of Highland dancers at a private dance studio in Glasgow. Using the ‘thinking tools’ of Pierre Bourdieu, I explore why these dancers want to do Highland Dancing; how notions of ‘Scottishness’ inform their individual and collective dispositions; and how participation in Highland Dancing builds different but related kinds of cultural, social and physical capital.

My analysis suggests that, while Highland Dancing may be a vehicle for sustaining Scottish culture across the diaspora, within Scotland itself, dancers are more concerned with the social and physical aspects of the dance.

**Taekwondo and Political Ideology in Taiwan: An Analysis of Historical Sociology**

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Taekwondo was introduced to Taiwan through the Kuomintang (Chinese nationalist party, KMT) since 1967. However, there were very few relevant studies of taekwondo through the historical and sociological perspectives in Taiwan over the last four decades. In particular, sports played a significant role during the KMT’s authoritarian regime during 1960s and 1980s. Taekwondo was not only a sport, but also as an ideological tool of the regime. Some issues will be discussed in this study: How was taekwondo introduced into Taiwan? How was the relationship between sports and political ideology? How was the development of taekwondo during the KMT’s authoritarian regime period? How did taekwondo become one of popular sports in Taiwan? In order to answer those questions, this study applies the methodology of historical sociology to examine the development of taekwondo through the relevant literatures, articles, historical events, pictures and theories. In sum, taekwondo was not only a sport, but also a tool of political ideology under the KMT’s domination from 1960s to 1980s.

Keywords: authoritarian, KMT, political ideology, taekwondo, Taiwan

**Judo and Japanese Imperialism in Taiwan: An Analysis of Historical Sociology**

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Tony Hwang, Graduate Institute of Physical Education of National Taiwan Sport University (Taiwan) tonhwang@hotmail.com

In retrospect, the development of Judo can be seen as an epitome of Japanese colonialism; historically, it remained etched in the memory of Taiwanese people — a struggle, pain, and concession as well. In 1895, the Japanese introduced Judo to Taiwan when they colonized the land. Today Judo, the global sport, becomes immensely popular across the world, gaining its sustainable development successfully. Over the last two decades or more, surprisingly scant are the relevant studies of Taiwanese Judo from the perspectives of historical sociology. In particular, sports played a significant role during the Japanese colonial period. Not only is Judo a sport, but it is also a cultural tool of the Japanese colonialism. Several Western scholars have made great contributions to the study of sport and colonialism, whereas there are still few in Taiwan. Here will a number of some be discussed in great depth in this thesis: How was Judo introduced into Taiwan? How was the relationship between sport and Japanese colonialism? How was Judo being developed during Japanese colonial period? How and when did Judo become one of the most popular sports in Taiwanese society? To give these questions thought, not just scratch the surface, this thesis intends to apply the methodology of historical sociology to examine the development of Judo through the relevant
literatures, articles, historical events and theories.
In sum, Judo is as an important cultural emblem of
Japanese colonialism, having affected the
development of Judo in Taiwan over the last
century.

Keywords: Japanese imperialism, Judo, Taiwan

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**Sport: Contesting Sovereignties**

**Thursday, June 13, 2013**

3:30 PM - 5:00 PM
Salon C

**Sexual Exceptionalism: Queer Athletic Privilege and the Post-9/11 International Gay and Lesbian Athletic Movement**

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Recently sport studies scholars have suggested that
the analysis of non-normative sexualities in
sporting contexts suffers from a lack of robust
interrogation, reproducing narrow single
identitarian approaches (King, 2008). In this
presentation, I mobilise Puar’s (2007) concepts of
sexual exceptionalism and homonationalism, and
Morgensen’s (2010) notion of settler
homonationalism, to analyse specific examples
from the 2006 Gay Games and 2006 Outgames to
demonstrate how ‘emancipatory’ sexual identity
athletic events also reiterate white, Western,
bourgeois privilege. The argument is not just that
race has to be added to the analysis of the
international lesbian and gay sport movement; it is
that relying on a primary focus such as
homophobia actually contributes to the
reproduction of other forms of potent oppression. I
end with a reading of the 2010 Vancouver Winter
Olympics as a new context for post-9/11
homonationalism in the production of queer
abjection.

**Body Sovereignties, Gay Men and Steroid Use**

**Patrick Keleher**, University of Toronto (Canada)

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Gay men immersed in bodily practices like steroid
use, that are produced within sporting and physical
activity spaces like the gym, are often be said to be
normative, structured, and determined. But social
relations are never stable, universal nor fixed, and
opportunities for resistance and transgression
within individual practices like steroid use, and
within sport, gym and exercise spaces, cannot be
dismissed. This presentation explores the culture of
gym spaces, and draws on actor-network theory
and spatial frameworks to interrogate the lived
practice of steroid use among gay men. I consider
how body sovereigns and steroid use intersect
to produce, extend, resist, challenge and constrain
sovereign bodily and social boundaries, and how
bodily sovereigns are affected by the practice of
steroid use. I examine how steroid use comes to
be embodied, question the role of steroid use in
men’s adherence to bodily aesthetics and ideals,
and examine how bodies that use steroids
themselves become idealized, actively producing
certain types of bodies while at the same time
limiting the intelligibility of others. And while this
project asks how steroid use brings bodies closer to
particular normative standards, it also questions
the way steroid use may move bodies beyond
them. I consider how steroid bodies may be
considered queer (sometimes grotesque, abnormal, distorted, and unreal, but also
supernormal and superhuman), think about steroid
use as bodily ascesis, and question whether steroid
use can ever be conceived of as a transforming and
liberating application of bodily sovereignty.

**Everyone Can Play Except You: Traversing the Boundaries of Sexual Sovereignty in Sport**

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Kenji Yoshino (2000) contends that in contrast to
homosexuality, bisexuality is erased through the
binary construction of homosexual and
heterosexual identities. This demarcation of
straight/gay allows each community to maintain
seemingly stable, fixed and monolithic identities. While the consequences of bisexual erasure in the lesbian, gay, bisexual, transgender, questioning, intersex and ally (LGBTQIA) communities have been well-documented (Burleson, 2005; San Francisco Human Rights Commission, 2011) only a few studies have directly or indirectly addressed its implications for sports participation. Data were obtained through an online survey about LGBT sports participation and 11 in-depth, semi-structured life history interviews with male athletes of diverse sexual identities and experiences. A qualitative analysis on the data was carried out by using critical geographer David Harvey’s (1996) six moments of social practice as an interpretive lens for exploring how male bisexual identities are discursively constructed and bound within LGBTQIA and mainstream sport the ways in which bisexual athletes negotiate these boundaries. The contributions of this paper to the body of literature is that it looks at the perception of violence within tennis and by a Black female athlete. In studies on violence in a U.S. context, Black men are primarily the focus and the sports involved are primarily football and basketball. This paper on women, violence and sports, fills a gap in the literature.

Time for a Change? Bodies, Uniform Regulations and the Formation of Identities in Female Trampoline Gymnasts

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Carly Stewart, Cardiff Metropolitan University (United Kingdom) cstewart@cardiffmet.ac.uk

Embodyings are historically situated and contextually informed in sporting contexts. Trampoline gymnastics has traditionally demanded a standardized uniform for female competitors in the leotard. However, a recent change to the uniform regulation now allows female participants to wear shorts or tights to ‘help ensure more women and girls to feel confident to participate in the sport’ (British Gymnastics, 2009). This presentation explores the formation of specific body-selves and identities of eligible female trampoline gymnasts over a two year period, following this rule change. The impact of the change on the construction and maintenance of their gendered identities and associated embodied experiences over their sub-cultural career is focused upon. Findings suggest that experiences of the rule change both vary and present different challenges depending on the stage of career and sub-cultural position occupied. Crucially, the rule change does little to challenge a dominant singular feminine aesthetic that identifies and excludes those gymnasts that do not conform to this ideal. Tensions during performance and judgement of bodies in this context are also discussed in relation to the leotard and the role of other subcultural actors in the maintenance of such body-selves. Lastly, the effectiveness of the institutional rule is considered with a view to expanding the repertoire of body

Sports and Gender
Thursday, June 13, 2013
3:30 PM - 5:00 PM
Salon D

Serena Williams: Gender, Race and (the Perception of) Violence in Women’s Professional Tennis

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At the U.S. Open tennis championships in 2004, 2009 and again in 2011, Serena Williams had public disagreements with on-court officials that were understood by some spectators and analysts as aggressive, hostile, and even violent. Williams is African-American and is very successful in a sport that is underpinned by the upper-class (and, hence, white) milieu in which it was formed. Her outbursts have been understood in the popular discourse as violent not because they were more vehement than others in the past, because they weren’t, but, as I will claim, because of color-blind racism in the world of tennis which, in effect, forces Williams to play by different rules than other players.
narratives available for young trampoline gymnasts to engage with in the future.

The Intended and Unintended Consequences of Gender Marking: The Case of Women’s Flat Track Roller Derby
Michele Donnelly, University of Southern California (United States) donnelmk@gmail.com

According to R. W. Connell (2002, 1996), the “total exclusion” of one gender from any setting is “a powerful gender effect,” and requires that more work be done to establish gender differences in that setting. In the case of women’s flat track roller derby, various processes of gender marking are one important way that women participants work to establish gender differences. Specifically, women participants are intimately involved in processes of gender marking, and their intentions in gender marking the activity and group are somewhat different than the usual aims – particularly in the realm of sport – to trivialize and “other” women’s activities and women participants. Gender marking serves as a barrier or boundary marker; by marking the activity as exclusively for women, they identify to everyone (women and men) who may participate and who may not. Further, gender marking is done by women of their own activity and groups, does not reference pre-existing men’s teams. However, in women’s flat track roller derby, women participants often draw on conventional stereotypes of gender in their processes of gender marking. Overall, the processes of gender marking employed by women participants in women’s flat track roller derby have both intended and unintended consequence for participant, public, and media perceptions of the sport and its participants. They also contribute in significant ways to the production of a specific women onlyness gender regime.

Sport and Racial/Ethnic Identity
Thursday, June 13, 2013
3:30 PM - 5:00 PM
Salon E

“Indigenous Hearts” Through Sport at the Sami Festival Riddu Riddu
Bente Ovedie Skogvang, Hedmark University College (Norway) bente.skogvang@hihm.no

This paper will focus on sport, outdoor life and physical activity at the Sami festival Riddu Riddu. I will address how sport might have been implicated in the sovereignty claims of the indigenous peoples of the Northern Cap, the Samis. The festival is organized every year in the village Manndalen in Northern Norway. I have studied outdoor life and sport activities offered to children and youngsters at the festival; Mánaidfestivála (3-13 years) and how these activities are introduced and experienced by volunteers, participants and parents. Through fieldwork during three years I contemplated how physical activities included in the festival create the indigenous people’s identities. I found 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. The physical activities can be classified in three groups; 1) Traditional games, 2) Work-educating activities, and 3) Sport activities. Festivals as phenomenon have qualities which might contribute in shaping of identities. Whether physical activities are shaping identity, community, cultural understanding and how the festival might build bridges between different ethnic groups locally, nationally and globally is studied in the light of Bourdieu’s theories about habitus and symbolic capital.

SOAR: Sport and Higher Education for Aboriginal Youth
Susan Lee, University of Toronto (Canada) ss.lee@utoronto.ca

Sport can provide avenues for Aboriginal youth to explore self-identity, community and change. Using sport and physical activity for the basis for
development, this presentation will outline the SOAR Aboriginal Youth Gathering March Break program at the University of Toronto. The SOAR program, which is now running in its fifth year, outreaches to rural and urban Aboriginal communities to introduce higher education to high school students. This initiative embraces Aboriginal worldviews in curriculum development, program promotions, and student leadership, in keeping with the broader provincial mandate of recruiting, retaining, graduating and transitioning Aboriginal youth. By engaging with existing role models such as Aboriginal university students, staff, faculty and elders; and experiencing services such as First Nations House and the Native Students’ Association, the Aboriginal youth have increased opportunities to think about and consider the potential of higher education for themselves. Exploring communities of belonging is critical to the outreach goals of this program. In addition, the SOAR program provides an initiative for Aboriginal youth development as “Aboriginal & Equity Initiatives Student Leaders” to apply their sport, cultural and academic knowledge to the SOAR program. The knowledge, skills and values which are gained from these mentorships facilitated students to develop their leadership skills for future careers. This session will discuss the pedagogical approaches of the SOAR student development model, and the results of the learning outcomes of the SOAR Aboriginal Youth Gathering program.

Exploring Aboriginal Youth Practices through the PLAY Program
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Post-colonial and critical approaches studying sport for development and peace (SDP) initiatives have questioned its practices and effectiveness, scrutinized its goals and the interests they ultimately serve, and examined its significance as a tool to reproduce but also resist hegemonic forces. Building on critical approaches and decolonizing methodologies, this work proposes a postcolonial indigenous research framework using participatory action research to explore the local voices on a SDP experience for Aboriginal youth. Celebrating local voices intends to subsume the deficit theorizing that typically nourishes indigenous research, which tends to reproduce stereotypes of hopelessness and a lack of agency. In this study, local voices on the Promoting Life Skills in Aboriginal Youth program are explored, using photovoice research method with a participating community.

The PLAY program was initiated in 2010 and partly funded by the Ministry of Aboriginal Affairs of Ontario; it is implemented and managed by Right To Play Canada in 55 First Nation communities of Ontario. This study is part of a SSHRC funded research that is based on a partnership with some of the partner First Nation communities and Right To Play. This paper contextualizes the research within the aforementioned working collaboration; it presents the role of the Aboriginal advisory committee that was created to orient the research design, to serve local interests and to further Aboriginal nation-building. Two months of fieldwork are going to be undertaken in April and May 2013 and preliminary results from the data collection will be presented.

Sport, Development and Peace
Thursday, June 13, 2013
3:30 PM - 5:00 PM
Salon F

S4D Effects Within the Complexity of Live-Realities
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The dominance of the neo-Liberal paradigms, ideal-type (Weberian) models of knowledge production and uncritical reporting on programme effect in the field of Sport for Development (S4D), has increasingly been scrutinized. A study conducted within 10 African countries as part of an impact assessment of the GIZ/YDF programme (2007-2012), where 1,035 respondents completed questionnaires, 122 case studies were compiled and 310 research participants took part in focus
group discussions, served to conceptualize “programme effect”. For this paper, four comprehensive case studies, respectively from Kenya, Lesotho, Rwanda and Zambia, serve to interrogate the deeper meaning and effect of interventions in the lives of youths. Longitudinal data and multi-stakeholder reflections provide insights into multi-leveled and “up-take” effects as they are integrated into the lives of these individuals. Findings suggest that regularity, leadership, access to resources and the length of engagement of activities that go “beyond” sport engagement have relatively more sustainable and integrated effects. Another key factor relates to being able to address the most pressing needs of individuals having to live meaningful lives in the contexts of poverty, pre-war reconciliation and identity-formation, have relatively the most profound impact. Nuanced evidence inevitably transcends beyond the “mythical” (often evangelical) claims of “measured” the contribution to intervention-related change. It also highlights the inter-relatedness of factors, the complexity of causal relationships between in-put and measurable impacts. The findings have implications for a variety of educational settings of sport-related interventions.

When Elite Athletes are 'Social Movement Entrepreneurs': A Study of High Profile Runner Involvement in 'Run-For-Peace' Events in Post-Conflict Kenya in 2008
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In this paper we report findings from a study of the role played by high profile Kenyan runners in the organization of Run-for-Peace events that took place in response to election-related violence in Kenya in late 2007 and early 2008. Acknowledging concerns expressed by some sociologists of sport about the role of celebrity athletes in the sport for development and peace movement, we suggest that in the particular contexts we studied, high profile athletes played a crucial role in the organization of the reconciliation events. Informed by interviews with Kenyan runners and others involved in the organization of these events, we argue that the apparent effectiveness of the athletes in mobilizing resources, pursuing political opportunities and devising a collective action frame was possible because of the extant positioning of the athletes in the impacted communities, the active involvement in and personal investment of the athletes in the outcome of the peace-promoting activities, and the unique pre-Olympic moment that the events took place within. In doing so, we differentiate between celebrity athletes who are a ‘presence’ at sport for development and peace events, and those who might be considered ‘social movement entrepreneurs’. We conclude the paper by describing how strands of social movement theory were helpful in guiding our analysis of high profile athletes and peace-promotion, and with suggestions for future research pertaining to sport-related reconciliation movements.

Sport As a Contact Zone?: Troubling Questions About Easy Solutions
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Mary Louise Pratt (1991, 1992) introduced the term contact zones, which she defined as "social spaces where disparate cultures meet, clash, and grapple with each other, often in highly asymmetrical relations of domination and subordination – like colonialism, slavery, or their aftermaths as they are lived out across the globe today." However, since the early days of a functionalist sociology of sport it has been assumed that sport is a contact zone – a place where social class and ethnocultural background have little meaning, where sport is the common currency for both players and spectators.

A critical sociology of sport exposed sport as a classist and racist endeavour, generally putting paid to assumptions about sport as a natural and neutral contact zone for players and spectators – although the platitudinous speeches given at sports
banquets and the like still maintain that “class and race disappear when the whistle blows.” Less critical attention has been paid to modern manifestations of the assumption of sport as a contact zone. Social policy in multicultural societies, and international development and peacebuilding efforts supported by the United Nations and supported by NGOs, governments, and transnational corporations, are invariably grounded in functionalist assumptions about the capacity of sport to be a positive contact zone.

This paper uses examples from past and ongoing research on sport and multiculturalism and sport and peacebuilding to raise critical questions about sport as a contact zone, but also to suggest some ways in which positive contact may be established through sport.

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**Sport Mega-Events**

Friday, June 14, 2013
9:00 AM - 10:30 AM
Salon B

**Transforming Sovereignties: Regulatory Capitalism, the London Olympics and Beyond**

**John Horne**, University of Central Lancashire (United Kingdom) [jdhorne@uclan.ac.uk](mailto:jdhorne@uclan.ac.uk)

A common academic criticism of the contemporary Olympic Games is that they have become neoliberal, corporate and/or ‘prolympic’. This paper examines new Olympic Games infrastructure management processes that have emerged in the last decade, with specific reference to London 2012, to attempt to clarify what this means in terms of the transformation of sovereignty. It suggests that how the Olympics have been managed, regulated and delivered reflects new modes of urban politics and regulation. By adopting ‘regulatory capitalism’ (Braithwaite 2008) policy makers and Games organisers alike have attempted to take the politics out of infrastructural development, and sidestep traditional modes of democratic accountability. How those communities most affected by the hosting of the Olympics (and other mega-events) may respond to this transformation will be identified.

Reference:


**Retheorizing the Spectacle: Towards the Critical Analysis Sport Mega-Event Imagery**

**Caitlin Pentifallo**, University of British Columbia (Canada) [caitlin.pentifallo@gmail.com](mailto:caitlin.pentifallo@gmail.com)

The objective of this paper is to combine Benjamin’s (1999) conception of ‘commodity phantasmagoria’ with Debord’s (1995; Knabb, 2007) critique of the spectacle in order to develop an interpretive framework for analyzing the discourse of sport mega-event imagery. In following the dialectic approach adhered to by both Benjamin (1999) and Debord (1995), this proposed method will allow for introspection of images used to secure consent for the sport mega-event as well as those images produced as a dissenting countermeasure. In this way, the images used in support of sport mega-events (for example, images produced and created by sport mega-event organizers and affiliates in the form of advertising and corporatized rhetoric) can be critically analyzed alongside images produced as a form of resistance (for example, oppositionally-minded graffiti and street art). I will offer a renewed iteration of critical discourse analysis (CDA) as a means of overcoming Benjamin’s (1999) figural transfixity as well as Debord’s (1995) preoccupation with meta-physical and transcendent forms of reality. In doing so, I aim to ground these theorizations of the spectacle in a tangible and readily approachable method for uncovering the inherent contradictions and conflicts associated with sport mega-event imagery. The ultimate objective of this paper is to develop an understanding of CDA as a critical, intertextually-based form of détournement (Debord, 1995) with the intent of applying such a methodological approach to the analysis of sport.
mega-event imagery created as either a form of cultivating consent or as a means of resistance.

Sport, Alcohol and Promotional Culture: Brand 'Sign' Wars at the 2011 Rugby World Cup
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Alcohol companies benefit from a highly visible relationship with sport as official partners, sponsors, and suppliers of events, individual athletes, and teams. The global scope, and local tension, of this relationship was highlighted in 2011 when New Zealand/Aotearoa hosted the Rugby World Cup (RWC). Heineken’s sponsorship rights as RWC Worldwide Partner and the official beer of the 2011 tournament offered the global conglomerate sole promotional and advertising privileges for all official events, activities, and facilities associated with the event. Yet, local New Zealand beer brand Steinlager also had a vested interest in the tournament considering their 25-year sponsorship of New Zealand’s national rugby team, the All Blacks. This presentation offers a visual and critical analysis of an observed sign war (Goldman and Papson, 1996) between these two beer brands. Part of the analysis discusses the corporate clutter of images that emerged from the brand wars between Heineken and Steinlager. Paradoxically, these brand or sign wars originated from New Zealand’s Major Events Management Act 2007 (MEMA) that aimed to control ambush marketing, including ‘clean zone’ initiatives and the right to association by ‘official’ commercial sponsors. In this regard, global-local power relations and policies induced Steinlager to explore more innovative strategies to capture other market niches (e.g., social media, television ad campaigns) rendering both the virtual and physical environments saturated. Overall the analysis offers insights into the complexities and contradictions of alcohol sponsorship and global beer brand wars within the context of a sport mega-event hosted within a nation with a binge drinking culture.

Social Class and Sport
Friday, June 14, 2013
9:00 AM - 10:30 AM
Salon C

Career Opportunities and ‘Entrepreneurial’ Recreation in the Downtown Core: Dispatches From the (Real) Creative Class
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In 2011, we began ‘hanging out’ (Willis, 1978) with less affluent (and often homeless) young men at various inner-city recreational and social service centres in Edmonton, Alberta – a city with amongst the highest levels of economic and social inequality in Canada. Over the course of this two-year ethnographic study, we regularly observed how these facilities provided brief but valuable opportunities for these young men to form meaningful social relations with peers and social workers alike via a range of sport and leisure activities. However, these settings also provided a crucial backdrop for many of the young men – most of whom embodied a wide range of visible and ‘hidden injuries of class’ (Sennett & Cobb, 1973) – to rationally discuss a host of issues in their lives, including the circumstances under which they were, instrumentally, willing to ‘freely’ sell their labour-power as commodities (e.g., struggles over wages and the length of the working day). Moreover, despite the common sense portrayal of members of the underclass as lazy, incapacitated, and disposable, many of these young men displayed a critical and creative awareness of an array of entrepreneurial networks of economic activity through which various commodities were circulated (see Kelley, 2008). In this presentation, we explore these dynamics and pay close attention to how these young men actively negotiated a variety of black, grey and
white markets in this messy, haphazard and, at times, perplexing, urban setting.

**Telemark Skiers as Modern Ideologists**

*Eivind Skille, Norwegian School of Sport Sciences (Norway) eivind.skille@hihm.no*

With Bourdieu’s words, sport has throughout history reflected peoples’ positions in social space, peoples’ taste and peoples’ composition of various forms of capital. In other words, the form of sport you do indicates your values. Based on a representative survey of the Norwegian adult population (called Norsk Monitor, n = 4000) followed by a principal component analysis, and inspired by Inglehart’s theory of post-materialism (and change of values in western societies), four Norwegian cultures were identified: the traditional idealistic, the traditional-materialistic, the modern idealistic and the modern materialistic. In each of these cultures, typical social characteristics of people can be identified, as well as sports.

In this paper, I focus on how skiing in general and Telemark skiing in particular reflect the values of the modern idealistic culture.

People in this culture are recognized by tolerance, cultivation of the distinctive feature of individuals, and skepticism towards authorities. A central aim is self-realization, and the development and the employment of individual capabilities. Equity between genders is important, as is environmental issues. People in this culture are concerned with closeness and friendship, and are willing to prioritize others before one self. The modern idealistic culture shows clear signs of radical political values such as equity and a preference for public (instead of private) solutions when it comes to for example social services. The modern idealistic culture is filled up with people with higher education, who focus on information instead of production; thus “post-industrial” culture is an appropriate label.

**‘Bring on the Dancing Horses!’: Ambivalence and Class Obsession within British Media Reports of the Dressage at London 2012**

*Thomas Fletcher, Leeds Metropolitan University (United Kingdom) t.e.fletcher@leedsmet.ac.uk*

Due to historical relationships with the military, royalty, landed gentry and upper-class society, equestrian sport faces regular accusations of being elitist and exclusionary (Riedi 2006). Through an in depth analysis of British press reporting of dressage events at the London 2012 games we argue that despite British dominance of the sport, these historical associations with the upper classes, privilege and elitism were foregrounded in many media reports; trivialising and at times mocking dressage. We identify three key themes related to the ways in which media reports framed dressage and its participants in heavily class-laden terms. Faced with their ignorance of the sport, the majority of articles analysed resorted to class-based stereotypes that trivialised, satirised and devalued this seemingly elitist and incomprehensible sport. The success of Team GB in dressage meant that media reports were never wholly critical and elements of the hysteria and pride surrounding the Games led to a highly ambivalent response to dressage that reflects the “vague, confused, contradictory [and] ignorant” (Cannadine, 1998: x) attitudes to social class that characterise British society at the current time.

**Sport, Culture and Advertising**

Friday, June 14, 2013
9:00 AM - 10:30 AM
Salon D

**Sovereignty of the Living Dead: Advertising and the Colonisation and Commodification of Sport Culture**

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In their bid to globalize transnational corporations (TNC’s) and their allied promotional industries utilize a diverse range of strategies and synergies in order to insert into, and locate within, local/national cultures. Amongst their strategies
TNC’s invest in a range of powerful and innovative advertising and marketing campaigns. However, the pressure to attract and retain potential consumers as well as to distinguish brands has lead to a compulsive search for new images and themes with the consequence that culture has become a giant mine where no meaning system is sacred (Goldman and Papson, 1996). While various shock tactics such as sex and violence have become commonplace another increasingly popular strategy is that of drawing on the past. As such the advertising industry has been engaging in the use of nostalgia, memory and the appropriation of history. This paper is a preliminary examination of the commodification of one particular aspect of the sporting past. Overall, the paper highlights some of the implications of such practices in relation to a range of moral, ethical, social, economic and legal issues.

**Beer and Barbie Dolls: Comparing the Demography of Australian Football Viewership to the Advertising Content of Football Broadcasts**

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Sport, particularly football, has historically been perceived as a male domain, largely linked with connotations of masculinity, strength, aggression and violence (Bryson, 1987). As a by-product, sports media consumption may differ between genders, with women said to watch sport as a last resort while men actively pursue opportunities to consume sport content (Lawrence, Gantz & Gantz, 1998). By logical extension, the demography and motivations of sport viewers is of great interest to advertisers, who invest significant sums in attempting to target specific consumer markets (Hoehn & Lancefield, 2003). Therefore given an informed market, a high degree of alignment should exist between the audience composition of a broadcast and the advertising it features.

This paper explored the demographic composition of football viewership in Australia’s two largest football codes (AFL and NRL) through an analysis of television ratings data from seasons 2010 and 2011. Ratings data was then combined with an advertising content analysis, performed over a sample of 31 matches played during season 2012. The purpose of the paper was to identify the demographic composition of audiences and determine the alignment between viewership composition and advertising content. The analysis showed women to form a strong proportion of television viewership (approximately 40%), a finding largely at odds with historical literature and societal notions. Despite this reasonable representation, content analysis found a strong degree of focus towards male-orientated brands, goods and services among advertisers. Surprisingly, the prevalence of gambling and alcohol related advertising was weaker than their presence in Australian policy/legislative debate implies.

**The Meaning of Sport: A Socio-linguistic Analysis of Advertising Campaigns for Sport/Energy Drink Brands**

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In a consumer society, advertising operates as a cultural genre in which various meanings that provide sources of identity for consumer groups are constructed. In this respect, this paper investigates cultural values attached to sports within the promotional campaigns for two sports / energy drink brands: Gatorade and Monster Energy. These brands are selected on the ground that while the former is associated with traditional high-performance sports, the latter largely sponsors non-traditional extreme or “life style” sport. Utilising socio-linguistic methods such as semantics, pragmatics, and semiotics this paper comparatively analyses the contents of the two brands’ websites working in the UK consumer market. Sporting texts found in Gatorade’s campaign tend to highlight the productivity with the logic of scientific research. This also contains some elements which support the idea of British patriotism. This indicates that implicit messages promulgated through this website reinforce the notion of capitalism and of statehood. On the contrary, Monster Energy’s webpage emphasises
emotional and hedonistic experiences of sport. This can be read as a counter hegemonic movement against the social values that the mainstream sporting practice underpins. However, closer inspection reveals that commercial exploitation of the alternative sports is evident. Moreover, this website contains sexualised images of women whose role is mainly to cheer up male athletes and potentially male consumers. This suggests that what seems to be part of sporting counter culture in fact actively engages in the process of solidifying the dominant ideology of society which is rather ironic.

Sports and Governance
Friday, June 14, 2013
9:00 AM - 10:30 AM
Salon E

Appearance and Survival in a Sport Full of Passion, Regulation of Full Contact Martial Arts
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Martial arts is a sport that is often criticized; by some, it is called a barbaric sport and is frequently connected to criminal circuits. In general, public opinion in the Netherlands is that there is a need for a ban, which is supported by some administrators. On the other hand, remarkably, there are also administrators who believe in the pedagogic value of martial arts and who see martial arts as an instrument in the upbringing of (problematic) youngsters. The criticism of full contact martial arts has increased last years and, therefore, the government and martial arts sector are looking for a way to regulate the sport. From a cultural perspective we have analyzed the cultural characteristics and power relations that maintain the current status quo. Research shows that problems concerning medical safeness, pedagogical qualities of martial arts teachers and the entanglement of martial arts and criminal circuits can’t be solved in the present organizational context. The Dutch government prefers self-regulation, but the sector is hopelessly fragmentized due to long-lasting conflicts, distrust, managerial incapacity and strong (financial) competition. Self-regulation will be difficult, as the sector is characterized as a world of ego’s with a complex hierarchy of values. Only the passion for their sport unites the people active this sector. All realize that without regulation martial arts may have no future. Only the government surpasses all competing parties and can impose strict rules and sanction them in order to regulate martial arts to make the sport more safe for all involved.

Seismic Sport: A Case Study of Swimming, Hockey and Gymnastics in Post-Earthquake Christchurch, New Zealand
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Throughout 2010 and 2011, the city of Christchurch, New Zealand, suffered a series of devastating earthquakes that caused serious damage to the city. This study is one of the first to examine the effect the earthquakes have had on sport in Christchurch. Through a case study of three different sports: swimming, hockey and gymnastics, this study traces the way the sports were affected by the earthquakes and their subsequent developments since the quakes. The study adopts an Actor Network Theory perspective, acknowledging the earthquakes as non-human actants that directly affected the workings of the city. It is found that within each sport, there are a variety of winners and losers but that all three suffer from intense frustration owing to the changing power relationships within sporting governance that make it difficult for sports to continue to progress.
Development of Sports Policy Making in Portugal - A Meso-level Approach  
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This article addresses the development of the Portuguese legislation regarding elite sports-related public policy. To better understand this it’s made an analytical approach utilizing two very significant meso-level frameworks of Public Policy: Advocacy Coalitions and Policy Network. Two important events are analyzed in this study: the implementation of professional basketball in Portugal and the creation of a new organization of Portuguese professional football clubs (Liga dos Clubes Profissionais de Futebol), in early 90’s and the late 80’s respectively. Since 1993 Portugal has a new regulatory legislation regarding professional competition that was followed by a new law on the professional sports participants work contract (1998). To comprehend the context of these implementations, and their influence on the next sports public policies, it’s crucial to make an analysis to the main actors behind these changes and their respective political agendas. The Advocacy coalitions framework will help to understand the role of sports specialized actors in policy subsystems and what was the impact of those groups participation on the development of legislation. With the Policy Network it is expected to shed some light on the interdependency between sports groups and government, understanding their interests and personal agendas in the sports policy making process.

Doping
Friday, June 14, 2013
9:00 AM - 10:30 AM
Salon F

Doping as a Result of the Professional Rider's Ecosystem. A Survey for Reforming ICU Doping Prevention Policy 
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In spite of stronger control and sanction policies, doping affairs still exist in cycling. Doping is usually seen as an infraction to ethic but so like an individual initiative even when the cheater builds a complete organization like Lance Armstrong. Analyzing doping as a part of professional riders “social drama of work” (Hugues, 1976), our survey show that doping practices can results of the riders “ecosystem” functioning.

Anti-Doping Education: Analyzing Student-Athletes’ Apathetic Attitudes 
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This presentation analyzes the responses provided in semi-structured interviews by 38 Canadian varsity student-athletes on the topic of anti-doping programs in effect at the university level. Stemming from a larger study examining intercollegiate athletes’ perceptions of the intersections of gender, doping and sport, this presentation focuses on the participants’ responses to questions regarding the anti-doping education they have received throughout their athletic careers. Student-athletes, in general, placed a heavy reliance on other people to help them understand and act in compliance with the banned substance list. Because very few student-athletes interviewed had ever consulted the list of banned substances themselves, they voiced their comfort with relying on others to vet supplements and drugs for them. Framed by Sandra Harding’s arguments on ignorance and the distinctions between willful and strategic ignorance, this paper analyzes student-athletes’ justification for their acknowledged obliviousness and apathetic attitude toward drug bans, and situates their ignorance in the context of Canadian university sport culture.
At a first level this ecosystem is made from all the actors within the team who coach, train, give cares to the professional cyclists. If their professional practices are not intended to organize illegal enhancing drugs uses, they can implicitly drive riders to do this. The risk levels in a team depend on the training and care practices; his organization (who is doing what with whom to supervise riders); his employment policy; but also his economic and cultural model.

This ecosystem depend also on the relation with sport institutions (like ICU who gives agreement, edict rules); sponsors but so the media and public opinion.

Our result leads us to conclude that an efficient prevention policy need to act on the practices an representations of all the stake older of this ecosystem and not only on riders and youngest riders themselves. Based on a command of the International Cycling Union (ICU) our surveys include 40 interviews in professional team; the analysis of the ICU database of professional riders and teams from 2005 to 2011; debates with 70 professional teams sports directors and managers.

Social Rules, Sport Rules, and the World Anti-doping Code’s ‘Spirit of Sport’ Clause
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Codified rules are instrumental in determining behavior in sport. However, as Anthony Giddens (1984) reminds us in The Constitution of Society, codified rules in any institutional setting are prescribed reflections of more informal yet intensive rules that structure the texture of everyday life (p. 22). This presentation builds on Giddens’ observations in order to investigate one of the most important codified rules in sport today: the ‘spirit of sport’ clause in the World Anti-doping Agency’s Anti-doping Code (WADA 2009). My overall objective is to demonstrate that the prohibition against performance-enhancing substances based on ‘spirit’ – WADA’s codified rule – must be considered alongside two historical projects in the Olympic movement: first, the attempt on the part of the International Olympic Committee to proffer an image of the Olympics as a ‘pure’ form of sport, and second, for the IOC to maintain organizational power internationally and push the movement ‘forward’. These projects have been managed more-or-less successfully on the part of the IOC, as the organization’s codified Charter rules have reacted to the intensive informal rules of everyday life identified by Giddens while maintaining an image of Olympic sport as ‘pure’. However, the movement’s codified rules, it will be demonstrated, are not always consistent with underlying rules of everyday sporting life, and so too that is the case with the Code’s ‘spirit’ clause. Secondary historical accounts are used alongside two primary sources – minutes of meetings of the working group that created WADA’s first Code and several versions of the Olympic Charter.

**Sport Mega-Events**
Friday, June 14, 2013
11:00 AM - 12:30 PM
Salon B

**Resisting Sport Mega-Events: Opposition Movements, Local Communities, and the London 2012 Olympics**
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This paper examines the diverse anti-Olympic opposition and protest movements that emerged around the London 2012 Olympic Games. The discussion explores the variety of issues that were highlighted by these movements, the scale of opposition which the event generated, and the extent to which these protesting groups were networked and coordinated. The paper also examines the connections and interplay between local oppositional groups and wider residents and communities. The paper draws on substantial
fieldwork – notably participant observation and interviews – with local residents in the Stratford area where the London Olympics were mainly located, and with participants in the Olympic protest movements. The research for this paper was funded by a research grant from the UK Economic and Social Research Council.

**Beyond Political: A Study of British Petroleum’s Public Relation Strategies Surrounding the London 2012 Olympic Games**

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Alongside vast damage to natural flora and fauna, the 2010 Deep Water Horizon oil spill significantly damaged public perceptions of British Petroleum (BP), the corporation responsible. This presentation outlines the public relations strategies mobilized by BP within the context of the London 2012 Olympics, specifically surrounding their position as ‘sustainability partner’ to the Games. I examine how BP framed its relationship to the Games, focusing specifically on the stated and implicit assumptions (i.e., about how to best deal with sport-related environmental problems) that underlay justifications for such a partnership. Drawing on analysis of web based texts and social media, among other sources, I discuss the specific ways that BP’s public relations strategies were utilized to generate consent for particular environmental approaches, and to frame controversial issues (such as their role as sustainability partner) as uncontroversial. This presentation will draw on literature that speaks to corporate approaches to environmentalism, the role of public relations in consensus building, and on environmental sustainability within sport-mega event planning and delivery. I will conclude with discussions on whether and/or how BP’s framing of this partnership is consistent with what Swyngedouw (2007) calls a ‘postpolitical’ approach to dealing with societal problems – one that limits debate about how to deal with issues such as a sport mega-event’s impact on the environment. The goal of this presentation is to contribute to understandings of how public relations strategies are mobilized to shape public perceptions of, and acceptance toward corporate led strategies to environmental problems surrounding sport mega-events.

**Wither and How Legacy: Similarities and Differences between Hosting Spectator and Participation-oriented Sport Mega-events**

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All sport events take place in a host community and this fact has increasingly invited efforts to leverage this opportunity to achieve public policy objectives. “Civic rituals (and specifically sporting events) are marketed as a ‘community event,’ where the whole of a given city can unite in support of pursuing a common goal” (Smith & Ingham, 2003, p. 259). Recent evidence, however, argues that different types of sporting events are organized to pursue different common community goals. This presentation will use the burgeoning literature on leveraging sport mega-events to discuss similarities and differences between hosting spectator and participation-oriented mega-events. We will elaborate on the evidence of wither and how hosting these events can achieve progressive social goals and inclusive social legacies. In particular, two common popular themes in the mega-event discourse will be considered, namely increasing physical activity participation among youth and achieving social inclusion and accessibility among socially excluded groups. Relevant literature related to these two themes will be discussed. This contribution also confirms that given the paucity of evidence for hosts achieving the legacies they articulate and pursue, it is important to examine participation-oriented mega-events in order to better manage leveraging efforts for spectator-oriented mega-events and vice versa.
Up in Flames: The Olympic Flame Symbol, Intercultural Communication and Commodification

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The broad debate regarding the Olympic Games, Olympism and the Olympic Flame Relay focuses on the perceived symbolic value of the relay and the commodified nature of the games more generally. Some scholars argue for the potential intercultural understanding that the Flame Relay fosters. In addition, a demand is made for an ethnographic account of such experiences. In contrast, others point to the extent to which Olympism is embedded within consumption. As part of a broader account of the 2012 UK Flame Relay, attention here is given to its visit to one small university town. Data was collected from interviews with those watching the Flame Relay, extensive photographic record of the event, fieldwork observations and local media accounts. Informed by a process sociology / political economy perspective we highlight both the 'actual' experience of the visit but also its mediation in the local and national media. The ritual appeared temporary, superficial and contoured by the major sponsors of the Relay. While the Flame had some local significance, claims made for its broader symbolic value appeared muted.

The Globalisation of Māori/Indigenous Knowledge and New Zealand/National Identity at the Olympic and Commonwealth Games

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For approximately 170 years Māori (indigenous people of Aotearoa/New Zealand) have resisted assimilative strategies to ensure the preservation of Mātauranga Māori - Māori knowledge and cultural practices. Recently Mātauranga Māori has become common place in international sport events involving New Zealand athletes and teams to create a national identity that distinguishes New Zealand from the rest of the world. The heart of this paper examines the journey and implementation of Mātauranga Māori into the New Zealand Olympic and Commonwealth Games teams in creating a sense of belonging and national identity at Athens 2004, Torino 2006, Vancouver 2010 and Delhi 2010.

Utilising a culturally appropriate research methodology referred to as Kaupapa Māori (Māori ‘perspectives’) Theory (KMT) preliminary analyses of the narrative provided by the New Zealand team cultural advisor illuminates that Mātauranga Māori is enjoying space within the arena of major sporting global events such as the Olympic and Commonwealth Games. The challenges endured by the cultural advisor are presented through ‘tangible’ and ‘intangible’ examples of how (in)sensitively Mātauranga Māori has been integrated within the world of elite sport participation. Although unconventional, the contemporary dynamism of Mātauranga Māori provides an exciting approach that encourages the expression of indigeneity and cultural identity in modern mega sporting events.

Motorcycle Sport in Taiwan: Globalization and Sportization

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This study investigates the sportization of motorcycle sport in Taiwan in a global perspective. The historical trajectory of the development of motorcycle sport in Taiwan reveals a unique relationship with the motorcycle industry, as well as cultural and economic interchanges with nearby Asian countries. This study begins with the first international scooter racing event held by a domestic manufacturer, which received technological support from Japan, then elaborates how this influenced the subsequent formation of associations and event organizers; the involvement

Sport and Globalization
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of the media is also discussed. It is argued that this sport emerged from a post-colonial social context, and then served to highlight social and identity changes from the late 1980s until the present. This study also exemplifies how economic and cultural forces influence the spread of sport, and offers an alternative perspective on globalization and sport.

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**Sport Spectatorship and Fandom**  
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Salon D

**Using Photo-elicitation to Understand Sport Event Experiences of Loved Ones: The Case of the Ironman**  
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The purpose of this study is to develop fresh understanding of how triathlon is experienced by loved ones from the other side of the barrier. It is a direct response to previous calls for more research on the “dramatic effect on lifestyle” (McCarville, 2007: 171) that commitment to the sport of triathlon can have on family and friends. A convenience sample of three women who have witnessed at least one Ironman triathlon event from the other side of the barrier were recruited. The paper uses photo-elicitation to contextualise and encompass the complexity within which the leisure experience of spectators is lived, and in doing so develops new understanding of their emotions, something that is missing in leisure inquiry (Parry & Johnson, 2007: 121). Photographs were used to elicit stories about the three inter-related conative, affective and cognitive dimensions of (sport) event experiences (Getz, 2008: 414). This process produced 15 photographic images and over three hours of voice recordings, producing more than 33 pages of transcriptions. The transcripts were read and re-read and annotated several times, noting especially the aspects relating to the three inter-related dimensions. The paper produces findings that will be of interest to not only researchers who carry out leisure inquiries into triathlon, but also to other leisure researchers studying endurance sport, (sport) event travel, event experiences, event management and tourism more generally. The results might also be of interest to particular professional audiences aiming to improve spectator experiences, particularly Ironman and other endurance sport event organizers.

**Mediated Sport Meets Consumer Culture: The Advertising Narrative and Imagining the Sports Fan as Consumer**  
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This study considers sport communication as an integral part of consumer culture through the critical examination of the “imagined community” (Anderson, 1983) seen in narratives characterizing sports fans in television commercials. Set in broadly in consumer culture theory and the work of Zygmunt Bauman in combination with work by Crawford (2004) and Horne (2006) on sport in consumer culture, the study engages Abercrombie & Longhurst’s (1998) spectacle/performance paradigm of the audience to examine how readers in promotional culture’s narrative spaces are cast into the sports fan role and see it performed to simulate and stimulate carrying it into the marketplace. In bridging literature on the consumer and the fan, results are reported from five studies interrogating the consumer-fanship link. Analysis and discussion focus on how sport-referential television commercials imagine contexts of consumption for sports fans and how male and female sports fans, and how they relate, are imagined.

**You Can’t Judge a Book by its Cover but Can you Judge a Man by his Shirt? Implications of Associative and Dissociative Sports Groups for Donation Behaviors**  
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A field experiment was conducted to examine how associations with sports teams may have a relationship with people’s willingness to
donate. Specifically, the study used a person looking like a panhandler with a sign asking for money by a stop light. This took place for two consecutive days for three hours each day. The person wore a different shirt for each of the three hours each day: a shirt with the logo of the city’s NFL team, a short with the logo of that team’s big rival, and a plain white shirt. Upon completion of the six hours and after a total of 711 driving by him (divided quite equally among the three shirt conditions), the total donations in cash and value of food offered to him were as follows: $17.81 while wearing the shirt of the local team, $17.11 when wearing the plain white shirt, and just $4.57 when wearing the shirt of the rival team. The results suggest that while a connection to the local team did not necessarily increase willingness to donate, a connection to a big rival certainly appears to have had a detrimental effect on attracting donations. The findings provide interesting insight regarding sociological implications of fandom regarding both liked and hated teams.

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**Sport, Physical Activity and Ageing**
Friday, June 14, 2013
11:00 AM - 12:30 PM
Salon E

**Road Cycling for Ageing Adults: The New Golf?**
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In recent years North America has experienced a growth in large, mass participatory road cycling events such as Gran Fondos, as well as road cycling clubs. Middle and older aged adults are large contributors to this phenomenon however, little is known about their reasons for doing so. This paper presents preliminary findings of a broader research study focusing on understanding why middle and older adults are selecting road cycling, their experiences with the sport culture, and structures that facilitate or constrain their participation in it.

This research study took place in a large Canadian city. Participants were middle and older adults (40+ years) who identified as using road cycling for physical activity, road cycling club executives, coaches, and cycling store staff. 25 people engaged in semi-structured interviews regarding their participation as well as perspectives on the sport’s growth. In addition, public source documents from various local, national and international mass-participatory cycling events (such as Gran Fondos), as well as road cycling clubs and businesses were analyzed.

Themes of camaraderie and networking, fitness and the monitoring of it, as well as the opportunity to collect and tinker with toys, will be discussed in terms of key reasons boomers offer for participating in road cycling and cycling clubs. Unpacking the nuances of these perspectives in relation to the growth of structures such as clubs and Fondos provides insight to better understand the attraction of ageing adults to road cycling and corresponding changes in the sport’s culture.

**“I Think it Shows You Don’t Necessarily Have to do Sport to be Active” Definitions and Understandings of Physical Activity in Three-Generational Families.**

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The family is often identified as a determinant of physical activity, despite this little is known about how the family contributes to an individual’s physical activity beliefs, understandings and practices. In addition the way an individual defines and understands physical activity may affect their propensity to be active. My PhD uses a novel mixed method approach to explore the reproduction of physical activity dispositions, associated beliefs and embodiment within three-generational families. Bourdieu’s theory of social reproduction states that habitus is located within the family and that through socialisation with various objective structures it can be reinforced, altered and reproduced as action (practices) when combined with the accumulation and utilisation of various forms of capital. Based on findings from my PhD research this presentation will examine how individuals define physical activity and how these
definitions emerge within families, thus creating a familial habitus. Moreover it will examine whether familial definitions relate to physical activity practices and thereby how physical activity practices contribute to the development and accumulation of socially appropriate physical capital. Finally, it will explore whether individual and familial definitions of physical activity replicate cultural expectations reflected in the embodiment of a particular habitus, and how this can be understood as social reproduction.

**The Role of Social and Cultural Factors in the Involvement of Physical and Sports Activity in Mexico**

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Mexico is the greatest consumer of carbonated drinks and has the highest percentage of people who are considered overweight. Government actions have not adequately considered sports as a factor that drives social development. Part of this weakness in Mexico is a lack of specialized studies that identify the needs for physical activity, as well as the capacity of large corporations to exert influence on legislators through lobbying, thus limiting the national Government’s possibilities to foster social development.

This paper presents results from a study that identifies some of the social factors that influence the possibility of a population’s involvement in practicing sports and physical activity, such as infrastructure, socialization experiences and different needs by gender, age, regional and cultural conditions.

The study was carried out in the central-south region of Mexico, with students of upper high school of a semi-rural community. It is an exploratory study using a mixed methodology that was conducted between September and December 2012.

The results show differentiated consumption of physical and sports activities among the student population. The important role that public institutions play in marginal communities with low economic resources regarding health care, and the promotion of physical and sports activities within this population is highlighted. The results also suggest the vulnerability of these communities when faced with the economic interests of corporations due to the lack of regulatory policies to mitigate health risks.

**Sport and National Identities**

Friday, June 14, 2013  
11:00 AM - 12:30 PM  
Salon F

**The Good Ol’ Hockey Game? Sport Space, National Identity, and the Dissonant Hockey Body**  
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Thinking about space and its political, cultural and social underpinnings has become popular among social and cultural theorists. We know that space plays an important role in the experiences of athletes and how athletes come to know themselves within specific sport spaces (Vertinsky & Bale, 2004). For the purposes of this paper, taking the sport space of hockey as my starting point, I am interested in questioning how hockey space continues to maintain racial hierarchies. More specifically, I aim to illustrate how Canadian nationalism—operating within a mythological framework that maintains Canadian national identity through the assertion of white settler masculinity—produces the embodied native of hockey spaces. I examine: (a) how the space of Africville, through the segregation of marked bodies and eventual expropriation of land by the City of Halifax, played a role in substantiating Canadian hockey as a white man’s sport and (b) how discourses surrounding non-white NHL players maintains notions of otherness and the production of white normativity. Focusing on the spatial constitution of hockey spaces—shaped by ideas connected to Canadian national mythology—this paper illustrates how sports’ intimate ties to colonial projects has justified the exclusion of...
particular bodies (read non-white) from hockey spaces.

**Wushu as an Olympic Sport: Challenges Between Traditionality and Modernity**
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The Chinese martial arts (*Wushu*) probably are one of the most popular cultural practices that crossed the borders of China. According to the International *Wushu* Federation there are national *Wushu* federations in most countries of all continents, configuring 119 member federations. Moreover, the IWUF is requesting *Wushu* as a sport in the Olympics: despite being denied for the 2008 Beijing Games it has been considering by IOC for the 2020 Olympiad which decision will be announced in 2013. However, it is known that the Chinese martial arts had suffered a process of “sportization” which initially occurs in the context of the political transition to the National Republic and generally affected all Chinese physical culture. Considering this, the aim of this work is to analyze how the possible tensions between the “traditional” and the “modern”, emerged within the National Republic’s periods in mainland China, reflects on the plea for the inclusion of the *Wushu* as Olympic Sport. For this it has been done an analysis over the 2002 video presentation for the bidding for Wushu inclusion in the Beijing’s 2008 Games. This analysis will be done based on a “Theory of Reception”, present mainly in the works of Stuart Hall and Marshall Sahlins, which consider the “centrality” of the cultural issues as well as the power relations involved on its discursive construction. The perspective of cultural and social history by Eric Hobsbawm, E. P. Thompson and Benedict Anderson will also be helpful on the issues related to national and cultural identities.

**Chinese Sports and National Identity, 1910-2012**
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Large-scale sport events (e.g. the long-running Chinese National Games) provide a specific site for the construction of national identity (Guoqi, 2008; Yan, 2007). As Eric Hobsbawm (1991) and others note, such sports events serve as an effective way to define national identity, and, foster a communal sense of belonging (Anderson, 1983; Archetti, 1999; Armstrong & Giulianotti, 2001; Bairner, 2001; & Horak & Spitaler, 2003). The (re)construction of national identities is never predetermined, fixed, or simplistic; but rather, is a complex phenomenon borne out of historical tensions, broader social, political and economic processes, and contemporary cultural conditions. In this work I draw on Chinese histories (circa 1910-2012) (Jing, 2006; Shaozu, 1990; Tanhua, 2005; Lequan, 1998; Jianhui, 2011), to examine the varied roles sport has played in the pursuit of a unified, and unifiable, national identity. I review four historical periods (the late Qing dynasty; the Republic of China period; the National Government era; and, the People’s Republic of China epoch). During these historical phases sport took on pronounced social roles and political functions as politicians, sports agencies, and stakeholders endeavored to simultaneously quell internal national frictions and fortify the country’s international standing (Guoqi, 2008). The 2008 Beijing Olympic Games, especially, served to secure the Chinese government’s ongoing desire to project a consolidated, ‘positive’ and ‘embracing’ ‘national’ identity against its uncertain international political position. The dissemination of western modern sports in China continues to play an important role in the construction of nationalism, local identity and national identity for many Chinese people.
Sport and Media
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Salon B

The Cultural Significance of a SMILE: Meaning-Production at the Gendered Interface of Televised and Practiced Team Handball in Norway
Trygve B. Broch, Norwegian School of Sport Science (Norway) trygve.broch@nih.no

This presentation highlights gendered meaning-production within a Norwegian handball team. A squad of 13-14 year old female handballers in the Oslo region were followed during the season of 2011-2012; an approximate duration of eight months. Field notes were collected at two practices each week as well as season-games and cup-tournaments during the weekends. The participant field observations also included participation in the coaching staff – managing and assisting the coaches during practices and games.

Of specific foci during this presentation will be the girl team’s use of a particular symbol and its metaphoric expression: the *smile*. Throughout the season observed, the coaching staff emphasized that the Norwegian women’s national handball team is renowned for the players’ achievements and charismatic *smile*. The adult coaches made references to newspaper images and television coverage to verify this claim. The national team and their (former) highly successful female head coach was by the girl’s coaching staff regarded as appropriate idols for both their own coaching practice as well as their young players’ on court performances. In this presentation the media images of the Norwegian national women’s team, the coaches’ cultural knowledge production and the girls’ admiration of and aspiration for female elite player status – are analyzed through the metaphoric prism of the *smile*.

Honey or Vinegar: Bloggers and Readers and the Instrumental Use of the AthletesFirst Blog in Promoting Disability Sport
Andrea Bundon, The University of British Columbia (Canada) ambondon@gmail.com

AthletesFirst (www.athletesfirst.ca) was created as a participatory project in which I collaborated with Paralympic athletes to host a blog exploring topics related to disability sport and the Paralympic Movement. Within the first year, the 34 posts generated in excess of 300 comments and were seen by over 5,500 individuals from 90 countries. While there is general consensus among writers and readers that the purpose of AthletesFirst is to promote and advance disability sport, during the interviews it became apparent that there was substantial variation as to how individuals felt this goal was best accomplished. This paper draws on thematic coding of 30 interviews with individuals who have been blogging for and reading AthletesFirst to address the following questions: (1) What do readers and writers understand to be the instrumental purpose of the AthletesFirst blog?; (2) What tactics or strategies do they engage in to achieve these desired objectives?; (3) How do they individually and collectively negotiate the tone and style of the blog? Through these questions we start to understand how bloggers and readers collaborate to create a blog that ranges from confrontational to conciliatory in tone and content. They discuss their reasons for participating in this blog including the will to address collective grievances, the need to express anger at injustices, the mandate to inform the public about disability issues and the desire to welcome newcomers to the movement. These findings will be analysed within the context of current theorising on the role of blogging within online activist networks.

Sport Media Literacy: An Action Research Project on Sport Viewing Skills
Mitsunori Ohhashi, Kyushu University (Japan) mitsu8702@gmail.com

**Background:** The purpose of this study was to examine participants’ media literacy skills through action research. Previous research has
demonstrated that most spectators view televised sport uncritically (Coakley, 2009). There is, nevertheless, no existing research that measures viewing skills for sport. Action research methodology (Raúl, 2012) was chosen for this study, because it allowed me involve participants’ actual viewing experiences in my study.

Methods: Participants were fourteen university students (10 women and 4 men). This action research project included several methods: a questionnaire that the participants filled out after watching three sport videos, “Documentary about woman boxer in India”, “Japanese girl’s professional baseball game’s highlight” and “London Olympics highlight from BBC” and a focus group discussion with two or three other participants. I then analyzed this data using conversation analysis.

Results: The participants preferred videos, such as the “London Olympics,” that included strong emotional content. The students were able to analyze dramatic content, narratives, and identify the working of some dominant ideologies such as the ideology of masculinity. For example, one participant commented: “Women athletes are portrayed as idols although men athletes are portrayed as heroes.” The participants were, nevertheless, unable to fully understand social contexts of and/or background for the narrative content. These findings indicate that increased instruction in critical media literacy at the university is needed.

They are loaded with expectations for friendlier and less competitive activities in contrast to the serious and performance oriented nature of activities in sports clubs. So what happens when sports clubs organize spontaneous sporting activities? This paper is based on the results of a study of a project launched within the latest, and still on-going, government sport policy programme in Sweden. The programme has added some 50 million EURO per year to the Swedish Sports Confederation budget with the explicit aim of recruiting non-members from underrepresented groups. In the project under study, local sports clubs organize spontaneous sporting activities where children and youth previously not involved in club sports can take part under the device “come as you are, do what you please, at no cost”. The project was studied by analyses of project documentation, interviews with key stakeholders, questionnaires to prospective participants, and by observations of project activities. Results show how organisation, marketing, financing, leader’s competence, facilities, participants’ wishes, and the nature of the activities combine into keeping children and youth previously not involved in club sports excluded from the activities. Understandings of these phenomena are offered by drawing on the theoretical concepts of embedded expectations and embodied knowledge.

Organizational (non)change in Swedish Community Sport Organizations: the Example of Drive-in Sport
Cecilia Stenling, Department of Education, Umeå University (Sweden) cecilia.stenling@pedag.umu.se

The purpose of this study was to understand change in community sport organizations (CSOs) by examining the introduction and organizing of spontaneous sport activities labeled drive-in sport in 6 Swedish CSOs. Drive-in sport activities differ from the regular activities of Swedish CSOs in that they are meant to be: targeted at non-affiliated youths, free of charge, led by paid staff, and focus on the intrinsic value of sport. Drawing on the theoretical concepts of translation and organizational identity, data from 10 interviews were analyzed to answer: 1. How and why was the

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Salon C

The Institutionalization of Spontaneous Sport – Unpacking the Paradox
Josef Fahlen, Umeå University (Sweden) Josef.Fahlen@pedag.umu.se

Spontaneous sporting activities are often pointed out as the antithesis of activities in sports clubs.
idea of drive-in sport interpreted and acted upon in relation to existing CSO activities? 2. What was the outcome, in terms of organizational change, of the CSOs’ encounter with drive-in sport? The findings show that drive-in sport was approached through the present self-identification of the CSOs, meaning it was translated into something that is in line with or beneficial for existing core activities. Therefore, while drive-in sport at first glance may seem to have changed the CSOs, a closer examination reveals a reproduction of their organizational identities. The findings are discussed in relation to the (mis)alignment of the drive-in sport idea with the CSOs’ institutional context, as well as the future potential of the drive-in sport idea to lead to organizational change. Based on the findings of the study, policy-makers as well as leaders of CSOs are advised to align new ideas on organizing with either existing CSO activities or ongoing changes in the CSO’s institutional context.

Hired Professional in a Voluntary Sports Club?  
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Finnish government realized a few years ago that the voluntary sports clubs were in a challenging situation because of increased demands on the activities and pressures on the volunteering. An intervention where 200 sports clubs were supported to hire a full-time worker launched in 2009.

This article analyzes what were the consequences of the professional worker for the sport club. The research material is collected in the different phases during the process from the hired workers, the representatives of the sports clubs, the volunteers and some other interest groups by questionnaires.

According to the results most of the pilot clubs were developed favorably in many respects during the project. The number of participants increased in about 70 per cent of the respondent clubs. The broadening and diversifying of the activities was common characteristic.

Commonly the operations and function of the clubs were evaluated more planned, well organized and systematic. The expertise in the club seemed to increase, and to the ability of obtain resources the process effects if anything more positively than negatively.

The most often developed single characteristic seemed to be the will for development which could be valuable issue in the future. The most problematic issue was the voluntary potential and its animation. The results were not unequivocal when voluntarism was analyzed. Thus in part of the pilot clubs there was more voluntary energy due to the professional whereas in almost as many clubs the development was unwanted.

Sociology of Sport: Future Challenges  
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1:30 PM - 3:00 PM  
Salon D

Decolonising Methodologies in Qualitative Sport Research: Rationale and Possibilities for a Qatari Context  
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The past decade has witnessed a marked increase in both sport participation and consumption within Qatar. Facilitated largely by government initiatives, this increase has potential far reaching effects across Qatari society, ranging from increased health benefits among citizens to the introduction of Qatar as a ‘sporting nation’ to the Qatari national identity.

Despite this rapid and comprehensive introduction of sport to Qatar, little research has been conducted which considers the broad intersection of sport with Qatari culture. This is important to consider as modern sport, which is largely a ‘western construct’, has been rapidly introduced to a culture that has a different history and beliefs to those in western countries. Furthermore, the small body of qualitative literature emerging within the field of Qatar and sport has either been conducted by western trained academics or grounded in
Theories and methodologies that may not be sensitive to, or reflective of, a Qatari context. This may be problematic, especially if the researcher has not adopted a strong reflexive stance.

This presentation will draw upon theoretical lessons learned from previous qualitative sport research projects conducted in Qatar in order to consider culturally appropriate methodologies to be adopted for future use.

It is suggested that decolonising methodologies offer potential and possibility for western and/or western trained researchers to conduct qualitative sport research within Qatar. The way in which decolonising methodologies both disrupt western assumptions, and legitimise local contextual knowledge and practices, offers researchers working in Qatar a more culturally relevant framework for qualitative sport research.

Can the North Explain the South? American Sport Sociology and its Influence in Brazil.

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The interest in the study of sport sociology in Brazil has grown considerably over the past three decades. While much of the scholarly production has attempted to provide answers to problems that are unique to Brazil, these studies – and the forces that have caused them to flourish – have been influenced by a variety of schools of thought, people and trends in sport sociology born outside of Brazil. In this study, we attempt to unveil the origin of these trends and schools of thought. The study involves two phases: first, the examination of the American sport sociology school and second, the analysis of the Brazilian context. During the first phase, we identify and classify authors, models of analysis and objects of study that have shaped the landscape of American sport sociology. We present these results in a taxonomy that will be used as a framework for analysis to identify the relationships between the hierarchy of research objects and the hierarchy of distribution and consumption of sport in both countries. This presentation discusses the conceptual framework to be used in the study with a focus on the methods and research design applied during the first phase.

Keywords: Taxonomy, Sociology of Sport, United States, Brazil

Anti-doping Policies in Developing Countries: Towards Reform

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Even as the rest of the world is struggling to halt the economic decline, developing countries in particular, like India are seeing sharp economic development and rapid social change. In such an environment sports is increasingly becoming a pathway to achieve success, fame and fortune, however transient. This has led to a sharp push to win at all costs, leading indirectly to the use of drugs to enhance performance. PED use starts much earlier than it shows up in competitive arenas. Policies to control use of PEDs in sports have not succeeded in these countries because they do not recognise the specificity of country situations.

In general sociologists have been using the deterrence theory to study PED use. However, since it criminalizes PED use it has been disproven several times in favor of those that see PED users as lacking in moral fibre. Several others criticize poverty, social standing etc. as leading to recreational drug use; but none focus on PED use. On the other hand, literature in psychology focuses on the psychology of the use of recreational drugs to define PEDs that is, drug use for altered states of mind/inebriation are not PEDs. So blanket studies about drug use, both recreational and not, are insufficient for a comprehensive understanding. This paper looks critically at current literature to illustrate the need for new socio-psychological models to review and understand PED use in
competitive sports in the context of the changes in developing countries with a view to enhancing country-specific policies.

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**Sport, Health and Risk**
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Salon E

**The Global Physical Inactivity Pandemic: A Critique**

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**Alan Bairner**, University of Loughborough (United Kingdom) [A.E.S.Bairner@lboro.ac.uk](mailto:A.E.S.Bairner@lboro.ac.uk)

In July 2012, The Lancet announced a pandemic of physical inactivity. This pandemic is said to be affecting all nations in the world (Das and Horton, 2012). ‘Physical inactivity is the fourth leading cause of death worldwide’ (Kohl et al., 2012: 67) and is responsible for ‘6–10% of all deaths from the major NCDs .... [and] more than 5+3 of the 57 million deaths that occurred worldwide in 2008’ (Lee at al., 2012: 9). Claiming that physical inactivity is *pandemic* is an important moment in health discourse, since it suggests a shift in attention away from physical activity being part of the ‘obesity epidemic’, and will therefore require alterations in how population health is addressed.

Given the purported scale of physical inactivity, this research examines how the pandemic is rhetorically constructed and how solutions are proposed. We apply a governmentality perspective (Rose, 1990) to examine the continuity, coherence and appropriateness of ideas about physical inactivity. We argue within the Lancet there is disunity about what is known about physical activity, problematic claims of ‘abnormality’, issues with how sport is defined, and issues around proposed solutions. We argue that researchers who propose a systems (or ecological) approach to address the pandemic need to acknowledge and mitigate the complexities inherent within their own proclamations. In order to avoid being ‘either silenced completely or obliged to address what are deemed by others to be meaningful matters’ (Bairner, 2012), we offer amendments to the Lancet’s call to action on physical activity.

**Motivations, Competing Priorities and Constraint Negotiation: A Conceptual Model**

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Participation in sport and physical activity makes a significant contribution to the overall health and wellbeing of society. As a result concern about the motivations for, and the constraints to, participation in sport are an important consideration for scholars, practitioners and other stakeholders involved in sport and event management. The sport of triathlon is currently experiencing a period of rapid growth. Despite this growth there is still an absence of research exploring the motivations and constraints athletes overcome to participate in this demanding sport. Consequently, this research draws from a series of in-depth interviews with 21 triathletes in Australia to explore motivations and constraints experienced by amateur triathletes, and sheds light on how these constraints are negotiated to enable participate in triathlon and travel to events. Nine motivation themes emerged, with triathletes motivated to participate for intrinsic reasons, though extrinsic motives were also extensively prevalent. Athletes also identified a range of constraints to their participation. These constraints were viewed as competing priorities which athletes had to negotiate in order to maintain their participation and travel to events. Competing priorities were grouped into seven domains: familial relationships, domestic responsibilities, sociability, finances, leisure, wellbeing, and work/education. To negotiate these competing priorities athletes employed a range of cognitive and behavioural constraint negotiation strategies. From these findings a conceptual model of motivations, competing priorities and constraint
negotiation is proposed for further testing in other recreational sport participation contexts.

The Linkage between Physical Activities and Competitive Sports: A Case Study of Cycling in Japan
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Cycling has been recognized as one of the most popular sports in Japan in recent years. Riding a bicycle has been enjoyed as a sport and as a transportation method in various contexts. The ‘hill climb races’, are one of the grassroots cycling competitions in Japan that attract many competitive cyclists as well as amateur cyclists. However, most of the surface infrastructures including roads and other parts of landscape in Japan are far less favorable for cyclists than those in other advanced countries such as Holland, Germany and Denmark. Semi-structured interviews were conducted with competitive cyclists, recreational cyclists and commuters as well as bicycle activists of non-profit organizations in order to create a continuity of cycling activities as a physical activity and as a competitive sport. Cycling booms in Japan were created under a variety of complicated social backgrounds; ecology, health, and influences from foreign countries. For promoting sports and health in Japan further, continuous linkages between physical activities and competitive sports, in terms of cycling activities, should be established.

Sport and National Identities
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Salon F

Globalization, Football and French Nationalism: The Intermittent “Love Story” between the National Football Team and the French Society
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The aim of the paper is to develop some ideas about national sport culture and the role of globalization in the transformation of national sport cultures. The paper addresses two questions: (1) how to understand the ‘vanishing’ collective spirit of the French national football team during the 1998 World Cup when France beat Brazil 3 to 0? (2) how to understand the intermittent ‘love story’ between the national football team and French society?

Overall the paper focuses on the specific meanings of French sport culture during two specific periods: 1998 “illusion lyrique” to 2010 Knysna ‘disaster’, and 2012 ‘spoiled’ kids. These two moments gave rise to a range of exaggeration national interpretations. In 1998, the victorious national football team was seen as the triumph of a social and racial integration process; conversely, in 2010 and 2012, the team’s sporting failure has been seen as a failure of the same social and racial integration process. The moral panic which has developed around the two latest international football competitions has revealed the specific place of football culture in the fabric of French society and its transformations. First, it shows the increasing meaning of sport in general and football in particular in French society because of globalization and increased media coverage. And, second it shows that the importance of sport is connected to the role that political authorities have given it since the 1980’s as a tool to tackle the effects of globalization.

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In 2004 a number of former Warsaw Pact states (or the A8 countries) acceded to the European Union. Relaxation of labour laws resulted in over 33,000 migrant workers, mainly from Poland, Latvia and Lithuania, moving to the east of England to find work, often in rural farming areas.

Studies in the field of labour migration have shown that cultural transfer is one key symptom of labour
migrants. Migrants’ sense of place can be dialectical: they remain part of an imagined community at home, as well as a new community in their destination. This has a considerable effect on migrant identities, including national identities. In turn, the interplay of identity and place impacts upon the acculturation strategies groups of migrants employ as they adapt to or resist their new way of life.

This study investigated the acculturation experiences of a group of Lithuanian labour migrants in a rural county in the east of England through their experiences as members of a basketball community. Basketball is the national sport of Lithuania and is seen among the Diaspora as a significant means for the expression of national identity. In-depth interviews were completed with 12 Lithuanian stakeholders from the Lincolnshire Basketball Association (LBBA) (i.e. players, referees and coaches). The interviews focused on the acculturation experiences of the participants, especially the role that basketball plays in this process. The findings are clustered into three main themes: acculturation experiences; national identity and the imagined community; and established and outsider relations.

‘We’re Naturals’: Pacific Islanders Negotiations of Identity and Rugby in Australia

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Pacific Island and Maori men are grossly over-represented at most levels of rugby in Australia suggesting the enormous success of rugby as an exemplar of egalitarian and multicultural society. Drawing on life histories, this paper investigates the stories of these migrant men and their experiences of rugby union in Australia. Specifically it examines how they account for their own and other Pacific Islanders’ involvement and success. The central theme of ‘the natural’ is variously utilised either in terms of biological determinism or cultural history to make sense of Pacific Islanders’ performance in rugby. As bodies inscribed from a variety of contexts, the ‘natural’ suggests that rugby reproduces a relatively narrow and shortterm species of capital from the perspective of Australian society whilst simultaneously producing more enduring power and identity within the field of Pacific Island diaspora. When performance in sport is underpinned by a bio-racist logic and specific cultural history the overwhelming commonsense that ensues is experienced at an embodied level.

Sport in Correctional Institutions
Friday, June 14, 2013
3:30 PM - 5:00 PM
Salon B

Physical Activity and Exercise in Canadian Corrections: A Critical Discourse Analysis

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Far too little is known about the need for and extent of physical activity and exercise in correctional facilities and the policies that guide these practices. While there is some evidence at the international level that supports the pressing need for exercise and physical activity as both an individual practice and as institutionally organized correctional programs there is a dearth of information concerning physical activity in Canadian correctional facilities. My presentation focuses upon what is known about correctional policies and penal ideology in Canada regarding the role of and opportunities for institutional physical activity and exercise in prisons through an analysis of programs that exist within Western countries. I will use a critical discourse analysis applying Foucauldian theory to provide an alternative approach to the predominately quantitative research conducted so far by the Correctional Service of Canada and will demonstrate how the interplay between correctional power and policy in prisons impacts institutional physical activity and exercise.
Prison Sport: Exploring the Politics of Physical Activity in Canadian Correctional Institutions
Mark Norman, University of Toronto (Canada) mark.norman@utoronto.ca

Despite the fact that sport and physical activity are significant aspects of many prison cultures around the world, there is limited academic research on their significance in correctional settings. In Canada, the literature is particularly scant and is limited to an unpublished Master’s thesis written over 15 years ago (Caplan, 1996). Given this paucity of literature, this paper represents an initial step toward contextualizing and understanding the social role of physical activity in Canadian federal prisons both historically and at the present moment. In particular, this paper traces how physical activity and sport have been politicized throughout the development of the Canadian penitentiary system and how this politicization has been linked to broader sociopolitical trends in Canadian society. Particular attention is paid to the contemporary context of Canadian corrections, in which correctional policy is shifting from a focus on rehabilitation to an emphasis on punishment and offender accountability. Given the broader trend toward the “penalization of poverty” in western countries (Wacquant, 2009) and the ongoing overrepresentation of marginalized populations in the Canadian corrections system, there are compelling reasons to explore and unpack the diverse ways in which physical activity is constructed and experienced within prison environments.

Sovereignty and Corporal Punishment: Who Controls the Body of a Child?
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Who has sovereignty over a child's body? Is it himself, or is it, until a certain age, his parents or guardians? Is it the school or the Ministry of Education? If the child holds this right, under what conditions, if any, can it be taken away? If his parents hold this right, under what conditions can the state take it away? If the school or state holds this right, under what conditions, if any, can it be taken away, and by whom? Is sovereignty over one’s body a basic human right, or does one only maintain the privilege of sovereignty if he obeys the laws or rules of the home, school, sports team, or nation in which he lives?

In this presentation, Aaron L Miller will present the major findings from his ethnographic study of corporal punishment in Japanese schools and sports, which resulted in the book, Discourses of Discipline: An Anthropology of Corporal Punishment in Japan’s Schools and Sports (Institute of East Asian Studies, UC Berkeley, 2013). He will show how the term for corporal punishment was introduced into Japan, how the practice was used by samurai educators, militarists, schoolteachers, and most controversially, sports coaches.

Sport, Politics and Policy
Friday, June 14, 2013
3:30 PM - 5:00 PM
Salon C

Brazilian Sport Facing The Rio 2016 Project
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This paper aims to present the first data from a research entitled "The Brazilian Sport Facing the Rio 2016 Project: Expectations and Realities (2012 - 2018)". In order to achieve the purpose of the study, a survey of documents related to the development of Brazilian sport, was carried out not only in its social / inclusion / participation / education spheres, but also in the performance realm. Trying to understand all these issues, the present research was split into three phases: a) cataloguing documents related to Brazilian sports; b) systematizing data of one of the most important programs of financing Brazilian sport: Athlete Grant; c) systematizing data related to the Sports
Incentive Law. At first, the files available on the website of the Ministry of Sport, - the main catalyst manager of sports in Brazil – were catalogued. Thus the cataloguing of sources followed basically three main blocks: 1) general documents, that contribute to the understanding of how the situation of incentive to the sport in the country is; 2) files about programs and projects related to the National Secretary of Sport, Education, Leisure and Social Inclusion, directed to children and adolescents listed as potential athletes; and 3) documents related to the National Secretary for High Performance Sports, which focus on supporting elite athletes, in order to optimize their participation in international competitions.

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The performance measurement regimes instituted by central government sport agencies have both intended and unintended effects in relation to their network partners. The purpose of this article is to identify the consequences for NSOs/NGBs as a result of government investment policies and performance measures. Drawing from data in New Zealand, two broad categories of effects are identified and discussed. The first category relates to the tendency for performance measurement and monitoring to reinforce the delineation/demarcation between elite and community sport due to the relative clarity of the former’s measures, and the institutionalisation of ‘cream-skimming’ at national and sub-national levels. The second category of effects illustrates the apparent paradoxes and vulnerabilities of performance measurement that include the demand for indicators to ‘mushroom’ and the presence of ‘gaming’ behaviours. Findings are discussed in relation to the transformational impact of performance regimes and whether making organisations ‘auditable’ places limits on their professional judgment and capacities to govern.

Sports and Gender
Friday, June 14, 2013
3:30 PM - 5:00 PM
Salon D

“It is Passable, I Suppose” - Adult Norwegian Men’s Notion of their own Bodies
Stein Egil Hervik, Hedmark University College (Norway) stein.hervik@hihm.no

Introduction

Male muscular bodies, as depicted in the media, reflect dominant versions of masculinities (Gill, 2008). Jackson and Lyons (2012) however found that the men in their study resisted the pressure of an perfect looking body by focusing on the functionality of their body, and thereby relating masculinity strongly to their power to function. A Polish study found that being physically active was positively significantly correlated with less body dissatisfaction among highly educated men (Demuth, Czerniak, Krzykała, & Ziółkowska-Łajp, 2012). Morphological traits of the body, on the other hand, were not significantly correlated with men’s of body satisfaction (ibid.).

The research mentioned above, and other, studies might indicate that men’s notion of their own bodies are connected to masculinities. The aim of this presentation is to give some insight into how adult men relate to and talk about their own bodies, and how their masculinities are manifested in the notion of their bodies.

Method

The findings presented are data from 20 qualitative interviews with adult men in Hedmark County in Norway, aged between 40 and 90, of different class and ethnic backgrounds.
Findings/discussion

Preliminary analyses show that the men in my study are conscious of their bodies to or greater or lesser extent. Some of the men mainly focus on the functionality of the body, but several men also reveal that they are concerned or satisfied with their bodies’ morphology.

The findings will be discussed in relation to theories of the sociology of the body.

Representations of Masculinities within Australian Football

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Patriarchal definitions of masculinity portray feminine characteristics as being dependant and fearful and this along with the prohibition of certain forms of emotion, attachment and pleasure promote a dominant style of masculinity which subordinates both femininity and other masculinities including gay, black and Asian masculinities. Sport is argued to be a symbolic representation of these masculine principles. Australian football is largely a male domain and has remained this way since its inception in the mid-late 1800s. Not only does sport have the potential to create an institution in which men are dominant over women, it is also argued to be one of the most homophobic arenas. Young boys involved in sport learn that to be too emotionally open with his peers might render him being labelled gay or ‘sissy’. Further, insults such as ‘you throw like a girl’ are commonplace, which denigrate women while attempting to humiliate men.

This presentation is based on extensive qualitative interviews with 20 retired elite professional Australian footballers. While providing a historical overview of masculinities and Australian football, it will focus on the social construction of masculinity and lay claim that there have been minimal changes associated with masculinities within the sport from its inception. This is contrary to arguments made by other scholars such as Anderson (2009) espousing the notion of inclusive masculinities. Given the significance that sport has in many men’s lives in Australia, this research is also important in assisting in the understanding of how, as Australians, masculinity is constructed.

Making Sense of the Everyday Female Rugby Player at a Grass Root Level

Katerina Tovia, Victoria University of Wellington (New Zealand) Katerina.Tovia@vuw.ac.nz

To date, rugby in New Zealand is still a patriarchal domain that represents the values and elements of male culture, those of roughness, physicality and masculine aspects on and off the field. Women’s contribution to the national sport as players is scarcely mentioned in research, often marginalised at the fringes of analysis, and remains a largely untold story. Despite the New Zealand Black Ferns winning four World Cups, women’s rugby still receives limited attention in the cultural and social analysis of rugby.

The majority of the research into women’s rugby has been largely concentrated on elite players or players at the highest levels of amateur rugby. The “everyday” female rugby player is largely invisible, unexamined and inadequately theorised.

This paper reports on a qualitative research study with female rugby players in New Zealand. The study analysed the lived experiences of women rugby players who play at a grass root level, particularly how they made sense of their experiences of becoming a rugby player?, why they continue to play the game, and their collective battle against public perceptions of women rugby players and the meanings attached to them. These findings provided valuable insights into women’s rugby at a grassroots level and suggests that the various experiences of women rugby players, both positive and negative, need to be recognised so that women can be better valued as a rugby player rather than as women who just play rugby.
Urban Sport Experiences
Friday, June 14, 2013
3:30 PM - 5:00 PM
Salon E

A Postcolonial Analysis of Sport for Development, Cross-sector Partnerships, and Urban Redevelopment: The Case of the Partnership Between Anglo Indian and M.C.C./Lord’s Cricket Ground
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Sport has been identified by multinational organizations as a tool that can be mobilized to promote various kinds of development. Despite this, scholars who study sport for development and peace (SDP) have, to date, said little about the role of cross-sector partnerships in the delivery and implementation of SDP programs, and the impact these partnerships have on SDP program recipients. This is a significant shortcoming in SDP-related literature, since SDP initiatives commonly rely on complex networks of partnerships between various cross-sector organizations.

This paper describes and responds to this need to bridge pertinent literatures that speak to these topics, and to consider how an interrelated analysis of SDP and cross-sector partnerships could be conducted. Specifically, this paper explores existing and potential linkages between literatures on SDP, partnership theory, and organizational power and urban redevelopment. Following this, findings from a website analysis of the partnership between Anglo Indian (an international real estate investment company) and M.C.C./Lord’s Cricket Ground, that has the objective of developing 12 branded, cricket focused communities throughout India, is offered. The paper concludes by emphasizing the particular relevance of postcolonial theory for assessing not only SDP-related work (as it is commonly used) but also the cross-sector partnerships that are integral to most SDP projects.

Running with Neoliberalism: The Practice and Politics of Sport for Development in Urban Baltimore
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Shimmering as a spatial and temporal beacon of private capital investment (and allied public disinvestment) Baltimore is the built testament to a three decade transformation from being a city primarily focused on managing the welfare of its citizenry, to one preoccupied with the entrepreneurial restructuring of the city as a motor of capital accumulation (Harvey, 2001; Ong, 2006; Silk & Andrews, 2006). The pervasive and invasive spread of such reformatory techniques of neoliberal governance (Rose, 2001; Ong, 2006) has witnessed many public services and agencies falling by the wayside. Some, though by no means all, of the shortfall in social welfare provision resulting from neoliberal revanchism has been addressed through the volunteerist contributions of private citizens and organizations. As an exemplar, the plight of Baltimore’s sizeable homeless population—an already vulnerable grouping increasingly ignored by neoliberal public policy, programming, and funding—has become evermore dependent on the benevolence of private economic capital and volunteerist physical labor. This project provides a window into the workings and experiences of this neoliberal conjuncture, through an empirically-grounded explication of one such private and volunteerist initiative: namely, the Baltimore chapter of Back On My Feet (BOMF). BOMF is a non-profit organization that “promotes the self-sufficiency of homeless population by engaging them in running as a means to build confidence, strength and self-esteem.” Within this study, Baltimore’s BOMF population is engaged through ethnographically-based inquiry, in order to excavate how the body is mobilized as a meaningful and viable apparatus of neoliberal governance.
Sociality Outside the Stadium: Experiencing the City of Sport

David Rowe, University of Western Sydney (Australia) d.rowe@uws.edu.au

Ever since sport venues were enclosed in modernity, a premium has been exacted for, and attached to, gaining entry to the stadium. Since the inception and refinement of television, this has not been a matter of accessing a superior viewing position. Indeed, ‘being there’ often means an inferior spectatorial experience in technical visual-aural terms. The appeal of real-time co-presence in sport is partly based on status (the acquisition of a scarce, much-prized ‘cultural good’), aura (emanating from an unreproducible propinquity distinct from mechanical reproduction/transmission, as conceived by Walter Benjamin in relation to high art objects), and sociality (the enhancement of experience created by collective, human-induced ambience).

However, and most conspicuously during mega-event festivals such as the Olympic Games, the celebration and necessary rationing of sport stadium attendance means that many, if not most, potential spectators must be disappointed. This is an undesirable outcome for many reasons, not least because such events are promoted as desirable mass tourism experiences and as unprecedented opportunities for host residents to participate in and to savour the carnival that they have facilitated and subsidised. The proposed solution to this problem is to turn whole host mega-event cities into sport venues – nobody, it is claimed, need feel excluded or thwarted because the unique event aura is diffused across the city and temporarily insinuated into its entire fabric. This paper, based on observational fieldwork during the 2012 London Olympics, explores and analyses the cultural politics of fleetingly transforming sport in the city into the city of sport.

Sport: Contesting Sovereignties

Friday, June 14, 2013
3:30 PM - 5:00 PM
Salon F

The Case of the Football Club Sheriff Tiraspol, one Element of the Contesting Sovereignty of the Republic of Transnistria.

Rolando Dromundo, Universita di Pisa (Mexico) rolmau@yahoo.com

The Transnister Moldovan Republic has functioned as a “De facto”, sovereign republic since 1992, the year in which the war against Moldova broke up. It has more than once voted its independence and its possible annexation to Russia without receiving recognition from any United Nations member.

This territory that lies between Moldova and Ukraine, elects their own government, parliament and issues its own currency. It has been trying to build a national identity by different means, one of them through sports, even though, the lack of international recognition has forced them to compel with the rules of the Moldovan National Federations.

One of these cases is the Football Club Sheriff Tiraspol, the undisputable champion of the Moldavian League for 11 of the last 12 years. It has a budget that would be the envy of more than one team in the Spain or Italy. It has advanced to the third qualifying round of the UEFA Champions League and has become a respectable regional rival.

The Club belongs to “Sheriff”, the second largest company in Transnistria, owner of most of the supermarkets, petrol stations, a TV Channel, a construction company between other businesses and seems to be owned by Igor Smirnov, the former president of this separatist republic.

In that sense, the FC Sheriff Tiraspol has become one element of the emergent identity of this territory that looks for world recognition meanwhile the region is submerged in a geopolitical dispute between Russia and the west.
The Signing Sovereignties: Turkish Deaf Community through Sport Fields
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In this study, it’s presented that how deaf people - in the hearing society or as ‘semi-sovereign of selves’ in the schools for the deaf in Turkey-generated sovereign selves and community through the sports clubs as sign language users. The historical, conceptual accounts as well as the current practices of the contested fields and institutions led to the consideration of interdisciplinary approach and the use of ethnographic methods (including but not limited to observations, field notes, and interviews) in this study as the vital importance of many experiences in several settings involved for the interpretation of the ‘deaf sport contexts’. The investigations relatively started with the involvement in the deaf movements in Turkey and in three main fields of studies: sociology of sport, deaf studies and sport management. The signing (cultural) sovereignties’ embodiment or (dis)empowering interactions with(in) the schools, sport clubs, semi-autonomous National Deaf Sport Federation, human rights movements as well as in relation to as one’s state of “deafhood” and sex are outlined. The role of emergent socio-cultural (deaf studies’) and feminist perspectives in Turkey emphasized pursuant to the results.

Football and the enemies of sovereignty: Governance and citizenship at the 2008 European Football Championships
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Sports mega events have played a pivotal role for the transformation of local games into a global business, as in the case of football. Symptomatic changes such as all-seater stadiums, CCTV and preemptive security measures, the adaptation of match kick-off times to the programming schedule of broadcasters and the sellout of local clubs to transnational investors have evoked the protest of traditional supporter groups against the dark side of ‘modern football’. However, there is significantly more about these changes than the questions of ownership and benefits. As disciplinary technologies of crowd control and space management have been extended from the stadium to the cities, involving the partial privatization of public space through the advent of fan zones and the gradual suspension of basic civil rights, sports mega events emerged at the center of debates and politics questioning national and territorial sovereignty. Sports international non-governmental organizations, most notably FIFA and UEFA, teamed up with national and transnational governments as power-wielders within a transnational public sphere for which issues are at stake that transcend national boundaries. This paper argues that the political significance of sports mega events lies in their short- and long-term consequences for the overall governance of citizens, not just in stadiums and host cities, but also for those beyond the demarcated places. Looking at the urbanization of football and the footballization of the city in the context of the European Football Championship 2008, I will demonstrate how “football in a state of emergency” can be (mis)used to rearrange the relationships between state, economy and the public.

Sport Mega-Events
Saturday, June 15, 2013
9:00 AM - 10:30 AM
Salon B

Mega-events and ‘Bottom-up’ Development: Beyond Window Dressing?
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Sports mega-events have become a pivotal strategic policy priority in an increasing number of ambitious regimes in the ‘rising states’ of the global South. Typically, these events involve massive expenditures of scarce public resources in ways designed to impress global audiences with the
sophistication and ‘modernity’ of the host. With few exceptions, the conception of development that is embedded in the planning and execution of these events is principally elite-driven or ‘top down’, with developmental initiatives and rhetoric being critiqued as a source of legitimation, or window dressing, for the principal beneficiaries – national, international, and corporate. This paper has two objectives. First, it surveys the record of recent sporting mega-events in developing countries in terms of their implications for broadly based social or ‘bottom-up’ development. Second, using the framework of ‘Critical Alternative Development’ (Parpart and Veltmeyer 2004) as its point of departure, it seeks to think through what a truly ‘developmental’ mega event, explicitly focused on ameliorating poverty and promoting social justice, would look like.

A Regenerative Framework for Planning Environmentally Sustainable Events

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The past few decades have seen a radical shift in the event industry, using events to leverage a range of legacies including increased economic revenue, new infrastructure development, addressing climate change, and improving social concerns such as peace, poverty, diversity, health, and gender equity. This presentation focuses on the issue of event organizers claiming to adopt ‘green’ or ‘environmental sustainability’ ethics, without an explicit theoretical and empirical basis to support strategy and performance assessment. This talk examines how Regenerative Design Theory and Life Cycle Assessment can be used as frames to plan and measure the sustainability of events. Regenerative Design Theory applies notions of place, scale, stakeholder engagement, long-term thinking, systems thinking, cradle-to-grave assessment, and regeneration to sustainability planning. While Life Cycle Assessment is a method for measuring the environmental impacts of products and services across their entire life cycle and across multiple types of environmental impacts. Research from two case studies: 1) the University of British Columbia Athletics Department and 2) the 2014 Special Olympics Canada Summer Games will be presented to provide critical insights into implementation and assessment of event sustainability planning.

Expression of Sovereignty, Patriotism, and Community Identity through Volunteering in Mega Sporting Events

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Korea’s first Olympic gold medal was won in 1936 when Korea lost its sovereignty to Japan. This Olympic gold medal became an enduring symbol emphasizing the importance of Korea’s sovereignty, (KBS, 2010). Continuously, Koreans insisted on their nation’s sovereignty and have advertised their excellence through participating in and hosting mega sporting events. Koreans have also shown great interest in volunteering at these events although the general rates of volunteering among Koreans were not high (Kim, 2007). A study of 1988 Olympic volunteers, revealed that patriotism was a major volunteer motive (Kim, 2007), a result emerging in other research on mega event volunteers (Matsuoka & Chelladurai, 2001). Lately, local Korean governments, not the nation of Korea, have been interested in hosting mega sporting events to foster positive publicity and economic growth. Recent studies on mega event volunteers in Korea showed that their community identity was relatively high (Kim, 2012). That is, as the nation of Korea has economically and politically developed, Koreans appear to be more interested in the development of their local community rather than the nation as a whole and manifest an enhanced identification to the local community. This presentation provides further analyses/discussion on the sovereignty, patriotism, and community identity of Koreans related to mega event volunteering. Specifically, the quantitative data from volunteers at the 2011 IAAF World Championships and 2013 Special Olympic World Games, and the qualitative data of the 1988 Olympic volunteers will be reviewed and compared.
Mallparks: The Social Construction of Baseball Stadiums as Cathedrals of Consumption

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Starting with Baltimore’s Oriole Park at Camden Yards (which opened in 1992), contemporary baseball stadiums are extremely rationalized and diverse sites for revenue generation as they incorporate localized veneers of historicity and heritage towards enhancing consumption experiences. Similar to shopping malls, baseball stadiums provide visitors a variety of consumption experiences beyond the game itself. Although baseball teams have sold food and souvenirs since the late 19th century, contemporary “mallparks” offer much more than hot dogs and team hats with diverse and sophisticated options ranging from food choices such as sushi in Seattle, “Rocky Mountain Oysters” in Denver, and clam chowder in Boston, to souvenir choices of game used equipment, stuffed toys of team mascots, and personalized jerseys that seem to be available at each stadium. These consumption experiences occur within highly themed environments in which designers combine evocative aesthetic elements from baseball stadiums built during the early 20th century with local icons. While the designs of mallparks raise important questions about the use of history and the development of consumption environments, these stadiums are also highly exclusionary spaces that perpetuate exploitative social relations and reinforce the power and privilege of social elites – not only within stadiums, but within public policy as well. Building off previous research and new data, this paper examines this generation of baseball stadiums through a framework combining George Ritzer’s insights about consumption environments with Henri Lefebvre’s theories regarding the production of space.
Politics and Olympics: the Guest Card Issue of the Chinese Taipei in Olympic Movement
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In 1949, China was divided into two parties, the Kuomintang and the Chinese Communist party. Since then, the 'Two China Issue' has become a big debate in international politics and sports. It was only in 1981, when the Chinese Taipei Olympic Committee (CTOC) signed an agreement with the International Olympic Committee (IOC), that Taiwanese sport delegates were admitted to return to the international sport stage.

The IOC charter (2003) shows that in Olympic movement, all political interventions and discriminations should be eliminated and aims to promote peace and friendship among people of the world. However, Taiwanese athletes still struggle to participate in Olympics due to political intervention. Since 1981, there has been no Taiwanese president or governor invited to participate in the Olympic movement of equal identity as guests from other countries. Usually, the organizer gives the guests, who are invited by the Olympic family or the Organization Committee, the normal Guest-Card (G-card) for accreditation, however due to the Chinese political intervention, Taiwanese government officials were only given a 'GO-card' or 'GV-card', lower level cards compared with the G-Card. Thus, it could be argued that political factors are still a major issue for organizers when deciding who to invite from the National Olympic Committees.

This research examines 'Guest-card issues' in Olympic movements, from 1996 to 2012, including the Olympic Games, Asian Games and East Asian Games. A documentary analysis is used to understand the situation, and what the Taiwanese government and the CTOC have done to deal with this debate.

Sports and Gender
Saturday, June 15, 2013
9:00 AM - 10:30 AM
Salon D

Being Kendoka: Methodological Notes on the Ethnographic Process
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This paper examines how identity is negotiated within a Japanese university kendo club. I draw upon my own eighteen month research experience as a member of the club and consider how my unique social, physical and cultural trajectory facilitate access to the field. As a result of the ethnographic method, this paper is as much about the negotiation of self within the dojo, as it is with the other members of the club. As an outsider, ‘belonging’ or having ‘a place’ in the field of university kendo clubs is never easy or seamless; rather it is a constant process of negotiation and renegotiation, trial and error, inclusion and exclusion. Central to this process of developing and negotiating mutual trust and understanding with club members was my ability as a kendoka. Being part of the daily training regime proved of significant importance as it provided a legitimacy to my place in the field. In fact it is my irregular trajectory that has allowed both the involvement and detachment necessary to deal with challenges such as negotiating my ‘belonging’ whilst forming authentic, reciprocally enriching relationships. I would argue that such ethnographic work is invaluable as a method for gender research and provides new and exciting ways to understand and theorize the relationship between sport and gendered identity in Japan. Indeed in time, with my commitment to the daily training and sharing of their experiences, I was gradually allowed access into their ‘real’ hearts and lives outside of the dojo environment.
The Changing Relationship between Male Coach and Elite Female Athlete in 21st Century in China
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The relationship between male coach and female athlete is a combination of the coach-athlete relations and gender relations. Numerous studies have examined how the male coach/female athlete relationship affects an athlete’s self-satisfaction, performance, and quality of life, and how such relationship is affected by gender. A close examination of the male coach/female athlete relationship in the new century can throw light on the re-interpretation of the relationships between senior and junior, and between men and women in contemporary China.

Based on literature review, interview and case studies, this paper examines the following questions: what is the feature of male coach/female athlete relationship in today’s China? What changes have happened to the relationship in the first decade of the century? What factors have generated the changes?

It is concluded that male coach/female athlete relationship in contemporary China is complex, dynamic and diverse. It has changed gradually from the hierarchy father-daughter relationship to a more equal husband-wife or friend-friend relationship. Winning incentives determined by women’s astonishing performance, rising individualism resulted from the market-oriented reform and the one-child policy, presence of married athletes and husband coach, employment of foreign coaches, access to new media have all played their part in shaping the new relationship.

Left on the Shelf: Female Sporting Autobiographies, Embodiment and Identity Formation
Carly Stewart, Cardiff Metropolitan University (United Kingdom) cstewart@cardiffmet.ac.uk

Published sporting autobiographies have been termed a cultural phenomenon in their own right (Freeman, 2001), and offer a tangible example of a culturally valued personal story. In this presentation I briefly define, contextualize and situate published autobiographies as culturally ‘governed’ social documents where little sociological attention has been given to them, particularly within the realm of sports studies. Against this backdrop, the attention given to the sporting lives of female athletes is significantly less so. This said I begin to take a preliminary look at what types of stories and achievements sporting women may need to tell in order to achieve that which is seemingly culturally desirable to, and fits the tastes of, those publishing and consuming them. Taking an intersectional approach to identity formation, attention is paid to how female embodiment and identity is presented, concealed and negotiated in a few selected life narratives. I hope to offer some insight into the reading of sporting autobiographies for such purposes, paying attention to them as poly vocal texts of content and representation, embedded within contextual cultural narrative structures.

Sport and Physical Education
Saturday, June 15, 2013
9:00 AM - 10:30 AM
Salon E

Exploring Lives and Embodiment of a Secondary School Physical Education
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Physical education (PE) has long been considered an essential part of overall education. Physical education teachers (PETs) are playing an important role not only in teaching, but also other daily duties to fulfil their professional obligations in primary and secondary schools. The embodiment of the qualities of good teachers is essential in order to shape and maintain the professional identity of PETs. At the same time, PETs also need to see that other people view them as embodying such exemplary qualities (Korthagen, 2004). Similar
characteristics are also embodied in the same way, such as the image of fairness and affirmation for the role of officiating, and the determination for excellence and victory for the role of coaching. The embodiments of these characteristics work as an expression of professional identity which affects the long-term development of a career trajectory and lives of a PET. The aim of this study was therefore to explore and describe lives and embodiment of a veteran secondary school PET in Hong Kong. The study employed a qualitative design, namely an ethnographic action research (EAR) (Tacchi et al., 2003) to inquire how a male secondary school PET managed his lives and improved his versatile roles in order to embody in “professional development”, “social transformation”, “political empowerment” and “cultural enrichment”.

A Postwar History of Extracurricular Sport Activities in Japan: Sport or Education?
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In Japan, a large system of extracurricular sport activities exists in junior high and high schools. Many students participate in these sport activities, and this system is a distinctive feature of the Japanese school education. It also differs from common systems in other countries. While previous studies have paid much attention to this unique system, and tried to clarify its functions, they have not clarified how the system itself was established. This paper addresses that void in the literature, that is, the postwar history of extracurricular sport activities in Japan, focusing on various historical transitions, policies, and discourses. By examining these issues in greater detail than ever before, this paper examines the reasons Japanese schools have needed sports to accomplish their educational mission. Some of the results are summarized as follows: after World War II, a set of educational reforms shifted Japanese schools from a militaristic to a democratic mindset. Thereafter, sports were argued to have democratic value, and seen as symbols of freedom and self-government. When extracurricular sport activities were popularized beginning in the 1970s, teachers were forced to shoulder the heavy burden of coaching these sports. Teachers hesitated to complain, however, and instead began using sports as a means to eliminate problems with students’ misbehavior. Extracurricular sport activities were significantly expanded in the 1980s, and in the 1990s-2000s, teachers have continued to shoulder this heavy burden as neo-liberal educational reforms aimed at downsizing Japanese schools have been put in place.

Sport: Contesting Sovereignties
Saturday, June 15, 2013
9:00 AM - 10:30 AM
Salon F

Sovereign Bodies, the Obesity Debate and Sport: Public Pedagogy, Border Crossings and Physical Activity at Every Size
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Emma Rich, University of Bath (United Kingdom) E.Rich@bath.ac.uk

This paper is framed by a critique of the sovereignty of weight-centric approaches and anti-fat ethics in the promotion of physical activity and sport for health. Drawing on community work in delivering physical activity and sport programmes we outline the significance of a public pedagogy approach in developing alternative ways of promoting, representing and experiencing physicality beyond weight focused perspectives. In doing so we advocate that physical activity and sport policy makers and practitioners need to undertake ‘border crossing’ (Giroux 1992) and work across ‘artificial’ institutional barriers. The paper outlines the principles of a non-weight based, cross-disciplinary Health at Every Size (HAES) approach to community-based physical activity for health. It offers a critical examination of the potentials of harnessing a HAES paradigm as an alternative to a weight-loss, health-focused activity programme.
Mountaineering and the Sovereignty of Modern Man
Peter Hansen, Worcester Polytechnic Institute (United States) phansen@wpi.edu

The conquest of mountains has served as a symbol for the sovereignty of “modern man” over the last three centuries. In the eighteenth century, the ascent of Mont Blanc was considered by some to represent the conquest of nature and an answer to the question, what is enlightenment? Yet mountain ascents were not the result of curious individuals suddenly discovering an aesthetic appreciation of nature. On the contrary, ascents of the highest mountains in the Alps were envisioned as a result of political debates over sovereignty and enfranchisement in Geneva and Savoy. These controversies in Geneva extended well beyond the works of Rousseau to articulate a panoramic summit position for aspiring citizens of this republic. In Savoy, extended debate over the emancipation from feudal dues inspired people in Chamonix to climb Mont Blanc in 1786, and the mountain soon became a dynamic symbol of sovereignty throughout Europe for revolutionaries and counter-revolutionaries alike. During the nineteenth century, mountain ascents increasingly came to be identified with the assertion of individual will, and Petrarch was belatedly hailed as the first modern man on Mont Ventoux. In the twentieth century, the ascent of Mount Everest became the focal point for post-colonial disputes over shared sovereignty after the first ascent by Hillary and Tenzing in 1953. By the early decades of the twenty-first century, however, the threshold of a changing climate has called into question both the conquest of nature and this once triumphal summit position of individual modern man.

Fleshy Assemblages: Existential and Elemental Entanglements in Mud Running
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This paper sets out to recast ontologies of embodied practice in which active physicality is foregrounded, and in which a heightened sense of existential awareness is held to form the raison d’etre of the experience. To counter these anthropocentric tendencies and augment those studies which have sought to comprehend the liminal communion of (sporting) body and world, I intend to trace and make visible the human-nonhuman entanglements which constitute the sociality of mud running, and the assemblages which their affective propensities constitute, confound and commingle within. Mud running (or alternatively ‘obstacle course racing’) denotes an increasingly popular combination of endurance running, adventure racing and military-esque training among sport and exercise enthusiasts, and invokes both elemental object and active, embodied subject in its moniker. Apprehending the entanglement of incarnate, existential experience and the elemental character of nonhuman things - in this case ‘obstacles’ assembled for mud runners to traverse - leads to the concept of ‘fleshy assemblages:’ hybrid, socionatural conglomerations in and through which the adhesive, affective capacities of human and nonhuman materialities cascade, coalesce and disperse, yet which are only knowable through human epistemologies. The paper is intended to mount a challenge to object-oriented philosophy through the example of an overtly carnal practice, to reimagine anthropocentric accounts of active physicality by emphasizing the agentic capacities of ostensibly tractable objects, and to advocate for further posthumanist studies of sport and physical culture.

Sport and Media
Saturday, June 15, 2013
11:00 AM - 12:30 PM
Salon B

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On May 12 2012, the Montreal Impact, a Montreal based professional soccer team, made its debut in
the Major League Soccer –MLS – as the 19th franchise and third Canadian club in front of a crowd of 60,860 spectators establishing a record attendance for professional soccer in Canada. Soccer has grown to become the most popular amateur sport practice in Quebec and in Canada over the last decade, and professional soccer certainly constitute a growing media spectacle. Yet very little research investigates this media sport phenomenon and the cultural significance of these franchises in Canadian cities.

With its own Saputo stadium, a large fan base, and growing media coverage, the Montreal Impact has come to signify more than just a reflection of a growing amateur practice. In fact, the Impact constitute an important vector of identification and a popular spectacle in Montreal. Based on an analysis of local press coverage (1992-2012) and of a series of fan discussion blogs (3 fan associations and 2 related sport network blog), this paper aims at understanding sociologically this new and rising popular media/sport phenomenon in Montreal. More specifically, we are interested in the specific role local media contracts and coverage plays along with the singular significance and attachment which ties Montrealers to their team...a tie that operates beyond soccер itself yet is radically different to the attachment Montrealers have other local professional sport teams.

**Francesco Totti: Stardom and Place**  
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This essay examines the stardom of Italian soccer player, Francesco Totti, in terms of his connection to place. Drawing from Richard Dyer’s theoretical framework on stars, the essay interrogates the ways in which Totti’s image is constructed through intentional publicity, but how, in turn, his image responds to public demands and desires. In our era marked by globalization, media, and consumerism, Totti has become a prolific symbol of the city of Rome and what it means to be Roman for outsiders and Romans alike. His Romanità stands in contrast to the global media brand of his contemporary, David Beckham, who seems to have transcended place through worldwide media presence. For his admirers, Totti becomes the archetype of Roman masculinity. Totti’s star ultimately tells us about how people negotiate rooted identities in and through media.

**Prosumption and Cultural Capital in Surf and Skate Social Worlds**  
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Surfing and skateboarding are social worlds that prioritize a Do-It-Yourself ethos and creative ways of performing a personal style. In both cases reputations are built on mediated versions of one’s performance more than results in formal competitions. Thus, one needs structural support to develop both the physical and artistic skills but also to circulate those images. The use of videoing one’s performance is a significant source of feedback which means an athlete needs to have the support of a videographer. Additionally, the ability to edit video recordings to highlight one’s personal style and circulate on social media is central to one’s power in the social field to define symbolic and cultural capital.

Whereas action sports have been identified by various characteristics like creativity, DIY, and individualism, we reflect on another central feature of action sports that has been under theorized, the actual construction and circulation of cultural capital. Following Niklas Woerman’s (2012) lead, we use theoretical constructs of Prosumption and Bourdieu’s cultural capital to examine the central role visual culture has in these social worlds.
Sport, Identity and Belonging
Saturday, June 15, 2013
11:00 AM - 12:30 PM
Salon C

Arab Investment in Top Professional Clubs: "Money, Identity and Geopolitics"

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One of the most notorious consequences of the recent liberalisation and commercialisation of European football is the growing levels of Arab capital investment in the European football market. Several professional football clubs have been taken over by Arab investors in England, France and Spain. Moreover, UEFA recently awarded the Qatar based television channel Al-Jazeera the rights to broadcast Champions League matches in France, whilst there are strong suggestions that Al-Jazeera will also bid to broadcast Premier League games in the UK domestic market. With these considerations, this paper investigates the impact of and the perception about Arab investment in the European football market. Set against a background of mistrust towards foreign citizens in the continent, the paper aims to ascertain the perception of recent Arab economic investment in some clubs of the top European football markets. The paper will analyse the case studies of three European clubs recently taken over by Arab investors: Paris Saint-Germain in France, Malaga in Spain, and Nottingham Forest in the UK. The scam over Getafe FC takeover by “Arab sheikhs” will also be incorporated to complement and to reveal some of the misapprehensions emerging from the other case studies.

The paper sets to elucidate, whether Arab investment is perceived as a threat, an opportunity or both. To do so, the case studies address three different dimensions: Economic, governance/regulatory and societal/identity. The paper will employ a qualitative methodology, tracing back the origins and the reactions of these case studies through media content analysis, and review of academic contributions.

Sport Club Identity or Community Identity: Which Has Greater Saliency?
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As individuals we belong to several communities simultaneously. Family, workplace, religion, profession, lifestyle, and sport clubs are possible communities to which one might belong. A key question is whether membership in a sport club has greater saliency for an individual in terms of their self and social identity than their membership of the broader community. Two samples, one of a general population and one of members of rugby clubs were surveyed in two separate studies. The questionnaires employed in both studies contained items which demonstrated high reliability and validity in previous studies. These items included 3 measures each of self identity and social identity (Samir, 1992) and 3 items of community identity (Nasar & Julian, 1995). In the first study of small capital city, Zakus and Chalip (1998) found a significant relationship between self and social identity and self and community identity, but not between social identity and community identity. In the second and current study, a consultancy for the Queensland Rugby Union (QRU) by Zakus, Skinner, and Ogilvie, permitted a partial replication of the above study, plus a way to further explore social identities and relationships. The QRU study focuses on social capital and so we gathered additional data that will permit analysis of how a sport club, as a form of community, relates to self and social identity, as well as how broader community identity might be impacted by sport club identity. Results of the study will be reported to the conference.
Coast, Countryside, and the National Trust: Examining Young Adults’ Experiences of Nature Through Sport

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Little is known about how young active adults (age 18–30) relate to the natural environments – and those who care for them - that form the backdrop for their sports. Notably, Atkinson (2011) has explored the existential destabilisation of mental and physical self experienced by fell runners as a pleasurable form of play. Whilst engaging in an outdoors sport is thought to induce a sense of wonderment and connection to the natural environment, but the implications of these associations upon well-being and environmental agency are not well understood.

This presentation will report on current research examining the role of nature sports (climbing, surfing, trail running, and mountain biking) in fostering young adults’ sense of well-being and belonging relative to the natural environment. In addition, it will consider the extent to which these experiences might translate into an emotional connection to the work of an environmental charity. To explore these aspects, 15 mobile semi-structured interviews that included a graphical and visual elicitation element will be drawn upon. The meanings that participants’ attribute to their sports, and subsequently how they relate to the natural environments in which they are active, will be presented. This will be followed by a discussion of the implications relative to active adults’ interactions with a charitable environmental landowner (The National Trust), who resides on the periphery of their communities of interest.

This research is funded through the ESRC CASE Studentship Scheme in collaboration with the National Trust.

Sport Spectatorship and Fandom
Saturday, June 15, 2013  
11:00 AM - 12:30 PM  
Salon D

Watching the Watchers: Anthropological Perspectives on Sport Spectatorship and Fandom

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Stylized renderings of the activities and inclinations of fans and spectators of one or another sport constitute a fundamental feature of sport studies. What, indeed, is a sporting event without an audience? But by the same token, how, in practice, do we go about the task of watching and seeking to comprehend the participation of those who, for the most part, only stand (or sit) and watch matches or competitions, whether in person or via media? This paper interrogates the manner in which anthropological accounts of sports endeavour to examine the dimensions and dynamics of sport spectatorship and fandom in a wide range of social and geographical settings. Anthropologists who examine sport may, for a variety of reasons, sometimes find it convenient to pass themselves off as fellow travellers in the sociology of sport. Yet, their works often prompt rather different types of readings when scrutinized by an anthropological audience that does not necessarily subscribe to one or another conventional understanding of the social significance of sport or sport spectatorship. What then might anthropological studies of sports fans in different locales and in different sport disciplines tell us about not only sport spectatorship and fandom but also about the salience of disciplinary differences in shaping the ways we watch the watchers of sports?

The Globalisation of Ultras Culture: An International Comparison of Japanese and Italian Fan-groups

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Ultras culture has become one of the most pervasive and dynamic forms of football in the 21st century. This style of support incorporates spectacular choreographies of flags, drums and
flares, as well as incorporating chants and clapping to create an aural and visual spectacle. Ultras are overwhelmingly masculine and the pride and love of their club and hometown is central to their identity. From its origins in Italy in the late 1960s, this style of fan culture has spread across the world. Ultras culture has spread across Southern and Eastern Europe and is now the most important supporters' culture in Germany, as well as emerging in Britain. When the J-League started in 1993, football and supporters’ culture was relatively unknown in Japan. Japanese fans looked to South America and Europe for their influences. Yet they did not merely copy these cultures; they fused them with Japanese culture to produce a distinctively ‘glocalised’ culture. Global media, in particular social media like YouTube, allows fans to observe and learn from other fans’ performances. These variations are then incorporated into existing choreographies and help to build a distinctive ‘glocal’ culture. Through an analysis of Italian and Japanese organised fan-groups, this paper will demonstrate how there are many similarities between these two styles of support; yet it will also demonstrate how distinctive local influences adapts only certain features of ultras culture within its specific milieu.

Spectatorship and Social Class: Specificities of Team Sport Fans in Czechia
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Sport consists of a large number of branches which offer sport spectacles for diverse spectator crowds. As the history of sport development revealed, individual sports gradually started to form their own fan bases. Consequently, sports spectators as a specific social group do not constitute a homogeneous group.

The paper focuses on socio-demographic characteristics of sports fans of the six most popular spectator sports in the Czech Republic at present (football/soccer, ice hockey, basketball, handball, volleyball and floorball). These characteristics were investigated within an extensive questionnaire survey as a part of the project entitled “Spectators’ reflection of sports matches”. The sample consisted of 5 560 respondents, who attended matches of the top competitions of the surveyed sports during a year. The results showed differences among surveyed sports as the social status of their spectators concerns. Spectators of football, ice hockey and handball are placed lower in the stratification system than fans of volleyball, basketball and floorball.

Sports and Gender
Saturday, June 15, 2013
11:00 AM - 12:30 PM
Salon E

Flying Through the Air in Search of Possibilities: Explorations of Women’s Aerial Performances around the Turn of the Twentieth Century
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Around the turn of the twentieth century in North America and Europe, the concept of flight and the ability to fly took on renewed meaning and interest. Not only did the invention of the airplane around 1903 captivate the imagination of broad ranging audiences, flying acts on trapezes in circuses and vaudeville theatres were equally popular and spectacular. Among the growing number of daring flyers were women athletes and performers who sought adventure and/or the means to make a living outside of the home. Their highly unconventional profession as aviator or trapeze artist required them to negotiate a complex balance between personal aspirations and working opportunities in male controlled arenas. Despite the difficulties they faced, their performances evoked a symbolic freedom from earthly constraints, a state many women at that time aspired to in their struggle for suffrage and gender equality.
Drawing on Victor Turner and Mikhail Bakhtin’s notions of liminality and transgressive practices, I illustrate how women’s aerial performances around the century’s turn could be conceived of as providing thresholds from which possibilities emerged. Though female aerialists’ provocative performances were often viewed with much anxiety by those concerned with changing gender roles, the fantasy associated with aerial performances and identities assisted a blurring of gender boundaries and the transgression of traditional categories of femininity. Aerial performances, taking place in in-between, or liminal spaces, permitted new readings of the female body in motion as ‘becoming’ and a motivation for many women to claim greater authority over their bodies’ capabilities.

Female Commitments in Snowboarding
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In 2009 a small group of female snowboarders created the association “Ladies First” in Switzerland. Their objective was to enhance feminine freestyle (skiing or snowboarding), a discipline that is progressively growing. The goal was to create a visible space for girls to encourage them to participate in freestyle. Within this context they founded a competition named “Ladies First Challenge” (LFC).

The aim of this research (which comes from a doctoral thesis started a few months ago) is to understand the commitment of these women (Becker, 1985) and the apparent need for “homosociability” through life course interviews (Bertaux, 2006). What is their background? What kind of experiences have they had in snowboarding that led them to create their association? Several studies (Anderson, 1999; Thorpe, 2008) show that snowboarding is a “male dominated” environment – in particular media coverage analysis enhances “masculine” values (courage, strength, risk taking), or strategies of construction and naturalisation of masculine hegemony from male snowboarders. Can we identify processes of “mimicry”, regarding the “classic” mixed organisations (and as a consequence led by men essentially)? In confronting the data (interviews, observations) with observations of other “classic” (mixed) competitions and interviews with male snowboarders, we want to deconstruct these commitments and to re-position LFC in the whole context of freestyle in Switzerland in order to understand its impact.

Keywords: snowboarding, female commitments, gender construction

Skateboarding Women: Building Collective Identity in Cyberspace
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This paper reconsiders the Skirtboarders’ blog, produced by a crew of female skateboarders, as a space where crew members attempt to reflexively start a movement and, in doing so, construct and circulate a wider collective identity (Taylor & Whittier, 1992). Through a discourse analysis of blog comments and user interviews, we attempt to understand how young women who visit the blog interpret (re)presentations of female skateboarders and whether they become engaged in the movement to promote skateboarding among women. Do they adopt this collective subjectivity? While the analysis suggests that they do feel part of the movement, it raises the issue of blog user access to the more specific “Skirtboarder” identity.

Sport and Media
Saturday, June 15, 2013
1:30 PM - 3:00 PM
Salon B

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This study investigates the specificity of women sports journalists’ writing in the context of the French-speaking Swiss daily press. Sports
Journalism remains a traditionally male journalistic arena in Switzerland, despite a significant increase in the number of women recruited in the sports columns of the Swiss-French press, that is generally the result of particular editorial decision. By analysing women’s working practices (observations and interviews) and output (content analysis), it shows that women sports journalists do not adopt the customary professional norms and values of this journalistic speciality and tend to produce unconventional articles. This “feminine” writing is characterized by an interest in soft news and a psychological or “human” perspective which is different from the usual treatment of sports news focused on facts and technical analysis developed by the large majority of their male colleagues. It takes place within structural mechanisms – particularly modes of recruitment, gender division of labour, the acknowledgement of skills and the organisational mechanisms within sports newsrooms - as well as daily interactions in the workplace and the taste of women journalists. Women journalists employ a subversive strategy, play with the stereotypical images of their professional competences and it gives them professional satisfaction. However, the way they exercise their profession contributes to the definition of masculine and feminine journalistic values and practices and to the maintenance of the existing gender order in sports journalism.

Making Jobs Easier but More Scarce: Newspaper Sports Reporters’ Attitudes Toward the Rise of the Internet
Edward (Ted) Kian, Oklahoma State University (United States) edward.kian@okstate.edu

Newspapers have long been a pre-eminent part of U.S. culture (Nord, 2006). Over the past 15 years, however, the newspaper industry has been decimated, primarily due to the advent of the Internet as a dominant news source (Warren, 2009). Due to the vast array of free Web sites online, media consumers are increasingly unwilling to pay for printed products, whereas advertisers are able to reach more targeted and/or broader audiences through cheaper means via online sites such as Craigslist (Fahri, 2008). Accordingly, newspaper jobs losses have been steep, with many publications also reducing their total pages and events covered (Smith, 2012). Pompeo & Jedrzejczak (2010) found that at least 166 American newspapers stopped producing a print edition or shut down entirely over the previous two decades. Accordingly, some laid-off newspaper sports reporters found similar jobs on the Internet, but the majority were left unemployed or entered new fields (Kian & Zimmerman, 2012). In this study, semi-structured interviews were conducted with sports writers employed fulltime at U.S. daily newspapers with circulations of 30,000 or higher. An interview guide was designed to gauge experiences and attitudes toward the advent of the Internet, focusing on the effects on work routines, reporting, writing, job responsibilities, job expectations, job security, as well as the advent of the Internet’s overall influence on the newspaper industry, journalism, and society. In the search for primary themes, theoretical and definitional memos will be written on reoccurring concepts. Primary themes emerging from the data and their implications will be discussed.

The Came to Bury Caesar: Media Coverage of Joe Paterno’s Funeral
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In the fall of 2011, Joe Paterno became the winningest coach in NCAA football history. At that time, he was represented by the press as an heroic icon, a solitary, moral figure who won while playing by the rules. Days after he set his record, he was fired by Penn State for failing to take a moral stand when his long-time assistant coach, Jerry Sandusky was accused of sexually abusing boys in 1999 and in 2002. While Paterno was accused of no crime, his failure to report cost him his job. A few weeks after he was fired, Paterno was diagnosed with lung cancer, and he died in January 2012. The purpose of this paper is to trace the shifting discourse about Paterno from his near canonization by the sporting press to his fall from grace. Central to this paper is the assumption that the press both made Paterno an icon and reduced him to a fallen idol. The paper concludes with a
discussion of the implications of the reframing of Paterno following the indictment of Sandusky on charges of child sexual abuse.

Open Session
Saturday, June 15, 2013
1:30 PM - 3:00 PM
Salon C

The Proliferation of Knock-Off Sports Jerseys: An Empirical Investigation
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Every year, consumers around the world spend 200 billion dollars purchasing counterfeit watches, sunglasses, clothing, perfume, purses and other goods. Social scientists have extensively studied consumers' motivations for purchasing counterfeit items and have concluded that, in most cases, people are fully aware that they are purchasing unlicensed items and do so to save money. There are not any published studies that consider consumers' motivations for purchasing counterfeit sports jerseys. I have read numerous popular culture articles and blogs whose authors suspect that many of the people who purchase knock-off/unlicensed jerseys do so thinking that they are actually licensed. A comprehensive 25 question online survey administered to a convenience sample of BU students and their friends is used to uncover a host of trends and patterns concerning "knock-off" jersey ownership and satisfaction. The principal goal of this research is to examine the following questions: Who buys counterfeit jerseys? How much money do people spend on them? Do they know that they are unlicensed? Why do people buy these jerseys? and How satisfied are people with their purchases? Multi-variate analysis is also used to identify how people's attitudes toward "knock-off" jerseys are impacted by such independent variables as income, age, race, sex, education and interest in sports, among others.

The Changing Landscape of Athletes’ Rights and Social Media Relations
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The sport mediascape is hotly contested territory. Major sporting associations, sponsors, agents, and media corporations have long struggled to claim jurisdictional rights over athletes’ images and communication with fans. Athletes in many nations continue to sign away basic human rights to expression and ownership of their representations in order to compete at major games. The rise of social media have further complicated the relationships athletes have with major players in the sport-media-sponsor nexus. This paper will present insights from the formative stage of a participatory action research project with Canadian national team athletes competing at Olympic and Pan American Games. While athletes are embracing new ways to engage with fans and key actors in the nexus, there are many struggles over rights to expression in social media, privacy issues, participation in social responsibility interventions, and the online commodification of athletes’ performances and images.

Lessons from Uttar Pradesh and Bihar: Sport Development Initiatives and the potential for India’s Sociologies of Sport
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For some time, the United Nations, international sport federations (e.g. the IOC and FIFA), and Non-Governmental Organisations (e.g. India’s Panchayat Yuva Krida Aur Khel Abhiyan [PYKKA] rural organisation) have used sport as a tool for social development. Sport development programmes, including those in India, are frequently founded on the assumption that, under appropriate conditions, sport can positively influence social cohesion, integration, inclusion, and mobility. The PYKKA
project, for instance, provides youth with community activities and educational opportunities to nurture social cohesion and individual responsibility. With their emphasis on alleviating social ills, fostering progress, generating allusions of local, national and international accord, and, demonstrating the altruism of sport governing bodies, sport development initiatives are worthy of sociological analysis (Burawoy, 2005; Darnell, 2012; Wilson, 2012). Despite the potential of sport development to highlight broader social complexities, sociologists in India remain disinterested in the area (and with sport generally) as avenues of legitimate study. Yet, sport development programmes, invariably, provide sociologists useful opportunities to know and engage with body politics, questions of structure and agency, and, emancipation and social transformation. Accordingly, in this paper I draw on Bourdieu (1992; 1993) and Giddens (1990; 2009) to understand the construction of, and consequences thereof, sport development projects and the broader processes to which they are a part. I discuss my ongoing research with youth in the Indian states of Uttar Pradesh and Bihar, and, I consider how sport development agendas are often confounded by tensions, negotiations, and resistances contours of the local context.

Sociology of Sport: Future Challenges
Saturday, June 15, 2013
1:30 PM - 3:00 PM
Salon D

Logging on to www.olympic.org.nz: Navigating National Narratives, Sport E-spaces and the Digital Age
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Sport scholars who utilize the internet are confronted with an array of tantalizing opportunities. In addition to aiding archival research, the internet provides fertile spaces for narrative making and critique. As Brown (2004), Landsberg (2004), Ross (2011), Staley (2002), and others, have variously contended, new digital technologies are prompting academics to reconsider the ways they go about their research and teaching practice. For sport sociologists and historians, for example, the proliferation of e-zines, fan sites, blogs, Facebook, twitter, club web pages, and sport organisation websites has opened novel avenues for analysis and representation. While digital sources, sites, and spaces may excite sport scholars, they also raise questions about narrative making and digital material use. In this paper, I examine the New Zealand Olympic Committee’s (NZOC) website, www.olympic.org.nz. NZOC has recently been undertaking a series of public projects to mark its history and promote its national image. Part of their initiatives has been to use their website to narrate key historical moments which they have interwoven with regular sport news. The narratives NZOC are creating of the Olympic movement in New Zealand are a mélange of historical reminders, administration items, and contemporary celebrations. NZOC’s website, I contend, and the use of these sorts of digital space more generally, presents sport researchers with new considerations about representation, collective memory, and narrative reconstruction.

Young Adults and Hypermodern Sport Practices: Towards an Epistemological Transformation in the Field of Sociology of Sports
Francisco Toledo Ortiz, Université de Montréal (Canada) francisco.toledo.ortiz@umontreal.ca

Between the XIXth and the XXth centuries, as an outcome of the Industrial Revolution, the sociology of sport, particularly the one from French tradition, was developed from three main epistemological approaches. The first one was the classical Marxist’s division between alienated work and spare time (time freed from the control of the Industry). This division was based on a clear separation between social practices devoted to work and activities concerning the private life. The second epistemological approach was based on Marcel Mauss’s concept of « body techniques ». This approach permitted researchers interested on sport to focus on the cultural and social boundaries that take place on social learning from physical
education. The third one was Foucault’s idea of «biopower». This last approach helped sociologist of sport to emphasise the way modern societies constructed disciplinary bodies through the legitimisation of a political discursive rationality.

Through research I conducted among young professionals in Quebec, holding a university degree, and their amateur’s sports practices, I want to propose a new approach to theorize post-industrial sports and leisure. This new approach, that I call “hypermodern sport” constitutes a way to describe social transformation and its effects on post-materialistic lifestyles. Through this new epistemology, sport could be used as a social observatory of the transition between the industrial modernity and the post-industrial modernity.

Comparing the Data Collection Methodologies of England’s Morris Dance Field Researchers
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The purpose of this study was to analyze the data collection methods used by the field researchers of England’s Morris Dance to determine the extent that these researchers considered both each other’s’ works as well as those of modern folk dance theorists. Recent theoretical developments in the folk dance field of research coupled with the increasing number of scholars called upon to preserve rapidly disappearing folk dance cultures have created the need for this study. In order to analyze the data collection methods, Grounded Theory was utilized to code large quantities of qualitative data and compare it on a quantitative scale. This study revealed two major factors regarding the data collection methodologies of folk dance researchers: first, the repetition of data across different studies with no referencing to each other revealed that Morris Dance researchers had not considered all existing works before conducting their field research, and second, the small amounts of data collected vs. the large potential data that could be collected if the authors had referred to the criteria put forth by modern theorists revealed that some authors had not referred to modern folk dance theory before conducting their research. In conclusion, this study discovered that in order to further the field of folk dance studies more communication is necessary between scholars and standard criteria for field research need to be developed.

Gender, Race and Ethnicity
Saturday, June 15, 2013
1:30 PM - 3:00 PM
Salon E

EXPOSED!! CASTER! BRITTNEY! SERENA! Black Female Athletes Enduring Struggle for Corporeal Integrity
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“A black woman’s body was never hers alone”
Fannie Lou Hamer

With the exception of the Caster Semenya affair, sport studies scholarship has demonstrated a negligible interest in the lives of black female athletes. Thus, while the literature reflects more sophisticated analyses of gender and race these formations are typically constructed as exclusive categories as evidenced by labels such as gender and sport and race and sport. These familiar binaries have contributed to an either/or framing that undermines the complexity and diversity of black women’s lives by placing them in a discursive position that privileges select elements of their experiences and identities. For black women the meaning of sovereignty is inextricably linked to slavery: classified as chattel, rendered devoid of human qualities, their whole worth lay in their labouring bodies. Accordingly the embodied nature of sport performance renders it a key site for the (re)production and (de)construction of black female corporeal integrity. Consequently I examine the perception and treatment of three athletes: Caster Semenya, Brittney Griner and Serena Williams. Significantly, each athlete has been described by her competitors and the public as
possessing an unnatural physicality and embodying masculine traits that give them an “unfair advantage.” I argue that their black female athletic bodies and their sporting excellence a) cannot be known/recognized because they exist in the interstices of the social categories of race and gender and: b) the legacy of their classification as captive bodies informs responses to these athletes’ self-definition and efforts to assert their humanness.

Facets of Integration: Recent Immigrant Women’s Perspectives on how they want to Participate in Publicly Delivered Physical Activity

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Recreation opportunities in Canada have often resulted in the exclusion of immigrants or the expectation that they needed to assimilate and adopt dominant customs in order to integrate (Tirone, 2010). However, many immigrants and ethnic minorities want to engage in recreation in ways that incorporate aspects of their cultural heritage, and that allow for the development of social and professional connections (Frisby, 2011; Stodolska, 2000; Tirone & Pedlar, 2000). Furthermore, an important aspect of inclusion is the degree of choice available to community members in their level of engagement, ranging from straightforward participation in recreational programs, to involvement in planning and decision-making (Ponic & Frisby, 2010). The purpose of this study is to better understand the different ways in which recent immigrant women want to engage in publicly delivered physical activity opportunities. Qualitative interviews were conducted with women who recently immigrated to Canada from different countries who currently reside in one community in British Columbia. Participants’ discussions reflected a number of different facets related to integration. Some expressed a desire for opportunities that could enable not only participation with other immigrants for social support, but also with Canadian-born individuals to learn about the society in which they now live. In addition to straightforward participation in physical activity, some participants expressed the desire for deeper involvement, such as opportunities to voice their concerns and suggestions. Further findings from this study and implications for public community-level programs and services will be presented.

Becoming an Ideal Woman: Gender Roles Negotiation among Taiwanese Women who Belly Dance

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Confucian values strongly influenced gender stereotypes in Taiwan. An ideal “good” woman was expected to be modest, frugal, caring, virtuous and filial. Socioeconomic change in Taiwan and the globalization of cultural industry have contributed to the construction of modern women images as independent, feminine and beautiful. However, the traditional ideal was not totally displaced. In particular, married or older women are still more constrained by traditional gender expectations; interestingly, they have become the majority of belly dance participants in Taiwan. Contrary to traditional gender expectations, the display of body and femininity is exceptionally encouraged in belly dancing. Utilizing data collected from participant observation and interviews with 21 married, middle-aged belly dancers in Taiwan, this study examines how women integrate belly dancing with ideal gender images without conflict. Results show that most belly dancers take their ideal gender image as one that combines the modern notion of beauty with the traditional notion of goodness. By viewing belly dancing as a body toning exercise or leisure activity, a frugal and natural approach to acquire femininity and beauty, interviewees differentiate themselves from the “bad others”—i.e. dancing girls, material girls, and “artificial beauties”—to construct a “beautiful-and-good” female image. Moreover, most interviewees assert that belly dancing empowers them, physically and mentally, to better serve in other roles at home or at working places. By creatively integrating, Taiwanese belly dancers show that traditional virtues can be maintained even while participating.
in a dance with feminist connotations.

Open Session
Saturday, June 15, 2013
3:30 PM - 5:00 PM
Salon B

Sport, Play, and Historical Transformation: Extending Huizinga’s Critique
Thomas Henricks, Elon University (United States) henricks@elon.edu

In a classic work *Homo Ludens*, the Dutch historian Johan Huizinga describes the historical transformation of play. In his view, activities that once featured relatively free and open public discourse were now, at least in their industrial manifestation, managed by large social and political organizations. The result was a narrowing of personal and public expression and a diminution of social vitality. An extreme version of this process in his view was sport which had devolved into a commitment to sterile excellence. The current paper reviews Huizinga’s critique and then extends it into a more general account of the historical transformation of play. Four periods – pre-modern, early modern, late modern, and post-modern – are indentified and then analyzed in terms of their potential for personal and social realization. Special emphasis is given to sport in the post-modern context. In that regard, the author presents his description of “pleasure domes,” commercially-sponsored settings that construct enjoyment for their patrons and offer new combinations of the roles of players and spectators. The author analyzes these emerging formats in terms of the degrees and kinds of freedom that they present.

The Relationship between the Team Cohesion and the Level of Aspiration among the Soccer Players in Djelfa Governorate
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This study aimed to understand the relationship between team cohesion and level of aspiration amongst soccer players in Djelfa, and to determine the differences in the cohesion and aspiration levels amongst soccer players in the Governorate of Djelfa according to academic qualification, playing position, experience, and club degree variables. To achieve that, the study sampled 480 soccer players from professional, first degree and second degree clubs in the Governorate of Djelfa.

The sample represents 30% of study population, The Group Environmental Questioner (GEQ) (Carron et al, 1985) was used to measure the team cohesion which is composed of 34 items and distributed into four domains: group integration tasks, individual attraction to group social, group integration social and individual attraction to group tasks. Aspiration scale (developed by Moawad & Abdel Atheem, 2005) was applied to determine aspiration level, consisting of 36 items distributed into four domains, optimism, ability of formulate objectives, acceptance of new ideas and depression tolerance. To address questions in the study, means, percentages, standard deviation, person correlation, One Way ANOVA and Scheffes’ post-hoc test were used. The results showed that the team cohesion level of the soccer players in the DJELFA was high for all domains, where the percentage of response was more than 81%, and was high for the total score of cohesion (69.7%), the rank order of domains were as follows: firstly, group integration social (87%). Secondly, individual attraction to group tasks (79.2). Thirdly, Group integration tasks (76%). Finally, individual attraction to group social (71.4%).

The Sporting Lifecourse
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Salon C

The Career of Cameroonian Professional Footballers: Questioning the Non-transition out of Football
Jérôme Berthoud, Lausanne University (Switzerland) jerome.berthoud@unil.ch

The data presented are the first results of a doctoral research looking at the after career of Cameroonian professional footballers. What do the players do once their football career is finished and
how can we explain their new engagement out of football? In 2011 and 2012 we have conducted around 30 life stories interviews (Bertaux, 1997) with “retired” players. The fieldwork of this research has been mainly done in the country of origin of the players and in France, main destination for French speaking African footballers.

Through the concept of careers (Hughes, 1996; Becker, 1985), we have tried to understand players life course. We have looked at the sport career, the social career and the career in terms of education and professional life outside football. We suppose that the after career can be understood as the result of successive steps in those different careers, separated by transitions or “turning points” (Strauss, 1962) during which the athletes’ identity is particularly undermined, before being re-shaped.

The objective of our research is to define the players’ main activities and centres of interest once their football career is behind them and the way they engaged into them. The first results of our research show that it is very difficult for the players to talk openly about their after career life. How can we interpret this situation? What are the strategies they develop to avoid talking about something that often does not make sense for them and what can we learn out of it?

Developing a Framework for Understanding Toxieties Embedded in the Organizational Culture of High Performance Figure Skating

Cathy Mills, University of British Columbia (Canada) cathy.mills@alumni.ubc.ca

Organizational culture is an umbrella concept for thinking about cultural and symbolic phenomena including symbols, meanings, artifacts, values, and basic assumptions (Alvesson, 2012; Schein, 1992). Much previous organizational culture research has been critiqued for its functionalist nature that attempts to increase organizational efficiency by “reduc[ing] human beings to parts of a well-oiled societal machine” (Alvesson & Willmott, 2003, p. 2). In this paper I propose a theoretical framework that draws upon critical management studies (CMS) to uncover taken-for-granted toxieties within the organizational culture of high performance sport. Toxieties, such as the intense pressure to win and expectations to dress, act and perform in certain ways, within organizational cultures that have “pervasive negative effects, undermining individuals’ confidence, hope, and self-esteem and damaging their morale and performance, both at work and outside” (Maitlis, 2007, p. 1204). CMS explores non-performativity and denaturalization in an attempt to improve the overall wellness of organizational members. It proceeds from the assumption that dominant practices of management and organizations systematically favor some (elite) groups at the expense of those who are disadvantaged by them (Alvesson, Bridgman, & Willmott, 2009). This theoretical framework poses implications for methodology, as taking the perspectives of those who are most adversely affected by toxieties becomes paramount (e.g. the athletes).

Hockey Player’s Lifecourses in Switzerland

Orlan Moret, University of Lausanne (Switzerland) orlan.moret@unil.ch

Since the 1980s, the professionalization and the increasing commercialization of hockey in Switzerland have engendered career aspirations, even at relatively common levels of commitment. The hockey player thus has a particular professional career since he is able to play during a definite period of time, in various labour markets, successively or simultaneously.

Following the interactionist perspective of career (Becker, 1963), our work tries to better understand the lifecourses of hockey players born between 1955 and 1995 and having played at the two highest levels of the Swiss championship (NLA, NLB). The sequence analysis applied to our sample (approx. 500 players) especially the optimal matching analysis (Abbott, 1995), reveals well suited to integrate diverse trajectories of individuals engaged in a complex succession of statuses and roles. The data can then be interpreted through individual as well as historical temporality.
Particular attention will be given to the available resources they can use for their professional integration. Are diplomas of any help? What is the nature of networks they can use? Does their social capital result from strong ties (bonding) or according to Granovetter (1973), "the strength of the weak ties" (bridging) is rather acceptable? The strong specialization of sport workers seems to prevent professional mobility towards other business sectors. Despite this low recognition of sporting capital outside the sports market, it sometimes seems a value to “exchange” for a job.

**Pedagogy and Physical Education**

Saturday, June 15, 2013
3:30 PM - 5:00 PM
Salon D

**Pedagogy of the Oppressed, or a Pedagogy of Oppression? Examining the Potential of Critical Pedagogy within Sport for Development and Peace**

Shawn Forde, University of British Columbia (Canada) shawn.forde@alumni.ubc.ca

Over the last decade, the use of sport as a tool to facilitate various forms of development, particularly within the 'developing' world, has loosely coalesced into a field termed sport for development and peace. One prominent aspect of this field involves the use of sport as a vehicle for achieving a variety of educational objectives, yet very little research has been conducted on the pedagogical strategies that are used by organizations. Furthermore, many scholars have recently argued that educational frameworks within sport for development that are guided by critical pedagogy offer the potential of empowering participants and creating social change within communities (Darnell, 2012; Hartmann & Kwauk, 2011; Nicholls, 2009; Spaaij & Jeanes, 2012). Therefore, in this paper I use my own experiences in sport for development, as well as the findings from a critical discourse analysis of sport for development and peace curriculum material, to examine the strategies presented in curriculum and to build on discussions relating to pedagogy and sport for development and peace. Based on my critical discourse analysis, which was guided by postcolonial theory and critical pedagogy, I found that the pedagogical strategies presented within the material were underpinned by discourses of risk, deficiency, and individualism. Importantly, it was also apparent that aspects of critical pedagogy were appropriated and integrated into the curriculum material in ways that were mostly in line with neoliberal philosophies of development. I conclude by arguing for caution with regards to how critical pedagogy is promoted within sport for development and peace.

**A Case Study & Dialogue. The Past, Present and Future of the Ontario Health & Physical Education Curriculum**

Laura McIntyre, University of Toronto (Canada) lauraleighmcintyre@gmail.com

Recently, the Ontario Health & Physical Education Curriculum has occupied an important and controversial position within the provinces’ political world. In her first press conference as Ontario’s first openly gay Premier, Kathleen Wynne announced her plan to revisit the controversial sexual education curriculum she attempted to have passed during her appointment as Minister of Education in 2010. This ‘inclusive’ “Accepting Education Act (Bill 13)” drew fire from ultra-conservative groups for its suggestion of curriculum that takes up ‘alternative lifestyles’ in elementary schools. ‘Bill 13’ was subsequently forced to the backburner of the Liberal’s political agenda after angry parents and citizens lashed out against the proposed bill. This political and media-driven attention surrounding the health and physical education field invigorates an on-going dialogue regarding the future direction of Ontario’s physical education curriculum, especially with regards to discourses of ‘inclusivity.’ How will these politically driven discourses be filtered down to youth in terms of what they will learn about their bodies, their sexuality and physical activity? How might these new discourses enable and constrain gendered and sexual sovereignties for youth within a sport and physical education context? This presentation invites educators, sociologists and
socio-cultural scholars to consider the hegemonic and counter-hegemonic narratives in the current, present and future Ontario health and physical education documents. A case study surrounding the Grade 8 Ontario Physical Education Curriculum’s recent concept of ‘health, media and sexual literacy’s’ will be introduced and theorized within these dominant narratives on health and the body to ignite this discussion.
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